



Flour Fortification Initiative

A PUBLIC-PRIVATE-CIVIC INVESTMENT IN EACH NATION

FFI Leaders Group Organizations

AMERICAS

Acrison
American Ingredients
American Institute of Baking
Canadian International Grains Institute
Canadian Wheat Board
Cargill, Inc.
Emory University
Fleishman-Hillard
Fortitech Inc.
General Mills
International Association of Operative Millers
International Council for the Control of Iodine Deficiency Disorders
Kansas State University
Kansas Wheat Commission
The Micronutrient Initiative
Research Products
Seaboard Company
UNICEF
US Centers for Disease Control and Prevention
US Department of Agriculture
US Wheat Associates

OCEANIA

AWB Ltd
CCS New Zealand
Children's Telethon Institute
Manildra Group
Sydney West Area Health Service

EUROPE AND CENTRAL ASIA

Akzo Nobel
DSM
Global Alliance for Improved Nutrition
Kazakhstan Academy of Nutrition
League of Kazakhstani Grain Processors and Bakers
Muehlenchemie Company

MIDDLE EAST AND AFRICA

Abdulla A. Al Ghurair Group of Companies
Alsaeed Group
Bahrain Flour Mills Company B.S.C.
Dana Day Company
Doruk IWA Deger Katma Gida San. Tic A.S.
Federation of Iranian Associations of Flour Milling Industry
Five Star Flour Mills
The Modern Flour Mills & Macaroni Factories Co.
Morocco Millers Federation
Morocco Milling Industry Training Institute
Oman Flour Mills Co. (SAOG)
Turkish Millers Federation
World Vision International

ASIA

Bogasari Milling Company and Indo Foods
Center for Public Nutrition and Development of China
Hexagon Chemols Pvt., Ltd.
Indonesian Coalition for Fortification (KFI)
Kapoor Brothers Roller Flour Mills
Mahidol Nutrition Institute
National Institute of Nutrition Vietnam
Pakistan Flour Mills Association

FLOUR FORTIFICATION

“70% by 2008”

The need is clear.

Lack of vitamins and minerals in the diet is damaging the health of one-third of the world's people and holding back the economic development of virtually every country in the southern hemisphere.

“Vitamin and Mineral Deficiency Report” by The Micronutrient Initiative and UNICEF (2004)

<http://www.micronutrient.org/reports/default.asp>

The opportunity is at hand.

Fortifying flour is a sound economic investment in the economy of your markets. Eliminating vitamin and mineral diseases, especially iron deficiency through food fortification, would have an exceptionally high ratio of benefits-to-cost as an investment in the development of nations, second only to prevention and control of HIV/AIDS.

The Copenhagen Consensus, a report by a panel of some of the world's foremost experts in economics.

<http://www.copenhagenconsensus.com/>

The Flour Fortification Initiative (FFI) is a collective network of individuals and organizations to facilitate making vitamin and mineral fortification of flour standard practice. The network's members are composed of people in the public, private and civic sectors who combine their resources and relationships to foster flour fortification more effectively.

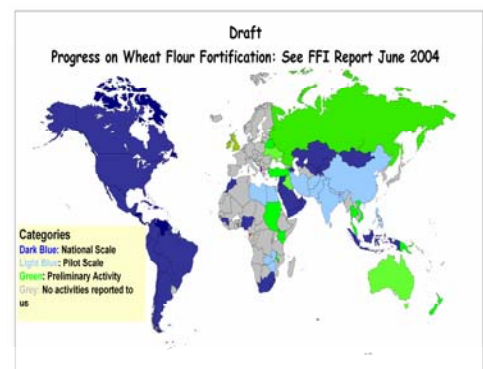
Fortification of a staple food is a highly effective tool to improve public health. Wheat flour fortification offers a tremendous opportunity toward improving the micronutrient status of populations because more than 400 million tons of wheat is eaten each year, most of which is milled by large roller mills.

70% by 2008

Strategic oversight of the FFI network is provided by the FFI Leaders Group, a collection of executives or leaders from more than 50 organizations who can represent and make decisions on behalf of their companies or organizations (see column to left).

The FFI Leaders Group has committed to achieving 70 percent fortification of roller mill wheat flour with at least iron and folic acid by 2008. Twenty percent of wheat flour is now fortified, leaving a significant amount of work to be done. The activity and enthusiasm of all sectors involved with the process of making flour fortification a reality needs to match the level of need.

The FFI network can help millers establish strategic alliances with key organizations within industry and also in the public and civic sectors.



Snapshot of current fortification practices. About 20 percent of the world's flour is fortified.

For more information, visit www.spb.emory.edu/wheatflour



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The public health benefits of fortified flour open doors to many international agencies and disabilities groups as well as national entities. National action is often achieved through millers taking a lead role in a collaborative effort involving many organizations, including but not limited to agencies of government and the United Nations, non-government agencies, medical and public health groups, consumer advocates, media, disabilities groups and businesses and associations in the private sector from the farm to the fork.

KEY POINTS TO KNOW ABOUT FORTIFICATION

Flour fortification offers a low-cost, highly-effective way to use a staple food to dramatically improve global health.

The cost of the premix to fortify flour with iron and folic acid can be as little as \$0.30 US to \$0.50 US per metric ton.

Flour fortification is part of a solution to one of the world's most pressing public health problems.

Vitamin and mineral deficiency causes impairment of hundreds of millions of growing minds and the lowering of national IQs, wholesale damage to immune systems, the deaths of more than a million children a year, 200,000 serious birth defects annually, and the deaths of approximately 50,000 young women a year during pregnancy and childbirth.



Millers discuss fortification at LAOM Tehran.

Flour fortification is good for business.

Iron deficiency in adults is so widespread that it is lowering the energies of nations and the productivity of work forces with estimated losses of up to two percent of GDP in the worst affected countries. As an example, when calculated as a proportion of the gross domestic product, productivity losses in South Asia alone are estimated at close to \$5 billion annually.

Fortification gives an additional nutritive value to its products and provides manufacturers with a market advantage, offering an important health benefit message for flour products.

Fortification provides critical nutrients in disease-preventing levels not found in a typical diet.

In its natural state, wheat is an excellent source of many vitamins. But because most of them are concentrated in the outer layers of the wheat grain, a significant proportion is lost during the milling process.

While a balanced diet is an important part of a healthy lifestyle, in even the best diets it is difficult for the body to absorb the amount of nutrients necessary to prevent disease without supplementation or fortification.

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