

Priority Revenue Expansion Initiatives

Proposal Summary Document			
Project Title: ADDRESSING IDA AND IDD WITH DOUBLE FORTIFIED SALT (DFS)			
Region: GLOBAL (AFRICA / INDIA)		Country: KENYA, NIGERIA, CHINA, INDIA +	
Geographic Scope: Global: scale-up of national DFS production and supply in 3-5 large countries.			
Objective: To reduce Iron Deficiency Anemia (IDA) and Iodine Deficiency Disorders (IDD) in developing countries through the supply of affordable double fortification of salt (DFS).			
Target Beneficiaries: General population			
Period: 3 years			
Budget(USD): 22.7 million			
Potential Partners	Role of Partners	Funding Amount (USD)	
		<u>Through MI</u>	<u>Parallel</u>
1. The Bill & Melinda Gates Foundation: Funding		TBD	TBD
2. GAIN: Funding			
3. National and State governments: Enabling env.			
3. Industry (International and nat'l): Implementation			
Project Description:			
<ul style="list-style-type: none"> • MI has initiated a process to identify the opportunities to develop Global, Regional and National strategies for affordable DFS production, marketing and dissemination with a view to scaling-up DFS programs in 3-5 large countries over a three year period (PH1). • Despite global goals to reduce iron deficiency anemia, programmes attempting to achieve these goals over the last thirty years have been dismally unsuccessful. For many program, it is clear that the root cause of failure is their inability to reach vulnerable populations with appropriate, sustainable and cost-effective solutions. • The pervasive use of salt around the world makes it the most natural vehicle for addressing critical vitamin and mineral deficiencies through fortification; yet for many years, the interest in using salt to deliver iron along with iodine has been checked by a broad array of chemical and organoleptic problems. In 1995, MI took on the challenge of solving these technical constraints and since then, a team consisting of MI technical staff and consultants, as well as scientists from academia and the private sector has been working to guide this project toward accelerated commercial development of a prototype premix to address two major micronutrient deficiencies, IDA and IDD. The technology is now ready for scaled-up production. • A comparative cost effectiveness analysis carried out by a review team (using country data for Kenya) found that the estimated cost per 1 g/L increase in hemoglobin through iron supplementation, with no administrative or distribution costs added, is close to twice the cost of achieving such an increase through DFS. The review concludes that although DFS cannot be expected to replace iron supplements for pregnant women or anti-helminths for at risk groups, it is highly cost-effective for addressing iron deficiency anemia and in improving the general iron status of the populations. • Using the available estimates of premix cost, DFS is likely to increase the price of salt by at least 20%, and in some cases, by as much as 50%. This is far more than the price effect of iodization, which has, in most countries been passed on to consumers with minimal cost subsidization. While the added cost per person per year is a manageable US \$0.15 to \$0.20 per year, the increased cost of salt to the consumer could discourage most low-income consumers unless subsidization is provided. This needs to be weighed in the context of the benefits. 			
Status of Project: DFS Review completed			
Next Steps: Draft detailed strategy and Concept Document. MI management is currently studying the recommendations carefully. MI will develop a strategy and a plan of action and present it at the next Board meeting in June 2004. Responsible Person: Annie Wesley			