

Reaching the most vulnerable with vitamins: lessons from the FORTIFY West Africa program

Amadou Lamine GUEYE – Africa's Regional Food Fortification Program Manager, Helen Keller Intl

Alex Marco NDJEBAYI – Program Advisor, Helen Keller Intl, Cameroon

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FORTIFY West Africa project, 2011 – 2016

Goal: Increased access to fortified cooking oil and wheat flour for at least 85% of the population of West Africa

Funded by USAID: \$2.8 million

Geographic Scope: 15 ECOWAS countries

Key Approach:

Harmonize fortification standards

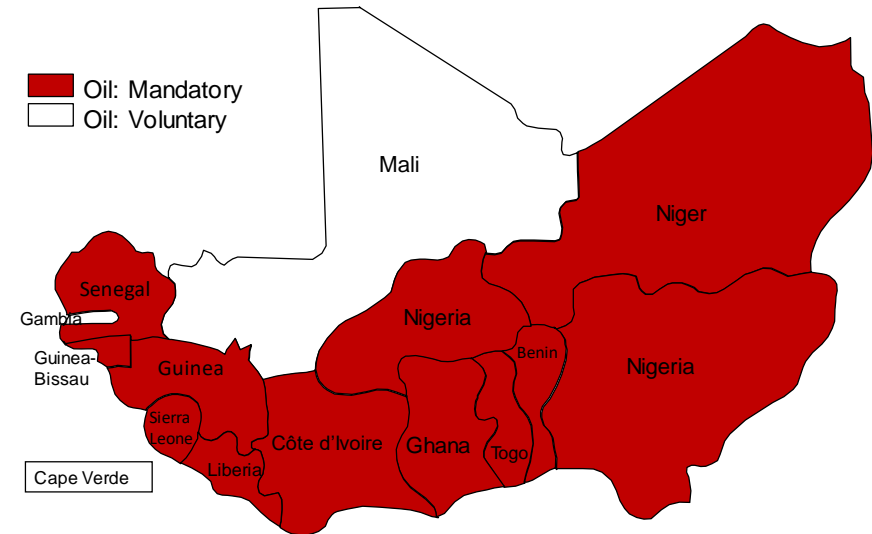
Advocate for mandatory fortification

Build capacity for monitoring and quality control

Achievements

- Harmonized standard ratified in 2016
- 13 of 15 ECOWAS countries now mandate cooking oil fortification
- ~74% of the population have access (final project report, 2017)

FORTIFICATION OF VEGETABLE OIL - 2015

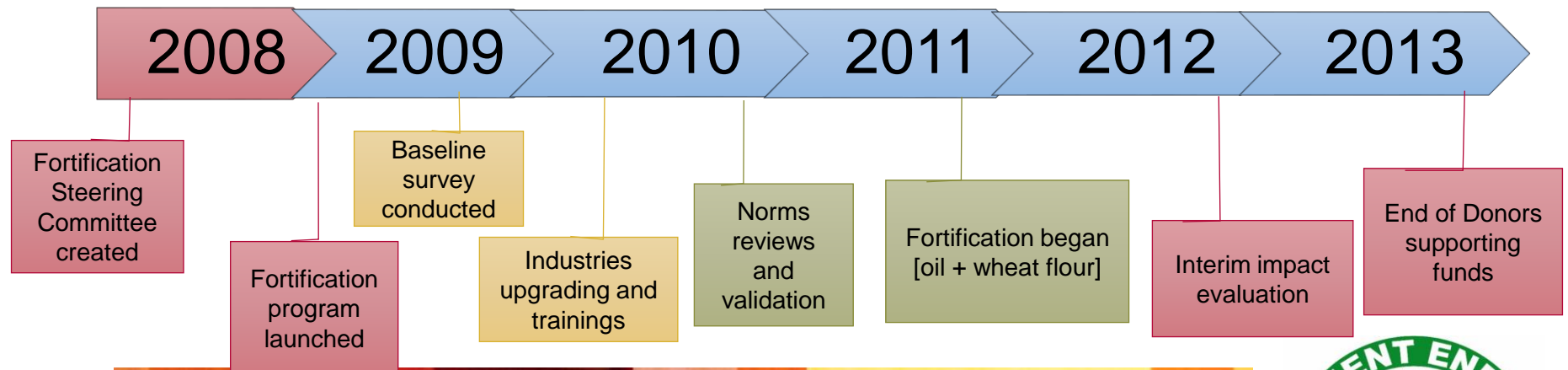


Key elements of success

- Evidence was critical
- Enabling environment
- Strong collaboration and transparent communication among stakeholders
- Advocacy and communication
- Perseverance



Implementing the program



Some key achievements

- Mandatory vitamin A fortification of oil started in October 2011
- From the coverage survey in 2019:
 - 12 local producers are fortifying their oils and 90% complied with legislation
 - Markets in all 10 regions sell fortified cooking oils



Launching ceremony of the fortification



First fortified bottles of oil VA fortified

Challenges

- High cost of premix and difficult procurement procedures
- Inadequate monitoring and enforcement.
 - 28 non-fortified imported cooking oil brands identified in 2019
 - unbranded and non-traceable “bulk oils”
- Difficult to keep all partners engaged all the time
- Commitment does not always translate into funding/action
- Impartial convener and open communication



THANK YOU

