

# FARM 2 FORK SERIES

## 5 KEY STEPS TO EFFECTIVE FOOD FORTIFICATION

We need to re-think the food system from farm to fork to support healthy and sustainable diets. Unilever has partnered with GAIN to show how micronutrient deficiencies can be tackled on a global scale through effective fortification initiatives, taking action across 5 areas.



### Ensure activity equals achievement

Fortification across new countries, key food staples and at optimum levels is vital to reducing micronutrient malnutrition.



### Build effective transparent partnerships

Communicating clear roles in fortification between the private sector and governments will lead to a more sustainable food system for billions globally.



### Maximise food supply channels

Countries must ensure their fortified products are highly consumed, affordable, available and effective.



### Don't neglect developed countries

Salt iodization and food fortification programs in the UK and US remain crucial, where high rates of anaemia and iodine deficiencies persist.



### Always strive to innovate

GAIN's Global Fortification Data Exchange helps provide a complete picture on fortification status and new solutions to end micronutrient malnutrition.

### Knorr's Green Food Steps programme:

- ✓ Iron-deficiency anaemia affects 50% of women in Nigeria.
- ✓ Green Food Steps trains women on simple and easy ways to cook nutritious meals with Knorr's iron-fortified bouillon cubes.
- ✓ In 2016, it helped over 70,000 mothers and daughters understand the importance of an iron-rich diet.



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