

TECHNOSERVE'S STRENGTHENING AFRICAN PROCESSOR OF FORTIFIED FOODS (SAPFF) PROGRAM



SUMMARY

Media Type	No. of articles	AVE(Ksh)	PRV(Ksh)	Reach
Print	4	360,514.00	1,081,542.00	3,420,300.00
Broadcast	8	360,560.00	1,081,680.00	7,350,000.00
Online	13	934,100.00	2,802,300.00	4,472,000.00
Total	25	1,655,174.00	4,965,522.00	15,242,300.00

PRINT ARTICLES



Date: 06-April-2022
Publication: The Star
Page: 10
Topic: 70 per cent of maize flour now fortified, survey shows
AVE: 116,649.00
PRV: 349,947.00
Reach: 870,000.00
Tonality: Neutral



NUTRITIONAL VALUE

70% of maize flour now fortified – study

JOHN MUCHANGI/ At least 70 per cent of maize flour in Kenya is now fortified with three of the mandated micronutrients, a new survey shows.

This is an improvement from the 51 per cent compliance level in 2018.

Similarly, fortification levels for wheat flour jumped from 28 per cent in 2018 to 49 per cent.

The survey looked at fortification of vitamin A, B3 and iron.

The results are from the Strengthening African Processor of Fortified Foods programme.

The four-year initiative supported by the Bill & Melinda Gates Foundation, has been helping millers and food processors improve compliance.

In Kenya, fortification of packaged maize and wheat flour was made mandatory through an amendment of the Foods, Drugs and Chemical Substances Act in June 2012. The mandated micronutrients and vitamins for wheat and maize flour are iron, zinc, vitamins A, B1, B2, B3, B6, B12 and folic acid.

Although malnutrition indicators are improving, it is estimated that from 2010 to 2030, undernutrition will cost Kenya approximately US\$38.3 billion in GDP due to losses in workforce productivity.

“Fortifying staple foods like wheat and maize flour with key vitamins and minerals is one of the most scalable, sustainable and cost-effective tools to combat malnutrition in Kenya and worldwide,” Nobert Aluku, the regional monitoring and evaluation manager at TechnoServe said.

TechnoServe is a non-profit that implemented the SAPFF programme.

Kenya National Bureau of Statistics data show out of a total under-five population of seven million, 1.82 million children (26 per cent) are suffering from chronic malnutrition (stunting or low height-for-age).

However, the SAPFF programme shows overall progress, despite some challenges that the milling industry has expressed as a result of the Covid-19 pandemic.

“Data gathering has remained a critical component of SAPFF’s engagement strategy with the private sector. It facilitates trust on the basis of product quality assessments.

“It also encourages shared prioritisation and collective action amongst key stakeholders within the national food fortification ecosystem,” Aluku said.

In 2019, Jomo Kenyatta University of Agriculture and Technology conducted a study on compliance.

It established that, at that time, nearly half of the maize millers in Kenya did not add essential minerals and vitamins to their flour products.

While all large-scale millers were found to be fortifying, only 46 per cent of medium-scale millers fortified their products.

The situation was worse among small-scale millers where just 24 per cent reported adding the mandatory micronutrients to the flours.

Prof Daniel Sila, who presented the results of the 2019 Jkuat study, identified skills gap, lack of equipment and high cost of premixes, as some of the hurdles by small and medium-scale millers to fortification compliance.

Kenya’s Food Fortification programme manager at the Ministry of Health, John Mwai, however said that anybody who enters the milling industry must be prepared to comply with all regulations.

Date: 04April-2022
Publication: The People Daily
Page; 23
Topic: Food fortification key to end malnutrition
AVE: 94,382.00
PRV: 283,146.00
Reach: 670,000.00
Tonality: Neutral

Food fortification key to end malnutrition

by William Murigi
@millymur1

Fortifying staple foods, such as wheat and maize flour with key vitamins and minerals is one of the most scalable, sustainable, and cost-effective tools to combat malnutrition in Kenya and worldwide .

This is according to research done by TechnoServe under their TechnoServe's Strengthening African Processor of Fortified Foods (SAPFF) Programme, a four-year initiative supported by the Bill & Melinda Gates Foundation.

According to World Health Organisation (WHO), food fortification is the practice of deliberately increasing the content of one or more micronutrients, such as vitamins and minerals in a food or condiment to improve the nutritional quality of the food supply and provide a public health benefit with minimal risk to health, as well as increasing the nutritional content of staple foods.

"Food fortification has been widely identified as a cost-effective strategy for addressing micronutrient malnutrition at scale. It is a cost-effective strategy for addressing hidden hunger, helping people to access the nutrition

they need," said Robert Ouma, regional Monitoring and Evaluation Manager (SAPFF) TechnoServe during a recent multi stakeholder workshop.

The research shows that because of millers increasing their fortification compliance levels over the last four years, more Kenyans are now accessing nutritious wheat and maize flours.

According to the findings compliance levels for wheat flour fortified with vitamin A, vitamin B3, and iron increased from 28 per cent in 2018 to 49 per cent in 2022, which equates to an additional 12 million Kenyans having access to adequately nutritious products.

Compliance levels for maize flour fortified with vitamin A, vitamin B3, and iron also increased from 51 per cent in 2018 to 70 per cent in 2022, which equates to an additional 11 million Kenyans having access to adequately nutritious products.

"Input quality, technical capacity of the industry, fortification monitoring, and use of appropriate technologies were discovered by the project to be crucial in driving change in compliance with the national food fortification standards," he revealed.

According to him, addressing challenges related to malnutrition in Kenya has been a significant concern for the national government, where out of seven million children, a total number of under five years old population, 1.82 million children (26 per cent) are suffering from chronic malnutrition (stunting or low height-for-age), according to the Kenya National Bureau of Statistics (KNBS).

"We would like to urge all key food fortification partners to establish a joint framework for input quality assessment that will also set the path for continued engagement and collaboration amongst relevant stakeholders, while identifying their anticipated roles in pursuing food fortification excellence in Kenya," he said.

Date: 24-Mar-2022
Publication: Daily Nation
Page: 32
Topic: Stakeholders root for fortifying staple Kenyan foods
AVE: 84,981.00
PRV: 254,943.00
Reach: 1,100,000.00
Tonality: **Positive**

Stakeholders root for fortifying staple Kenyan foods



From left, Kenya Bureau of Standards Quality Assurance Manager John Kabue, Cereal Millers Association CEO Paloma Fernandes and DSM Nutritional Representative East and Central Africa Peter Wathigo in a panel discussion at the Villa Rosa Kempinski, Nairobi, yesterday. Fortifying staple foods, such as wheat and maize flour with key vitamins and minerals, and being able to sell at affordable prices to most Kenyans, featured in the talks.

DIANA NGILA | NATION

Date: 24-Mar-2022
Publication: Business Daily
Page: 2
Topic: Forum on nutrition
AVE: 64,502.00
PRV: 193,506.00
Reach: 780,300.00
Tonality: Positive



Forum on nutrition

NAIROBI From left: United Grain Millers Association chair Kennedy Nyaga, Kenya Bureau of Standards quality assurance manager John Kabue, Cereal Millers Association CEO Paloma Fernandes and DSM Nutritional representative East and Central Africa Peter Wathigo during a workshop at the Villa Rosa Kempinski yesterday. The forum discussed fortifying staple foods such as wheat and maize flour with key vitamins and minerals sustainably and selling them at affordable costs to most Kenyans. --DIANA NGILA

BROADCAST ARTICLES



Broadcast

DATE	STATION	HEADLINE	TIME	Tonality	AVE(Ksh.)	PRV(Ksh.)	Reach
31-Mar-2022	Ramogi TV	Millers asked to ensure flour meet qualities required	19:32	Neutral	-	-	-
31-Mar-2022	Ramogi TV	Millers asked to ensure flour meet qualities required	22:04	Neutral	-	-	-
23-Mar-2022	NTV	Kenya to lose up to sh4 bn to under nutrition	21:40	Neutral	286,960.00	860,880.00	4,500,000.00
06-Apr-2022	Classic 105	70 per cent of maize flour now fortified, survey shows	11:01	Neutral	15,720.00	47,160.00	830,000.00
06-Apr-2022	Classic 105	70 per cent of maize flour now fortified, survey shows	14:00	Neutral	15,720.00	47,160.00	830,000.00
06-Apr-2022	East FM	70% of maize flour fortified with three of the mandated micronutrients	11:01	Neutral	7,330.00	21,990.00	420,000.00
06-Apr-2022	East FM	70% of maize flour fortified with three of the mandated micronutrients	14:04	Neutral	7,330.00	21,990.00	420,000.00
06-Apr-2022	Radio Jambo	Over 70% of maize flour have been fortified with with specified micronutrients	12:05	Neutral	27,500.00	82,500.00	350,000.00

ONLINE ARTICLES





70 per cent of maize flour now fortified, survey shows

Anybody who enters into the milling industry must be prepared to comply with all regulations, says MoH

In Summary

- The 70 per cent is an improvement from 51 per cent compliance level in 2018.
- The mandated micronutrients and vitamins for wheat and maize flour are iron, zinc, vitamins A, B1, B2, B3, B6, B12 and folic acid.



*NUTRITIONAL VALUE: All maize flour must be fortified with essential nutrients.
Image: CHARLENE MALWA*

Kenya National Bureau of Statistics data show out of a total under-five population of seven million, 1.82 million children (26 per cent) are suffering from chronic malnutrition (stunting or low height-for-age).

However, the SAPFF programme shows overall progress, despite some challenges that the milling industry has expressed as a result of the Covid-19 pandemic.

"Data gathering has remained a critical component of SAPFF's engagement strategy with the private sector. It facilitates trust on the basis of product quality assessments.

"It also encourages shared prioritisation and collective action amongst key stakeholders within the national food fortification ecosystem," Aluku said.

In 2019, Jomo Kenyatta University of Agriculture and Technology conducted a study on compliance.

It established that, at that time, nearly half of the maize millers in Kenya did not add essential minerals and vitamins to their flour products.

While all large-scale millers were found to be fortifying, only 46 per cent of medium-scale millers fortified their products.

Survey looked at fortification of vitamin A, B3 and iron.

Results are from the Strengthening African Processor of Fortified Food Programme.

Four-year initiative supported by the Bill & Melinda Gates Foundation, has been helping millers and food processors improve compliance.

Previously, fortification of packaged maize and wheat flour was made mandatory through an amendment of the Foods, Drugs and Chemical Substances Act in June 2012.

Mandated micronutrients and vitamins for wheat and maize flour are iron, zinc, vitamins A, B1, B2, B3, B6, B12 and folic acid.

Though malnutrition indicators are improving, it is estimated that from 2010 to 2030, undernutrition will cost Kenya approximately 3.3 billion in GDP due to losses in workforce productivity.

Fortifying staple foods like wheat and maize flour with key vitamins and minerals is one of the most scalable, sustainable and cost-effective ways to combat malnutrition in Kenya and worldwide," Nobert Aluku, regional monitoring and evaluation manager at TechnoServe said.

TechnoServe is a non-profit that implemented the SAPFF programme.

Date: 06-April-2022
Publication: <https://www.the-star.co.ke>
Topic: 70 per cent of maize flour now fortified, survey shows
AVE: 120,000.00
PRV: 360,000.00
Reach: 450,000.00
Tonality: Neutral

<https://jamboafrika.co.ke/kenya-government-leaders-and-food-industry-ceos-reaffirm-commitment-to-fortifying-staple-foods-with-essential-micronutrients/>



Kenya Government Leaders and Food Industry CEOs Reaffirm Commitment to Fortifying Staple Foods With Essential Micronutrients

By Jamlick March 24, 2022

0



TechnoServe's Strengthening African Processor of Fortified Foods (SAPFF) Program held a close out event in the form of a lessons Multi- Stakeholder Workshop yesterday. During the convening, data showing significant progress in the fortification of wheat and maize flour in Kenya was presented. Fortification is the process of adding key vitamins and minerals that are essential for good health to staple foods flour.

Addressing challenges related to malnutrition in Kenya has been a significant concern for the national government, where out of a total under-5 population of 7 million, 1.82 million children (26 percent) are suffering from chronic malnutrition (stunting or low height-for-age), according to the Kenya National Bureau of Statistics (KNBS). Furthermore, although malnutrition indicators are improving, it is estimated that from 2010-2030 undernutrition will cost Kenya approximately US\$38.3 billion in GDP due to losses in workforce productivity. Fortifying staple foods like wheat and maize flour with key vitamins and minerals is one of the most scalable, sustainable, and cost-effective tools to combat malnutrition in Kenya and worldwide.

According to figures presented by the SAPFF Program, overall progress has improved since the start of the program, despite some challenges that the milling industry has expressed as a result of the COVID-19 pandemic. The data showed:

- Compliance levels for wheat flour fortified with vitamin A, vitamin B3, and iron increased from 28% in 2018 to 49% in 2022, which equates to an additional 12 million Kenyans having access to adequately fortified products.

Over the course of implementation, with particular focus on supporting wheat and maize flour millers in Kenya, SAPFF has captured learnings that continue to shape adaptable approaches, investment commitments and innovations within the industry. Data gathering has remained critical component of SAPFF's engagement strategy with the private sector in not only it facilitating trust on the basis of product quality assessments, but also encourages the harmonization of these technical observations amongst key stakeholders within the fortification ecosystem.

Multi-stakeholder partnerships are crucial to developing large-scale food fortification programs. Governments, civil society and the private sector need to work together to achieve adequate food fortification and fight "hidden hunger" and its disastrous consequences. Ms. Floor Overbeek, Country Director (Kenya) TechnoServe.

Subsequent analysis on key inputs (premix/grain quality) have been undertaken to inform key business decisions and policy considerations. The SAPFF Program has established partnerships such as those with The Cereal Miller's Association (CMA) and Kenya Bureau of Standards (KEBS) to further facilitate cross-sectoral collaboration. Input quality, technical capacity of the industry, fortification monitoring, and use of appropriate technologies were discovered by the project to be crucial in driving change in compliance with the national food fortification standards.

"We need data! It is as simple as that ... to nudge us in the right direction and to ensure that everyone is judged by the same standards" Paloma Fernandes CEO, Cereal Millers' Association (CMA)

The discussion also highlighted the need to support industry efforts towards establishing data-driven self-regulatory platforms, in alignment with existing government regulatory mandates. It is expected that continued dialogue in this regard will lead to the consideration of policies which will improve the food processing ecosystem, guide flour quality, and improve fortification efforts in Kenya.

The workshop culminated with a call to action from key food fortification partners that will include the exploration of establishing a joint input quality assessment framework that will also set the path for continued engagement and collaboration amongst relevant stakeholders, while identifying their anticipated roles in pursuing the same.

Date: 24-March-2022
Publication: <https://jamboafrika.co.ke/>
Topic: Kenya Government Leaders and Food Industry CEOs Reaffirm Commitment to Fortifying Staple Foods With Essential Micronutrients
AVE: 45,000.00
PRV: 135,000.00
Reach: 280,000.00
Tonality: Positive



Kenyan Food Processors Call for Harmonisation of Rules on Fortified Foods

🕒 37 mins ago David Indeje



Fortifying staple foods like wheat and maize flour with key vitamins and minerals is one of the most scalable, sustainable, and cost-effective tools to combat malnutrition in Kenya and worldwide.

According to figures presented by the [SAPFF Program](#), overall progress has improved since the start of the program, despite some challenges that the milling industry has expressed as a result of the COVID-19 pandemic.

The data showed:

- Compliance levels for wheat flour fortified with vitamin A, vitamin B3, and iron increased from 28 percent in 2018 to 49 percent in 2022, which equates to an additional 12 million Kenyans having access to adequately fortified products.
- Compliance levels for maize flour fortified with vitamin A, vitamin B3, and iron increased from 51 percent in 2018 to 70 percent in 2022, which equates to an additional 11 million Kenyans having access to adequately fortified products.

Over the course of implementation, with a particular focus on supporting wheat and maize flour millers in Kenya, SAPFF has captured learnings that continue to shape adaptable approaches, investment commitments, and innovations within the industry.

Data gathering has remained a critical component of SAPFF's engagement strategy with the private sector is not only it facilitating trust on the basis of product quality assessments but also encouraging the harmonization of these technical observations amongst key stakeholders within the fortification ecosystem.

"Multi-stakeholder partnerships are crucial to developing large-scale food fortification programs. Governments, civil society, and the private sector need to work together to achieve adequate food fortification and fight "hidden hunger" and its disastrous consequences." Ms. Floor Overbeeke, Country Director (Kenya) TechnoServe.

Subsequent analyses on key inputs (premix/grain quality) have been undertaken to inform key business decisions and policy considerations.

The SAPFF Program established partnerships such as those with The Cereal Miller's Association (CMA) and Kenya Bureau of Standards (KEBS) to further facilitate cross-sectoral collaboration. Input quality, technical capacity of the industry, fortification monitoring, and use of appropriate technologies were discovered by the project to be crucial in driving change in compliance with the national food fortification standards.

Date: 24-March-2022
Publication: <https://newstrends.co.ke>
Topic: Kenyan Food Processors Call for Harmonisation of Rules on Fortified Foods
AVE: 85,000.00
PRV: 255,000.00
Reach: 420,000.00
Tonality: **Positive**

<https://kenyanewsmakers.com/2022/03/23/kenya-government-leaders-and-food-industry-ceos-reaffirm-commitment-to-fortifying-staple-foods-with-essential-micronutrients/>

Kenya Newsmakers

Kenya Government Leaders and Food Industry CEOs Reaffirm Commitment to Fortifying Staple Foods With Essential Micronutrients



According to figures presented by the SAPFF Program, overall progress has improved since the start of the program, despite some challenges that the milling industry has expressed as a result of the COVID-19 pandemic. The data showed:

- Compliance levels for wheat flour fortified with vitamin A, vitamin B3, and iron increased from 28% in 2018 to 49% in 2022, which equates to an additional 12 million Kenyans having access to adequately fortified products.
- Compliance levels for maize flour fortified with vitamin A, vitamin B3, and iron increased from 51% in 2018 to 70% in 2022, which equates to an additional 11 million Kenyans having access to adequately fortified products.

Over the course of implementation, with particular focus on supporting wheat and maize flour millers in Kenya, SAPFF has captured learnings that continue to shape adaptable approaches, investment commitments and innovations within the industry. Data gathering has remained critical component of SAPFF's engagement strategy with the private sector in not only it facilitating trust on the basis of product quality assessments, but also encourages the harmonization of these technical observations amongst key stakeholders within the fortification ecosystem.

Multi-stakeholder partnerships are crucial to developing large-scale food fortification programs. Governments, civil society and the private sector need to work together to achieve adequate food fortification and fight "hidden hunger" and its disastrous consequences. Ms. Floor Overbeeke, Country Director (Kenya) TechnoServe.

Subsequent analysis on key inputs (premix/grain quality) have been undertaken to inform key business decisions and policy considerations. The SAPFF Program has established partnerships such as those with The Cereal Miller's Association (CMA) and Kenya Bureau of Standards (KEBS) to further facilitate cross-sectoral collaboration. Input quality, technical capacity of the industry, fortification monitoring, and use of appropriate technologies were discovered by the project to be crucial in driving change in compliance with the national food fortification standards.

"We need data! It is as simple as that ... to nudge us in the right direction and to ensure that everyone is judged by the same standards". Paloma Fernandes CEO, Cereal Millers' Association (CMA)

The discussion also highlighted the need to support industry efforts towards establishing data- driven self-regulatory platforms, in alignment with existing government regulatory mandates. It is expected that continued dialogue in this regard will lead to the consideration of policies which will improve the food processing ecosystem, guide flour quality, and improve fortification efforts in Kenya.

The workshop culminated with a call to action from key food fortification partners that will include the exploration of establishing a joint input quality assessment framework that will also set the path for continued engagement and collaboration amongst relevant stakeholders, while identifying their anticipated roles in pursuing the same.

Today TechnoServe's Strengthening African Processor of Fortified Foods (SAPFF) Program held a close out event in the form of a lessons Multi- Stakeholder Workshop. During the convening, data showing significant progress in the fortification of wheat and maize flour in Kenya was presented. Fortification is the process of adding key vitamins and minerals that are essential for good health to staple foods flour.

Addressing challenges related to malnutrition in Kenya has been a significant concern for the national government, where out of a total under-5 population of 7 million, 1.82 million children (26 percent) are suffering from chronic malnutrition (stunting or low height-for-age), according to the Kenya National Bureau of Statistics (KNBS). Furthermore, although malnutrition indicators are improving, it is estimated that from 2010–2030 undernutrition will cost Kenya approximately US\$38.3 billion in GDP due to losses in workforce productivity. Fortifying staple foods like wheat and maize flour with key vitamins and minerals is one of the most scalable, sustainable, and cost-effective tools to combat malnutrition in Kenya and worldwide.

Date: 23-March-2022
Publication: <https://kenyanewsmakers.com/>
Topic: Kenya Government Leaders and Food Industry CEOs Reaffirm Commitment to Fortifying Staple Foods With Essential Micronutrients
AVE: 50,000.00
PRV: 150,000.00
Reach: 150,000.00
Tonality: Positive

<https://www.siasanews.com/2022/03/23/kenya-government-leaders-and-food-industry-ceos-reaffirm-commitment-to-fortifying-staple-foods-with-essential-micronutrients/>

SIASANEWS

Kenya Government Leaders and Food Industry CEOs Reaffirm Commitment to Fortifying Staple Foods With Essential Micronutrients

Today TechnoServe's Strengthening African Processor of Fortified Foods (SAPFF) Program held a close out event in the form of a lessons Multi- Stakeholder Workshop. During the convening, data showing significant progress in the fortification of wheat and maize flour in Kenya was presented. Fortification is the process of adding key vitamins and minerals that are essential for good health to staple foods flour.

Addressing challenges related to malnutrition in Kenya has been a significant concern for the national government, where out of a total under-5 population of 7 million, 1.82 million children (26 percent) are suffering from chronic malnutrition (stunting or low height-for-age), according to the Kenya National Bureau of Statistics (KNBS). Furthermore, although malnutrition indicators are improving, it is estimated that from 2010–2030 undernutrition will cost Kenya approximately US\$38.3 billion in GDP due to losses in workforce productivity. Fortifying staple foods like wheat and maize flour with key vitamins and minerals is one of the most scalable, sustainable, and cost-effective tools to combat malnutrition in Kenya and worldwide.

According to figures presented by the SAPFF Program, overall progress has improved since the start of the program, despite some challenges that the milling industry has expressed as a result of the COVID-19 pandemic. The data showed:

Compliance levels for wheat flour fortified with vitamin A, vitamin B3, and iron increased from 28% in 2018 to 49% in 2022, which equates to an additional 12 million Kenyans having access to adequately fortified products.

Compliance levels for maize flour fortified with vitamin A, vitamin B3, and iron increased from 51% in 2018 to 70% in 2022, which equates to an additional 11 million Kenyans having access to adequately fortified products.

Over the course of implementation, with particular focus on supporting wheat and maize flour millers in Kenya, SAPFF has captured learnings that continue to shape adaptable approaches, investment commitments and innovations within the industry. Data gathering has remained critical component of SAPFF's engagement strategy with the private sector in not only it facilitating trust on the basis of product quality assessments, but also encourages the harmonization of these technical observations amongst key stakeholders within the fortification ecosystem.

Multi-stakeholder partnerships are crucial to developing large-scale food fortification programs. Governments, civil society and the private sector need to work together to achieve adequate food fortification and fight "hidden hunger" and its disastrous consequences. Ms. Floor Overbeeke, Country Director (Kenya) TechnoServe.

Subsequent analysis on key inputs (premix/grain quality) have been undertaken to inform key business decisions and policy considerations. The SAPFF Program has established partnerships such as those with The Cereal Miller's Association (CMA) and Kenya Bureau of Standards (KEBS) to further facilitate cross-sectoral collaboration. Input quality, technical capacity of the industry, fortification monitoring, and use of appropriate technologies were discovered by the project to be crucial in driving change in compliance with the national food fortification standards.

"We need data! It is as simple as that ... to nudge us in the right direction and to ensure that everyone is judged by the same standards". Paloma Fernandes CEO, Cereal Millers' Association (CMA)

The discussion also highlighted the need to support industry efforts towards establishing data- driven self-regulatory platforms, in alignment with existing government regulatory mandates. It is expected that continued dialogue in this regard will lead to the consideration of policies which will improve the food processing ecosystem, guide flour quality, and improve fortification efforts in Kenya.

The workshop culminated with a call to action from key food fortification partners that will include the exploration of establishing a joint input quality assessment framework that will also set the path for continued engagement and collaboration amongst relevant stakeholders, while identifying their anticipated roles in pursuing the same.

Date: 23-March-2022
Publication: <https://www.siasanews.com/>
Topic: Kenya Government Leaders and Food Industry CEOs Reaffirm Commitment to Fortifying Staple Foods With Essential Micronutrients
AVE: 55,000.00
PRV: 165,000.00
Reach: 270,000.00
Tonality: Positive

<https://www.youtube.com/watch?v=vdBVT9wuhol>



Up to KSh. 4B will be lost to under-nutrition: Experts

Date: 23-March-2022
Publication: <https://www.youtube.com//>
Topic: Up to KSh. 4B will be lost to under-nutrition: Experts
AVE: 80,000.00
PRV: 240,000.00
Reach: -
Tonality: **Positive**

CITIZEN WITNESS

Kenya Government Leaders and Food Industry CEOs Reaffirm Commitment to Fortifying Staple Foods With Essential Micronutrients

Published 15 hours ago on March 23, 2022
By Citizen Witness



Addressing challenges related to malnutrition in Kenya has been a significant concern for the national government, where out of a total under-5 population of 7 million, 1.82 million children (26 percent) are suffering from chronic malnutrition (stunting or low height-for-age), according to the Kenya National Bureau of Statistics (KNBS). Furthermore, although malnutrition indicators are improving, it is estimated that from 2010–2030 undernutrition will cost Kenya approximately US\$38.3 billion in GDP due to losses in workforce productivity. Fortifying staple foods like wheat and maize flour with key vitamins and minerals is one of the most scalable, sustainable, and cost-effective tools to combat malnutrition in Kenya and worldwide.

According to figures presented by the SAPFF Program, overall progress has improved since the start of the program, despite some challenges that the milling industry has expressed as a result of the COVID-19 pandemic. The data showed:

- Compliance levels for wheat flour fortified with vitamin A, vitamin B3, and iron increased from 28% in 2018 to 49% in 2022, which equates to an additional 12 million Kenyans having access to adequately fortified
- Compliance levels for maize flour fortified with vitamin A, vitamin B3, and iron increased from 51% in 2018 to 70% in 2022, which equates to an additional 11 million Kenyans having access to adequately fortified

Date: 23-March-2022
Publication: <https://citizenwitness.co.ke/>
Topic: Kenya Government Leaders and Food Industry CEOs Reaffirm Commitment to Fortifying Staple Foods With Essential Micronutrients
AVE: 55,000.00
PRV: 165,000.00
Reach: 270,000.00
Tonality: Positive



Kenya Government Leaders and Food Industry CEOs Reaffirm Commitment to Fortifying Staple Foods With Essential Micronutrients

Today TechnoServe's Strengthening African Processor of Fortified Foods (SAPFF) Program held a close out event in the form of a lessons Multi- Stakeholder Workshop. During the convening, data showing significant progress in the fortification of wheat and maize flour in Kenya was presented. Fortification is the process of adding key vitamins and minerals that are essential for good health to staple foods flour.

Addressing challenges related to malnutrition in Kenya has been a significant concern for the national government, where out of a total under-5 population of 7 million, 1.82 million children (26 percent) are suffering from chronic malnutrition (stunting or low height-for-age), according to the Kenya National Bureau of Statistics (KNBS). Furthermore, although malnutrition indicators are improving, it is estimated that from 2010–2030 undernutrition will cost Kenya approximately US\$38.3 billion in GDP due to losses in workforce productivity. Fortifying staple foods like wheat and maize flour with key vitamins and minerals is one of the most scalable, sustainable, and cost-effective tools to combat malnutrition in Kenya and worldwide.

According to figures presented by the SAPFF Program, overall progress has improved since the start of the program, despite some challenges that the milling industry has expressed as a result of the COVID-19 pandemic. The data showed:

- Compliance levels for wheat flour fortified with vitamin A, vitamin B3, and iron increased from 28% in 2018 to 49% in 2022, which equates to an additional 12 million Kenyans having access to adequately fortified products.
- Compliance levels for maize flour fortified with vitamin A, vitamin B3, and iron increased from 51% in 2018 to 70% in 2022, which equates to an additional 11 million Kenyans having access to adequately fortified products.

Over the course of implementation, with particular focus on supporting wheat and maize flour millers in Kenya, SAPFF has captured learnings that continue to shape adaptable approaches, investment commitments and innovations within the industry. Data gathering has remained critical component of SAPFF's engagement strategy with the private sector in not only it facilitating trust on the basis of product quality assessments, but also encourages the harmonization of these technical observations amongst key stakeholders within the fortification ecosystem.

Multi-stakeholder partnerships are crucial to developing large-scale food fortification programs. Governments, civil society and the private sector need to work together to achieve adequate food fortification and fight "hidden hunger" and its disastrous consequences. Ms. Floor Overbeeke, Country Director (Kenya) TechnoServe.

Date: 23-March-2022
Publication: <https://taarifanews.co.ke/>
Topic: Kenya Government Leaders and Food Industry CEOs Reaffirm Commitment to Fortifying Staple Foods With Essential Micronutrients
AVE: 55,000.00
PRV: 165,000.00
Reach: 280,000.00
Tonality: Positive

Kenya Government Leaders and Food Industry CEOs Reaffirm Commitment to Fortifying Staple Foods With Essential Micronutrients

Today TechnoServe's Strengthening African Processor of Fortified Foods (SAPFF) Program held a close out event in the form of a lessons Multi- Stakeholder Workshop.

During the convening, data showing significant progress in the fortification of wheat and maize flour in Kenya was presented. Fortification is the process of adding key vitamins and minerals that are essential for good health to staple foods flour.

Addressing challenges related to malnutrition in Kenya has been a significant concern for the national government, where out of a total under-5 population of 7 million, 1.82 million children (26 percent) are suffering from chronic malnutrition (stunting or low height-for-age), according to the Kenya National Bureau of Statistics (KNBS).

Furthermore, although malnutrition indicators are improving, it is estimated that from 2010–2030 undernutrition will cost Kenya approximately US\$38.3 billion in GDP due to losses in workforce productivity. Fortifying staple foods like wheat and maize flour with key vitamins and minerals is one of the most scalable, sustainable, and cost-effective tools to combat malnutrition in Kenya and worldwide.

According to figures presented by the SAPFF Program, overall progress has improved since the start of the program, despite some challenges that the milling industry has expressed as a result of the COVID-19 pandemic. The data showed:

Compliance levels for wheat flour fortified with vitamin A, vitamin B3, and iron increased from 28% in 2018 to 49% in 2022, which equates to an additional 12 million Kenyans having access to adequately fortified products.

Compliance levels for maize flour fortified with vitamin A, vitamin B3, and iron increased from 51% in 2018 to 70% in 2022, which equates to an additional 11 million Kenyans having access to adequately fortified products.

Over the course of implementation, with particular focus on supporting wheat and maize flour millers in Kenya, SAPFF has captured learnings that continue to shape adaptable approaches, investment commitments and innovations within the industry. Data gathering has remained critical component of SAPFF's engagement strategy with the private sector in not only it facilitating trust on the basis of product quality assessments, but also encourages the harmonization of these technical observations amongst key stakeholders within the fortification ecosystem.

Multi-stakeholder partnerships are crucial to developing large-scale food fortification programs. Governments, civil society and the private sector need to work together to achieve adequate food fortification and fight "hidden hunger" and its disastrous consequences." Ms. Floor Overbeeke, Country Director (Kenya) TechnoServe.

Subsequent analysis on key inputs (premix/grain quality) have been undertaken to inform key business decisions and policy considerations.

The SAPFF Program has established partnerships such as those with The Cereal Miller's Association (CMA) and Kenya Bureau of Standards (KEBS) to further facilitate cross-sectoral collaboration. Input quality, technical capacity of the industry, fortification monitoring, and use of appropriate technologies were discovered by the project to be crucial in driving change in compliance with the national food fortification standards.

"We need data! It is as simple as that ... to nudge us in the right direction and to ensure that everyone is judged by the same standards". Paloma Fernandes CEO, Cereal Millers' Association (CMA)

The discussion also highlighted the need to support industry efforts towards establishing data- driven self-regulatory platforms, in alignment with existing government regulatory mandates. It is expected that continued dialogue in this regard will lead to the consideration of policies which will improve the food processing ecosystem, guide flour quality, and improve fortification efforts in Kenya.

The workshop culminated with a call to action from key food fortification partners that will include the exploration of establishing a joint input quality assessment framework that will also set the path for continued engagement and collaboration amongst relevant stakeholders, while identifying their anticipated roles in pursuing the same.

Date: 23-March-2022
Publication: <https://newstrends.co.ke>
Topic: Kenya Government Leaders and Food Industry CEOs Reaffirm Commitment to Fortifying Staple Foods With Essential Micronutrients
AVE: 59,100.00
PRV: 177,300.00
Reach: 510,000.00
Tonality: **Positive**

<https://thetimes.co.ke/2022/03/23/kenya-government-leaders-and-food-industry-ceos-reaffirm-commitment-to-fortifying-staple-foods-with-essential-micronutrients/>



[BUSINESS](#) [ECONOMY](#) [NATIONAL](#) [NEWS](#) [TECH](#) [TECHNOLOGY](#) [TOP STORIES](#)

Kenya Government Leaders and Food Industry CEOs Reaffirm Commitment to Fortifying Staple Foods With Essential Micronutrients

Date: 23-March-2022
Publication: <https://thetimes.co.ke/>
Topic: Kenya Government Leaders and Food Industry CEOs Reaffirm Commitment to Fortifying Staple Foods With Essential Micronutrients
AVE: 85,000.00
PRV: 255,000.00
Reach: 480,000.00
Tonality: Positive

<https://www.ceoafrika.co.ke/kenya-government-leaders-and-food-industry-ceos-reaffirm-commitment-to-fortifying-staple-foods-with-essential-micronutrients/>



Today TechnoServe's Strengthening African Processor of Fortified Foods (SAPFF) Program held a close out event in the form of a lessons Multi- Stakeholder Workshop. During the convening, data showing significant progress in the fortification of wheat and maize flour in Kenya was presented. Fortification is the process of adding key vitamins and minerals that are essential for good health to staple foods flour.

Addressing challenges related to malnutrition in Kenya has been a significant concern for the national government, where out of a total under-5 population of 7 million, 1.82 million children (26 percent) are suffering from chronic malnutrition (stunting or low height-for-age), according to the Kenya National Bureau of Statistics (KNBS). Furthermore, although malnutrition indicators are improving, it is estimated that from 2010-2030 undernutrition will cost Kenya approximately US\$38.3 billion in GDP due to losses in workforce productivity. Fortifying staple foods like wheat and maize flour with key vitamins and minerals is one of the most scalable, sustainable, and cost-effective tools to combat malnutrition in Kenya and worldwide.

According to figures presented by the SAPFF Program, overall progress has improved since the start of the program, despite some challenges that the milling industry has expressed as a result of the COVID-19 pandemic. The data showed:

- Compliance levels for wheat flour fortified with vitamin A, vitamin B3, and iron increased from 28% in 2018 to 49% in 2022, which equates to an additional 12 million Kenyans having access to adequately fortified
- Compliance levels for maize flour fortified with vitamin A, vitamin B3, and iron increased from 51% in 2018 to 70% in 2022, which equates to an additional 11 million Kenyans having access to adequately fortified

Over the course of implementation, with particular focus on supporting wheat and maize flour millers in Kenya, SAPFF has captured learnings that continue to shape adaptable approaches, investment commitments and innovations within the industry. Data gathering has remained critical component of SAPFF's engagement strategy with the private sector in not only it facilitating trust on the basis of product quality assessments, but also encourages the harmonization of these technical observations amongst key stakeholders within the fortification ecosystem.

Date: 23-March-2022
Publication: <https://www.ceoafrika.co.ke/>
Topic: KENYA GOVERNMENT LEADERS AND FOOD INDUSTRY CEOS REAFFIRM COMMITMENT TO FORTIFYING STAPLE FOODS WITH ESSENTIAL MICRONUTRIENTS
AVE: 80,000.00
PRV: 240,000.00
Reach: 450,000.00
Tonality: Positive

<https://sokodirectory.com/2022/03/fortifying-staple-foods-is-key-to-fighting-malnutrition/>



soko directory
Research. Mapping. Trading. Your Investment.

Fortifying Staple Foods Is Key To Fighting Malnutrition

By Soko Directory Team / Published March 23, 2022 | 4:59 pm

3 Shares

[Share](#) [Tweet](#) [Share](#) [Email](#)

KEY POINTS

Fortifying staple foods like wheat and maize flour with key vitamins and minerals is one of the most scalable, sustainable, and cost-effective tools to combat malnutrition in Kenya and worldwide.



According to figures presented by the SAPFF Program, overall progress has improved since the start of the program, despite some challenges that the milling industry has expressed as a result of the COVID-19 pandemic.

The data showed:

- Compliance levels for wheat flour fortified with vitamin A, vitamin B3, and iron increased from 28 percent in 2018 to 49 percent in 2022, which equates to an additional 12 million Kenyans having access to adequately fortified products.
- Compliance levels for maize flour fortified with vitamin A, vitamin B3, and iron increased from 51 percent in 2018 to 70 percent in 2022, which equates to an additional 11 million Kenyans having access to adequately fortified products.

Over the course of implementation, with a particular focus on supporting wheat and maize flour millers in Kenya, SAPFF has captured learnings that continue to shape adaptable approaches, investment commitments, and innovations within the industry.

Data gathering has remained a critical component of SAPFF's engagement strategy with the private sector is not only it facilitating trust on the basis of product quality assessments but also encouraging the harmonization of these technical observations amongst key stakeholders within the fortification ecosystem.

"Multi-stakeholder partnerships are crucial to developing large-scale food fortification programs. Governments, civil society, and the private sector need to work together to achieve adequate food fortification and fight "hidden hunger" and its disastrous consequences.". Ms. Floor Overbeeke, Country Director (Kenya) TechnoServe.

Subsequent analyses on key inputs (premix/grain quality) have been undertaken to inform key business decisions and policy considerations.

Date: 23-March-2022
Publication: <https://newstrends.co.ke>
Topic: Fortifying Staple Foods Is Key To Fighting Malnutrition
AVE: 80,000.00
Reach: 240,000.00
Reach: 430,000.00
Tonality: **Positive**

<https://thebusinesswatch.com/1-82-million-children-in-kenya-have-chronic-malnutrition/>

◀ BUSINESS WATCH

1.82 Million Children In Kenya Have Chronic Malnutrition

Out of a total under-5 population of 7 million, 1.82 million children (26 percent) are suffering from chronic malnutrition (stunting...



According to TechnoServe, fortifying staple foods like wheat and maize flour with key vitamins and minerals is one of the most scalable, sustainable, and cost-effective tools to combat malnutrition in Kenya and worldwide.

Data collected by TechnoServe shows significant progress in the fortification of wheat and maize flour in Kenya was presented. Fortification is the process of adding key vitamins and minerals that are essential for good health to staple foods flour.

Currently, in Kenya, compliance levels for wheat flour fortified with vitamin A, vitamin B3, and iron increased from 28 percent in 2018 to 49 percent in 2022, which equates to an additional 12 million Kenyans having access to adequately fortified products.

At the same time, compliance levels for maize flour fortified with vitamin A, vitamin B3, and iron increased from 51 percent in 2018 to 70 percent in 2022, which equates to an additional 11 million Kenyans having access to adequately fortified products.

"Multi-stakeholder partnerships are crucial to developing large-scale food fortification programs. Governments, civil society, and the private sector need to work together to achieve adequate food fortification and fight "hidden hunger" and its disastrous consequences," Ms. Floor Overbeeke, Country Director (Kenya) TechnoServe.

The SAPFF Program by TechnoServe has established partnerships such as those with The Cereal Miller's Association (CMA) and Kenya Bureau of Standards (KEBS) to further facilitate cross-sectoral collaboration.

Input quality, technical capacity of the industry, fortification monitoring, and use of appropriate technologies were discovered by the project to be crucial in driving change in compliance with the national food fortification standards.

"We need data! It is as simple as that ... to nudge us in the right direction and to ensure that everyone is judged by the same standards". Paloma Fernandes CEO, Cereal Millers' Association (CMA).

Date: 23-March-2022
Publication: <https://thebusinesswatch.com/>
Topic: 1.82 Million Children In Kenya Have Chronic Malnutrition
AVE: 85,000.00
PRV: 255,000.00
Reach: 480,000.00
Tonality: **Positive**

SOCIAL MEDIA



← Tweet



NTV Kenya
@ntvkenya

It is estimated that by the close of the twenty years ending 2030 Kenya will have lost about 4.0 billion shillings to under-nutrition owing to losses in workforce productivity.

#NTVTonight
@MarkMasai



Sharp Daily @thesharpdaily · 4h

TechnoServe Strengthening African Processors Of Fortified Foods



thesharpdaily.com

TechnoServe Strengthening African Processors Of Fortified Foods
TechnoServe's Strengthening African Processor of Fortified Foods (SAPFF) Program held a close out event in the form of a lessons ...



Business Watch
@Business254_

1.82 Million Children In Kenya Have Chronic Malnutrition thebusinesswatch.com/1-82-million-c...
#Food @TechnoServe



5:12 PM · Mar 23, 2022 · Twitter for Android



News Kenya
@NewsKE_

TechnoServe Strengthening African Processors Of Fortified Foods

The following media includes potentially sensitive content. [Change settings](#)

View

9:07 AM · Mar 24, 2022 · WordPress.com



Nyar Alego ❤️❤️ @Nyar_Alego1 · 44m

TechnoServe's Strengthening African Processor of Fortified Foods (SAPFF) Program is coming to an end with data showing significant progress in the fortification of wheat and maize flour in Kenya. #SokoNews.
sokodirectory.com/2022/03/fortif...



Thank
you