

PATH's Rice Fortification Update

Developing the food aid market

In recent years, the United States government and other donors have focused increasingly on improving the overall quality of food aid to better address chronic and severe micronutrient deficiencies that are endemic to much of the developing world. Fortifying the rice used in food assistance programs is a promising opportunity for reaching the most nutritionally vulnerable communities.

Through our work in Burundi and Cambodia PATH is demonstrating the impact and affordability of integrating our nutritionally enhanced grains into rice-based food programs globally, expanding the evidence base to strengthen uptake and sustainability.

BURUNDI

We are working with World Vision and the UN World Food Programme (WFP) to test the operational feasibility and biological impact of fortified rice among schoolchildren. The clinical trial is now under way in a remote province of the country. We anticipate having results to share with the local community, national decision makers, and global stakeholders at about this time next year.



PATH/Megan Parker

CAMBODIA

In Cambodia, PATH has partnered with WFP and the Institut de Recherche pour le Développement (IRD) to test the nutritional impact of a new Ultra Rice® formulation distributed through WFP's food assistance program. The study will assess improvements in nutritional status, cognitive function, general health, and school attendance from the enhanced formulation. We expect to launch the trial in December 2012.



PATH/Gizelle Gopez

Fortifying rice through large-scale public- and private-sector distribution channels

In addition to proving the operational feasibility of integrating into food aid channels, we are also introducing fortified rice into both public- and private-sector distribution channels.

BRAZIL

With a grant from the Bill & Melinda Gates Foundation, we are making excellent progress in scaling up a private-sector distribution model for fortified rice in Brazil. Working with the Global Alliance for Improved Nutrition (GAIN) and Urbano, one of the largest national millers, we are launching a rollout of fortified rice through commercial retailers, accompanied by a social marketing campaign to

enhance demand. Urbano's fortified rice product is expected to hit the shelves in January 2013.

INDIA

The global health care company Abbott is supporting our work to expand the rice fortification market in India. In addition to its core funding, Abbott nutritional scientists are leading reformulation efforts for the Ultra Rice® technology in order to reduce costs, improve appearance, and increase the vitamins and minerals contained in the grain to address a wider range of micronutrient deficiencies.



PATH

We are working with the state government of Andhra Pradesh to establish distribution of fortified rice within India's Public Distribution System. Finally, we have joined forces with the Indian Flour Fortification Network (IFFN), and as a result, we are now pursuing joint advocacy with various state governments about establishing markets for both fortified rice and flour.

Market development through micro-distribution channels

VIETNAM

To support fortification at the community level, PATH has partnered with DSM, a micronutrient supplier, and the French research institute IRD to pilot a small-scale, stand-alone device that blends fortified grains with traditional rice, enabling community mills to efficiently and cost-effectively fortify their rice.

Thirty blenders will be produced and installed in small mills in Northern Vietnam, extending the benefits of fortified rice to the village and township levels. PATH aims to set up local fabrication of these blenders to enable cost-effective access by small rice millers around the country.

MYANMAR

PATH recently conducted a landscape assessment for enabling market introduction of fortified rice through micro-distribution channels (open markets, small retail) in Myanmar. Through this work, we hope to build a model that can be replicated in other parts of the country and expanded to other countries where the rice milling industry is fractured and few large-scale food distribution channels exist. We are now preparing a proposal to a major donor to move this project forward.



PATH/Katrina Peach

NIGERIA

Our team is also pursuing a new landscape analysis with GAIN to develop a market introduction strategy for fortified rice in Nigeria. This is an important development in our efforts to expand the benefits of rice fortification to Africa.

Ultra Rice is a registered US trademark of Bon Dente International, Inc.



PATH is an international nonprofit organization that transforms global health through innovation. We take an entrepreneurial approach to developing and delivering high-impact, low-cost solutions, from lifesaving vaccines and devices to collaborative programs with communities. Through our work in more than 70 countries, PATH and our partners empower people to achieve their full potential.

MAILING ADDRESS
PO Box 900922
Seattle, WA 98109 USA

STREET ADDRESS
2201 Westlake Avenue
Suite 200
Seattle, WA 98121 USA

info@path.org
www.path.org