



# WEBINAR **COVID/MALNUTRITION** 19th MAY 2020

## **Madagascar** – ‘PFOA’ Project : Food Fortification Project for Vulnerable Populations in **Madagascar**

*to understand the importance of nutrient-rich diets in the face of COVID-19*

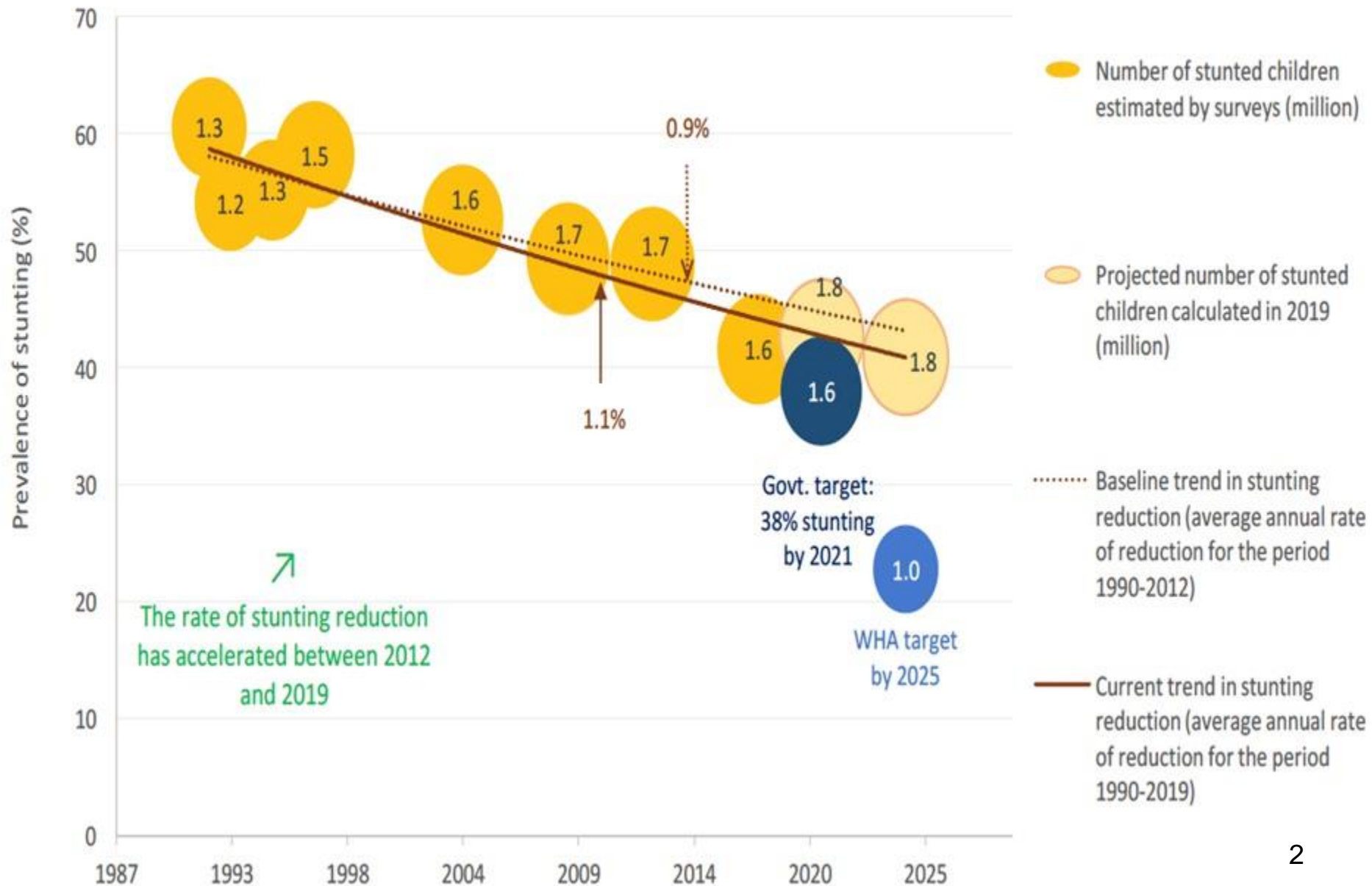


**2FAS**

Food Fortification Advisory Services  
Funded by the European Union



# Madagascar: Trend, projection and targets in the prevalence and number of children (under-five) stunted



## **PFOA Project**

### Basic information :

- A 4 years project (2017-2020, soon ending)
- Implemented by **GRET**
- Follow-up of previous activities (financed by AFD)
- Co-financing : Monaco, EU
- 3 000 000 EUR budget
- GRET with a (unique) **social business company 'Nutri'Zaza'**
- Beneficiaries well targeted (3 groups : ...)
- All ... **made in Madagascar**



## **4 main activities / achievements :**

- *6-months old infants after/during breast feeding : fortified flour : production and distribution larger scale ('Koba Aina')*

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## **4 main activities / achievements :**

- *Infants after breast feeding : fortified flour : production and distribution larger scale ('Koba Aina')*
- *developing new fortified products for 3 target groups : young children (6 to 13) – teenagers – young women*

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Chocolate from 'Chocolaterie Robert', French company – *possibly (not) the best chocolate in the world ...* 😊





## 4 main activities / achievements :

- *Infants after breast feeding : fortified flour : production and distribution larger scale ('Koba Aina')*
- *Young children, 6 to 13 – teenagers – young women : developing new fortified products*
- *Accompanying GoM in the development of **norms** and **certification** of fortified products*

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Institutionally everything in place but still quite difficult to progress and move forward.

## **4 main activities / achievements :**

- *Infants after breast feeding : fortified flour : production and distribution larger scale ('Koba Aina')*
- *Young children, 6 to 13 – teenagers – young women : developing new fortified products*
- *Accompanying development of norms and certification of fortified products*
- *Produce evidence : large scale study : biological effectiveness of fortified products*







900 children, 12 months, fortified, WASH and RF





regular blood and stool samples – work with IRD partner



## **... and now the COVID-19 ...**

- *"Wrong" timing ... last year of PFOA*
- *With the lockdown, activities stopped*
- *Start thinking, as 'social' project*
- *DUEM requested the project to think ahead*
- *Brainstorming*

# *to understand the importance of nutrient-rich diets in the face of COVID-19*

| Facts PFOA                                | Perceptions PFOA                        | COVID-19  |
|---|---|---|
| Local know-how                            | <i>we are good at the job</i>           | but we can't do it                                      |
| <b>Made in Madagascar</b>                 | national identity                       | <b>!! supply chain !!</b><br>(where is my chocolate ??) |
| Certification of (new) fortified products | Finally, we'll succeed with this        | Really ??   |
| Vulnerable communities /beneficiaries     | Progressively built confident relation  | Loss of confidence ☹️                                   |
|   | Purchase power : need to help but how ? | Action plan with budget                                 |



*vulnerable ...*



*our dear and often  
suffering elders*



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YES **but** ...



**EU is our partner**



## **... and now the COVID-19 ...**

- *With little support, possibly from us (showing the required flexibility) and appropriate planning, food fortification would be an effective way to address micronutrient deficiencies in time of crisis.*

### **However :**

- *confident relations need to be pre-established, people know each other, process is engaged, 'vulnerable' are known/identified among communities (strength of having activities in place such as PFOA Project), and*
- *pre-requirements needed in case of locally produced (and certified) fortified stuff (supply, transport, lockdown, **creativity**, ...).*

**... and still about the COVID-19 ...**

***.... cheers ...***

***continue taking care  
and thank you for your  
attention***