

Why would millers fortify?



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CEO Interflour



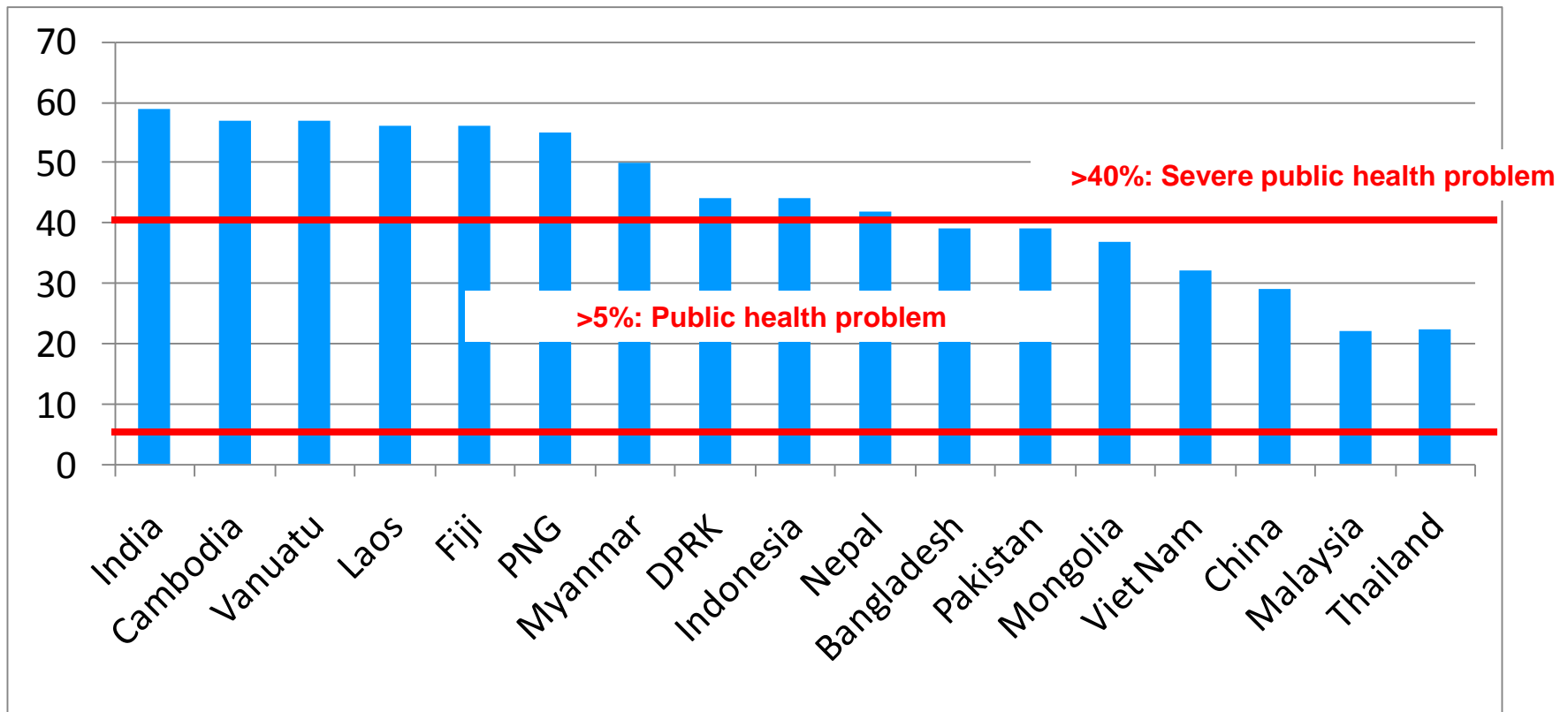
Why would millers fortify? Because it improves the health of our people.

Burden from Micronutrient Deficiencies

- Impairs millions of growing minds and lowers national IQ
- Causes damage to immune systems and deaths of more than a million children a year
- Causes 200,000 serious birth defects annually.
- Contributes to the death of approximately 60,000 young women a year during pregnancy and childbirth.

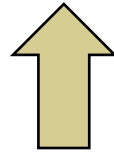


Prevalence of anaemia in pregnant women

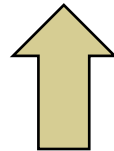


Why would millers fortify? Because it makes sense business wise.

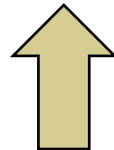
Increased Disposable Income to spend on Food



Increased GDP + Productivity



Flour Fortification



Micronutrient Deficiencies + Reduced Productivity



Cost to Fortify

Cost of fortification
approximately
from \$1.50 - \$2
per metric ton.



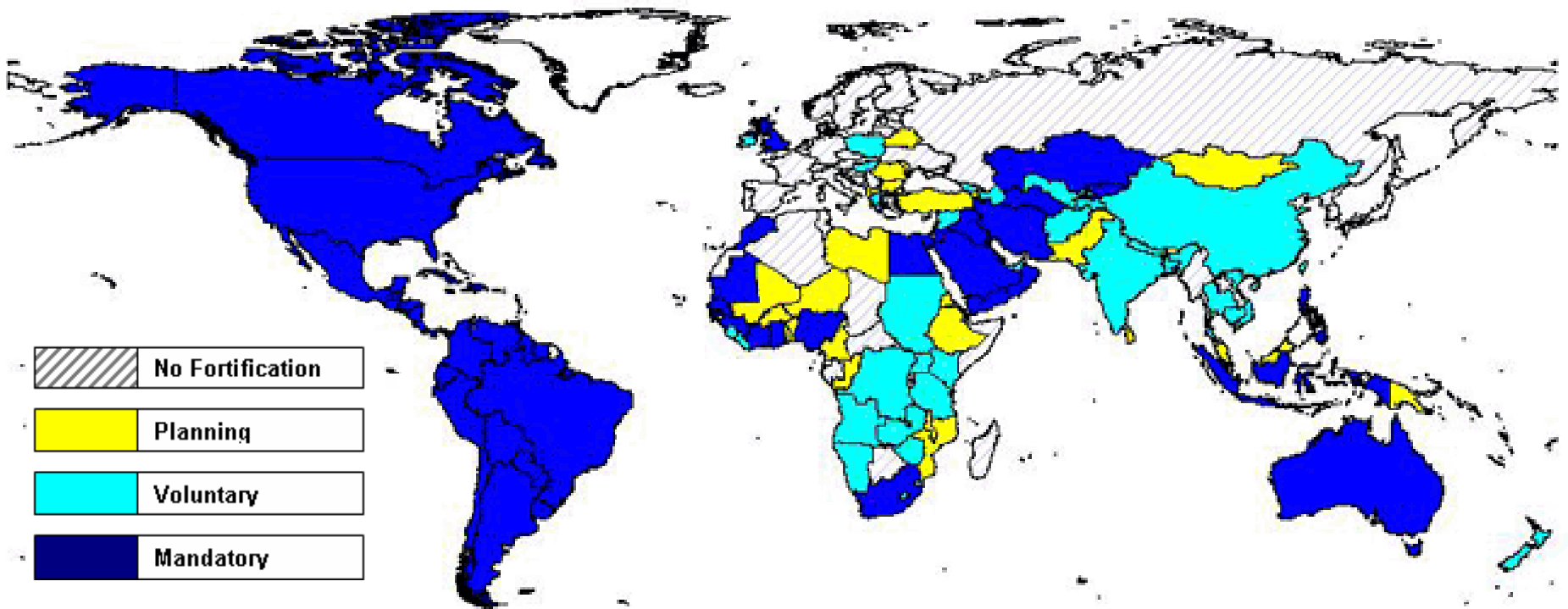
Ongoing global consensus on flour fortification over past 15 years

- Millennium Development Goals (2000)
- Copenhagen Consensus (2004 and updated in 2008)
- WHO Recommendations on Wheat Flour Fortification (2008)



Flour Fortification Status

June 2010 - Fortifying wheat flour with at least iron and/or folic acid



Mandatory: Indonesia, the Philippines, Fiji, Vanuatu, Australia and New Zealand. Tamil Nadu in India

Planning: Malaysia, Mongolia, Papua New Guinea, Sri Lanka, Viet Nam

Flour Fortification Progress

Since 2004:

- ✓ Nearly 2 billion people now have potential access to fortified flour - 858 million more than in 2004.
- ✓ Growth in fortified flour from roller mills increased from 18% to 30%
- ✓ The number of countries with documented national regulations for mandatory wheat flour fortification increased from 33 to 60.



Why would millers fortify?

1. Flour Fortification is good for everybody;
2. Doable;
3. Good business sense;
4. It's going to happen anyway.





Flour Fortification Initiative

A Public-Private-Civic Investment in Each Nation



FFI is network of partners working together to make flour fortification standard milling practice so that people worldwide are smarter, stronger and healthier.