



Fortification Market Application

Fortification of staple foods with micronutrients is a cost-effective intervention, if industries that process staple foods consistently add fortificants to the food available to the population and comply with fortification standards.

Market assessments focus on a key handover point in the supply chain from the producer to the consumer and fill an information gap for managers and stakeholders of the food fortification program (figure 1) by (a) identifying **brands and food types that do or do not meet the fortification standards** and should be follow-up through further investigation or inspections at the producer to initiate corrective action, by (b) presenting the **geographic spread** of fortified food to urban and rural areas and across divisions of the country, and (c) estimating the **market share of brands** in order to weight fortification quality available to the target population.

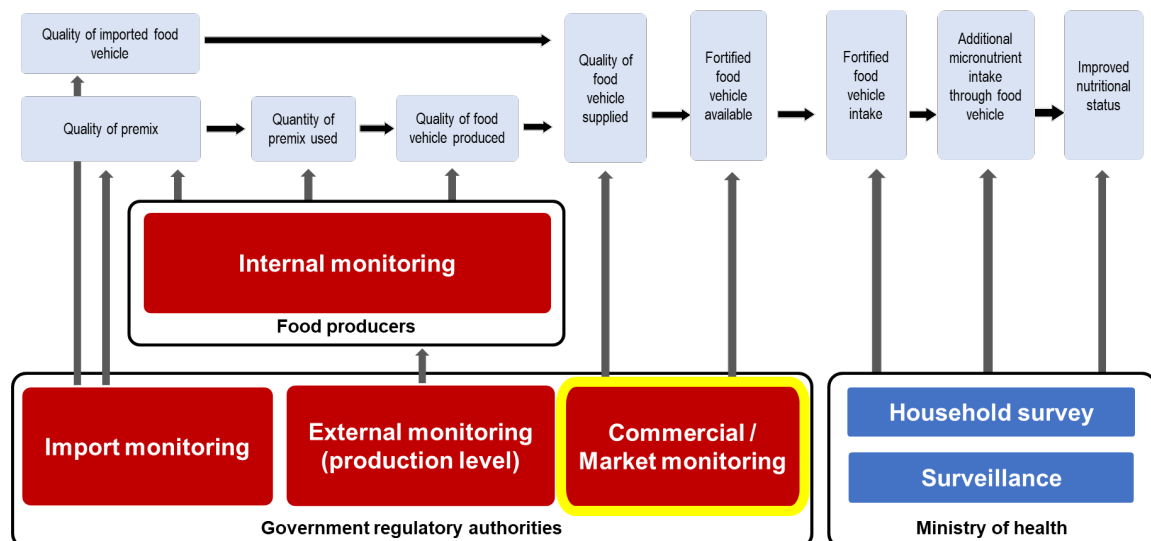


Figure 1: Fortification program monitoring along the pathway to impact

The market fortification assessment methodology is a key part of the [Fortification Assessment Coverage Toolkit \(FACT\)](#) that provides standardized methods for collecting, analyzing, and presenting program relevant data on fortification quality, coverage, and consumption of food vehicles at market and household levels. Market assessments have been conducted as a standalone data collection endeavor in Mozambique [7], [Bangladesh](#), Burkina Faso [9], and Pakistan [10], Mexico [11] and in conjunction with household coverage and consumption surveys in Pakistan [12], Nigeria [13,14] and Afghanistan [15].

GAIN has developed a market assessment toolkit to facilitate data collection and reporting.

What does the market assessment toolkit provide?

- **Market assessment protocol** template outlines methodology and guides adaptation to specific country setting
- **Mobile application:**
 - Accelerate and reduce the data collection efforts
 - Simplify data collection (Geolocation, bar code scanner, dropdown selection, sample code auto-generation)
- **Web application:**
 - Customization of mobile application
 - Setting data entry fields and dropdown lists
 - Language
 - Data entry quality checks
 - Sample and laboratory analysis management
 - Lab analysis request report exports
 - Lab results uploading
 - Dashboards
 - automated result presentation
 - downloads for integration into report template
 - Dataset to link to other data by product

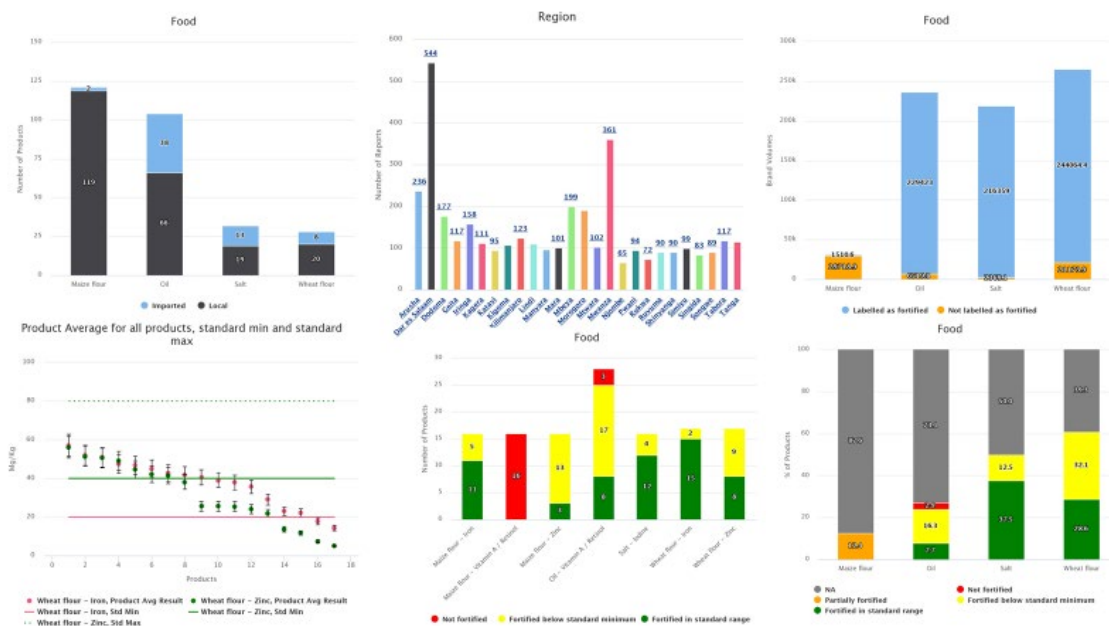
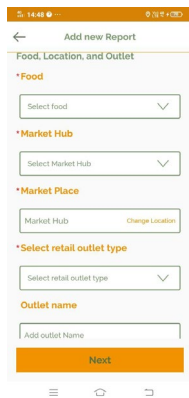


Figure 2: Graphs from dashboards on the web app

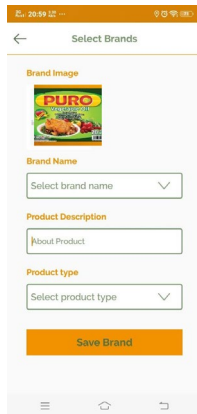
Mobile application data collection:

One report is completed per food (oil, salt, flour, etc.) in each retail outlet. The following entries are done:



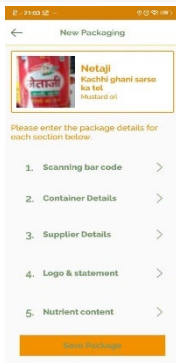
Information on the retail outlet:

- Market hub (City, town, etc.)
- Market place
- GPS coordinates
- Retail outlet type
- Retail outlet name



Information on the brand product:

- Food vehicle (wheat flour, maize flour, oil, salt).
- Brand name and product description
- Food type (oil: palm oil, soybean oil, sunflower oil, ...)



Information on the packaging:

- Packaging type
- Packaging size
- Price per unit

Information on the suppliers:

- Supplier type (producer/manufacturer, re-/packer, trader (exporter/importer), distributor)
- Supplier company group name
- Supplier location (address, country), reference ID if available

Information on the labelling:

- Labelled as being fortified? (Fortification statement and/or logo, nutrient content)
- Micronutrient content and type of compound if indicated

Food samples:

- How sample is taken?
- Sample amount
- Sample cost
- Production date
- Best before date
- Batch number
- Sample code

Mobile and web application structure:

