Ministry of Foreign Affairs

gain
Global Alliance for Improved Nutrition

PROGRAMME BRIEF
July 2026

● A1 PROGRAMME · 2022–2027

Transforming Food Systems

Scaled market-based solutions for improved nutrition outcomes

Healthy diets remain out of reach for many people at the base of the pyramid, as nutritious foods are often unaffordable or difficult to access consistently. The A1 programme delivers scaled, market-based solutions, working with **markets and market actors** to increase access to and consumption of affordable, healthy diets by coordinating action across nutritious food value chains in Benin, Ethiopia, Kenya, Nigeria, Mozambique and Uganda. By strengthening **supply, demand, and the enabling environment**, it helps create the conditions for healthier diets for millions of people, with a positive economic impact.



A1: Transforming Food Systems to Improve Diet Quality and Resilience for the Most Vulnerable

PROJECT OVERVIEW & AMBITION

By 2027, **A1** aims to make nutritious foods more available, appealing and accessible to those most in need.

REACH TO DATE

25 million

consumers reached

Target: 30.8 million by 2027

HEALTHIER DIETS TO DATE

2,484,243*

consumers with sustainable healthy diets

Target: 4.5 million by 2027

6
African countries: Benin, Ethiopia, Kenya, Mozambique, Nigeria, Uganda

2022–2027
Programme duration

€20
Average cost per person impacted

* Modelled based on monitoring data, to be confirmed with independent impact evaluations at the end of the project.

1 · WHY: THE CHALLENGE

Most diets lack the diversity people need to be healthy.

Healthy diets are diverse diets. Yet across the six A1 countries, most meals are built around a single starchy staple, with too few vegetables, fruits, pulses and animal-source foods. Dietary diversity is one of the clearest signs of diet quality, and on an average day people in A1 countries eat only three to six of ten key food groups. Cost is part of the problem, but so are access and appeal: A1's aim is not simply cheaper food, but healthier diets.

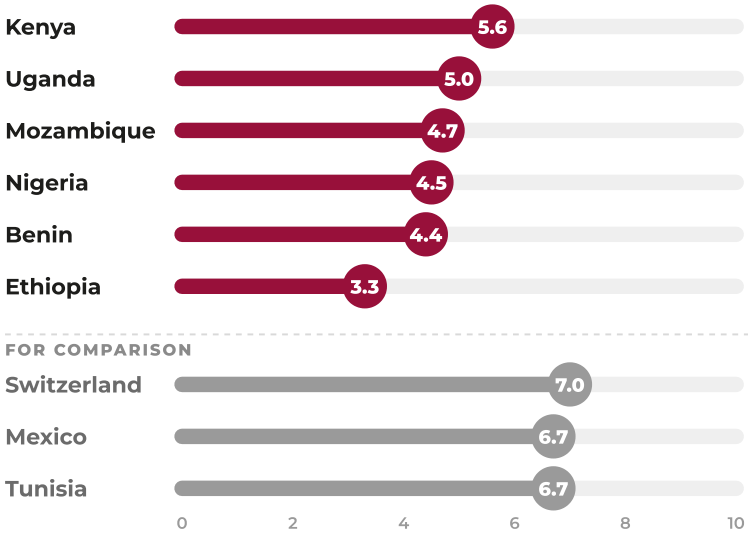
66.6%
of people in Africa could not afford a healthy diet in 2025, more than double the share in Asia or Latin America

$4.28 / day
average cost of a healthy diet per person, higher than the $3.00 international poverty line

3–6 / 10
food groups eaten on an average day in A1 countries, compared with about 7 in countries such as Switzerland

DIETARY DIVERSITY IN A1 COUNTRIES

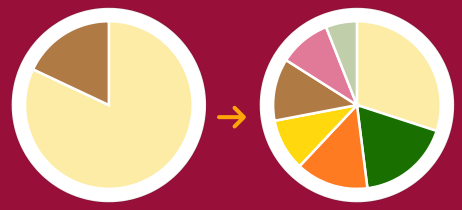
Average number of food groups eaten the previous day, out of 10 (people aged 15 and over)



Source: Global Diet Quality Project (GAIN, Harvard T.H. Chan School of Public Health and Gallup), Gallup World Poll data 2021–2023.

WHAT WE ARE WORKING TOWARDS

From a plate built on one staple to a plate with many food groups



TODAY
Mostly starch, with little variety

THE GOAL
Five or more food groups a day

Starchy staples · Pulses · Leafy greens · Other vegetables · Fruit · Animal-source foods · Dairy

Illustrative plates.

WHY NUTRITIOUS FOODS STAY OFF THE PLATE

Too expensive
Vegetables and animal-source foods cost far more per calorie than starchy staples.
COST BARRIER

Hard to access
Supply is inconsistent in the markets and neighbourhoods where families shop.
SUPPLY BARRIER

Not appealing
Many consumers are not used to eating these foods regularly, or see them as undesirable.
DEMAND BARRIER

2 · HOW: THE A1 APPROACH

Working through the markets people already use.

In each country, A1 is organised around locally relevant nutritious food value chains. It focuses on traditional markets, SMEs and last-mile access, drawing on global expertise and South-to-South learning to strengthen the conditions that enable nutritious foods to reach the people who need them most.



THREE PILLARS OF WORK

01 Consumer Demand

Shift consumer behaviours towards nutritious foods through mass media campaigns, digital outreach, community activations, cooking demonstrations and practical nutrition messaging.

02 Improve Access

Work with vendors, SMEs, producers and supply-chain actors to make safe, nutritious foods more available, affordable and practical in the places where people live, work and shop.

03 Strengthen Enabling Environment

Support policies, standards, partnerships and regulatory systems that improve food safety, fortification, responsible production and long-term access to healthier diets.

HOW CHANGE MOVES THROUGH THE MARKET

A1 works on both sides at once, so that demand created at one end can be reliably met at the other

SUPPLY

Producers — Farmers and processors grow safe, nutritious foods → **SMEs & Aggregators** — Move food efficiently with less loss → **Last-Mile Channels** — Traditional markets, vendors and workplaces → **Consumers** — Nutritious foods are available where people shop

DEMAND

Mass Media — Campaigns make nutritious foods desirable → **Community Activation** — Cooking demos and practical nutrition tips → **Point of Sale** — Branded vendors turn interest into purchases → **Consumers** — Families choose and buy nutritious foods

Healthier Diets — People eat more diverse, nutritious foods

SUSTAINABILITY BY DESIGN

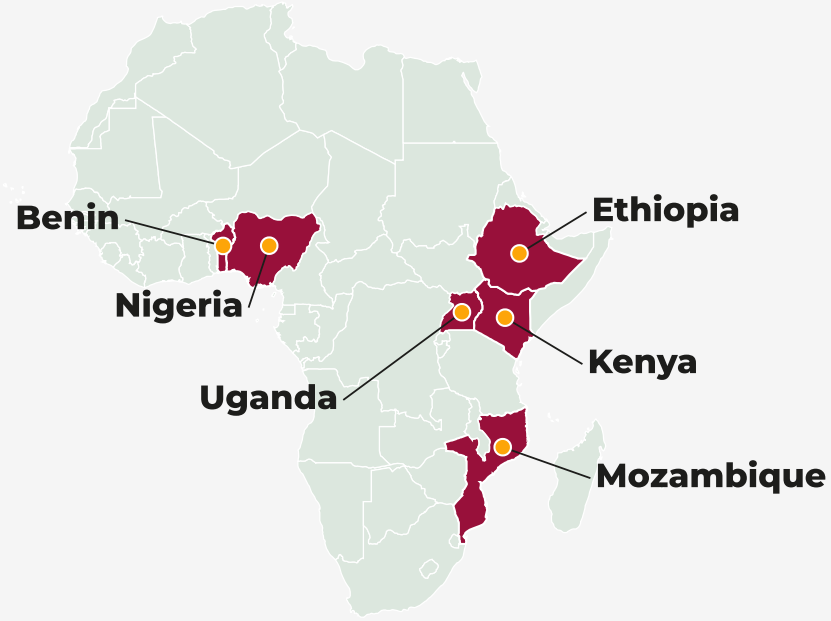
Functioning systems, not finished projects.

Because A1 works through markets, its gains are built to persist after programme funding ends. This is what distinguishes a market-based approach.

- Vendor networks keep trading
- Consumers keep demanding healthy food
- SMEs keep growing
- Policies keep shaping food environments

3 · WHERE A1 WORKS

Six African countries, one shared objective: improving diets of low-income consumers.



ENTRY POINTS BY COUNTRY

Each programme is built around the nutritious foods that matter most locally, with fortification layered in where possible

	BEN	NIG	ETH	UGA	KEN	MOZ
Vegetables	●	●	–	●	●	–
Fish & poultry	–	–	–	–	–	●
Dairy	–	–	●	–	–	–
Workforce nutrition	–	–	●	●	–	–
School meals	●	●	–	–	–	–
Fortification	●	●	●	–	–	–

PROGRESS TOWARDS 2027

81%

REACH TO DATE

25 million

consumers reached

of **30.8 million** target by 2027

55%

HEALTHIER DIETS TO DATE

2,484,243*

consumers with sustainable healthy diets

of **4.5 million** target by 2027

* Modelled based on monitoring data, to be confirmed with independent impact evaluations at the end of the project.

3 · WHERE A1 WORKS: COUNTRY SNAPSHOTS

What A1 has delivered by December 2025.

UGANDA

VEGETABLES · WORKFORCE

Vegetables for All & Workforce Nutrition

The Fit Food brand and last-mile vendors build demand and safe supply for vegetables. Employer partnerships improve workplace menus.

IMPACT · MORE DIVERSE, ADEQUATE DIETS

173,957* of 211,017 target — **82%**

REACH	RESULT	TARGET
Improved access to vegetables	793,760 ✓	462,000
Mass media reach (radio & TV)	599,878	860,994
Direct consumer interactions	147,400 ✓	108,000
Workers with better workplace menus	9,084	25,238

KENYA

VEGETABLES

Vegetables for All

The FoodFiti brand, mass media campaigns and branded "mama mboga" vendors drive vegetable demand and safe supply across 6 counties.

IMPACT · MORE DIVERSE, ADEQUATE DIETS

698,094* of 1,280,928 target — **54%**

REACH	RESULT	TARGET
Mama mboga vendors engaged	15,926 ✓	12,500
Improved access to vegetables	2.6 million ✓	332,500
Mass media reach, target areas[1]	3.3 million	3.5 million
Direct consumer interactions	1.7 million ✓	590,711

MOZAMBIQUE

FISH & POULTRY

Animal Source Foods

Boosts fish and poultry consumption across 51 districts of the Beira and Nacala corridors through mass media, last-mile delivery and policy advocacy.

IMPACT · MORE DIVERSE, ADEQUATE DIETS

1,156,912* of 1,421,736 target — **81%**

REACH	RESULT	TARGET
Retail points with cold or dry storage	1,322 ✓	750
Improved access to animal-source foods	1,025,118	1,131,875
Mass media reach (radio & TV)	5,509,107	7,585,557
Direct consumer interactions	433,757	512,887

ETHIOPIA

DAIRY · WORKFORCE · FORTIFICATION

Better Dairy for All, Workforce Nutrition & Fortified Edible Oil

Three initiatives across Amhara, Addis Ababa and nationwide.

IMPACT · MORE DIVERSE, ADEQUATE DIETS

328,949* of 844,593 target — **39%**

REACH	RESULT	TARGET
Eating dairy 2+ times a week[2]	310,323 ✓	33,000
Mass media reach (radio & TV)	2,588,079	3,624,323
Direct consumer interactions	1,187,132 ✓	724,865
Workers with better workplace menus	25,742	103,051

NIGERIA

VEGETABLES · FORTIFICATION · SCHOOL MEALS

ENSAND: Vegetables & Fortified Rice

Smallholder farmers are supported to produce and sell vegetables locally. Market linkages between schools and fortified rice millers ensure school children eat fortified rice regularly.

IMPACT · MORE DIVERSE, ADEQUATE DIETS

70,772* of 144,620 target — **49%**

REACH	RESULT	TARGET
Farmers trained in agronomic practices	20,600	30,000
Reached with vegetable messages	153,853	402,500
Children eating fortified rice 2+/week	66,806	70,000

BENIN

VEGETABLES · FORTIFICATION · SCHOOL MEALS

PASIMA: Vegetables & Fortification

The Nanavi brand drives vegetable demand in 5 cities, linking branded vendors to farmers. Fortification increases access to fortified oil, iodised salt and maize flour in markets and school meals.

IMPACT · MORE DIVERSE, ADEQUATE DIETS

55,559* of 70,368 target — **79%**

REACH	RESULT	TARGET
Children reached with fortified oil (WFP)	1.2 million ✓	250,000
Improved access to vegetables	197,640 ✓	75,000
Mass media reach (radio & TV)	264,556	456,867
Direct consumer interactions	172,550 ✓	75,000

Local SMEs supported to fortify maize, salt and oil for the national school meal programme.

* Modelled based on monitoring data, to be confirmed with independent impact evaluations at the end of the project. Impact: low-income consumers with a more diverse and adequate diet. Results are cumulative to December 2025. ✓ Target met or exceeded. [1] A further 5.7 million people were reached outside the geographic target areas. [2] The target measured improved access to dairy products.

4 · SPOTLIGHT KENYA

More vegetables sold, and more eaten where exposure is strongest.

Kenya's Vegetables for All initiative combines the FoodFiti consumer brand with a network of branded "mama mboga" vegetable vendors across six counties. Mass media and community activations build demand, while vendors are supported to offer safe, fresh vegetables close to where families live. An independent endline evaluation shows the model is changing both what vendors sell and what households eat.



WHERE KENYA STANDS AGAINST ITS TARGETS (TO DECEMBER 2025)

698,094*
low-income consumers with a more diverse and adequate diet
Target: 1,280,928 — 54%

2.6 million
people with improved access to vegetables
Target: 332,500 — 7.8×

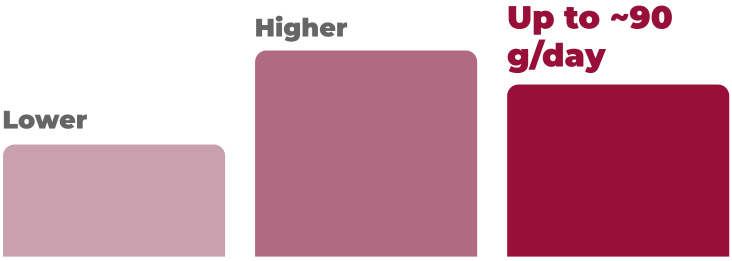
15,926
mama mboga vendors engaged
Target: 12,500 — 127%

36–65 kg
more leafy vegetables sold per branded vendor per month than comparison vendors
Endline evaluation result

* Modelled based on monitoring data, to be confirmed with independent impact evaluations at the end of the project.

WHAT THE ENDLINE EVALUATION FOUND

Within FoodFiti areas, households with greater exposure to the campaign reported higher vegetable consumption, particularly those buying directly from FoodFiti stalls.



Household vegetable consumption by level of exposure. Bar heights are illustrative; among stall shoppers, consumption was up to roughly 90 g higher per household per day. Source: independent endline evaluation of the FoodFiti project.

WHAT THIS TELLS US

Bring demand creation and vendor access together.

These findings point to the value of bringing demand creation and vendor access together, and suggest that reaching more households through a range of FoodFiti activities should be a priority for the next phase.

Branded vendors sold significantly more traditional leafy vegetables than comparison vendors, an increase attributable to the project.

HOW THE FOODFITI MODEL WORKS

1. **Build demand** — FoodFiti mass media and community activations make vegetables desirable.
2. **Bring supply close** — Branded mama mboga vendors offer safe, fresh vegetables near homes.
3. **Convert to consumption** — Households buy, cook and eat more vegetables.

5 · SO WHAT: WHAT WE ARE LEARNING

Lasting improvements in diet quality, and models others can scale.

The programme aims to realise lasting improvements in diet quality by enabling more low-income consumers to access and consume adequate and diverse diets. In doing so, it generates practical models and evidence that can be adapted and scaled, contributing to more resilient markets for nutritious foods and helping more people achieve healthier diets.

WHAT WE ARE LEARNING

01
Build on what already exists
Working through existing markets, vendors and SMEs helps gains last; parallel structures are not always viable in the long term.

SEE PAGES 3–5

02
Pair demand with access
Demand creation works best when people can easily buy what campaigns promote, as the FoodFiti evaluation shows.

SEE PAGE 6

03
Reach people through many channels
Traditional markets, workplaces and schools each reach different low-income consumers.

SEE PAGE 5

04
Make the enabling environment work
Policies, standards and partnerships help market-based gains outlast the programme.

SEE PAGE 3

PRACTICAL MODELS, READY TO ADAPT

Branded vendor networks
FoodFiti, Fit Food and Nanavi pair consumer brands with last-mile vendors.

Workforce nutrition
Employer partnerships improve workplace menus and nutrition support.

School market linkages
Fortified rice millers linked to schools so children eat fortified rice.

Retail cold chain
Retail points upgraded with cold chain or dry storage for fish and poultry.





A1 PROGRAMME · 2022–2027

Transforming food systems for the people who need them most.

Six countries. Three pillars. One shared objective: improving the diets of low-income consumers through markets that make nutritious foods available, appealing and affordable.



LEARN MORE

gainhealth.org · A1: Transforming Food Systems programme page

Scan to visit the A1 programme page

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Healthier Diets. FOR ALL.

The Global Alliance for Improved Nutrition (GAIN) works with governments, businesses and civil society to transform food systems so that they deliver more nutritious food for all people, especially the most vulnerable, from more sustainable food systems.

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