Commercialisation of Biofortified Crops Programme Webinar:

Building Businesses with Nutrient-Enriched Crops

Welcome Remarks
Arun Baral, CEO, HarvestPlus
Biofortified Crops Developed by HarvestPlus with CGIAR and National Crop Research Centers

<table>
<thead>
<tr>
<th>Iron</th>
<th>Zinc</th>
<th>Vitamin A</th>
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<tr>
<td><strong>Pearl Millet</strong>&lt;br&gt; Provides <em>up to 80%</em> of daily iron needs</td>
<td><strong>Beans</strong>&lt;br&gt; Provides <em>up to 80%</em> of daily iron needs</td>
<td><strong>Sweet Potato</strong>&lt;br&gt; Provides <em>up to 100%</em> of daily vitamin A needs</td>
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<tr>
<td><strong>Wheat</strong>&lt;br&gt; Provides <em>up to 50%</em> of daily zinc needs</td>
<td><strong>Rice</strong>&lt;br&gt; Provides <em>up to 40%</em> of daily zinc needs</td>
<td><strong>Cassava</strong>&lt;br&gt; Provides <em>up to 100%</em> of daily vitamin A needs</td>
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<tr>
<td><strong>Maize</strong>&lt;br&gt; Provides <em>up to 70%</em> of daily zinc needs</td>
<td><strong>Maize</strong>&lt;br&gt; Provides <em>up to 50%</em> of daily vitamin A needs</td>
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Nearly 400 Varieties of Biofortified Crops Released in 40 Countries...Thousands More in Testing

Dark blue = biofortified varieties released and/or in testing
Biofortified crops provide 25-100% of a child’s average daily vitamin A, iron or zinc needs.

Vitamin A biofortified crops improve night vision and reduce vitamin A deficiency and diarrhea—leading causes of morbidity and mortality in young children.

Iron biofortified crops reverse iron deficiency and iron-deficiency related anemia, reduce fatigue, and improve cognitive and physical performance.

Zinc biofortified crops can improve immune function, and reduce stunting, the risk of diarrheal disease and respiratory infections, inflammation, pneumonia, vomiting, and fever.
Engaging and Empowering Partners Along the Value Chain

- **Varietal Release**: Official national approval given to release a new variety.
- **Upstream Research**: Centres breed crops to increase nutrients.
- **Crop Development**: Supply of seeds and other supplies such as fertiliser.
- **Agriculture research**: Centres breed crops to increase nutrients.
- **Agricultural Input Supply**: Supply of seeds and other supplies such as fertiliser.
- **Crop Production & Post Harvest Handling**: Staple crops are collated from many small-scale farmers.
- **Transfer of Seed to Farmers**: The HarvestPlus target is the smallholder farming families in low- and middle-income countries.
- **Utilization of Biofortified Crops**: Farm and non-farm households prepare and consume biofortified crops.
- **Processing**: Food manufacturers of any size make the crop into a finished ready-to-eat food.
- **Retailing**: Shops of all sizes from roadside vendors to global retailers.

**Awareness Raising and Demand Creation**

**Enabling Environment**

**Capacity Strengthening of Value Chain Actors**

**Monitoring, Evaluation, and Learning**
SME Food Partners: Examples from Nigeria

- Mixagrain
- Yellow Maize Powder 500g
- Gari (Nigeria's traditional starch food made from cassava)
Thank you!

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