Cereal Millers Association - Kenya

Presented by Paloma Fernandes - CEO
CHALLENGES FACING FORTIFICATION

- Price Sensitive Demand
- Lack of Incentive
- Imbalanced Regulations
- Lack of appropriate infrastructure
ADDRESSING THE CHALLENGES

Self Regulation

- Members are audited and vetted on a regular basis, and our commitment to compliance is contained in our code of conduct.

Build Capacity

- Building the capacity of our members to fortify their products effectively
COMMITMENT TO FORTIFY

- Government needs to create an enabling environment by:
  - Ensuring level playing fields in regulation
  - Creating sustained public awareness
  - Creating incentives for millers fortifying.

- Non-State players need to:
  - Strengthen the technical capacities of millers

- Private Sector needs to:
  - Strengthen Producer Associations to ensure self-regulation
  - Enhance technical capacity
  - Work on consumer education.

We should do the right thing at all times; comply with the regulations and deliver adequately fortified foods to millions of consumers.