Fulfilling the Potential of Biofortified Crops to Help End Malnutrition

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1 in 3 people worldwide are malnourished
Inadequate food consumption is a common denominator in all forms of malnutrition.
Businesses have to be a big part of the solution to malnutrition

Source: HLPE 2017
Businesses are everywhere in the food system

- Transporters, aggregators, warehouses, distributors
- Farms, ranches, fisheries, Agricultural input companies (seeds etc.)
- Basic processing, industrial processing, packaging
- Wholesalers and markets, retailers (formal & informal), restaurants
- Media (traditional & social); Marketing companies
- Refrigeration, preservatives, Testing equipment
- Private employers; Traders and speculators
- Business finance institutions; Infrastructure companies

Source: HLPE 2017
So why should you grow, buy, process, sell biofortified crops?
What support do you need to succeed?

- Demand from Consumers
- Demand from Public Sector
- Public Standards
- Business Development, Seeds, Finance
The Commercialisation of Biofortified Crops Programme
Expanding the reach of nutrient-enriched staples

Launched in 2019

Our desired impact

190.6 million people consuming biofortified foods and food products by 2022
571.8 million people by 2028