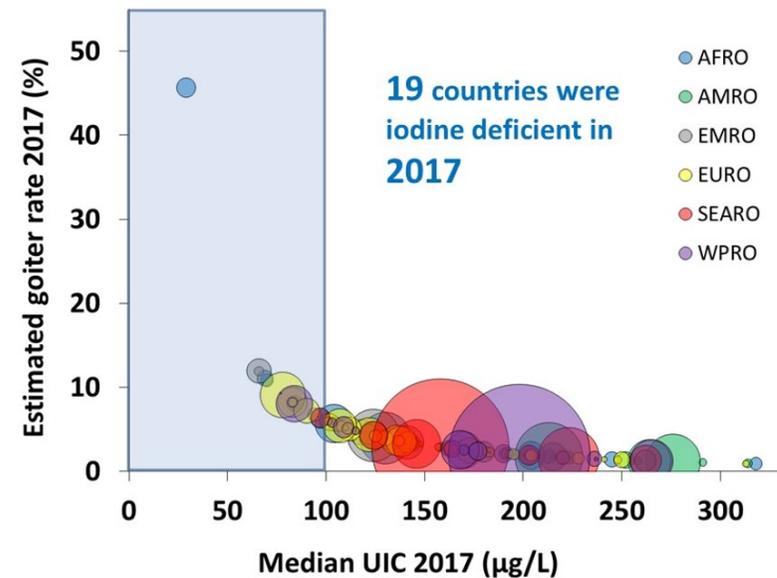
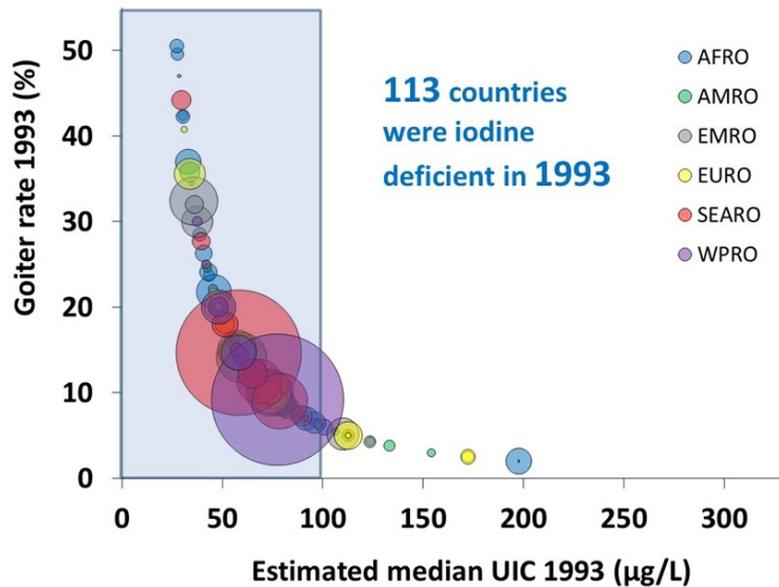


# SALT IODIZATION: THE PROMISE OF FORTIFICATION

Global prevalence of goiter = 12.3%

Global prevalence of goiter = 2.4%



**In USA (1924), IQ was raised by 15 points in iodine deficient areas and 3.5 points nationally**

Source: Gorstein JL, Bagriansky J, Pearce EN, Kupka R, Zimmermann MB. Estimating the Health and Economic Benefits of Universal Salt Iodization Programs to Correct Iodine Deficiency Disorders. *Thyroid*. 2020 Dec;30(12):1802-1809



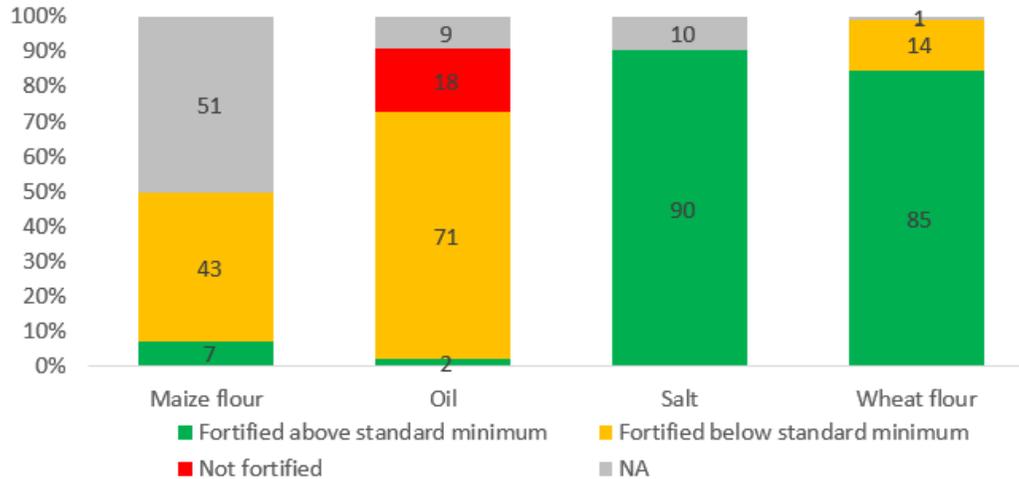
## KEY CONSTRAINTS



- Private sector value chain not optimally incentivized
- Lack of government resources for effective enforcement

## LEADING TO POOR COMPLIANCE

TANZANIA - Fortification quality of products in the market weighted by brand product market share



Note: NA refers to the many small brands that are available in the markets, especially in the context of fragmented industries, but represent a small segment of the market overall.  
Maize flour products included are not representative of the total volume and products as there are more than 250 different ones.

- Technical assistance (TA) is necessary and can be effective
- But TA does not fundamentally alter incentives
- Compliance as a symptom of the underlying problem

Source: GAIN analysis, 2021

## DIGITIZATION AS A POTENTIAL SOLUTION

### Digitize quality within mills



Share with government and downstream buyers

### Likely Effects

#### Taps industry incentives

- Transparency that creates a race to the top
- Traceability as a defense

#### Address government constraints

- Complexity of quality data capture
- Extends fortification potential to small/medium sized enterprises in rural areas