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.


UIC – Urinary Iodine Concentration.
KEY CONSTRAINTS

- Private sector value chain not optimally incentivized
- Lack of government resources for effective enforcement
LEADING TO POOR COMPLIANCE

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

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

Source: GAIN analysis, 2021

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.
DIGITIZATION AS A POTENTIAL SOLUTION

Digitize quality within mills

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

Share with government and downstream buyers