

Press Release

Healthy Development: Affordable Nutritious Foods for Women Project launched to fight "hidden hunger"

Accra, Ghana, 25 November 2013. Today the "Affordable Nutritious Foods for Women (ANF4W)" project was launched in Accra, Ghana. The overall goal of ANF4W is to increase the local supply and demand of affordable nutritious foods presently lacking in markets around the world and focusing on women of reproductive age.

Currently, an estimated two billion people worldwide are affected by "hidden hunger", which has a detrimental effect on people's health, productivity and life expectancy. "Hidden hunger" or micronutrient malnutrition refers to the insufficient intake of essential vitamins and minerals.

In Ghana, the ANF4W component pilot phase will run from 2013-2015. It aims at creating a culturally appropriate, affordable food prototype for women of reproductive age based on a natural food source and fortified with relevant micronutrients. This prototype is to be developed and produced by the local Ghanaian food processing industry. Additionally an unbranded social marketing strategy targeted at women of reproductive age will be implemented in order to increase their overall nutrition awareness.

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The launch itself is aimed to set the ANF4W project in the wider Ghanaian nutrition landscape, to share ANF4W project objectives and activities and to establish stakeholder relationships.

ANF4W is a develoPPP.de project co-financed by the Bill & Melinda Gates Foundation and the German Federal Ministry for Economic Cooperation and Development (BMZ). The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is coordinating the implementation. The project's private partner is DSM's humanitarian nutrition think tank *Sight and Life*; third-party partners are Ajinomoto, Global Alliance for Improved Nutrition (GAIN), and McCann Health, a global communication specialist in awareness campaigns.

ANF4W was officially launched by the German Federal Minister for Economic Cooperation and Development Dirk Niebel and Bill Gates on January 29th, 2013 in Berlin.

DSM's Sight and Life

Sight and Life the humanitarian nutrition think-tank of DSM, a global science-based company active in health, nutrition and materials. Inspired by a vision of a world that is free from malnutrition, *Sight and Life* helps to improve the lives of some of the world's most vulnerable populations. It does this by supporting innovations that aim to eradicate malnutrition, and it promotes research, shares best practices and mobilizes support.

www.sightandlife.org

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The wide range of services offered by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH are based on a wealth of regional and technical expertise and on tried and tested management know-how. GIZ is a German federal enterprise and offers workable, sustainable and effective solutions in political, economic and social change

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The develoPPP.de programme

develoPPP.de was set up by the German Federal Ministry for Economic Cooperation and Development (BMZ) to foster the involvement of the private sector at the point where business opportunities and development policy initiatives intersect. The programme is executed on behalf of BMZ by the Deutsche Investitions- und Entwicklungsgesellschaft mbH (DEG), Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and sequa gGmbH. Since the programme started in 1999, GIZ has carried out joint projects with private companies on behalf of BMZ in over 60 newly industrialised and developing countries. Partnerships range from energy projects, water and wastewater management and vocational training through to product certification and supply chain management. More information: <http://www.developpp.de/en>

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