



OBAASIMA

Demand Driven Nutrition

What is OBAASIMA?

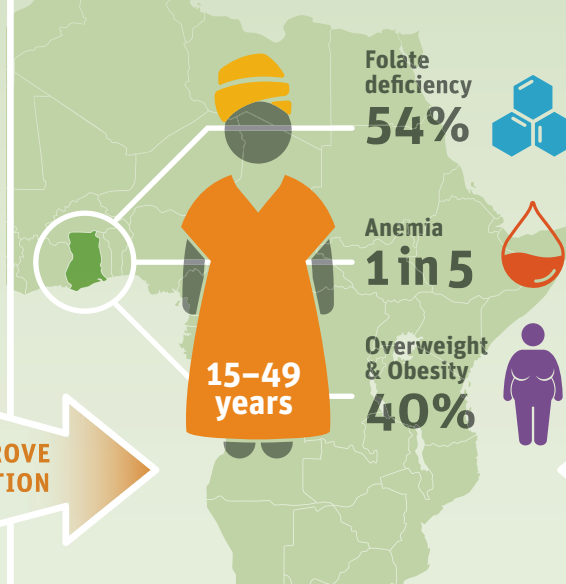
OBAASIMA is a trusted symbol for fortified foods aiming to increase the availability of and access to affordable nutritious fortified foods in Ghana:



The OBAASIMA symbol guarantees nutrition quality, while easily identifying fortified food products containing locally appropriate micronutrients providing a source of 18 vitamins and minerals.

Why choose OBAASIMA?

Micronutrient malnutrition is highly prevalent and persistent in Ghanaian women:



IMPROVE NUTRITION

CREATE DEMAND

OBAASIMA aims to:

Improve micronutrient intake in pregnant women and women of child-bearing age



Ensure that products have a sound nutrition profile supporting healthy eating principles



Increase the number of fortified food products, and access to healthy nutritious foods for women of reproductive age



What makes it different?

Business-to-business solutions:



OBAASIMA assists local food processors through training, technical advice and business development.

Demand creation:



OBAASIMA incorporates a variety of marketing approaches with the aim of creating demand for products with the OBAASIMA Seal.

Regulatory Support:



The OBAASIMA trademark, regulated by the Ghana Standards Authority, helps to inspire healthy food choices by making products easily identifiable and recognizable.