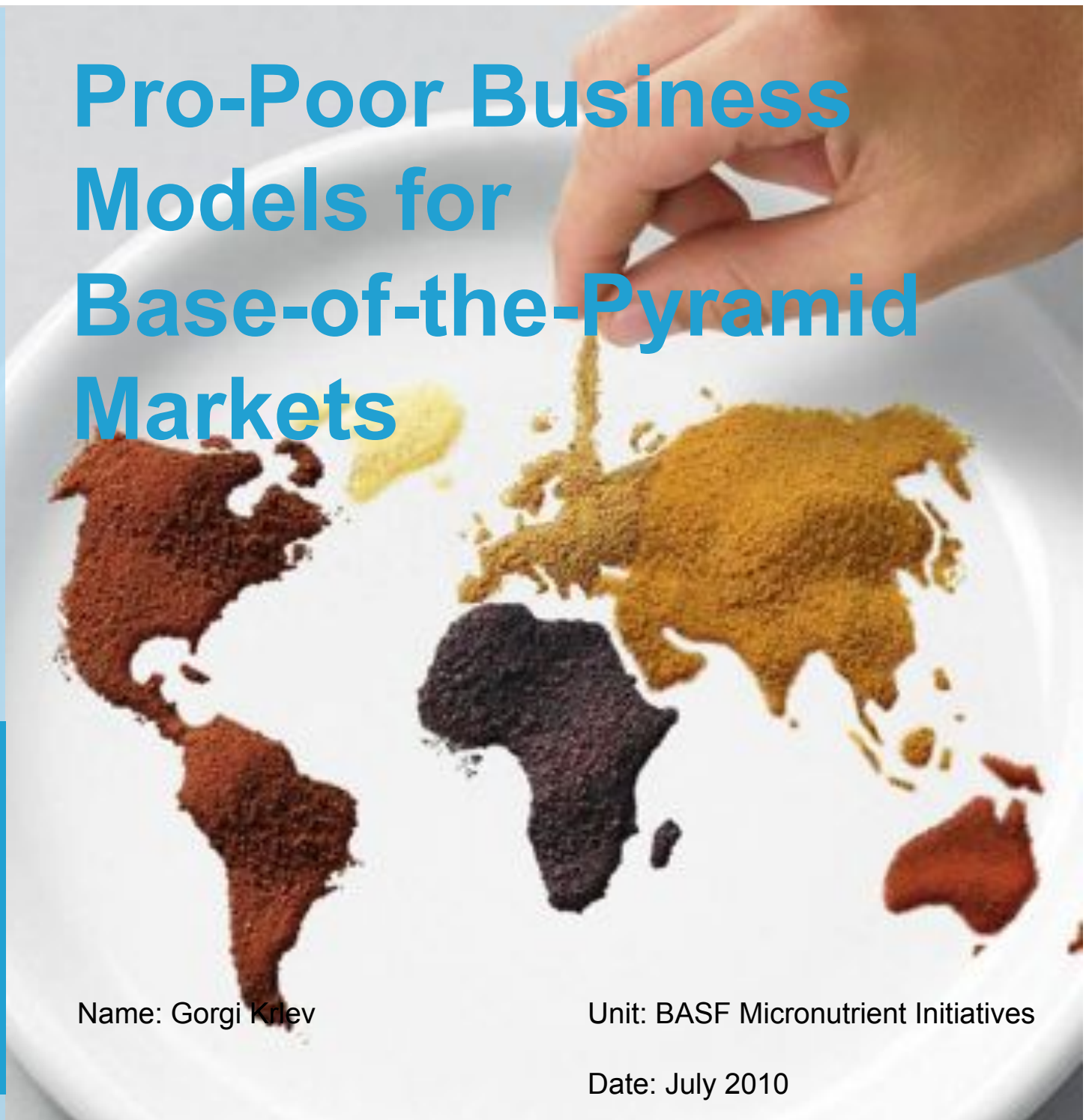


BASF Nutrition –
the healthy decision.

Pro-Poor Business Models for Base-of-the-Pyramid Markets



 **BASF**
The Chemical Company

Name: Gorgi Kriev

Unit: BASF Micronutrient Initiatives

Date: July 2010

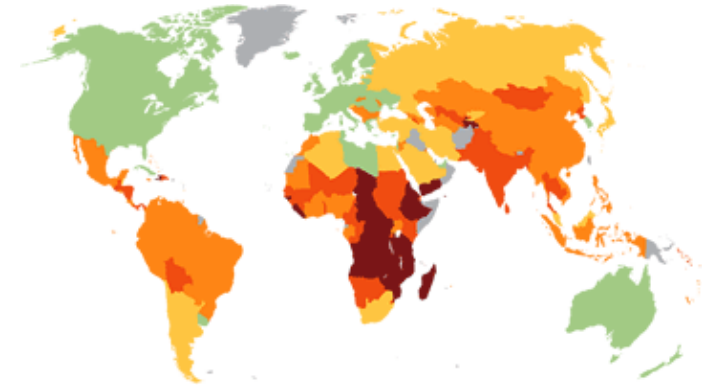
Combating malnutrition with micronutrients

BASF's Food Fortification initiative



Global challenge: Vitamin and Mineral Deficiencies (VMD)

- ... are a **serious problem** in more than 70 countries around the world
- ... cause **1 million children to die** annually before the age of five
- ... damage physical and mental development and thereby perpetuate **poverty**



World map of hunger: visit www.food-fortification.com for information on BASF Micronutrient Initiatives

Solution: Food Fortification (FF)

- = Addition of vital micronutrients (especially vitamin A) to **staple foods** like oil and flour
- Extremely **cost-effective** intervention
- Ranked **best investment** into human development by 30 renowned economists in 2008
→ www.copenhagenconsensus.com
- Food Fortification is engaged in **more than 30 countries**



Combating malnutrition with micronutrients

SAFO

BASF's Public-Private-Partnership:

- SAFO: „Strategic Alliance for the Fortification of Oil and other staple foods“
- Founding partner: Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ)
- **Multi-stakeholder approach** operated in **selected countries**
- **GTZ: Policy advice** to local authorities on Food Fortification & **enabling of market environment**
- **BASF: Technical advice** and **capacity building** for local industries & provision of **Vitamin A Field Test Kits** for cost-effective quality control



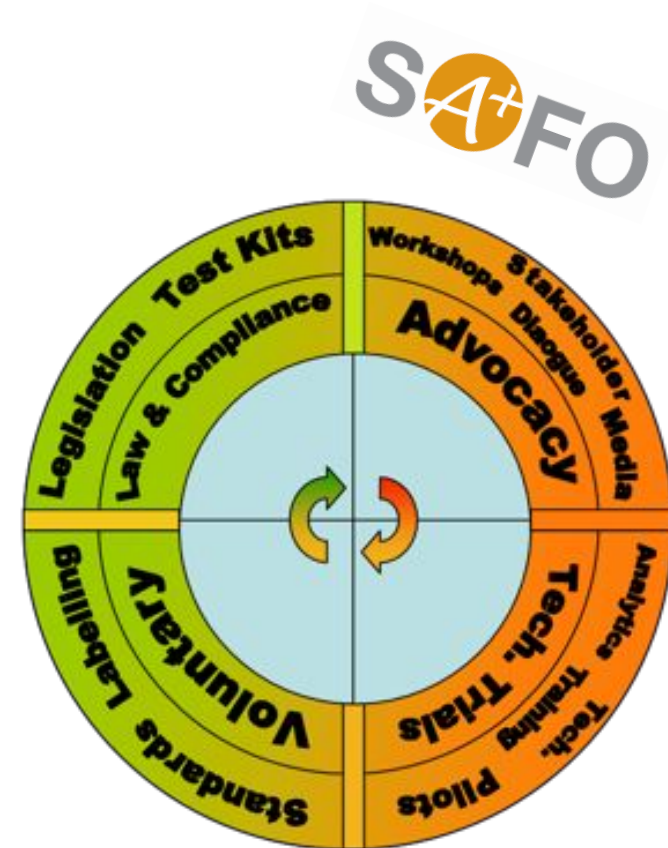
- ➔ **BASF's Food Fortification Initiative is...**
- ... a “BoP” approach
 - ... economically sustainable and therefore scalable
 - ... delivers on the “dual bottom line”
(financial and humanitarian objectives)

Combating malnutrition with micronutrients

SAFO 'Clock Model' (1)

BASF's Public-Private-Partnership:

- Advocacy stage
 - Facilitation of multi-stakeholder dialogue
 - Consensus building on optimal fortification levels
- Technical pilot phase
 - Technical capacity building for staple food producers
 - Business plans including CSR aspects and cost-effective BoP business models for producers



Combating malnutrition with micronutrients

SAFO 'Clock Model' (2)

BASF's Public-Private-Partnership:

- Voluntary regulatory standards
 - Setting standards, labelling and legislative support
 - Communication and (social) marketing
- Regulation and compliance
 - Advice to local authorities on developing a long term strategy on legislation
 - Support for the development of monitoring, evaluation and quality control capacities
 - Communication and (social) marketing

