



# Commercialisation of Biofortified Crops Programme Webinar:

## Building Businesses with Nutrient-Enriched Crops

### Welcome Remarks Arun Baral, CEO, HarvestPlus

**HarvestPlus.org**



RESEARCH  
PROGRAM ON  
Agriculture for  
Nutrition  
and Health

Led by IFPRI

# Biofortified Crops Developed by HarvestPlus with CGIAR and National Crop Research Centers

## Iron



**Pearl Millet**

Provides **up to 80%** of daily iron needs



**Beans**

Provides **up to 80%** of daily iron needs

## Zinc



**Wheat**

Provides **up to 50%** of daily zinc needs



**Rice**

Provides **up to 40%** of daily zinc needs



**Maize**

Provides **up to 70%** of daily zinc needs

## Vitamin A



**Sweet Potato**

Provides **up to 100%** of daily vitamin A needs



**Cassava**

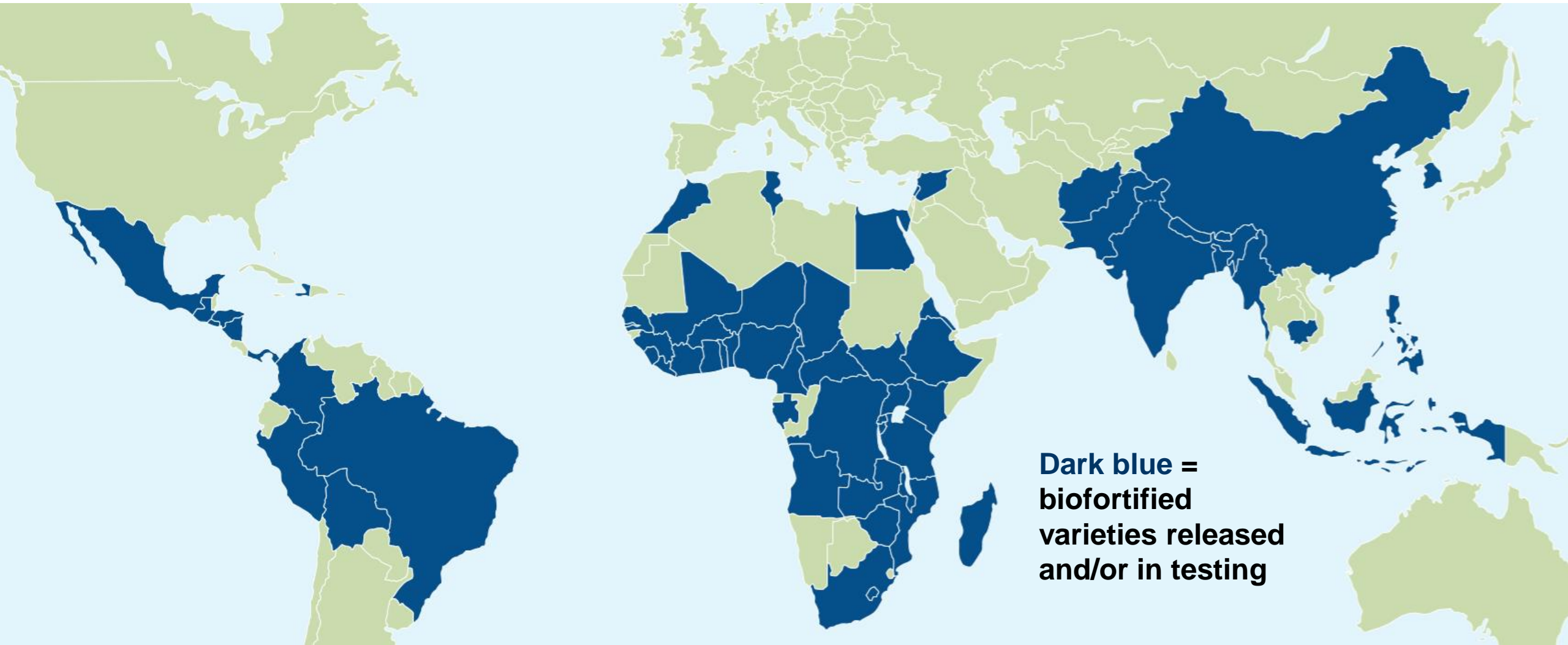
Provides **up to 100%** of daily vitamin A needs



**Maize**

Provides **up to 50%** of daily vitamin A needs

## **Nearly 400 Varieties of Biofortified Crops Released in 40 Countries...Thousands More in Testing**





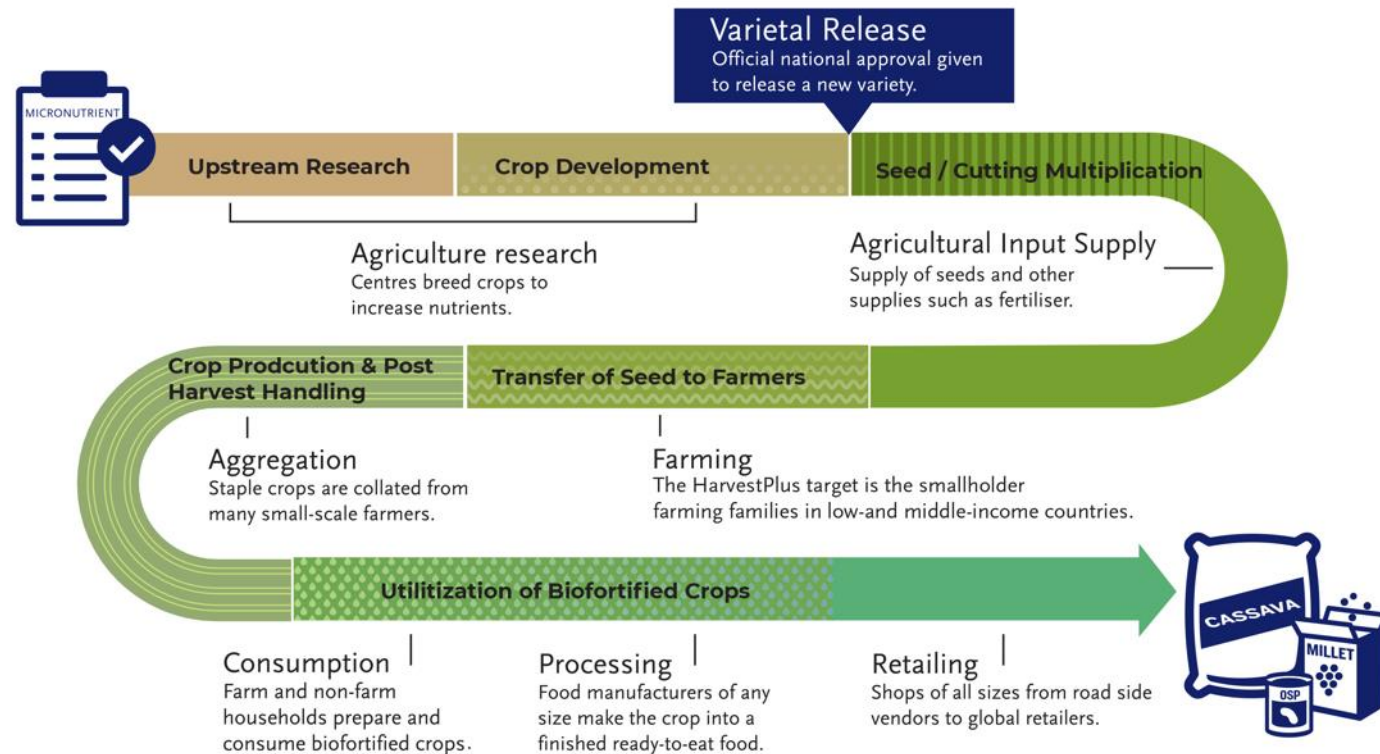
## The Evidence: Biofortified Crops Improve Nutrition and Health



### **Published, peer-reviewed research shows that:**

- **Biofortified crops provide 25-100% of a child's average daily vitamin A, iron or zinc needs.**
- **Vitamin A** biofortified crops improve night vision and reduce vitamin A deficiency and diarrhea—leading causes of morbidity and mortality in young children.
- **Iron** biofortified crops reverse iron deficiency and iron-deficiency related anemia, reduce fatigue, and improve cognitive and physical performance.
- **Zinc** biofortified crops can improve immune function, and reduce stunting, the risk of diarrheal disease and respiratory infections, inflammation, pneumonia, vomiting, and fever.

# Engaging and Empowering Partners Along the Value Chain



**AWARENESS  
RAISING  
AND DEMAND  
CREATION**

**ENABLING  
ENVIRONMENT**

**CAPACITY  
STRENGTHENING  
OF VALUE  
CHAIN ACTORS**

**MONITORING,  
EVALUATION,  
AND LEARNING**

## SME Food Partners: Examples from Nigeria



Mixagrain



Yellow Maize Powder 500g







Thank you!

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