

Cereal Millers Association - Kenya

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CHALLENGES FACING FORTIFICATION

- Price Sensitive Demand
- Lack of Incentive
- Imbalanced Regulations
- Lack of appropriate infrastructure

ADDRESSING THE CHALLENGES

Self Regulation

- Members are audited and vetted on a regular basis, and our commitment to compliance is contained in our code of conduct.

Build Capacity

- Building the capacity of our members to fortify their products effectively

COMMITMENT TO FORTIFY

- **Government needs to create an enabling environment by:**
 - Ensuring level playing fields in regulation
 - Creating sustained public awareness
 - Creating incentives for millers fortifying.
- **Non-State players need to:**
 - Strengthen the technical capacities of millers
- **Private Sector needs to:**
 - Strengthen Producer Associations to ensure self-regulation
 - Enhance technical capacity
 - Work on consumer education.

We should do the right thing at all times; comply with the regulations and deliver adequately fortified foods to millions of consumers