



Fulfilling the Potential of Biofortified Crops to Help End Malnutrition

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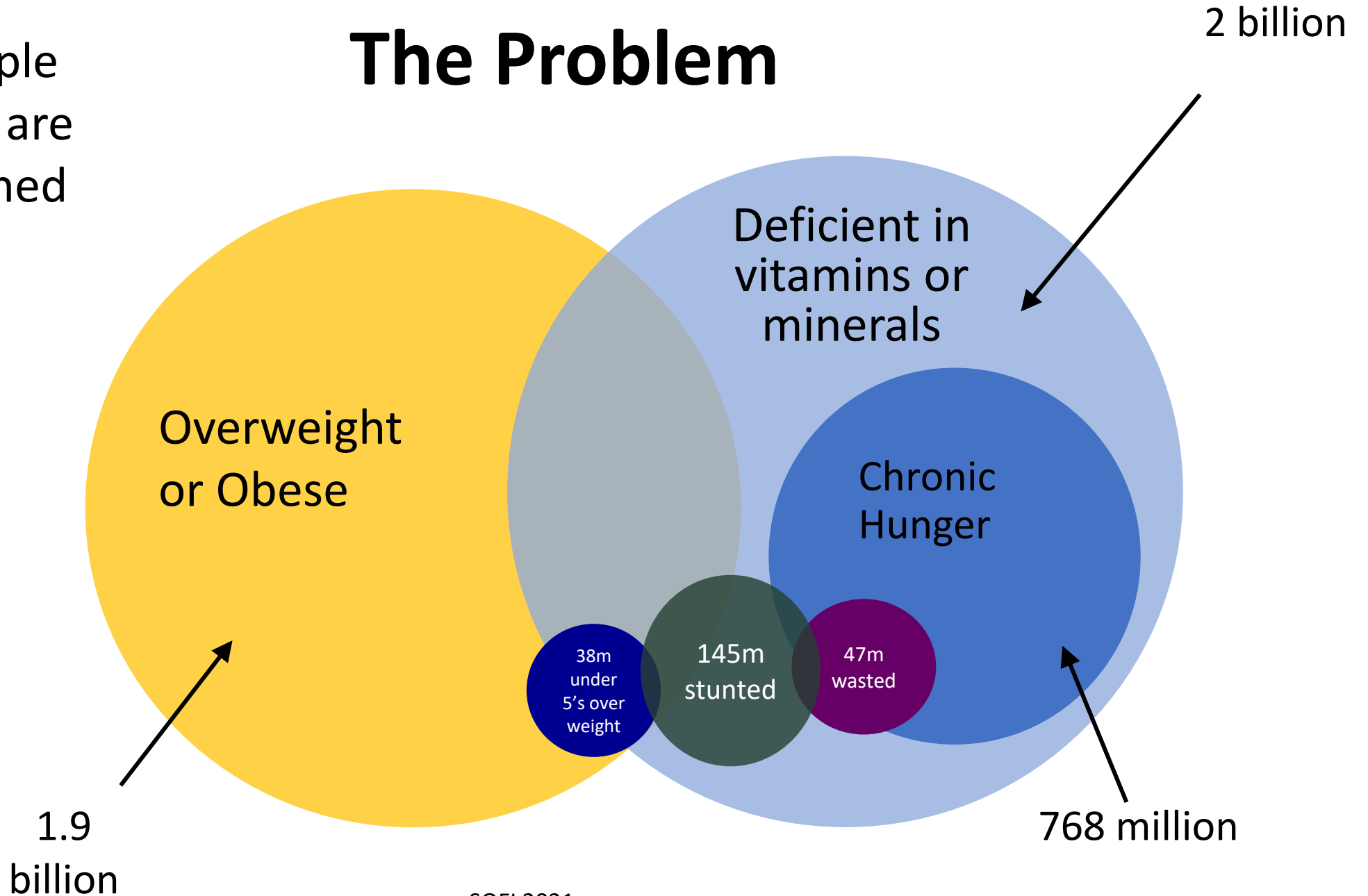
Executive Director

The Global Alliance for Improved Nutrition

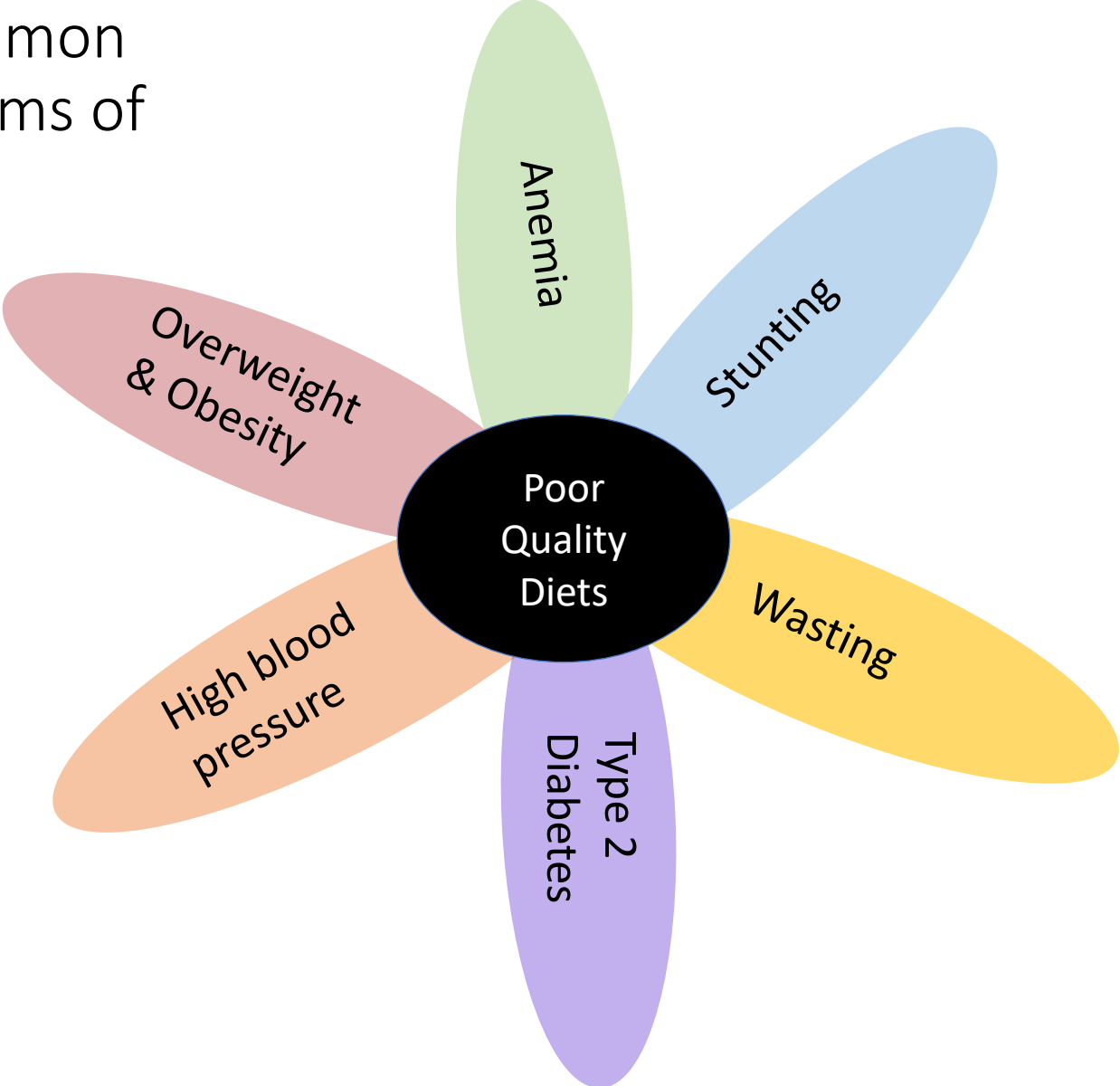
(GAIN)

The Problem

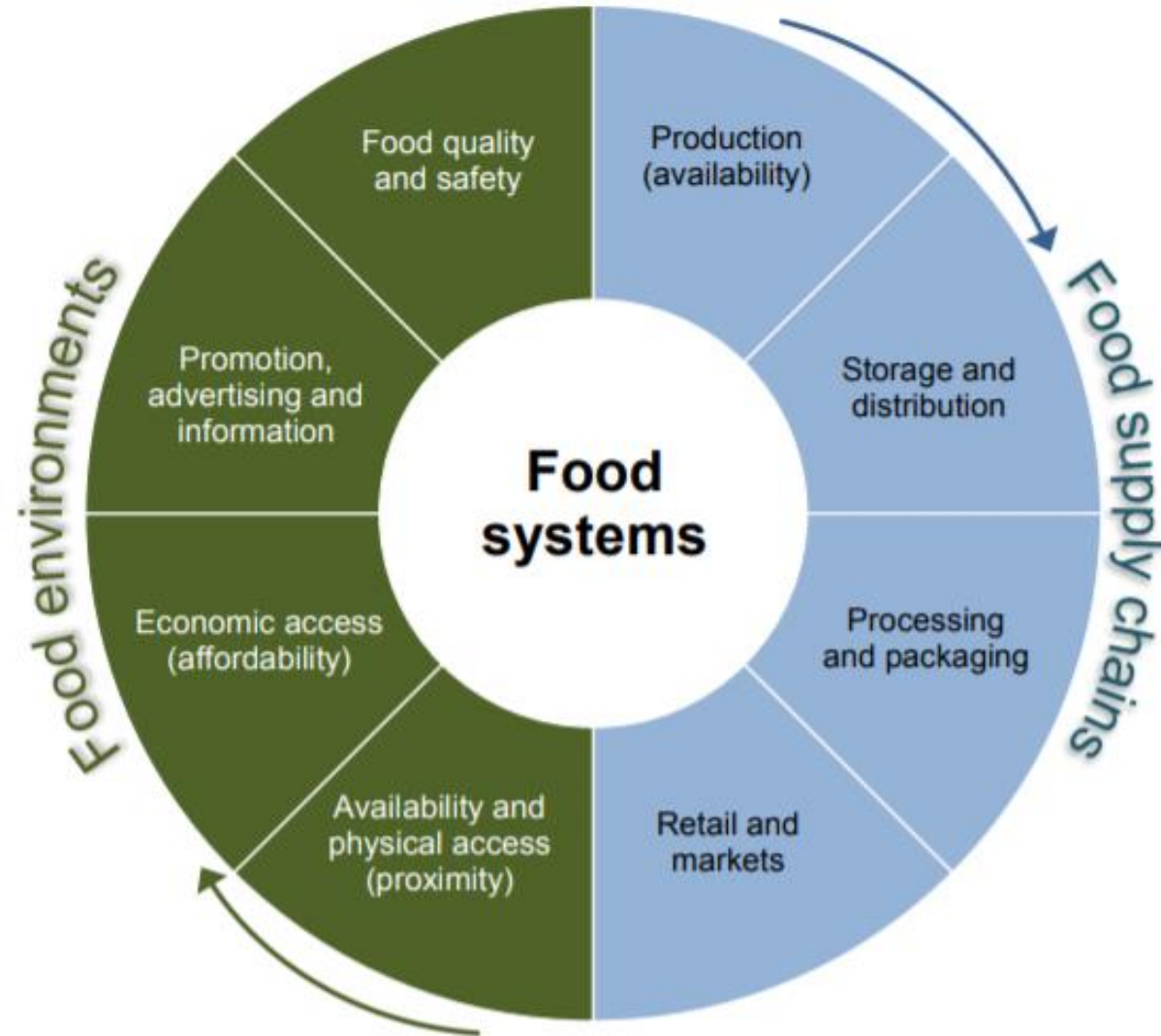
1 in 3 people worldwide are malnourished



Inadequate food consumption is a common denominator in all forms of malnutrition

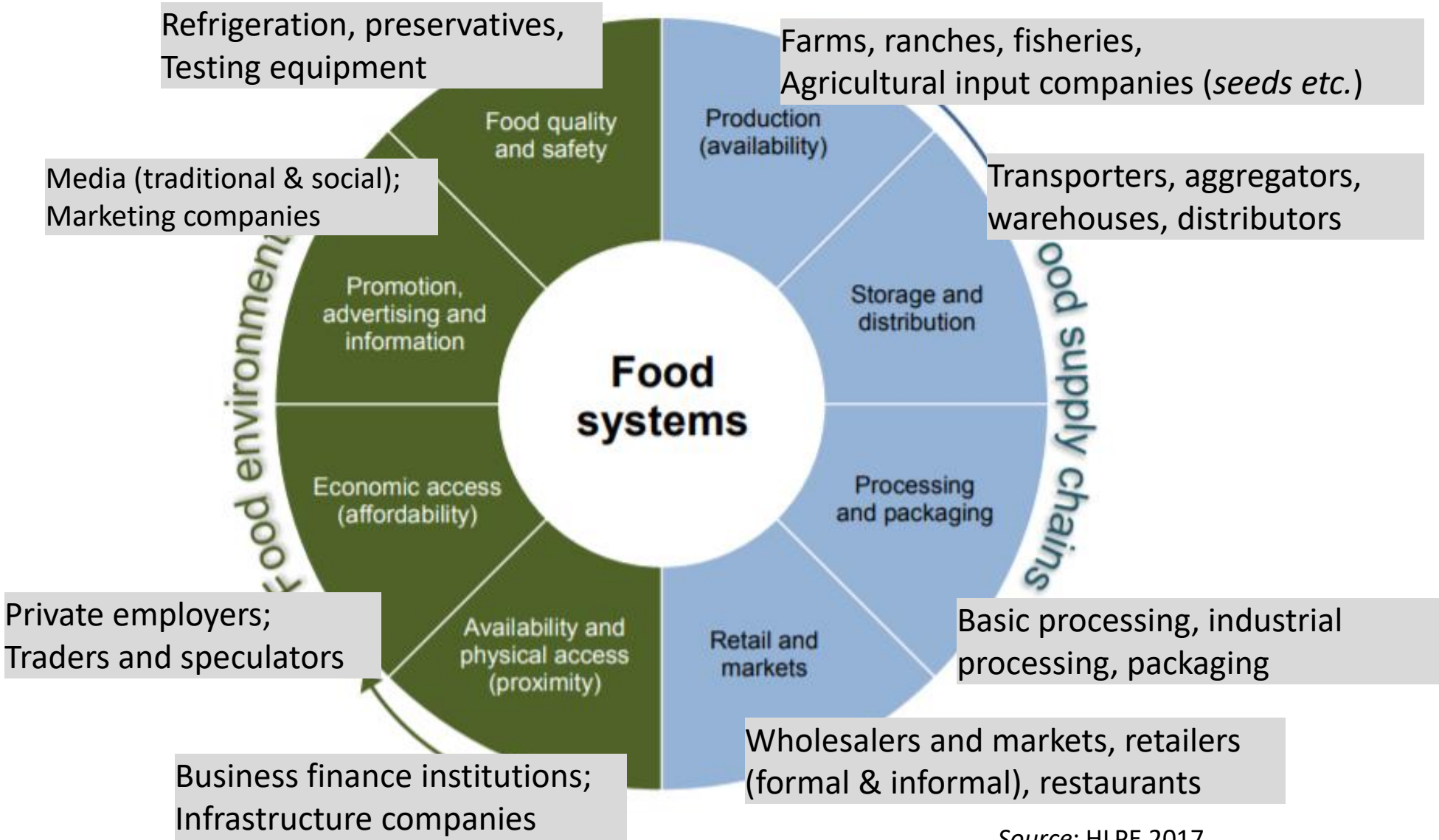


Businesses have to be a big part of the solution to malnutrition



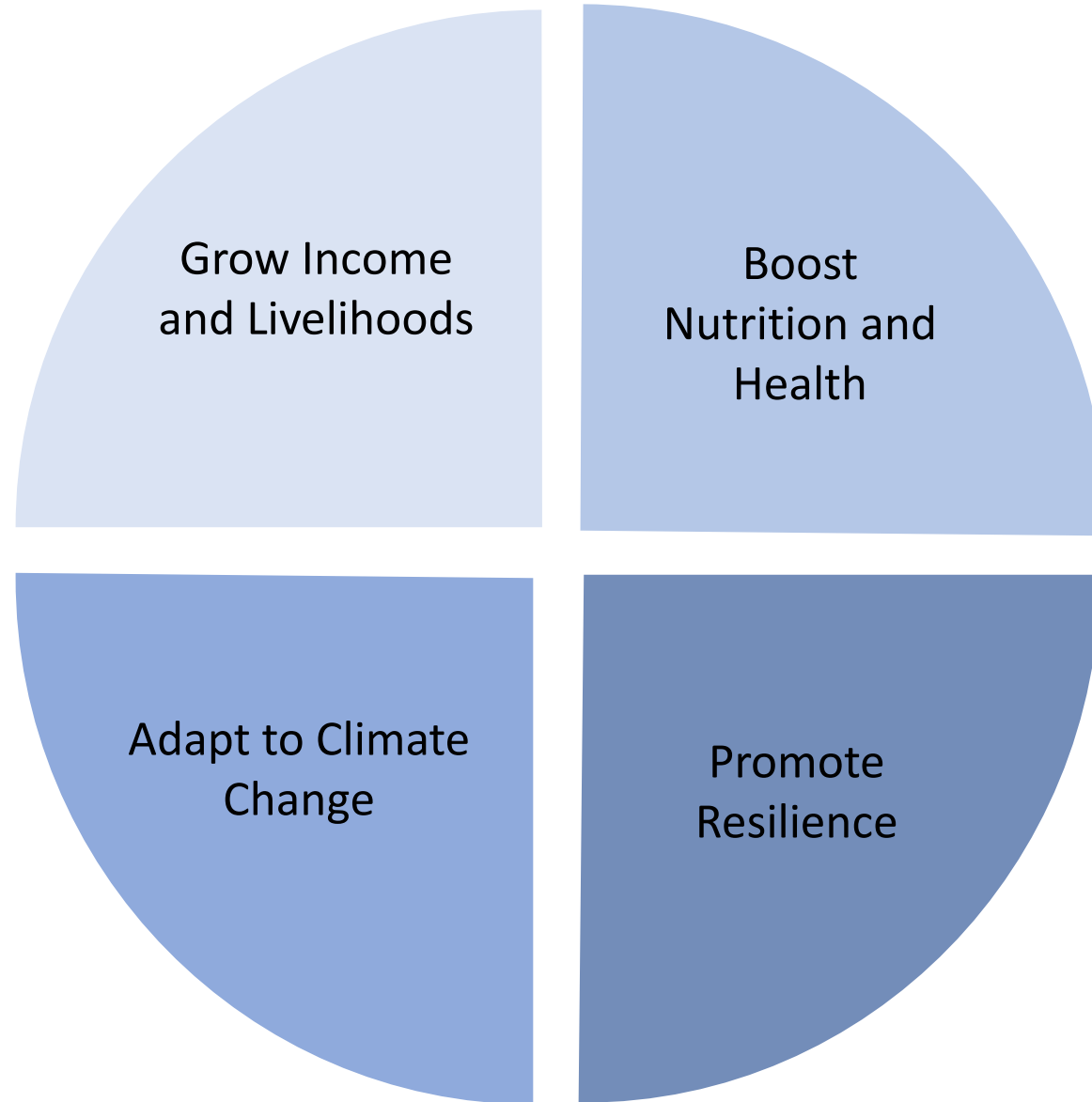
Source: HLPE 2017

Businesses are everywhere in the food system

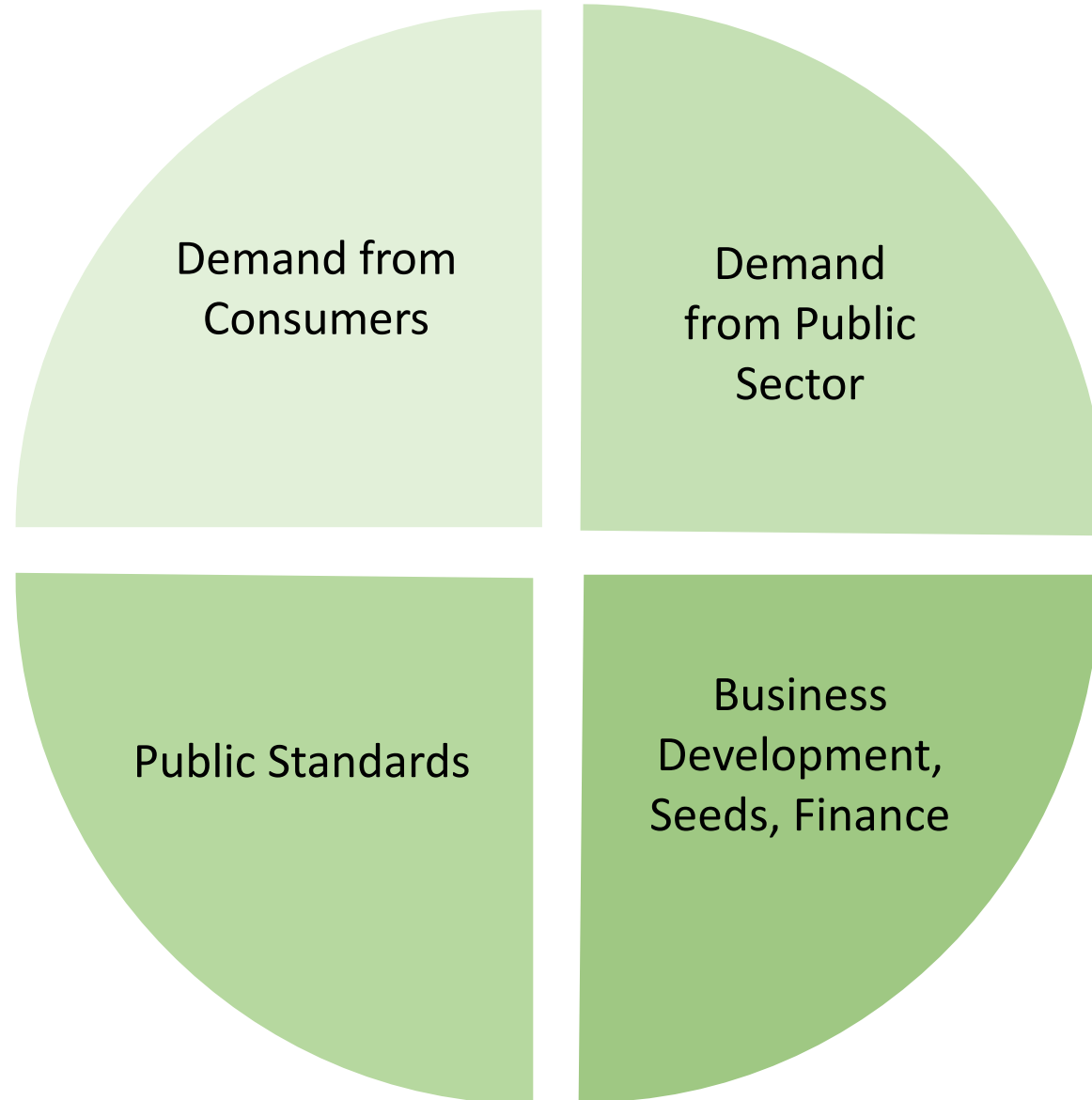


Source: HLPE 2017

So why should **you**
grow, buy, process,
sell biofortified
crops?



What support do you need to succeed?



The Commercialisation of Biofortified Crops Programme

Expanding the reach of nutrient-enriched staples



Launched in 2019

The CBC Programme is co-led by:



with funding from:



Federal Ministry for Economic Cooperation and Development



Government of the Netherlands

Our desired impact

190.6 million people consuming biofortified foods and food products by 2022

571.8 million people by 2028





Thank You

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