

# Global Focus on Complementary Foods

Larry Umunna  
LHD Africa Consulting

Midwest Soy Workshop  
Champaign, Illinois

October 2009



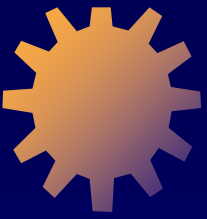
# In our HEALTH where are we?

## DEVELOPED WORLD:

**Coronary Heart Disease**  
is the NO 1 cause of  
death


## DEVELOPING WORLD:

- ✦ Every 3.6 seconds someone in the world dies of **hunger**
- ✦ Children still die of **malnutrition**
- ✦ 2 billion people live at risk of **deficiencies** of Vitamin A, iron and iodine



# Developed world shift...

Biggest US dietary supplement company in 2001 announces a 72.8% increase in earnings for the 2000 financial year



**People are increasingly taking responsibility for their own health**



# Developing world dichotomy...

In South Africa: 1 in 3 children suffer from Vitamin A deficiency



**In the same family  
you will have an  
undernourished  
child...**

**... an obese mother  
and a father who  
has died of a stroke**

In South Africa: Almost 60% of adult black women between 45 and 54 are obese



# Why focus on complementary food?

- ★ Sad global nutrition picture

- ★ Underweight
- ★ Stunting
- ★ Africa and Asia – most affected

- ★ Key window of opportunity

- ★ Pre-conception – pregnancy- exclusive breastfeeding – complementary feeding

- ★ 6 – 24 months:

- ★ Mental development; link to development



# In the Past....

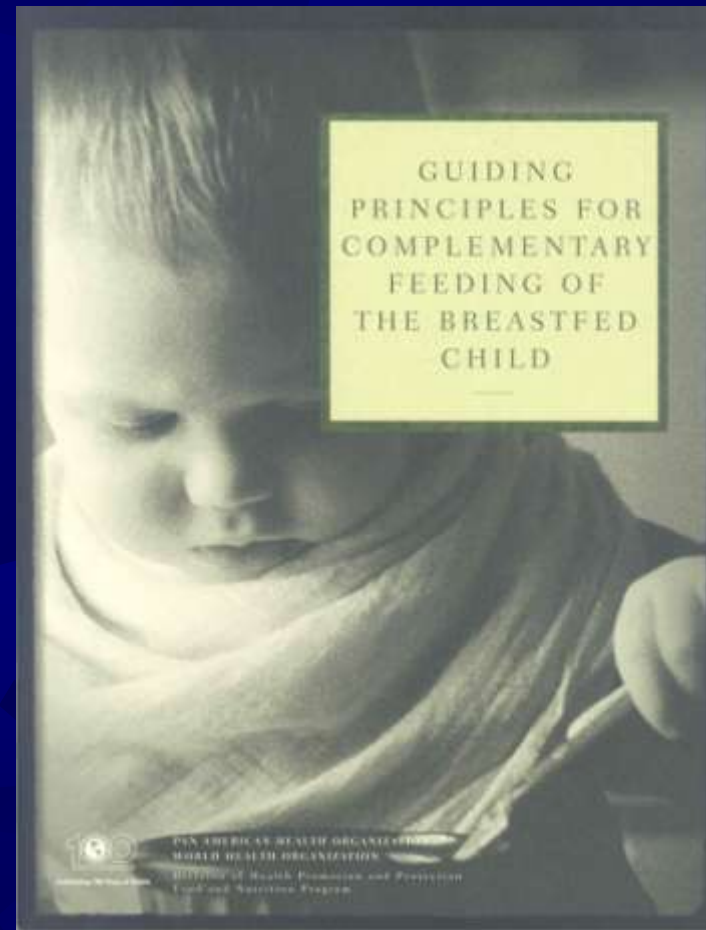
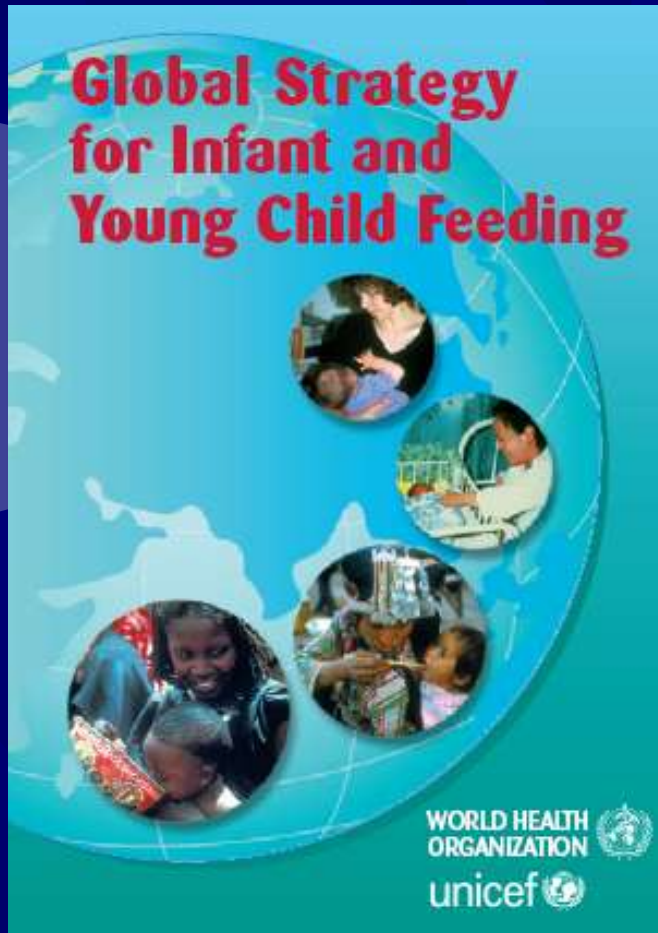
- ✦ Huge investments in exclusive breastfeeding campaigns
- ✦ Minimal investments in maternal nutrition
- ✦ Infant and Young Child Feeding policies
- ✦ Lack of engagement with the Food industry



# Today.....

- ✱ Lancet Report January 2008
- ✱ WHO/UNICEF Technical meeting in Geneva; October 2008;
- ✱ MIYCN working group of the TYS
  - ✱ evidence; formulations
- ✱ RUTF and RUSF
- ✱ WHO/UNICEF Strategy

# IYCN programs center on WHO/UNICEF Strategy





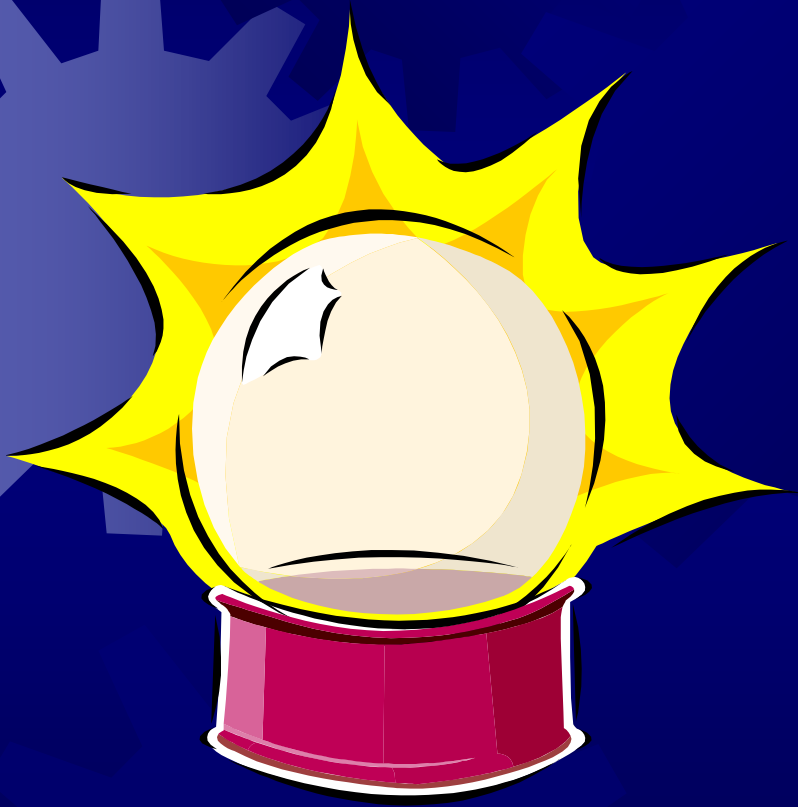
# Today...contd

## ★ GAIN IYCN Program

- ★ Development of complementary foods/supplements
- ★ Formulation; Standards; codex, national regulations
- ★ Request for Proposals/Business Plans
  - Cote d'Ivoire; India, Bangladesh, Ecuador, Ghana, Kenya and Phillipines
  - Ethiopia, Southern Africa, Nigeria
- ★ SAAM; AIM; KIM
- ★ Opportunities for Soy?



# What the **FUTURE** holds...

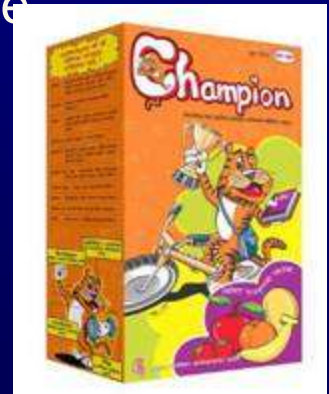


- ✦ Changes in traditional values & structures
- ✦ Convenience & availability
- ✦ Technology explosion
- ✦ Better health
- ✦ Save the planet

# Infant Young Child Nutrition Program

## Examples of Types of Fortified Complementary Products

- **Fortified Food based Supplements**
  - For example fortified peanut or lipid spreads to be eaten alone or added to other foods such as bread
- **Fortified complementary foods**
  - Fortified infant cereal made from cereals plus soy or peanuts, milk, sugar and oil.
- **Micronutrient Powders**
  - Vitamins and minerals in powder form or crushable tablets to be sprinkles mixed into cooked foods.
- **Other possible products**
  - Fortified pureed fruits/vegetables
  - Processed fortified dairy products in semi solid form, such as yogurt, flan, etc.





# Challenges

- ✱ Breastfeeding lobby/activism
- ✱ Consistent political commitment
- ✱ Regulations, monitoring and enforcement
- ✱ From pilot to large scale
- ✱ Demonstrating public health impact
- ✱ Developing and communicating consistent messages



# Conclusion

- ✦ Global nutrition snapshot = ugly and sad!
- ✦ No investment in nutrition for children 6 – 24 months = bleak economic future?
- ✦ Renewed efforts to position nutrition as central to development
- ✦ Some attempts to focus on complementary foods
- ✦ Multi-stakeholder PPP required



**“Opportunity does not knock, it presents itself when you beat down the door”**

Kyle Chandler

**“Opportunities are never lost; someone will take the ones that you miss...”**

Andy Rooney

**“Opportunity is missed by most people because it is dressed in overalls and looks like work”**

Thomas Edison

**THANK YOU**