

# Information Brief

## SPECIAL ANNOUNCEMENT



FOOD FORTIFICATION PROGRAMME  
FORTIFYING PAKISTAN'S FUTURE

### WHEAT FLOUR PREMIX SUBSIDIES INCREASED TO

# 100%

Today, the UK Government-funded Food Fortification Programme (FFP) can announce that, from July 1 2020, there is a 100% subsidy reimbursement against the purchase of high-quality iron, folic acid, zinc and vitamin B12 premix for the fortification of wheat flour.

## OUR LIFE SAVING MILLERS

At FFP, we want to recognise wheat flour millers for their valued and significant contribution to food fortification across Pakistan. Your actions are saving lives and building a healthier, stronger nation.

But we know that the cost of buying premix, even with a significant subsidy, can be a barrier to increasing the amount and quality of fortification taking place.

That is why we are increasing the level of subsidy on premix for the fortification of wheat flour to 100%.

## INCREASING THE RATE OF PROGRESS

At FFP, we want to eliminate the additional cost expected to be borne by millers and to stimulate a rapid increase in fortification by previously engaged mills. We also want to encourage remaining mills to join the programme. The revised subsidy to the flour mills will help the quicker installation of micro feeders, thereby reducing storage costs and achieving immediate increases in adequately fortified flour production.

Qualification for the subsidy will still be dependent on existing processes which sample and test the fortification levels of the flour product and the quantity of premix used during the production process.

Furthermore, we want to reassure all millers that adding micronutrients to wheat flour has no impact on taste or colour. FFP recently conducted a research study to assess the colour of baked products using fortified flour and, none of the micronutrients premixes was observed to negatively influence any of the product's sensory attributes.

In total, across Pakistan, 773 mills are registered with FFP and 14% of all flour is fortified. We know we can go further and that is why we have increased premix subsidies to 100%.

## WHY FORTIFICATION MATTERS

Together, the Government of Pakistan, the Pakistan Flour Mills Association (PFMA) and millers, with the support of FFP, we are tackling the greatest health crisis that faces Pakistan. Together, we will succeed.



Nearly half of Pakistan's children are chronically malnourished, which causes life-long damage to brain development and immunity



Almost 42% of women of reproductive age in Pakistan suffer from anaemia and 18% are either iron deficient or have low iron levels, which significantly increases the risks of maternal death and/or giving birth to a premature child.



Over half of children under 5 suffer from low vitamin A levels. Vitamin A deficiency is the leading cause of night blindness and impairs the body's ability to fight potentially fatal infections.



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## SAVING LIVES TOGETHER

Fortifying wheat flour with Iron, Folic Acid, Zinc and Vitamin B12 has clear health benefits.

**Iron** improves cognitive and learning abilities of children, increases work performance of adults and reduces anaemia in women, children and adults.

**Folic Acid** reduces the chances of mental and physical disability in children, is crucial for proper brain function and plays an important role in mental and emotional health.

**Zinc** improves growth, boosts the immune system, improves bone and teeth formation, provides minerals for brain and body and improves cognition and energy levels.

**Vitamin B12** maintains functions of the brain, improves maternal health, and cognitive development.

During the COVID-19 pandemic, a strong immune system is known to be a vital defence against the virus. Through the fortification of flour, the support and leadership of the wheat flour milling industry is playing an important role in tackling COVID-19.

## THANK YOU FROM FFP AND THE UK GOVERNMENT

FFP is a five-year £48 million component of a £68 million Supporting Nutrition in Pakistan (SNIP) programme, funded by the UK Government's Department for International Development (DFID). FFP is working with government, industry and consumers to transform the nutritional status of people across Pakistan. DFID is currently one of the biggest donors in the nutrition space in Pakistan.

**From all of us at FFP and DFID, we want to say to millers across Pakistan, "Thank You!"**

*The Food Fortification Programme is managed by Mott MacDonald and Nutrition International. It is funded by UK aid from the UK government. The views expressed do not necessarily reflect the UK government's official policies. © 2020 Food Fortification Programme. All rights reserved.*

<sup>1</sup> National Nutrition Survey, 2018

**About Food Fortification Programme;** the UK Government's Department for International Development (DFID) is funding a five-year Programme to overcome micronutrient malnutrition in Pakistan, through sustainable improvement in food fortification. FFP will achieve this through sustainably improving access and consumption of wheat flour fortified with iron, folic acid, zinc, vitamin B12 and edible oil/ghee fortified with vitamins A, D.

For more information about Food Fortification Programme and its work on Food Fortification in Pakistan, please visit [www.ffp-pakistan.org](http://www.ffp-pakistan.org), follow FFP on **Facebook** @FFPpakistan and **twitter** @FFP\_PK If you have queries, please write to us at [info@ffp-pakistan.org](mailto:info@ffp-pakistan.org) and [Laila.Rubab@ffp-pakistan.org](mailto:Laila.Rubab@ffp-pakistan.org)

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