



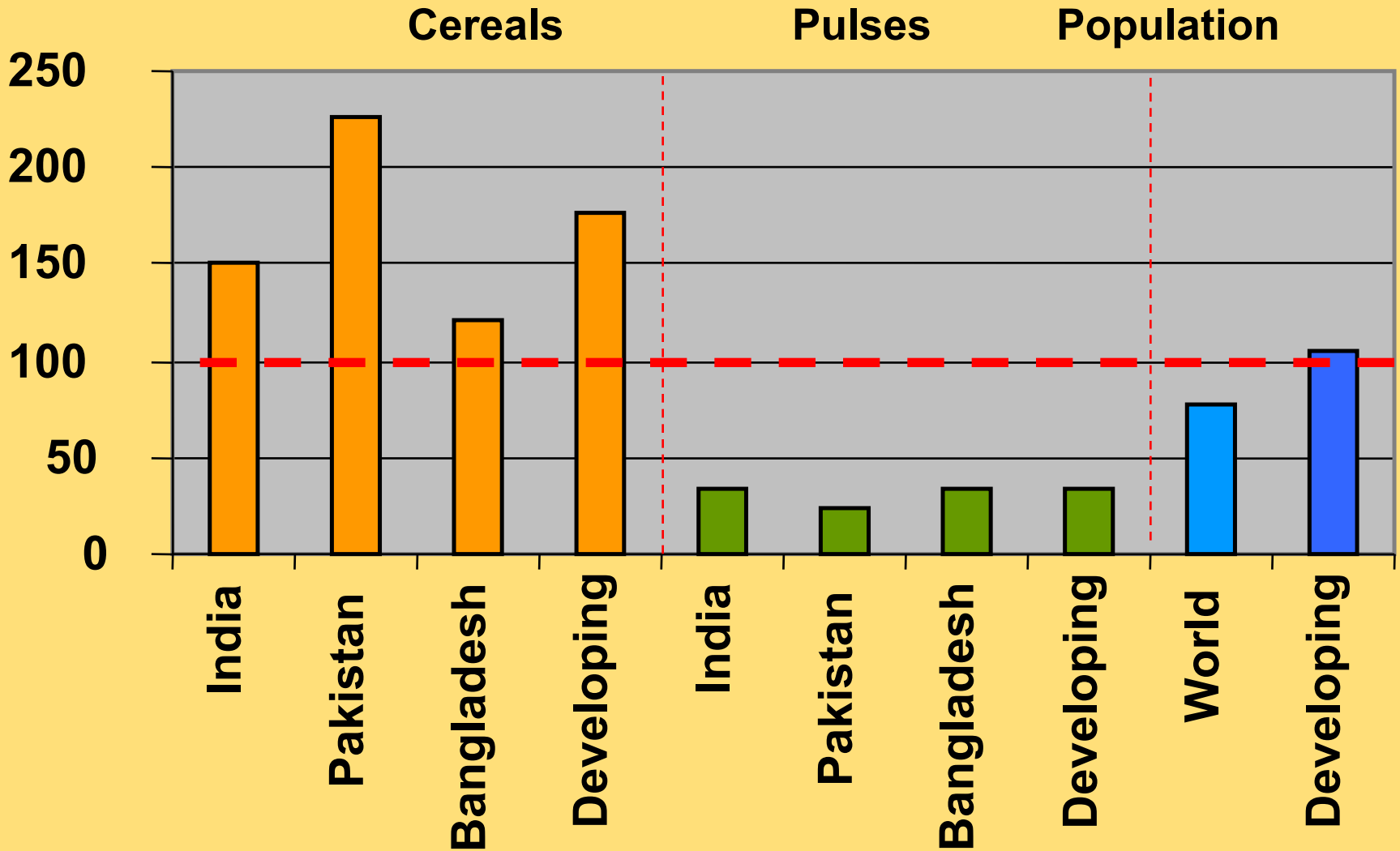
Breeding
**Crops for Better
Nutrition**



HarvestPlus

As we speak, a consequence of rising food prices is a significant increase in iron, zinc, vitamin A and other mineral and vitamin deficiencies in developing countries.

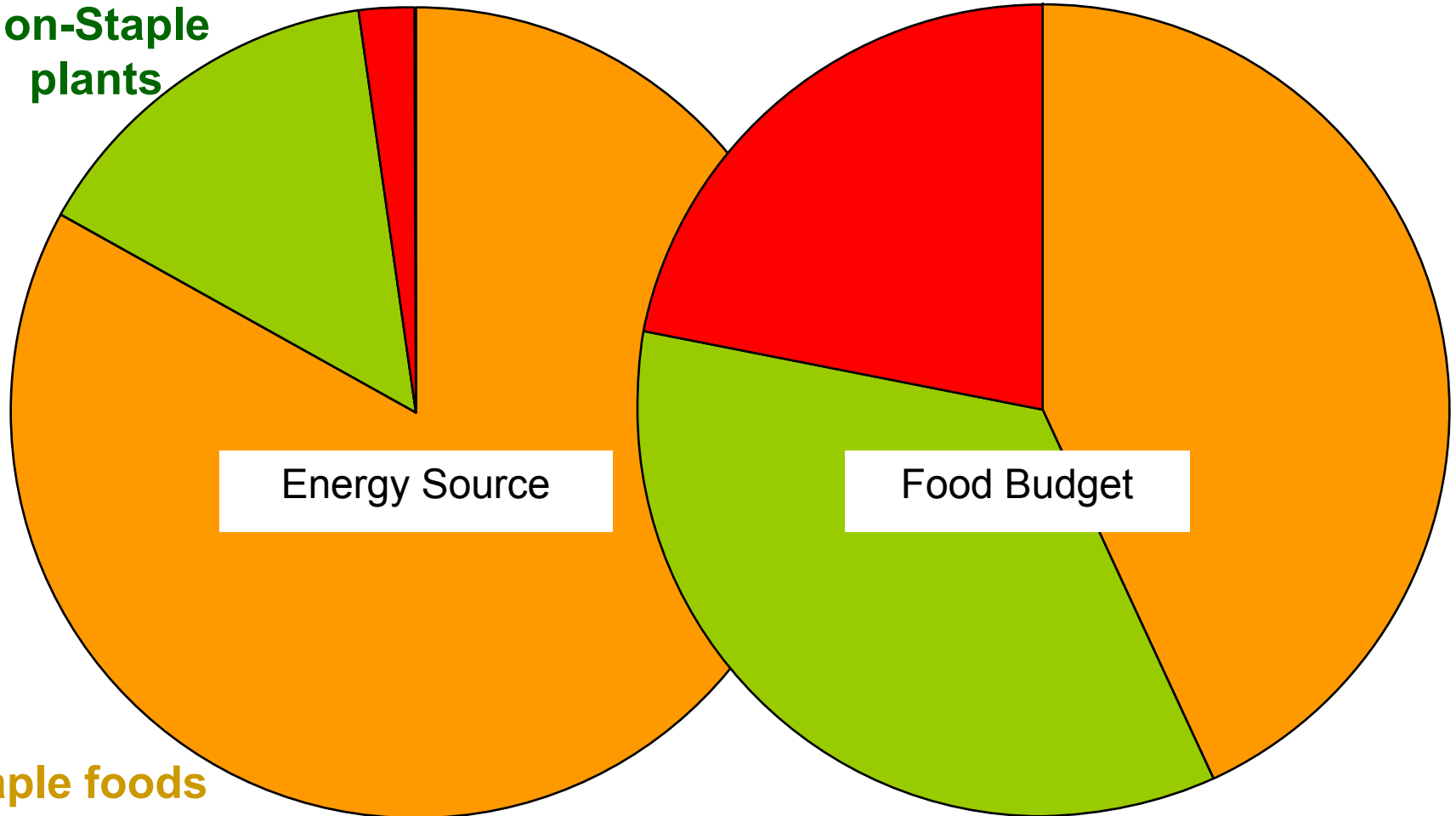
% Changes in Cereal & Pulse Production & in Population Between 1965 & 1999



Share of Energy Source & Food Budget in Rural Bangladesh

Fish and Meat

Non-Staple plants



Energy Source

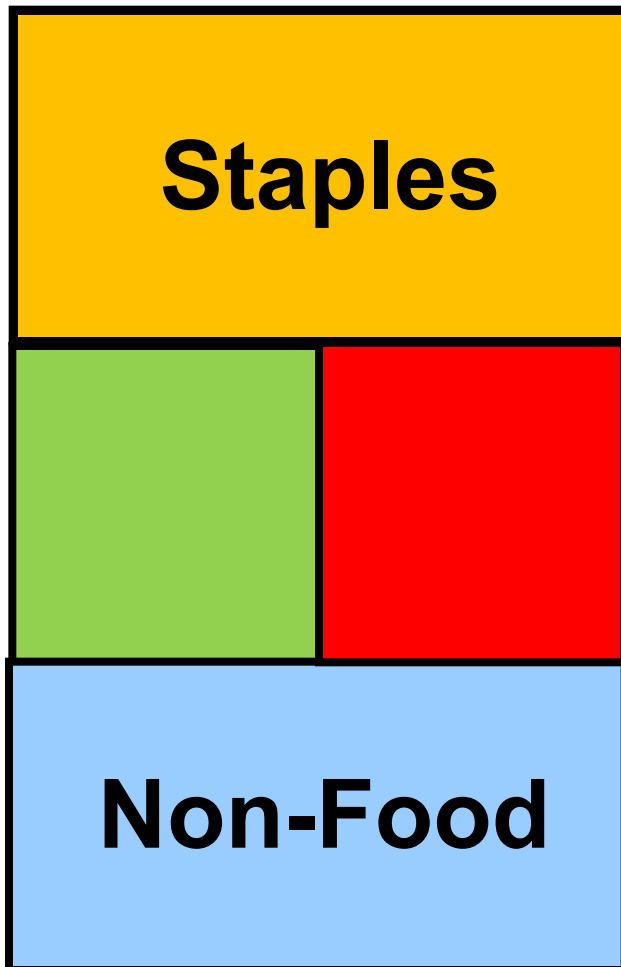
Food Budget

Staple foods

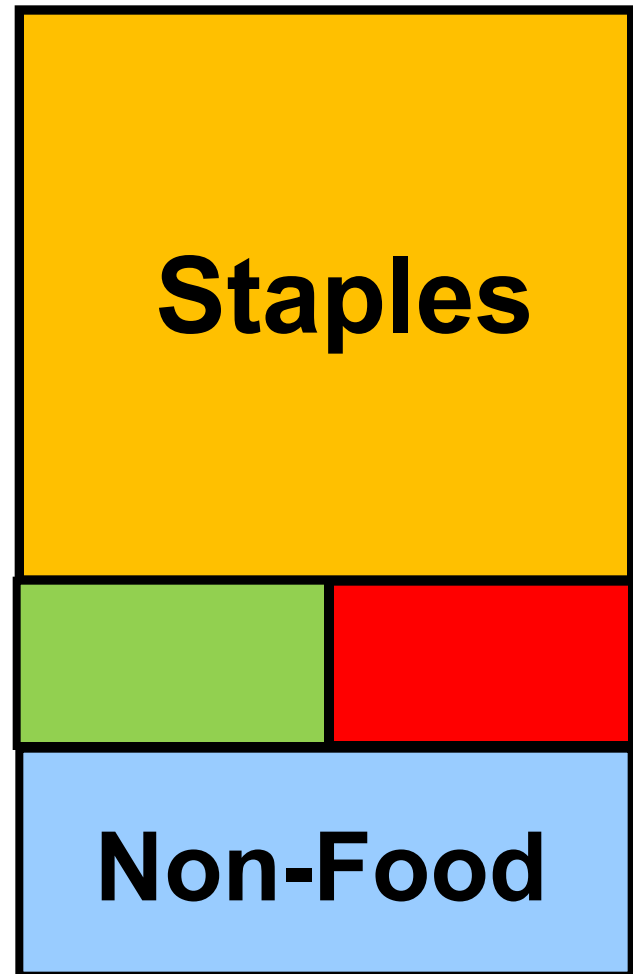
50% Increase in All Food Prices

Share of Total Expenditures

Before



After



Biofortified Crops: Asia

- Iron & Zinc
Pearl Millet (India)
- Zinc
Rice (Bangladesh, India)
Wheat (India, Pakistan)



Biofortified Crops: Africa

■ Iron

Beans (Rwanda)

■ Vitamin A

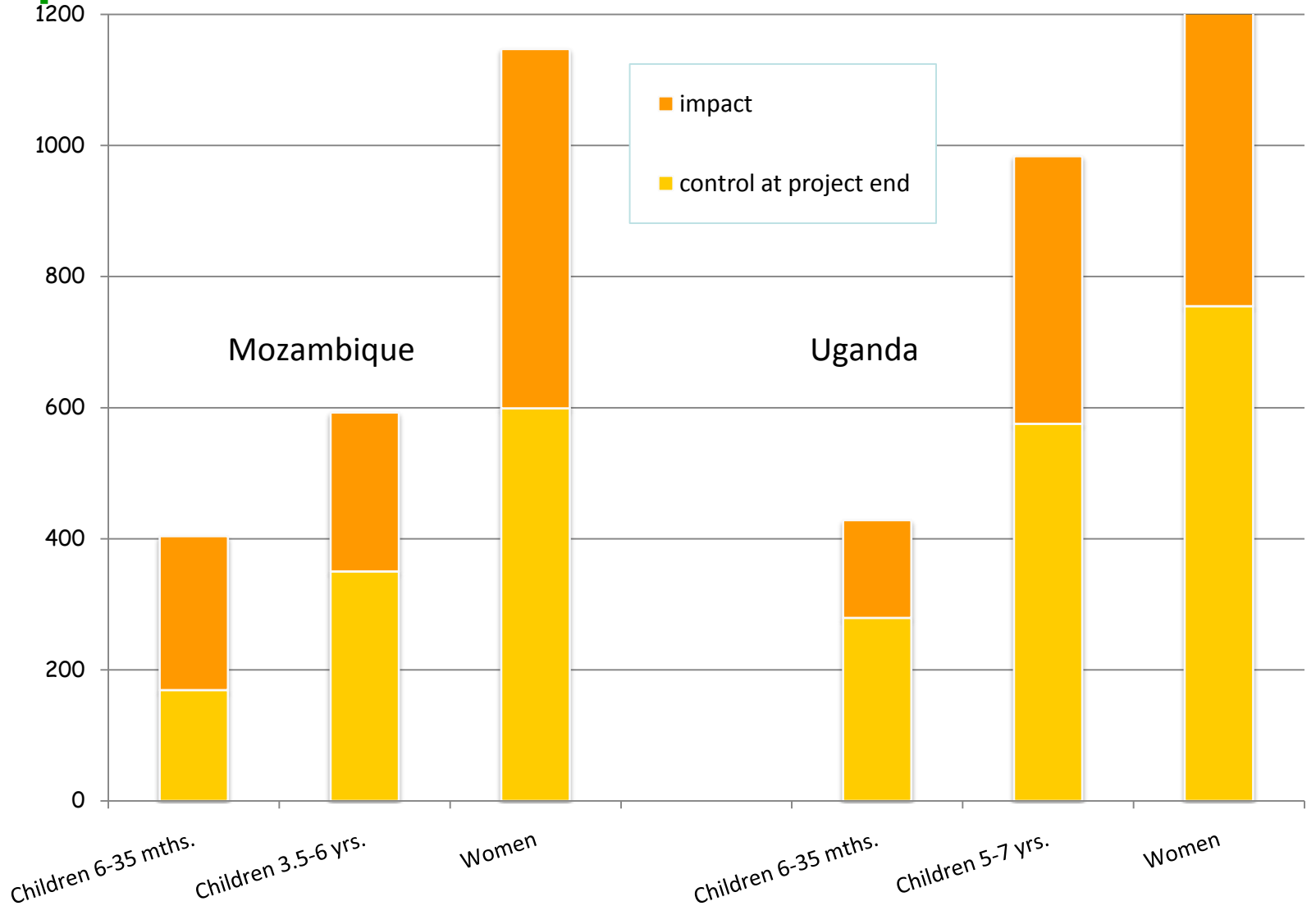
Cassava (Nigeria, DR Congo)

Maize (Zambia)

Sweet Potato (Uganda,
Mozambique)



Impact of Orange Sweet Potato Adoption on Intakes of Vitamin A in Mozambique and Uganda by Age Group



Niche for Biofortification

- Cost-effective, e.g. Copenhagen Consensus
- Investment of \$300-400 million over 15 years will have an economic return of tens of billions of dollars
- Focuses on women and children whose nutrition requirements are highest
- Works best where women are farmers; women are more open to nutrition messages than men
- Targets the rural poor
- Sustainable, most costs are front-loaded
- Links agriculture and nutrition; HarvestPlus has a proven track record in bringing the agriculture and nutrition communities together
- The technology now on the shelf waiting to be implemented; impacts will improve over time



Breeding
**Crops for Better
Nutrition**



HarvestPlus