Value Chains for Nutrition

Dr Corinna Hawkes, Independent Consultant
Dr Marie Ruel, Director, Poverty, Health & Nutrition Division, IFPRI

With thanks to Robert Mazur, Andrew Westby and the other case study authors
The Concept
From agricultural production for nutrition...

...to value chains for nutrition
Why incorporate nutritional goals into value chains?
3) To Provide a Framework for Coordinated, Multisectoral Solutions

4) To Provide a Framework to Create Economic Value and Value for Nutrition, while Addressing the Trade-offs

1) To Improve Supply

2) To Improve Demand

Food availability
Food affordability
Food quality
Food acceptability

Food consumption and diet quality
Examples
Creating economic and nutritional value from OFSP, Mozambique

**OFSP Marketing Strategy**

- **Farmers** (Market-oriented & those selling surplus)
  - Farmer marketing training
  - Linking producers to traders
  - Radio commercials & programmes
  - Trader database
  - Formation of marketing groups

- **Sweet Potato Traders (Assemblers & Retail)**
  - Trader training
  - Linking traders to producers
  - Radio commercials
  - Village road signs

- **Consumers (Rural & Urban)**
  - Radio commercials with jingle & programmes
  - Promotion events, market signs and murals

NGOs: Facilitate & develop existing SP market links via:

- Create confidence; Increase skills; Reduce risk
- Raise awareness; Increase profit
- Raise awareness; Increase consumption

With thanks to the University of Greenwich, UK
The current focus on value chain development for agriculture provides an opportunity to build in nutrition goals.
But “value chains for nutrition” need a nutrition-focus…

- Start with a clear definition of the nutritional problem
- Have explicit nutrition goals
- Create “value for nutrition”
Value chains can be developed to improve nutrition outcomes while also providing solutions to development challenges in other sectors, not least, in agriculture.