

Ghana Nutrition Improvement Project

Innovation & Partnership for Social Business

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Nutrition Improvement through “Social Business” with Ajinomoto’s expertise

Social Business : Sustainable business
to solve social problems in developing countries, such as malnutrition

“Eat Well, Live Well”



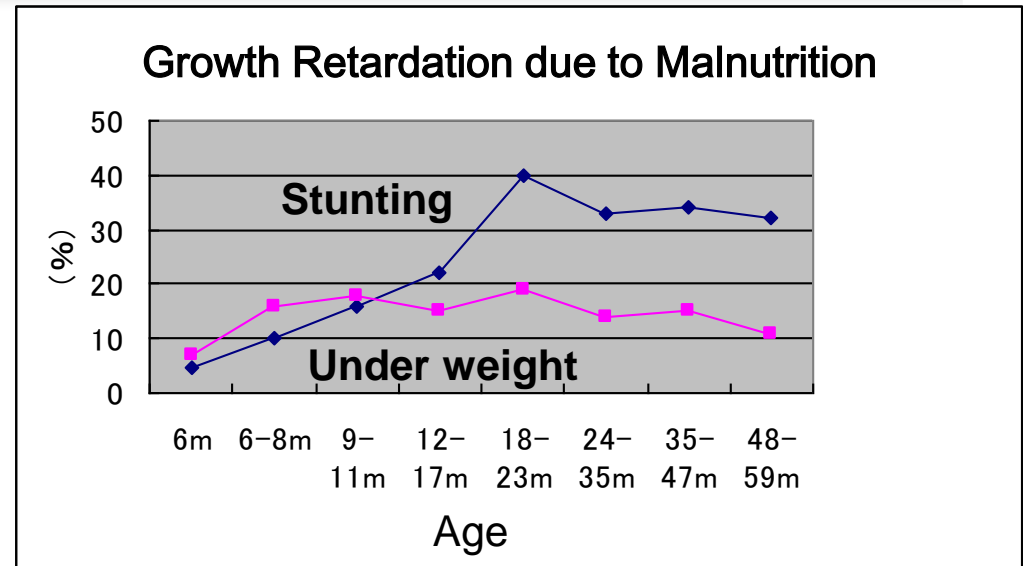
Food Science

Amino Acid Nutrition

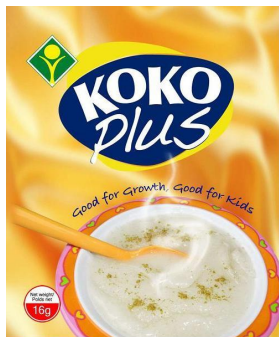
Development of Nutritional Supplement “KOKO Plus” for Traditional Complementary Food for Weaning Children



Traditional Complementary Food
“KOKO”



Improving Nutrition of Children Aged 6 – 24 months
→ **Window of Opportunity for Nutrition Improvement**



Supplement containing Soybean, Lysine (Amino Acid)
Vitamin & Minerals
1 Sachet supplies 1 day requirement of a child

Innovation & Partnership necessary for establishing “Social Business”

Innovation



Partnership

- **Product**
 - Acceptable
 - Accessible
 - Affordable
- **Distribution System**
- **Nutrition Education**

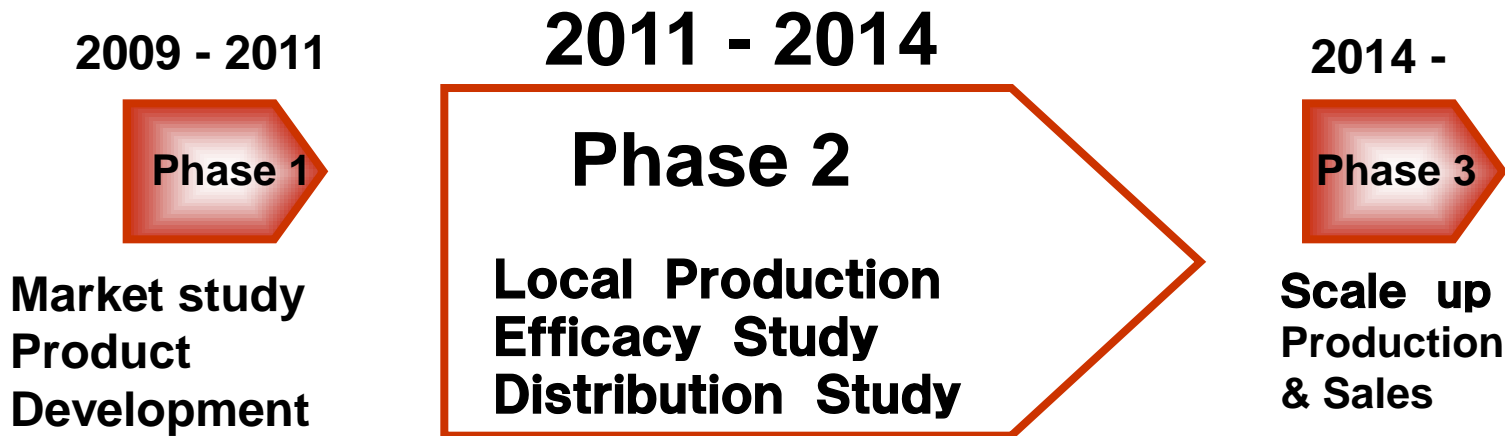


Eat Well, Live Well.

AJINOMOTO®



Project Schedule & Strategic Partnership



- **Key Factors for Successful Partnership**
 - Sharing common value of solving social problems
 - Establishing Win-Win situation by mutual respect
 - Value creation with local partners

Map of study area



Factory at local food manufacturer



Effectiveness trial -1

Using Network of Women
“Village and Savings and
Loans Association”

Effectiveness trial -2

Using traditional market
system with Social
Marketing

Efficacy trial

1. Micronutrient only
 2. Koko plus
 3. Education only
- One group 301 children
 - 6-18 months
 - One year study

Home Fortification (Point of Use Fortification)

“KOKO Plus”

Complete nutrition supplement that can be added to KOKO



Acceptability test for “KOKO Plus”



by University of Ghana



Public-Private-Partnership

- Collaboration with Ghana Health Service (GHS)

Monthly health check at GHS health post



Child & Maternal Health Record

Setting up Production Facility

in collaboration with local food producer



Local Partner
Yedent Agro Group
of Companies Ltd.

Co-Creation
& Technology Transfer



Production Facility



in Northern Region



Sales Network based on VSLA (Village Savings and Loan Association)



Weekly VSLA meeting
Members deposit money
and start some business.
(Selling foods bought at a market etc.)



Small shop as the Hub
of the sales



Sales Ladies from VSLA members

Public-Private-Partnership

- US-Japan Collaboration Scheme

MOU signed in May 2012 among USAID, JICA, Ajinomoto



USAID

US Agency for
International Development

• **GDA**

(Global Development Alliances)



JICA

Japan International
Cooperation Agency

A New P-P-P scheme:

• **“Preparatory
Survey for BOP
business promotion”**



Establishing Sustainable Business Model with the support of USAID

1. Collaboration with Social Marketing Company (ESM) in realizing behavior changes of mothers and creating demand for KOKO Plus
2. Analysis of behavior of local people by having experiences of living together (Immersion process) by ESM to make effective marketing strategy
3. Distribution through traditional market channel

Collaboration with GAIN (Global Alliance for Improved Nutrition)

1. GAIN's participation in **Monitoring & Evaluation (M&E)** of the Delivery Systems (financial & technical support)
 - To evaluate 2 delivery systems (with CARE and with USAID) using the same methodology
2. GAIN offers technical advice on the overall project
 - Goal is to establish a **“sustainable business model”** for the effective nutrition improvement

Efficacy Study (Nutritional Study) in collaboration with **PLAN**



Explaining to the chief of the community

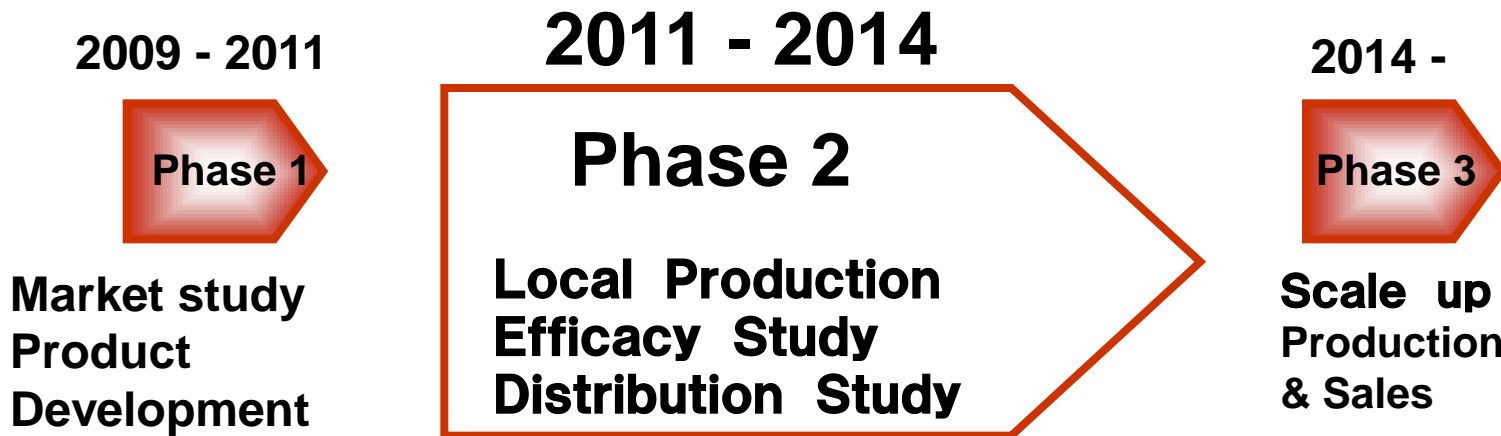


Measuring height of a child



Blood sampling

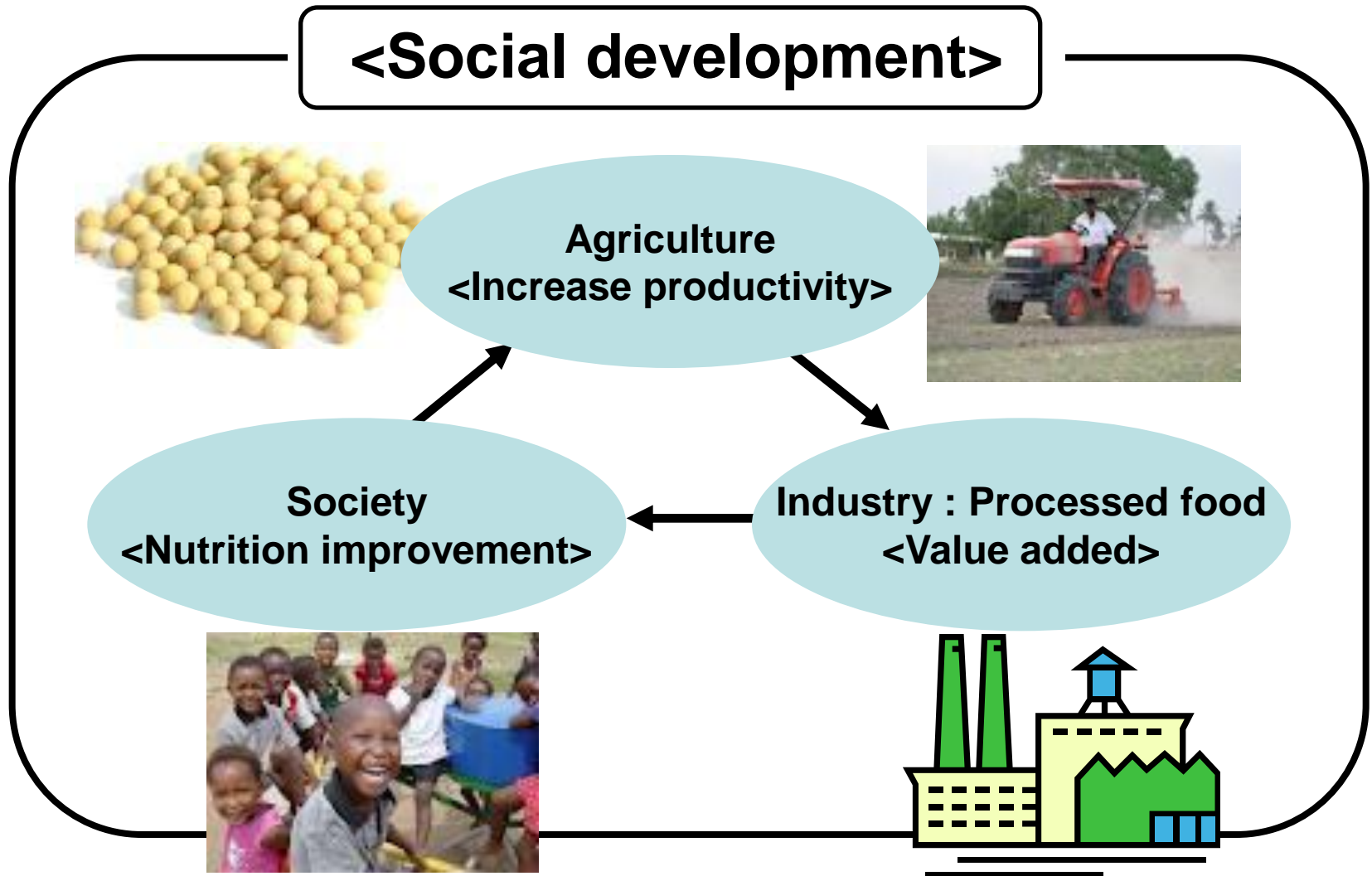
Project Schedule & Strategic Partnership



- **Preparing for Phase 3**

- Collaboration with Social Fund in setting up a local company for commercialization (in consultation with GAIN)
- Extending KOKO Plus concept to other age groups (school children, pregnant and lactating mothers)
- Improving Soybean value chain

Partnership to Create Link Agriculture & Nutrition Improvement





Thank you for your attention
Eat Well, Live Well !!

