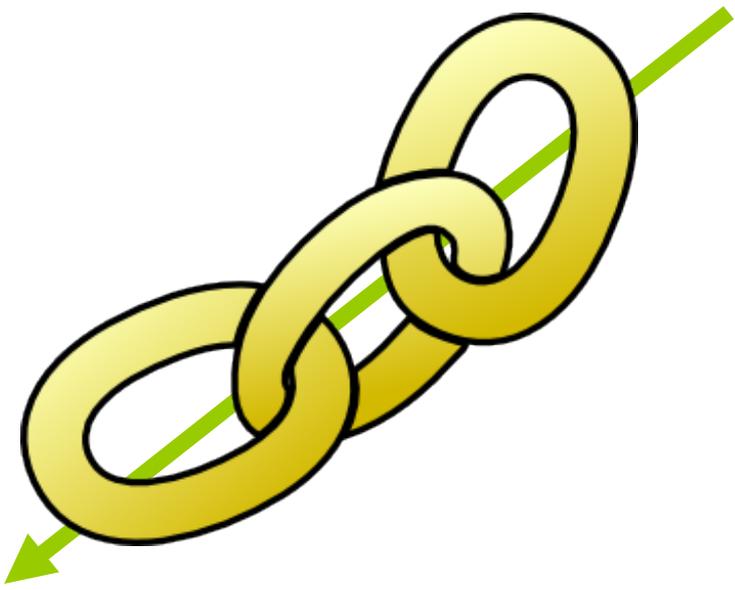


Value Chains for Nutrition

Dr Corinna Hawkes, *Independent Consultant*

Dr Marie Ruel, *Director, Poverty, Health & Nutrition Division, IFPRI*

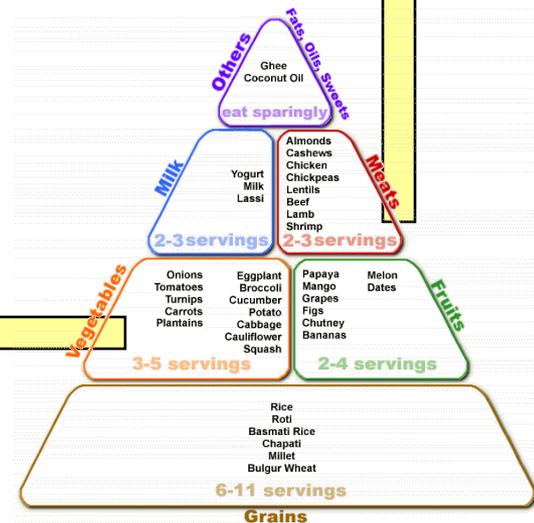
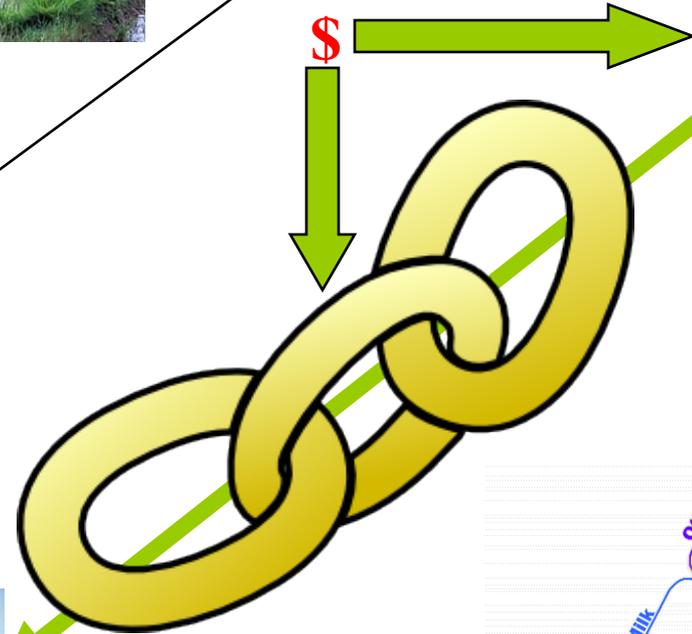
With thanks to Robert Mazur, Andrew Westby and the other case study authors

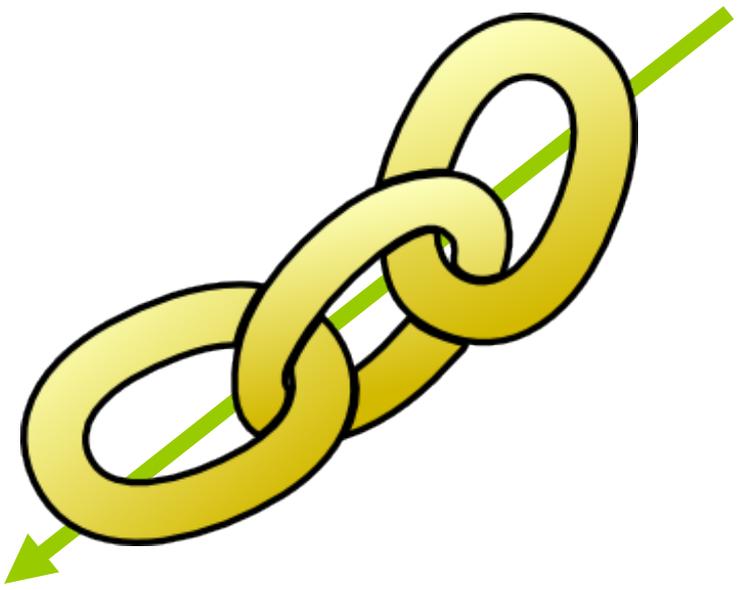


The Concept

From agricultural production for nutrition...

...to value chains for nutrition



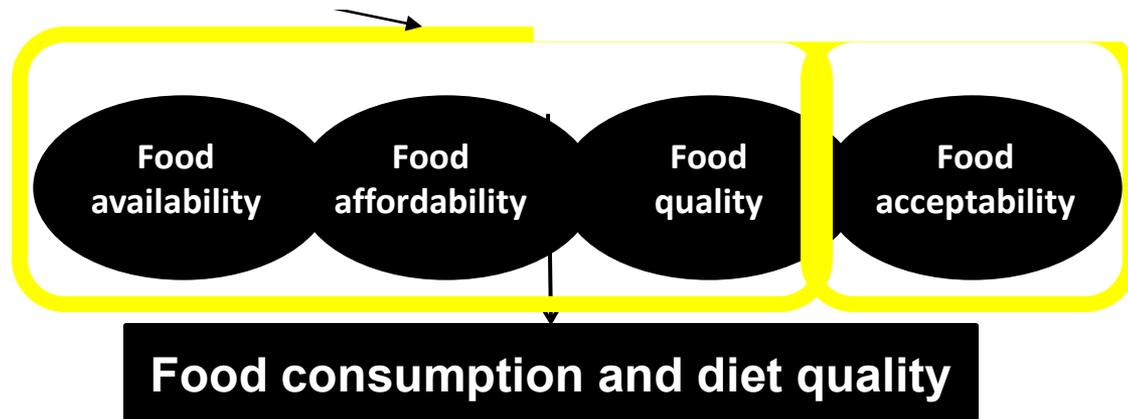


Why incorporate nutritional goals
into value chains?

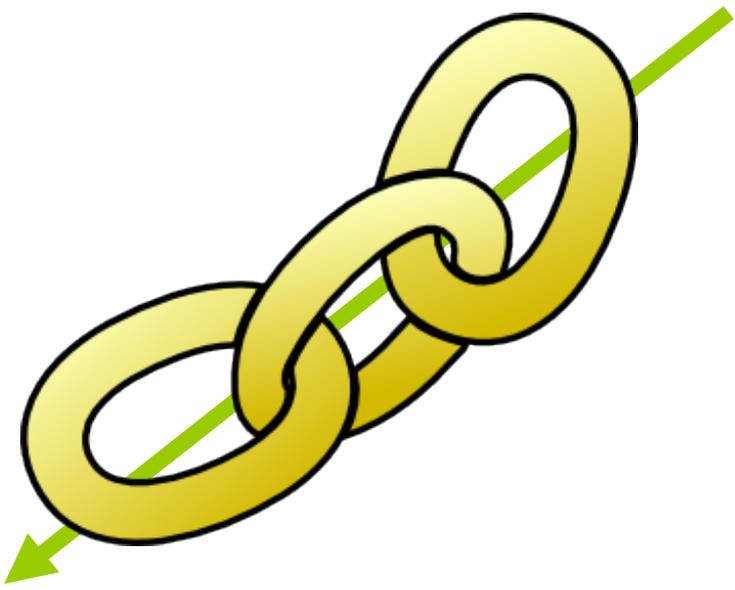
3) To Provide a Framework for Coordinated, Multisectoral Solutions

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



Examples

Creating economic and nutritional value from OFSP, Mozambique



OFSP Marketing Strategy

NGOs: Facilitate & develop existing SP market links
via:

**Farmers
(Market-oriented & those selling surplus)**

- Farmer marketing training
- Linking producers to traders
- Radio commercials & programmes
- Trader database
- Formation of marketing groups

to:

**Create confidence;
Increase skills;
Reduce risk**



**Sweet Potato Traders
(Assemblers & Retail)**

- Trader training
- Linking traders to producers
- Radio commercials
- Village road signs

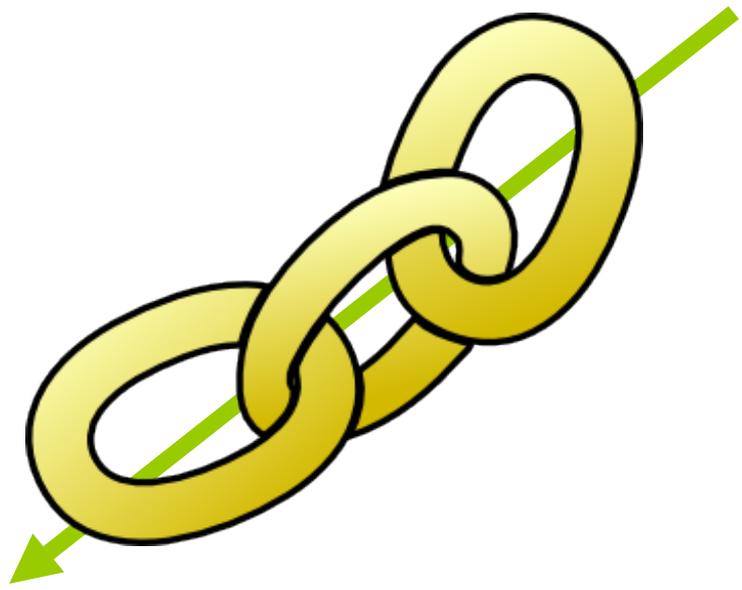
**Raise awareness;
Increase profit**



**Consumers
(Rural & Urban)**

- Radio commercials with jingle & programmes
- Promotion events, market signs and murals

**Raise awareness;
Increase consumption**

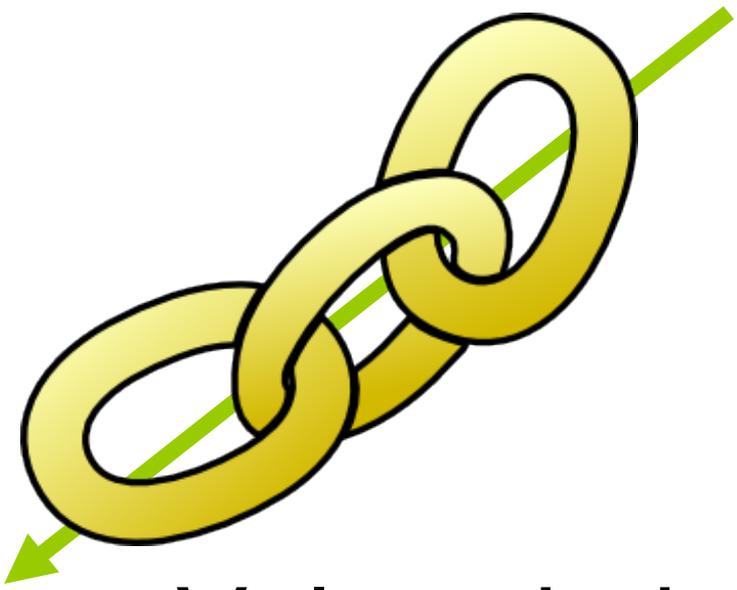


The Opportunity

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”



Conclusion

Value chains can be developed to improve nutrition outcomes while also providing solutions to development challenges in other sectors, not least, in agriculture