
gain
**Global Alliance for
Improved Nutrition**

Fortify Forward Innovation Challenge 2025 - Seeking innovative solutions against malnutrition in Africa

Around 2 billion people globally suffer from "hidden hunger"

Share YOUR solution on Food Fortification and Biofortification to combat malnutrition in East and West Africa.



Scan the QR code to submit your solution

DAR ES SALAAM, March 10, 2024 - The Global Alliance for Improved Nutrition (GAIN) and partners have launched a regional competition inviting innovative solutions for enhancing the nutritional value of food through fortification with essential micronutrients, biofortified crops and other ways to improve nutrition across entire food systems in Tanzania and seven other countries in East and West Africa.

Tanzania faces a triple burden of malnutrition, where undernutrition coexists with rising rates of obesity, hunger, and related diseases such as hypertension and Type 2 diabetes. Currently, 28% of women of reproductive age (15-49 years) are overweight or obese. The prevalence of chronic malnutrition also remains high, with stunting affecting 30% of children aged under five years.

GAIN's Tanzania Country Director, Prisca Rwezahura said, "We need to make nutritious and healthier foods accessible and affordable to all. Our foundational work in Tanzania supported the formulation of regulations and policies for national large-scale food fortification. Through this challenge, we look forward to surface scalable and sustainable innovations that can help address deficiency in micronutrients".

The Fortify Forward Innovation Challenge 2025 is inviting applications from entrepreneurs and startups, researchers and academics, innovators, Small and Medium-sized Enterprises (SMEs), food producers and suppliers (including farmers, millers, and processors).

The application window is open until March 28, 2025, for submission of entries of innovative solutions that improve access to essential vitamins and minerals through either large-scale industrial food fortification or nutrient-enriched crops (biofortification and its related processes).

The Fortify Forward Innovation Challenge 2025 will award US\$ 5,000 to each of the ten winners across each of the three competition categories. The categories are: Profitable and sustainable business models for fortification, Overcoming challenges of aggregation and/or segregation in biofortification, and Innovative vehicles for food fortification.

Winners will also receive technical assistance to implement and scale their solutions, tailored mentorship from leading experts, training, visibility, and networking opportunities. Industrial food fortification and biofortification are sustainable solutions to micronutrient deficiencies in the continent.

This challenge to improve the nutritional quality of staple foods from farm to fork is organised by GAIN, and supported by The Waterloo Foundation, Funguo Program by United Nations Development Programme-Tanzania, DSM-Firmenich, NMB Foundation, Alliance of Biodiversity & CIAT, and University of Abomey Calavi-Benin.

To be eligible for the Fortify Forward Innovation Challenge applicants must be agencies or individuals based in one of the participating countries, with workable, and proven innovations that can be from diverse sectors, including agriculture, food processing, logistics, nutrition, public health, agrotechnology, or others. The innovations must have been tested and operational for at least a year, and should have plans to scale-up in future to address nutritional deficiencies in vulnerable communities through food fortification (industrial food fortification and biofortification)

About GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the United Nations in 2002 to tackle the human suffering caused by malnutrition. Working with governments, businesses and civil society, we aim to transform food systems SO that they deliver healthier diets for all people, especially the most vulnerable.

Headquartered in Geneva, Switzerland, GAIN has offices in countries with high levels of malnutrition: Bangladesh, Benin, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, Rwanda, Tanzania and Uganda. To support work in those countries, we have representative offices in the Netherlands, the United Kingdom, and the United States.

POINT OF CONTACT:

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