

FACT SHEET

Miller's Pride Project


Lishe Bora

World Vision

Project Goal

To fight malnutrition, especially infants and children under 5 years of age, through nationwide fortification of maize flour by equipping small-scale millers with the training and technology to safely fortify maize flour, while advocating for industry-wide mandatory fortification and a conducive regulatory environment for small-scale millers.

“I am proud to be a Champion Miller and am the director of my own brand of maize flour. My next goal is to purchase my own dossifier and grow my business very large!”



The **Miller's Pride Project** equips small-scale millers with the equipment and knowledge to fortify maize flour with zinc, iron, folate and vitamin B12, addressing the principal nutrient deficiencies that cause malnutrition and stunting in young children. As a staple for most of the Tanzanian population, maize flour is potentially the most effective vehicle for addressing malnutrition on a nationwide scale. In 2011, the Tanzanian government passed an act mandating fortification of maize flour, but failed to provide the regulations and funding for implementation, and the wording of the act did not consider the small-scale millers who supply 95% of the maize flour currently consumed in urban and rural areas. Miller's Pride addresses these shortcomings by building the fortification capability of small-scale millers, which has the added benefit of improving their livelihoods. The project begins by organizing and enrolling millers into a Millers Association to champion issues that affect their businesses. With the World Food Program, millers are trained in good manufacturing practices, hygiene and regulatory compliance. Fortification equipment, including dossifiers and micro-feeders is provided to champion millers to fortify their maize. On the advocacy side, Miller's Pride works with government agencies including the Prime Minister's Office, the Department of Agriculture and the Tanzania Food Nutrition Center, while mobilizing key advocacy platforms such as the National Food Fortification Alliance and the National Committee on Nutrition.

Key Results

- **210** small-scale millers were organized and enrolled into a Millers Association.
- **20** champion millers were identified to help spread best practices.
- **3** dossifiers and **8** micro-feeders were provided selected champion millers to fortify their maize.
- Health and hygiene assessments of all participating millers were organized through the Tanzania Food Nutrition Centre.

Lessons Learned

- While regulatory mandates are helpful, real progress comes only when the government agencies responsible for implementation are convinced to make maize flour fortification a priority.
- Only with strict government enforcement will the fortification programme succeed, otherwise customers will choose the cheaper alternative and millers will have no market for fortified maize.



- Procuring equipment such as dossifiers and micro-feeders for a low cost is critical for convincing small-scale millers to invest in fortification technology.

Life-of-Project Spending through August 2015

54% of project
funding to date

\$571,000

Project Timeline

June 2013

September 2016

Project Partners

- Royal DSM
- World Food Program
- National Food Fortification Alliance
- National Committee on Nutrition
- World Vision Switzerland

Contact

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