The Global Alliance for Improved Nutrition (GAIN) and World Bank Institute (WBI) brought together 150 decision makers for the First Annual Forum of the Business Alliance for Food Fortification (BAFF) in Beijing, China, 22–23 October 2005. Business leaders from the length of the food production supply chain met with leaders from the Chinese government, civil society partners, and academic community for two days of discussion. Focusing initially on the structure and functioning of the BAFF, discussion broadened on the second day to consider how business can best support multisectoral efforts to increase food fortification and so improve nutrition globally and in China specifically. It was clear that as socially responsible actors, businesses can play a key role since in many cases companies already own the right technology to make a difference as well as the distribution channels and communication networks. With the benefit of expert moderation by Robert Davies, CEO of the International Business Leaders Forum (IBLF), participants reached a number of important outcomes, including:

- BAFF was formally launched as a private sector-led initiative facilitated by GAIN and WBI. The launch was the culmination of a process begun with a preliminary roundtable discussion of private sector roles in fighting malnutrition hosted by the World Bank Institute and GAIN in Washington, D.C., 16 November 2004. Participants were able to review progresses since 2004 and were proud to acknowledge that all goals set at the initial roundtable were met over the subsequent year and concluding with the Beijing forum. Officially launched in the presence of GAIN board members, the BAFF is now fully integrated into the broader GAIN Alliance of stakeholders committed to fighting malnutrition.
- “Beijing Declaration on Food Fortification.” Industry leaders and partners from across the globe collectively expressed their commitment to increase food fortification as a means to reduce vitamin and mineral deficiencies and therefore improve nutrition levels, particularly among poor populations.

Leading representatives of the global food industry, civil society, government and academic experts, gathered in Beijing, China, on 22–23 October 2005, launched the Business Alliance for Food Fortification and discussed actions to reduce the devastating effects of vitamin and mineral deficiencies and improve the health of the world’s poorest peoples.
• Coca-Cola, Danone and Unilever agreed to become the first co-chairs of the BAFF. As agreed collectively by the company representatives present, the co-chairs will work with their fellow BAFF members, GAIN, WBI, and leaders from government and civil society to identify projects for future collective action, and co-host the second Annual Forum.
• China BAFF was formed by leading representatives from China’s business community, with the support of the Chinese Government. To be chaired by Shijiazhuang Zhenji Brew Group Company and Qingdao Biomate Food Stuff Company, the China BAFF will focus on scaling-up successful food fortification initiatives and raising awareness of how to tackle vitamin and mineral deficiencies through corporate action and multisectoral partnerships in China. A first planning meeting of the Chinese BAFF is scheduled for December 2005.

Key Objectives
BAFF will promote business action to address the devastating effects of vitamin and mineral deficiencies in developing countries, a form of malnutrition that affects at least two billion people throughout the world, and accounts for millions of dollars in productivity losses and curative healthcare costs.

The estimated 800 million children who suffer from malnutrition are at risk of severe physical and cognitive debilitation. As highlighted during this 1st Annual Forum, some economists have ranked micronutrient malnutrition reduction second only to HIV/AIDS control as the development investment with the greatest potential pay-offs.

The Business Alliance for Food Fortification (BAFF), together with leaders from government and civil society, will identify projects for future collective action and facilitate effective individual corporate projects at country level in partnership with GAIN. BAFF will support innovation and project development as well as provide insights for effective implementation.

BAFF members will demonstrate how they will increase vitamin and mineral coverage for poor populations through innovation and penetration of new markets. Companies will report annually on results.

Priority Issues and Potential Topics for Future Collaboration
Over the course of the two days a number of issues came to the forefront as of real concern to the
private sector and a range of stakeholders engaged with the fortification agenda. They included:

- Obtaining a level playing field for fortification, and the importance of government roles, for example in ensuring adequate enforcement
- Voluntary initiatives versus mandatory approaches—the need for flexibility
- Innovative financing mechanisms for fortification initiatives
- Education of consumers and social marketing campaigns
- The appropriate role of the retail sector for fortified food products
- Sharing information and best practices
- Collective action benefit of BAFF—issues that a single food company cannot resolve alone
- Costs of fortification in product markets where margins are very slim
- Need to facilitate innovation and experimentation
- Sustainable business models are vital to ensure continued corporate commitment and align fortification with corporate social responsibility strategy

**Action Agenda for Year Ahead**

- BAFF co-chairs to work with GAIN and WBI to formalize BAFF structure, decision-making framework and communication channels. They will help build a common understanding of the challenges around the fortification agenda and facilitate effective business engagement.
- BAFF members to identify business and partnership projects to extend coverage of populations at risk of vitamin and mineral deficiencies.
- BAFF to explore creation of further regional and country focused BAFF groups on the model of China BAFF.
- Create an information sharing platform for BAFF members, either through an independent website funded by BAFF members or creation of password protected areas and communities of practice on the GAIN or WBI websites.
- Host e-discussions and workshops on priority topics highlighted by BAFF members, including identifying industry roles as advocates for the fortification agenda.

“BAFF is an exciting example of how business can become truly engaged in providing solutions to important development challenges for mutual benefit. The commitment to fighting malnutrition demonstrated here is inspiring. We must build on the momentum generated. WBI and our colleagues across the World Bank Group look forward to maximizing the learning for BAFF members, and strengthening the capacity of BAFF to work with the GAIN Alliance to increase coverage on the ground. The spirit from the Beijing launch is one of true partnership both within industry and across all sectors represented.”

—Djordjija Petkoski, Program Leader, Business, Competitiveness & Development, World Bank Institute
• Development and dissemination of additional case studies of BAFF member projects.
• Development of toolkit for BAFF members on the business case, models and action steps for fortification initiatives.

Contacts

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• **World Bank Institute**: Michael Jarvis, Business, Competitiveness & Development Program (mjarvis@worldbank.org)

Mark your calendars: Second Annual Forum of the BAFF • Seattle • October 2006

Beijing Declaration on Food Fortification

**We, the charter members of the GAIN Business Alliance for Food Fortification, gathered in Beijing on 22–23 October 2005**

1. Motivated by the need to improve human health by improving nutrition and reducing global vitamin and mineral deficiency;
2. Recognizing that food fortification is one of the most promising interventions for improving the nutritional status of the world’s poorest and should be the first area of focus;
3. Recognizing that businesses, governments, non-governmental organizations and multi-lateral institutions can substantially contribute individually and jointly to combating vitamin and mineral deficiency around the world;
4. Acknowledging the progress to date and the challenges and opportunities that lay ahead.

**Commit ourselves to:**

1. Seek and pursue opportunities to produce and distribute affordable fortified foods around the world, and in the developing world particularly;
2. Explore and realize opportunities and partnerships to more efficiently deliver affordable fortified foods;
3. Advance the scientific knowledge and experience necessary to improve the production and delivery of fortified foods to the consumers who need them most;
4. Promote food fortification as an important and necessary element of global and local efforts to improve the health and well-being of the world populations at risk of vitamin and mineral deficiencies; and
5. Work in cooperation and partnership with other relevant public and private institutions and organizations that can substantially contribute to reducing vitamin and mineral deficiency around the world.
Company Participant List
Beijing • 22–23, October 2005

Ajinomoto Europe S.A.S
Akzo Nobel Chemicals Pte Ltd
Azko Nobel (Asia) Co. Ltd.
August 1st Grain & Cooking Oil Co.
BASF
Beidahuang Rice
Beijing Air Caterers
Beijing Center for Disease Control & Prevention
Beijing San Yuan Foods Co., Ltd
Beijing Tan Tan VITA Company
Bill and Melinda Gates Foundation
Capital Pediatric Institute
Centers for Disease Control & Prevention USA
Shijiazhuang Zhenji Brew Group Co., Ltd
China Association of Bakery and Confectionery Industry
China Association of Women Entrepreneurs
China Center of Disease Control and Prevention
China Condiment Industrial Association
China Dairy Industrial Association
China Disabled Person’s Federation
China Light-industry Publishing House
China National Salt Corporation
China Soybean Industry Association
Chinese Food Technology Association
Chinese People’s Political Consultative Conference
City University London
Coca-Cola
China National Cereals, Oils & Foodstuffs Corporation
(COFCO)
Danone
Danone Institute China
Development Bank of South Africa
Department of Disease Control, Ministry of Health, China
Department of Health Legislation and Monitoring, China
Department of Public Health, China
DSM
Emory University, Rollins School of Public Health
Ferment Research Institute of Food Industry
Fortitech, Inc.
Global Alliance for Improved Nutrition
Guchuan Milling Co.
H.J. Heinz Co.
Hangzhou Beingmate Group Co., Ltd
HBT Foodchemical Corp.
Hebei Provincial CDC
Hoganas AB
Hoganas China Co., Ltd
International Life Sciences Institute Japan
International Institute for Management Development, IMD
International Business Leaders Forum
Jilin Provincial
Kikkoman Corporation
Kerry Oils & Grains Business Development (KOGBD)
Lanzhou Hongmei Milling
Lombard Odeir Darier Hentsch & Co.
Modern Flour Mills and Macaroni Factories Co.
Ministry of Health, China
National Working Committee for Children and Women
Nestlé
Nestlé China
Ningxia Saibeizue Milling Co.
Novartis–Gerber
Nutriblend
Nutriblend China
Oil Company Sengal
Center for Public Nutrition & Development of China
Population Research Institute, Beijing University
Snowwhite Milling
Southseas Oil & Fats Industrial (Shanghai) Limited
Soy Sauce Fortification Project
Strategy XXI Group Ltd
Suntory, LTD.
Taiyo Kagaku Co., Ltd
Tetra Pak
The Academy of SGA
The Micronutrient Initiative
The State Council’s Developing Office of Western China
The State Grain Administration of China
ThinkTank Research Center for Health Development
Tianjin Sihuang Nutritional Products, Ltd
Tianshan Milling Group
U.S. Wheat Association
Ulker – Turkey
United Nations Childrens Fund (UNICEF)
UNICEF China
Unilever
United States Agency for International Development (USAID)
WeiWei Food & Beverage Ltd
World Bank
World Bank Institute
World Food Programme
Zheng Zhou Sanquian Foods, Co., Ltd
**THE BUSINESS ALLIANCE FOR FOOD FORTIFICATION - BAFF GLOBAL LAUNCH**

Beijing, China – 22 October 2005

**Audience:** Selected International Private Sector Representatives

**Objectives:** Confirm Companies’ Commitment to the BAFF Initiative
Review Current Fortification Successes of BAFF Companies

1:30 – 2:00  **REGISTRATION**

2:00 – 2:30  **INTRODUCTION**
Participants Introductions  
Meeting Objectives  
Mr. Robert Davies, CEO  
International Business Leaders Forum

2:30 – 3:00  **THE BAFF FRAMEWORK**
A key mechanism for the GAIN Alliance.  
The contribution of the World Bank Institute.  
Mr. Marc Van Ameringen  
Interim Executive Director  
Global Alliance for Improved Nutrition  
Dr. Djordjija Petkoski  
Head of Private Sector Development  
World Bank Institute

3:00 – 4:00  **INDIVIDUAL ACTION**
Current Fortification Projects of the BAFF Companies:  
Success Stories and Lessons Learned  
Mr. Robert Davies  
Informal Input from Business Leaders

Topics:  
How to improve existing projects?  
What are the principal barriers for doing more?  
What is the value added by partnership?

4:00 – 4:30  **Coffee Break**

4:30 – 6:00  **COLLECTIVE ACTION**
Proposed areas for collaboration:  
Sector Initiatives: Flour, Oil, Premix, Rice  
Dr. Glen Maberly  
Flour Fortification Initiative Example  
Mr. Rainer Gross, Chief of Nutrition  
UNICEF  
Ms Harriet Weiss, Strategy XXI

Corporate Support for the 10-Year Vitamin and Mineral Deficiencies Strategic Plan  
The BAFF declaration  
Other Suggestions from the Group  
Discussion

6:00 – 6:30  **NEXT STEPS**
Decisions and Conclusions  
Mr. Robert Davies

6:30 – 9:30  **OFFICIAL BAFF LAUNCH**
Cocktail Reception and Dinner  
Mr. Jay Naidoo, Chairman of the Board  
Global Alliance for Improved Nutrition
THE BUSINESS ALLIANCE FOR FOOD FORTIFICATION – BAFF
First Annual Forum: THE BUSINESS CASE FOR FOOD FORTIFICATION
Beijing, China - 23 October 2005

Audience: International and Chinese Private Sector, Chinese Government, Multilateral Agencies, Donor Agencies, Civil Society, Media, Academics, GAIN Board

Objectives: Discuss the Business Case for Food Fortification
Identify Creative Solutions to Address the Cost of Fortification
Recommend Approaches to Scale Up Food Fortification in China

8:30 – 9:00 REGISTRATION

9:00 – 10:00 OPENING REMARKS
The Chinese Government’s Agenda on Food Fortification
Dr. Longde Wang, China Vice Health Minister
Mr. Li Shenglin, Deputy Director, NDRC

The Global Vision of Food Fortification
Mr. Jay Naidoo, Chairman of the Board
Global Alliance for Improved Nutrition

Objectives of the First BAFF Annual Forum
Mr. Robert Davies, CEO
International Business Leaders Forum

10:00 – 11:00 PLENARY SESSION: Setting the Scene for the BAFF
Food Fortification, the Second Best Development Bet:
An analysis by economists of the Copenhagen Consensus

Panel Presentations and Discussion:

Food Market Complexity and Food Industry Responsibility:
Impact on the fortification agenda
Dr. Michael Heasman, City University London
Co-Author of Food Wars: The Global Battle for Mouths, Minds and Markets

Corporate Social Responsibility in the Food Industry:
Can fortification become a CSR strategy?
Ms. Aileen Ionescu-Somers
Forum, Corporate Sustainability Management Institute for Management and Development, IMD

11:00 - 11:15 BRIEFING: Three Breakout Roundtables
In preliminary consultations, companies identified the cost of fortification as a major obstacle. What are the strategies to manage the cost?

1. How to Finance Fortification Strategies?
2. How to Integrate the Cost of Fortification Through the Supply Chain?
3. Is the Cost of Fortification a Policy Issue?

11:15 - 11:30 Coffee Break

11:30 - 12:30 ROUNDTABLES: Parallel Discussions
Sustainable Financing Strategies: Incentives on taxes and tariffs, subsidies, growing new markets, working with volumes, and grants
Moderator: Mr. Admassu Tadesse
Corporate Strategy
Development Bank of Southern Africa

Sustainable Business Models: Analysis of effective fortification strategies through the supply chain – what can be learned?
Moderator: Dr. Djordjija Petkoski
Head of Private Sector Development
World Bank Institute

Sustainable Policies: Analysis of the level playing field including regulation, quality control, consumer participation.
Moderator: Dr. M.G. Venkatesh Mannar
Executive Director, Micronutrient Initiative

The Chinese Perspective: The three subjects will be discussed by non-English speaking Chinese invitees
Moderator: Dr. Chen Junshi, CDC China
12:30 - 2:00  LUNCH

2:00 - 2:30  PLENARY SESSION: Breakout Roundtable Reports
Two Key Recommendations and Two Action Points per group
Moderators and Mr. Robert Davies

2:30 – 3:30  PLENARY SESSION: Current Vitamin and Mineral Deficiencies Situation in China: A public health perspective
Panel Presentations and Discussion: Three Chinese business cases
Salt Fortification (TBC)
Chinese Salt Company (TBC)
Soya Sauce Fortification
Zhang Lin, CEO of Shijiazhuang Zhenji Brew Group Co.
Flour Fortification
Mr. Zhou Baozhong, Chairman of the Board of Directors, Qingdao Biomate Food Stuff Co.

3:30 – 3:45  BRIEFING: Three Breakout Roundtables
The three groups will develop actions points focusing on future food fortification initiatives in China.
Mr. Robert Davies

3:45 – 4:15  Coffee Break

4:15 – 5:15  ROUNDTABLES: Parallel Discussions
How to Accelerate and Scale Up Current Fortification Projects in China?
Moderator: Professor Yu Xiaodong, PNDC and Chinese Participants
How to Accelerate and Scale Up Current Fortification Projects in China?
Moderator Ms. Harriet Weiss, Strategy XXI with International Companies
The 10-Year Vitamin and Mineral Deficiencies Strategic Plan: What approach for China?
Moderator Mr. Rainer Gross, Chief of Nutrition, UNICEF with Development Agencies

5:15 – 6:00  PLENARY SESSION: Breakout Roundtable Reports
Two Key Recommendations and Two Action Points per group
Moderators and Mr. Robert Davies

6:00 – 6:30  CONCLUSIONS and NEXT STEPS
Mr. Robert Davies
Mr. Marc Van Ameringen
Interim Executive Director, GAIN
Dr. Djordjija Petkoski
Madame Chen Chunming, CDC-GAIN Board

7:00 – 10:00  INAUGURAL DINNER