Together, we can end hidden hunger.

THE SOLUTIONS ARE IN OUR HANDS.
The Micronutrient Initiative (MI) is the leading organization working exclusively to eliminate vitamin and mineral deficiencies in the world’s most vulnerable populations.

**Our vision** is a world free of hidden hunger.

**Our purpose** is to ensure that the world’s most vulnerable—especially women and children—in developing countries get the vitamins and minerals they need to survive and thrive.

**Our mission** is to develop, implement and monitor innovative, cost-effective and sustainable solutions for hidden hunger, in partnership with others.

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**Child Survival**
Does this child have all the vitamin A and zinc he needs to ensure that he survives beyond his fifth birthday?

**Child Development**
Does this child have all the iron and iodine she needs to learn, and to reach her full potential as an adult?

**Women’s Health**
Does this woman have all the vitamin A, iron, folic acid and iodine she needs to help nourish her baby and to live a healthy and productive life?
Sometimes food is not enough

1 in 3 people suffer from hidden hunger—a chronic lack of vitamins and minerals needed to survive, develop, and live healthy and productive lives.

There are no visible warnings—but there are lifelong consequences.

We, along with our global partners, are reaching almost a quarter of the world’s most vulnerable—some 500 million people—who suffer from hidden hunger every year.

Together, we provide affordable and innovative solutions to overcome vitamin and mineral deficiencies.

But it is still not enough.

There are millions of people who suffer from hidden hunger...and we need your help to reach them.
Together, we will help children survive

Vitamin A supplementation (VAS) is recognized as one of the most cost-effective interventions that improves children’s resistance to disease and infection. Using zinc supplements to treat diarrhea in children not only helps them to get better faster, it can even save their lives.

**THE MICRONUTRIENT INITIATIVE WORKS TO ENSURE AN ADEQUATE SUPPLY OF VITAMIN A AND ZINC EXISTS TO HELP CHILDREN SURVIVE**

MI leverages its expertise and global network to ensure an uninterrupted supply of VAS to children in need. We donate VAS to our international aid partners and help local governments procure high quality supplies of VAS to extend the reach of public health programs. We work hard to raise the awareness of the impact of zinc on child health and we research innovative ways to make it easily accessible.

MI finds solutions that are sustainable and cost-effective that can be implemented on a large scale to help not only communities, but entire nations protect their children from vitamin deficiencies. We focus on making a difference for the most vulnerable and have saved the lives of more than 3 million children in the past decade.

**How we fight hidden hunger:**

- Since the mid-1990s, MI has provided more than 5 billion vitamin A supplements for children at risk in over 80 countries.
- MI works with UNICEF and other partners to help ensure that children receive lifesaving vitamin A supplements every six months, reaching 70% of children in need. MI works through local health systems to integrate vitamin A supplements with immunization programs and other special community events.
- MI worked closely with the governments of Nicaragua and Guatemala to help mobilize resources and implement policies to make zinc intervention sustainable in both countries.

— The prevention of maternal and child undernutrition is a long-term investment that will benefit the present generation and their children."

Just two high-dose vitamin A supplements a year can protect a child from vitamin A deficiency. Without it, many children will die from measles and other childhood diseases. One supplement costs only 2 cents.

Together, we can implement simple and cost-effective solutions to help every child survive.
MI works directly with salt producers, large and small, empowering them to become part of the solution to hidden hunger through iodization. Our team of engineers, scientists, nutritionists, policy and development experts works with salt producers and national governments to educate them about the important role they can play in solving urgent health problems. We provide training, implement new technologies, offer technical support, and monitor progress to help the local salt industry implement effective salt iodization programs.

MI is the most experienced and longest-standing international organization specifically committed to eliminating vitamin and mineral deficiencies. We build partnerships based on knowledge, trust and a common goal to help children reach their full potential.

Iodizing all edible salt has the potential to eliminate iodine deficiency disorders across the globe. In the early 1990s, only one-fifth of households in the world used iodized salt. Today, more than two-thirds of households consume iodized salt.

**THE MICRONUTRIENT INITIATIVE WORKS TO ENSURE THAT CHILDREN GET THE IODINE AND IRON NUTRITION THEY NEED TO DEVELOP**

How we fight hidden hunger:

- MI is the first organization to develop a successful process to double-fortify salt. This innovation is now a viable technology to add iron to iodized salt, significantly improving the lives of families around the world.
- In 2007 alone, MI programs led to the production of enough iodized salt to reach more than 280 million people.
- MI helped the Bolivian government set up and run the first national program distributing millions of sachets of Chispitas, a multiple micronutrient powder. Sprinkled onto complementary food for young children, the powder increases their intake of iron and other essential nutrients and minerals.
- MI works side-by-side with salt producers to help them understand iodization technology. We are at the forefront of the international community’s drive to ensure producers iodize salt with proper equipment and knowledge. Our interventions put lifesaving nutrients into the hands of caregivers in need—from the poorest areas of South America’s largest cities to the remote desert refugee camps in East Africa.

“Although most of the world’s population has access to iodized salt, 30% of the most vulnerable are still at risk of iodine deficiency. The solutions are available— the impact is immediate.”
Together, we can expand our reach to deliver the vitamins and minerals needed to give children a chance to develop into healthy and productive adults.

Ensuring that all edible salt is iodized is an investment that makes sense. For 5 cents per year, a child can be saved from the permanently damaging effects of iodine deficiency. Even the most impoverished consume salt, making a sprinkle of iodized salt a simple and affordable solution.
MI offers its knowledge and technology to the food industry to cost-effectively add nutrients to food without affecting its quality or taste. We provide national governments with scientific information to help them develop policies that will ensure that commonly consumed foods are fortified with the required nutrients. We also advocate the use of iron and folic acid supplements before and during pregnancy to ensure that the health of the woman and her baby are protected.

MI plays a key role in mobilizing national plans and actions to address the vitamin and mineral deficiencies that affect millions of women. We harness the latest research and innovative technologies to amplify the impact of our solutions around the world.

Iron, folic acid and other essential vitamins can be added to regularly consumed foods like wheat flour, maize meal, rice, salt and soy sauce. These nutrients help improve the quality of life for women, helping them to bear and nurture children as well as generate household income for a more promising future.

THE MICRONUTRIENT INITIATIVE SHARES ITS EXPERTISE IN FOOD FORTIFICATION TO IMPROVE WOMEN’S HEALTH

How we fight hidden hunger:

- MI has initiated industry-based programs to fortify flour with iron and folic acid that continue to reach more than 100 million consumers in 17 countries in the Middle East and Asia.
- MI has entered into a public-private partnership for the scaling-up of iron-fortified rice.
- MI’s work in Nepal has increased the number and proportion of pregnant mothers who take regular iron and folic acid supplements, providing health benefits for both themselves and for their babies.
- MI works with its partners to develop and disseminate guidelines and tools to make fortification practical and affordable.

In an examination of economic solutions to ten of the world’s biggest challenges, the 2008 Copenhagen Consensus concluded that combating malnutrition in undernourished children, specifically providing vitamin A and zinc, provides the most beneficial return on investment. Every dollar spent creates benefits worth more than $17.

(Copenhagen Consensus, 2004)
Local flour mills can enrich flour with iron and folic acid to give a daily dose of these important nutrients. The cost can be as little as **9 cents** per person per year.

Together, we can assist local food producers to build their capability to better nourish women, communities and countries.
THE MICRONUTRIENT INITIATIVE IS:

A Team of Experts
Our team members are recognized as experts in the field of mineral and vitamin deficiency. We are capable of delivering: situation assessments and program design; locally appropriate technologies and approaches; strategies for long-term sustainability; policies for micronutrient deficiency control; capacity in key technical areas; vitamins and minerals needed for programs; and monitoring and evaluation programs.

- MI supported the development of the India Micronutrient National Investment Plan as a response to the Government of India's increased priority towards combating malnutrition, specifically micronutrient malnutrition.

Cost-effective
Our solutions are technically sound, locally approved, and incredibly cost-effective. We apply our expertise to find innovative solutions that have a large scale impact on hidden hunger. Only 9% of our funds are directed towards administrative costs.

- Vitamin A supplementation costs as little as $1 per participant. We can reduce that cost by half if the supplementation is included with other health services.

Customized and Innovative
We approach each project with a fresh perspective. We work directly with governments and partners to develop and implement plans that respond to local needs.

- MI introduced daily distribution of multiple micronutrient lozenges to state-run child development centres in Nepal. These lozenges have helped increase attendance and improved the children's nutritional status.

Local
We have staff on the ground whose passion, knowledge and expertise help us to understand local needs and solutions. They are there to help our partners develop plans and implement solutions for long-term success.

- In Senegal, MI worked with small-scale salt producers to identify how they could be a part of the drive for universal salt iodization. MI supplied mobile iodization units that can be shared between them.

Sustainable
We aim to empower communities to take control of their own futures. We build local capacity so that solutions become a permanent way of life.

- In Ethiopia, an MI-developed toolkit is now being used for planning, implementing and monitoring child health weeks.

Results-oriented
We target the regions where the greatest impact can be made. We monitor and evaluate our programs to ensure we are truly making a difference.

- In Kenya, MI worked with its partners to stimulate a fast, flexible and inexpensive approach to getting vitamin A-fortified oil onto store shelves and into households.

Open and Transparent
Good governance is a guiding principle in all of our activities. We administer our programs with transparency, openness and the highest ethical standards.

- We are independent and impartial experts, and implement the Global Sullivan principles in all dealings with the private sector.
Resources and technology to bring vitamin and mineral deficiencies under control do exist. What we need is the will, the effort and the action to fix this problem.”

Venkatesh Mannar, President, The Micronutrient Initiative

Invest a helping hand to expand our reach to those who are most vulnerable.
Contact us today to be part of the solution to end hidden hunger.
For more information, visit www.micronutrient.org

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