

Roles of Private sector for Nutrition Improvement in Developing Countries

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Today's presentation

1. About Ajinomoto
2. Nutrition improvement project in Ghana
3. WFP- Ajinomoto cooperation project in Ghana
4. Development of innovative RUTF
(Ready to Use Therapeutic Food) in Malawi
5. Nutrition Japan Public Private Platform
6. Prospect of Multi-stakeholder collaboration in
Nutrition Improvement

About Ajinomoto: Origins



Dr. Kikunae Ikeda

Discovered Amino Acid (Glutamate) was key to Taste of Traditional Japanese Soup Stock made from Konbu(Seaweed).

Claimed this was new basic taste and named it Umami.

Patent for New Seasoning.

*Now Scientifically Accepted as a Basic Taste
(Sweet, Sour, Salty, Bitter, Umami)*

Mr. Saburosuke Suzuki

Had Iodine business.

Iodine extracted from Konbu.

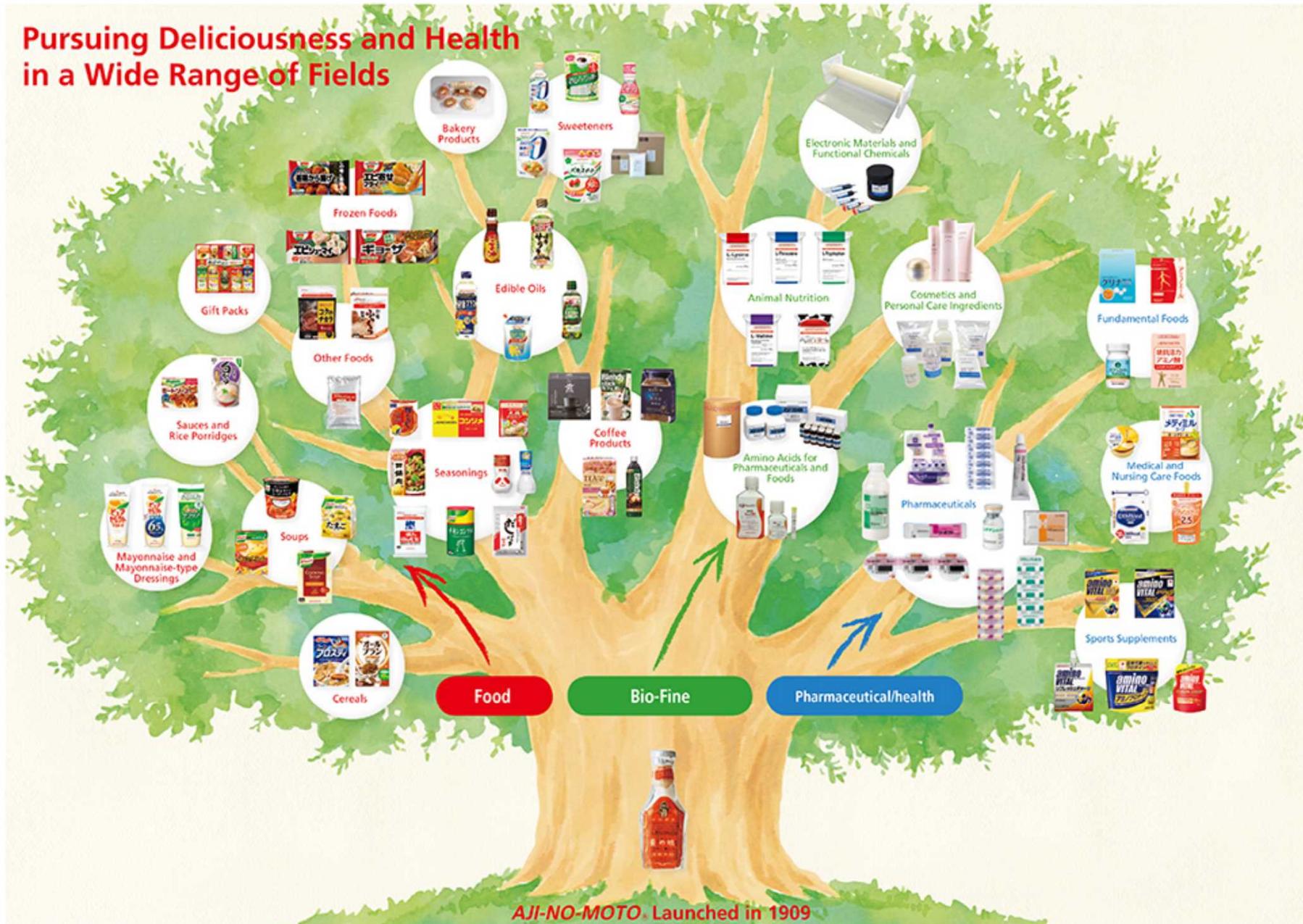
First to market monosodium glutamate as seasoning product.

Started business with Umami in 1909

“Create technology and establish business”



About Ajinomoto: Product Tree



Fiscal 2015 Consolidated Operating Highlights

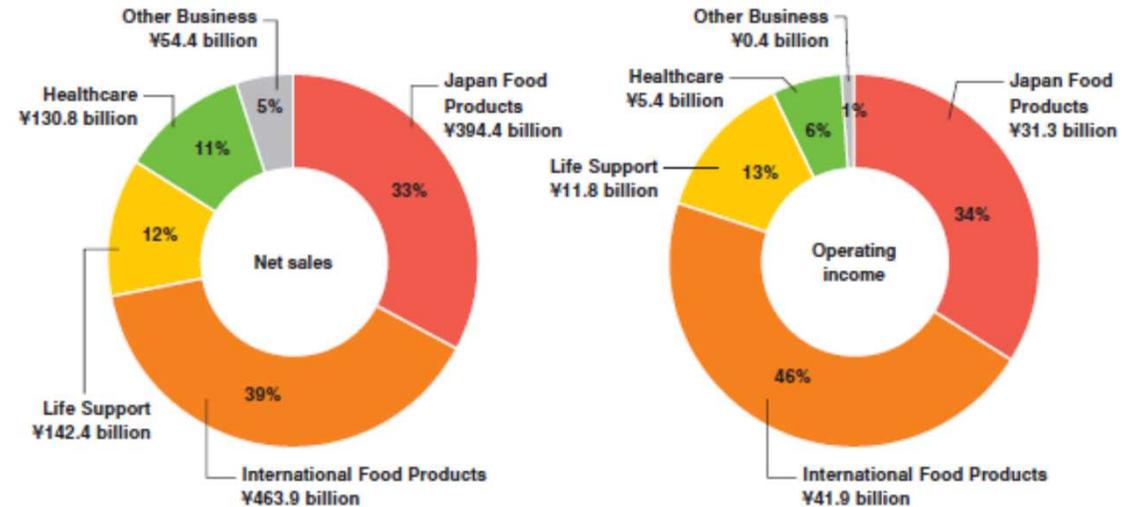
Net Sales

¥1,185.9 billion

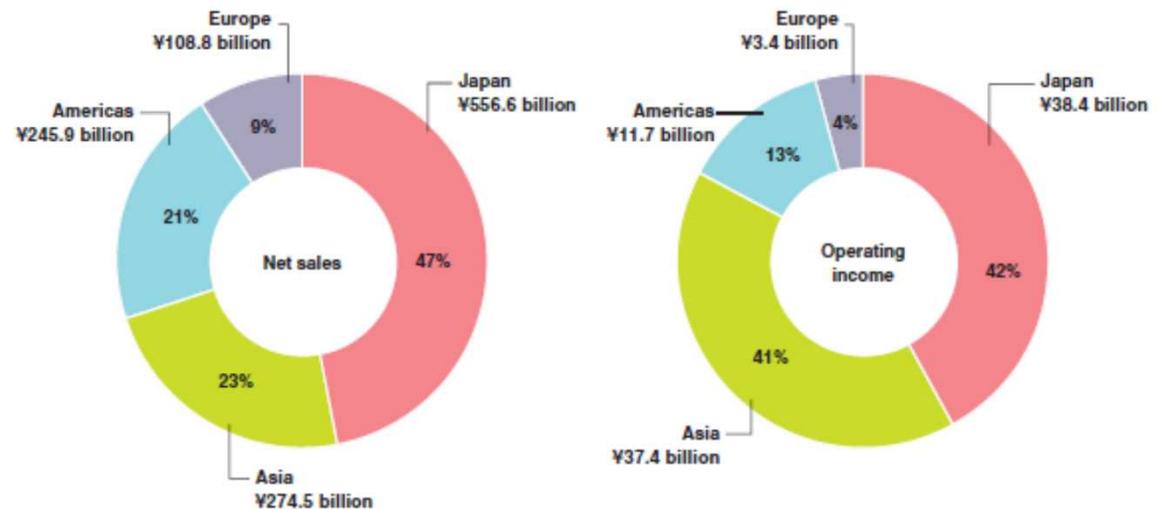
Operating Income

¥91.0 billion

By Segment



By Geographical Area



ASV (“Ajinomoto Group Creating Shared Value”)

Creating economic value by “Contributing to lifestyles, society and the Earth through our business” since our establishment



The collective tireless efforts of each member of the Ajinomoto Group create future lifestyles.

Vision

(Foresight and ability to discover issues)

Aspiration

(Enthusiasm and ambition)

Connection

(Internal and external links to people)

Information

(Various data)

Perspiration

(Ability to persevere)

Why “Social Business for Nutrition Improvement” by Ajinomoto Group?

“Social Business”

Sustainable business which aims for **solving social problems** in developing countries such as
“Malnutrition”

“Eat Well, Live Well”



Food Science

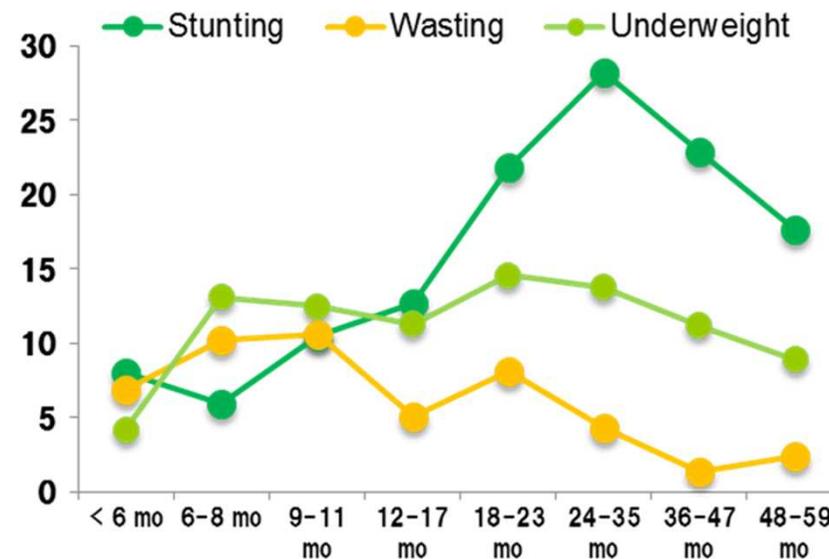
Amino Acid Nutrition

Introducing Nutritional Supplement “KOKO Plus”

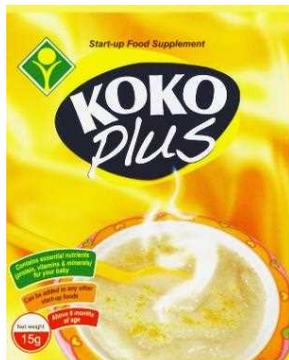
“KOKO Plus” for traditional complementary food (fermented corn porridge) in Ghana through Social Business



Traditional Complementary Food “KOKO”



Improving Nutrition of Children Aged 6 – 24 months
→ **Window of Opportunity for Nutrition Improvement**



Nutrition Supplement
“KOKO Plus”
composed of soybean powder,
amino acid (Lysine), micronutrients
and sugar

Innovation & Partnership necessary for establishing “Social Business”

Innovation

- **Product**
affordable
acceptable
aspirational



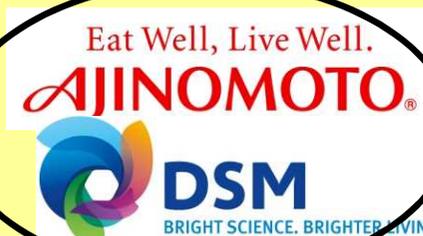
- **Delivery System**



Partnership



Local government
Academia



Private Companies



Aid Agencies



International
NGO

Summary of Nutritional Efficacy Study



Production

Local partner: Yedent Ltd.
Co-creation and technical transfer

Efficacy study

1. "KOKO Plus"
 2. Micronutrients only
 3. Education only
- One group 301 children
 - 6-18 months(12 months)



Delivery model study -1

Using Network of Women
"Village Savings and Loan
Association" <CARE>

Delivery model study -2

Using conventional
market channel with
Social Marketing
<ESM>



Production & Pilot Studies

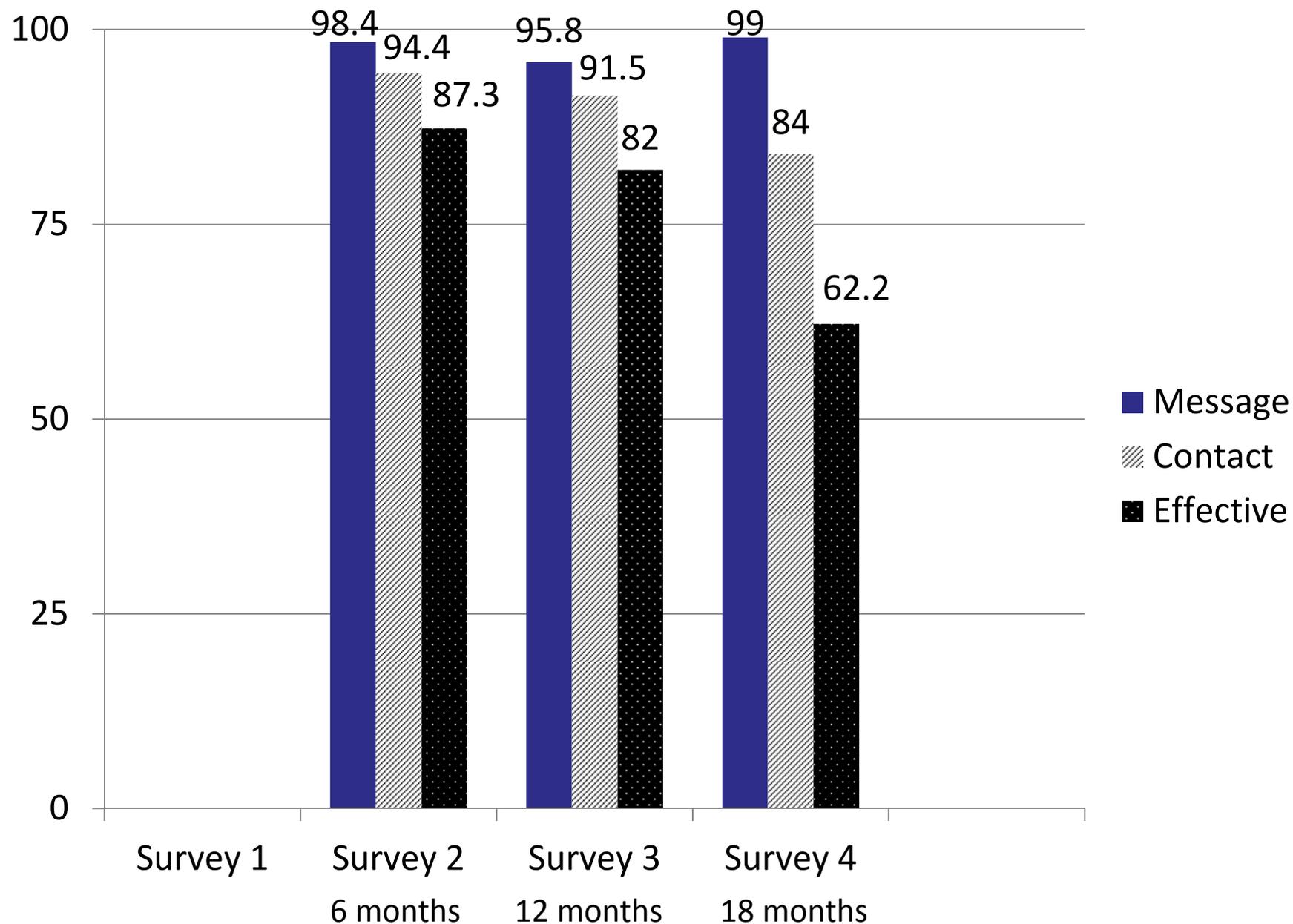
“KOKO Plus”, the combination of Protein (amino acids) and Micronutrients, is most effective in

- ① preventing **stunting**
→ significantly better Height for Age Z Score using a model analysis assuming 100 % delivery rate
- ② preventing **Anemia**
→ significantly higher Hemoglobin level
- ③ preventing **infection**
→ significantly lower acute infection

Comparison of 2 Delivery Systems

	1. Women's network based on NGO's activity	2. Conventional Channel with Social Marketing
Effectiveness in Behavior Change, Demand Creation	Very High	Medium
Cost of the activities / Sales	High	Medium
Social Impact	Nutrition Improvement Creating income, Poverty Reduction	Nutrition Improvement in larger population
Can we create sustainable business?	Difficult	Probably yes.
Possible strategy in Scaling Phase	Hybrid of Financial Aid & Market mechanism NGO Consortium	To reach a scale for sustainability quickly in collaboration with Aid agencies, local government

“KOKO Plus” coverage - delivery model study 1 (Northern Region)



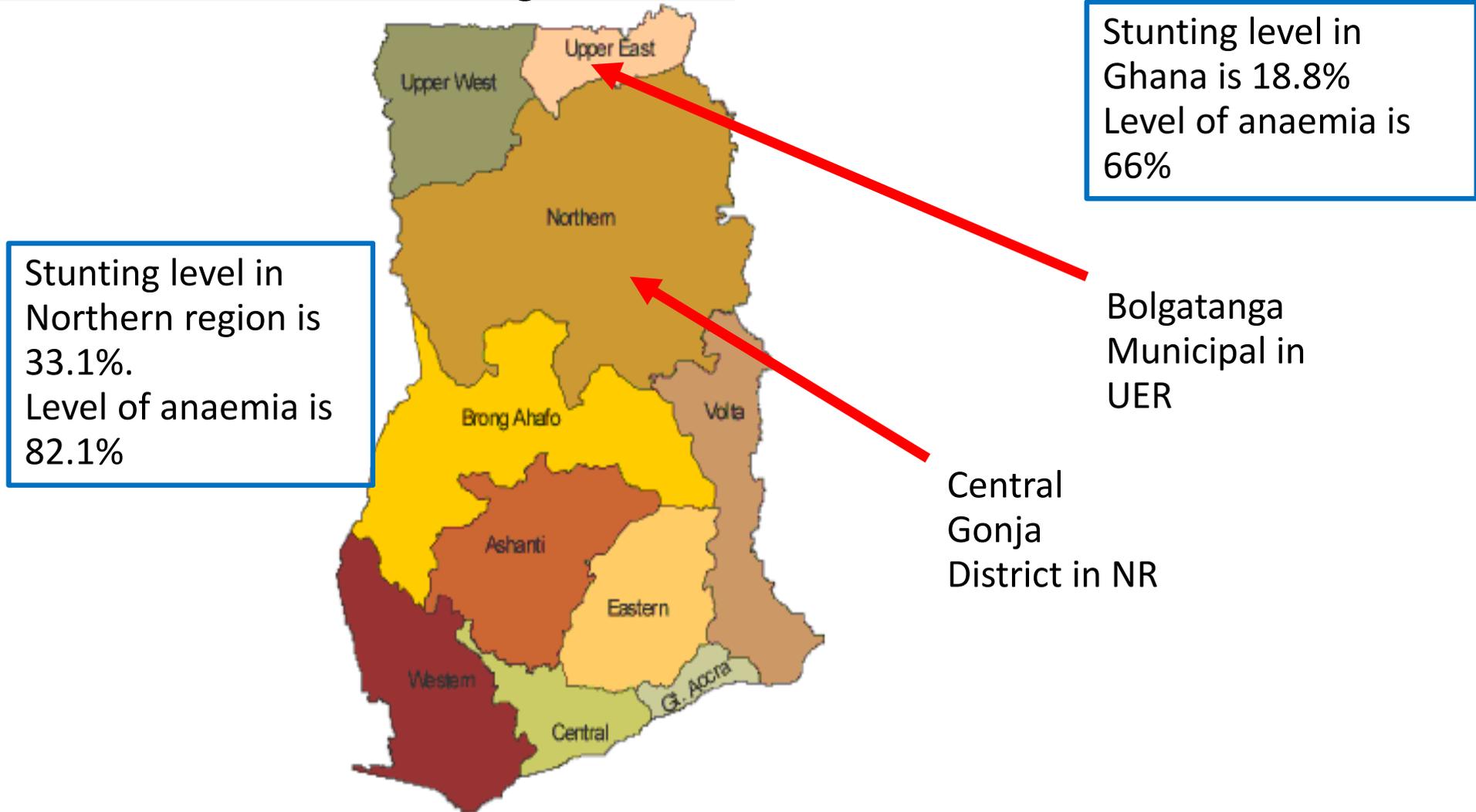
WFP-Ajinomoto Cooperation project - started in March 2014



- Actualized as a follow up of TICAD-V (Tokyo International Conference on African Development) (June, 2013)
- WFP and Government of Japan agreed to expand their partnership for scaling up joint nutrition efforts in Africa, with the best use of Japan private sector's expertise and practices.
- Started as a model of cooperation between a private company and UN toward global nutrition improvement

Challenge in Ghana: Regional disparities in the level of stunting

National =18.8%; Northern region= 33.1%



Proposing solutions: local food-based approaches in Northern region

Challenge in Ghana: **Component 1**

Component 1:

Nutrition Database for improved formulation of nutrition strategies

- ❑ Establishment of the nutrition database of key local foods
Collected and analyzed 25 key local food ingredients



Pigeon pea



Soya bean



Moringa



Amaranthus



Anchovy



Groundnuts

- ❑ Utilization of the database to develop locally-oriented nutrition-sensitive interventions

Challenge in Ghana: **Component 2**

Component 2:

Innovation through linkage of electronic vouchers & commercial supply chain to increase access to nutritious foods

Home fortification:

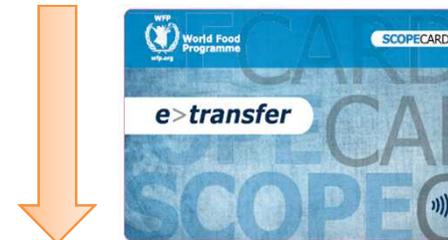
Small Quantity-Lipid-based Nutrient supplement (SQ-LNS) for children 6-23 months- for 6 months

- Commercial supply chain
- Social marketing
- Social and Behaviour Change Communication



Children in high prevalence of stunting area are fed with fortified complementary food

Identification & registration of beneficiaries at health facilities; issuance of e-vouchers to caretakers (through SCOPE)



Caretaker obtains SQ-LNS stocked with commercial supply chain (pharmacies+volunteers) in intervention areas

Challenge in Ghana: **Component 3**

Component 3:

Creating evidence for improved policy advice on nutritious school meals, and advocacy for increased government investment

- ❑ Menu Planner Tool is used by district assemblies to ensure school meals meet about 30% of the nutrient requirements of school-aged children
- ❑ School caterers are trained on the use of handy measures that translate metric measurements into household measures

Current school meal



What we hope the school meal can look like in future



Development of RUTF (Ready to Use Therapeutic Food)

What is RUTF?

Target	Sever acute malnutrition of children from 6 months to 5 years old.
Treatment	Community based Management of Acute Malnutrition (CMAM) Given for 6~8 weeks (200kcal/kg/day) in the community
Distribution	UNICEF and NGO buy it from suppliers and local governments distribute it.
Current product	Only Milk-peanut type is approved. 70% of the product is produced in EU and USA
Market	Market size is 35000MT/y in 2015 (10% of potential market).



Plumpy'Nut

UNICEF welcome new type of RUTF which satisfy the following conditions;

- 1) Evidence of nutritional effect, 2) Safety, 3) Reasonable price, 4) Local production

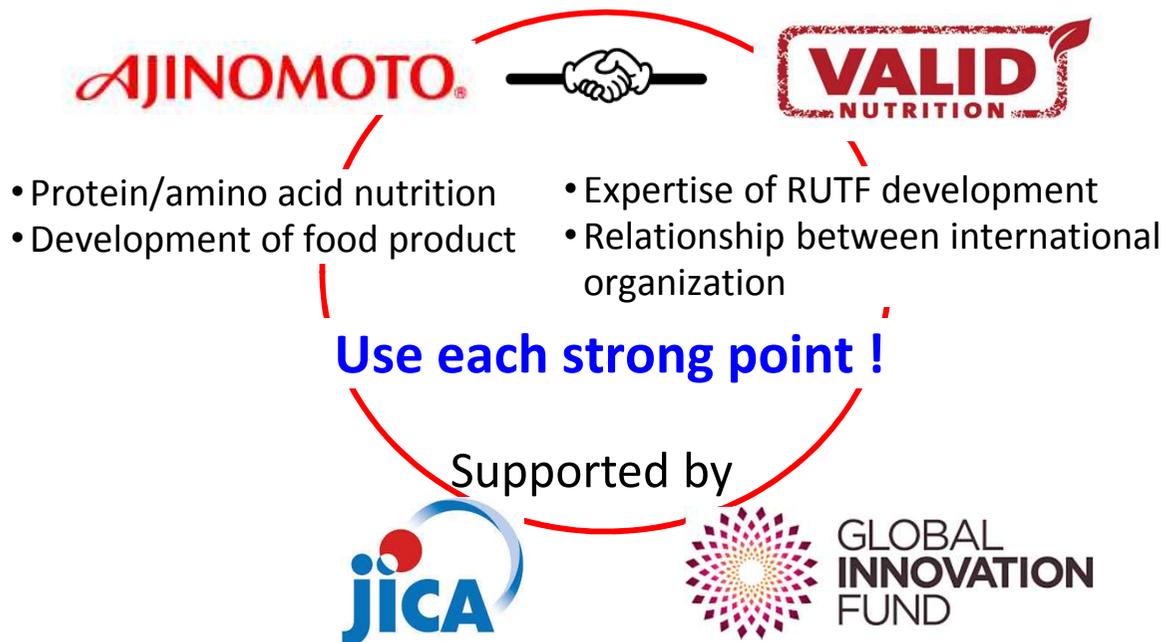
Current RUTF ingredients: Milk, Peanuts paste



Ajinomoto and Valid Nutrition collaborate to develop new **innovative RUTF** using **locally grown ingredients** (soy, maize, sorghum), good protein quality with supplemented **amino acids**, and good **texture**.

*Valid nutrition established idea of RUTF treatment to improve severe acute malnutrition

Development of next generation RUTF



Approach to develop the new RUTF

Nutritional composition

- Local grown ingredients
- Protein / Amino acid nutrition
- Low cost linear programming

Product development

- Texture (soft and smooth)
- Process development



Development products

- Soy, Maize, Sorghum (SMS) based RUTF
- SMS+ low level skim milk RUTF



Acceptability test (May 2015)

Efficacy study was finished in this month



**Approach to UNICEF
Process development**

“Nutrition Japan” Public-Private Platform

- a platform to facilitate business development for global nutrition improvement through joint efforts of public and private sectors, which was launched in September, 2016.
- Initiated as a follow-up of Japan’s commitment at Global **Nutrition for Growth Compact** in 2013, and aiming to promote the overseas expansion of inclusive business for nutrition improvement, leading up to 2020.
- Ajinomoto has played a key role in the formation of the platform as a core member of its working group since the early development stage.

Proposed projects under “Nutrition Japan”

1. Nutrition Improvement at Workplace

Improving nutrition of young ladies of reproductive age (**adolescent girls, pregnant and lactating mothers**) by providing nutritious factory meals and education on nutrition, food hygiene, breast feeding etc. (Target countries: Indonesia & Cambodia)

2. Innovative soybean value chain

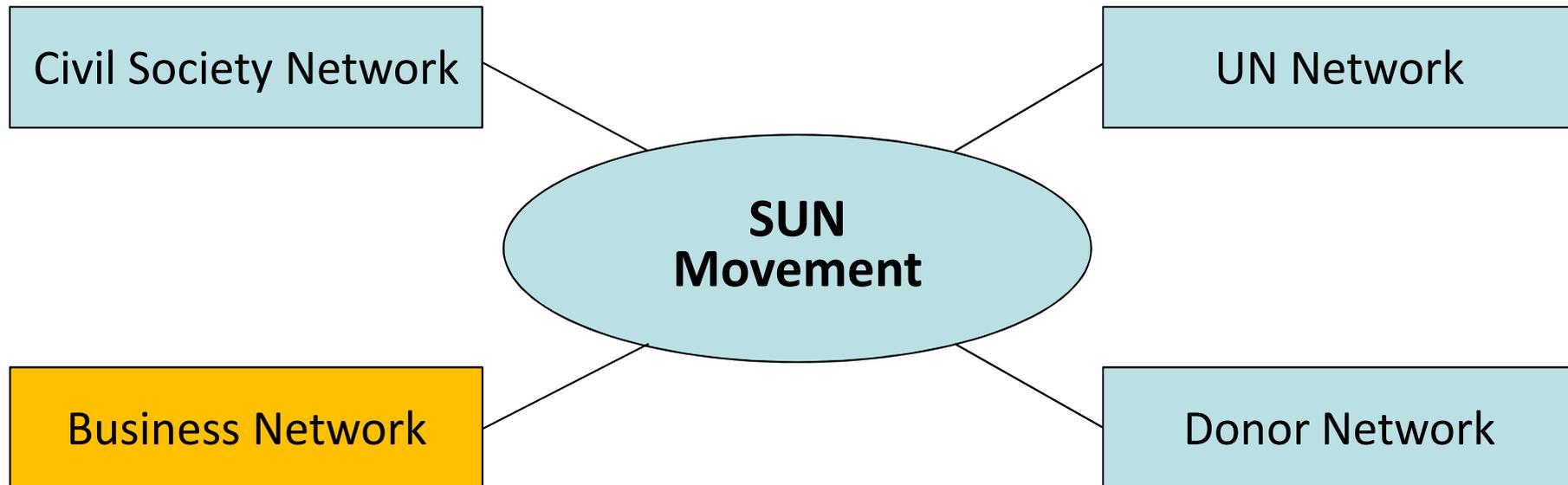
Soybean as a key ingredient for nutrition improvement and for a sustainable food system



SUN (Scaling Up Nutrition)

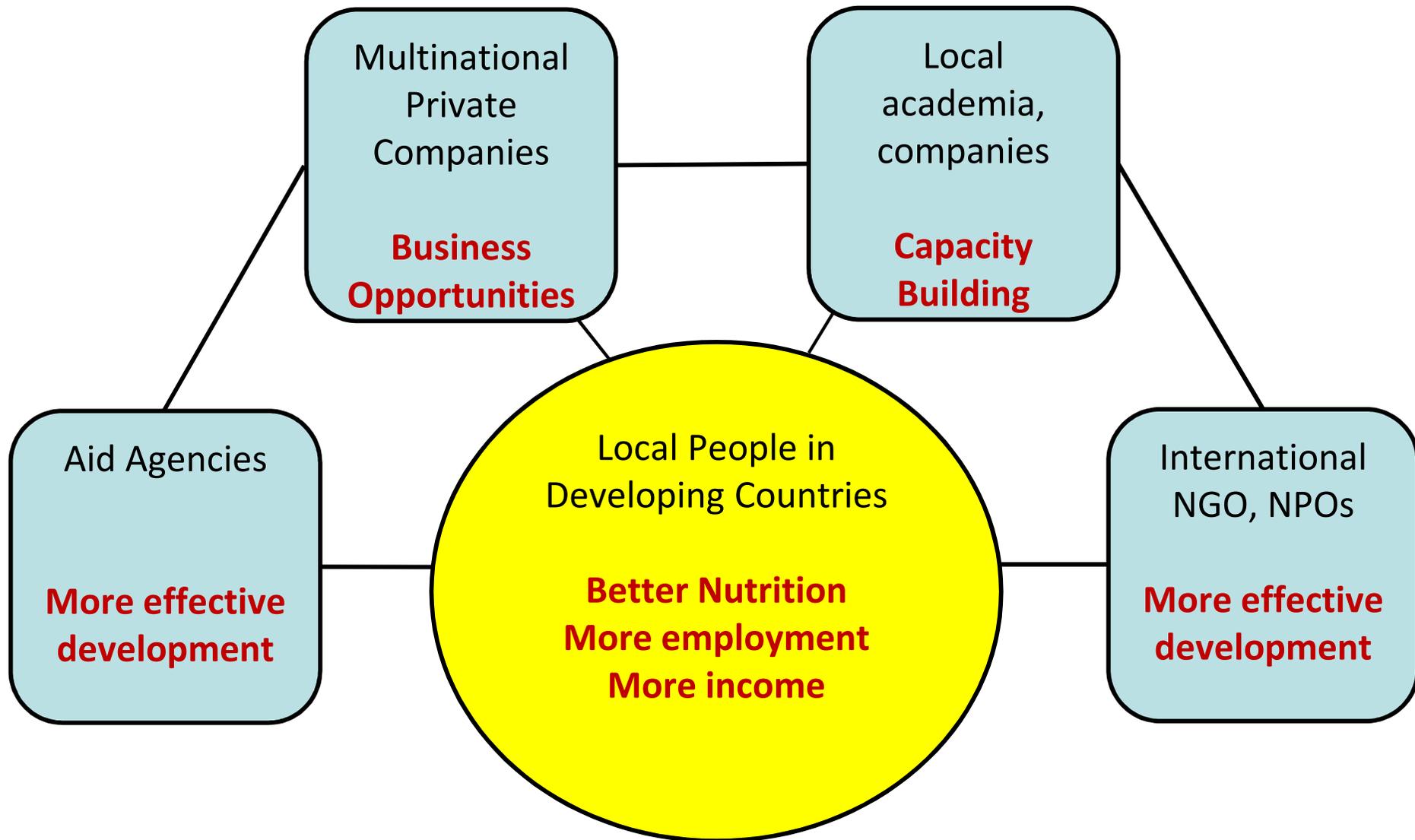


57 countries are leading a global movement to end **malnutrition** in all its forms.



**Ajinomoto is a member of Advisory Group of
SUN Business Network**

Multi-WIN by Social Business for Nutrition Improvement



Thank you very much for your attention.

Eat Well, Live Well.
AJINOMOTO®