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## Project Quick Facts

**Goal:** The goal of the project is to test business models and subsidy schemes that encourage sustainable demand for unrefined Vitamin A fortified sunflower oil in rural markets. It will also test, through partners, the shelf-life of unrefined fortified sunflower oil and the ability of the private sector to reduce micronutrient deficiencies in the target population.

**Reaching:** 400,000 beneficiaries in the regions of Manyara and Shinyanga

**Partners:** Mennonite Economic Development Associates, Sokoine University of Agriculture (Tanzania), University of Waterloo (Canada)

**Project length:** August 2014 - January 2017

This project is undertaken with the financial support of the International Development Research Centre (IDRC) and the Government of Canada, provided through Global Affairs Canada (GAC)

## Project Progress

- Small-Medium Enterprises (SMEs) trained on Good Hygiene Practices, Good Manufacturing Practices and fortification procedures
- Fortification equipment designed, built and installed in 3 SMEs (1 in Babati, 2 in Singida)
- An electronic voucher system which offers a discount to consumers has been designed and tested with 391 registered retailers trained (188 in Manyara, 203 in Shinyanga)
- SMEs currently manufacturing and selling fortified oil in 1 litre bottles
- New distribution supply chains developed and fortified sunflower oil has been distributed to 131 shops; 50 in Manyara and 81 in Shinyanga
- Fortified oil produced by litre: 17,608
- Fortified oil sold by litre through Masava chain: 16,060
- Approximately 11,332 discounts through electronic vouchers have been issued with 7,993 of these vouchers used to date to purchase fortified oil.



**Fortified Oil Sold (per 1L Bottles)**

October	1416
November	540
December	1600
January	1948
February	1948
March	8608

## Production & Sales

MEDA is currently working with 3 SMEs, 2 of which have been producing since October, 2015 and 1 who began producing and selling in April, 2016. The SMEs have produced at least 1,000 litres a month of fortified sunflower oil since October. In fact, the SMEs have produced more than 1000 litres every month except November. On the whole, sales have been increasing over time (with a small drop in the month of November) demonstrating positive uptake of the product by consumers. Sales numbers are as follows:

## What's Next?

The Masava project is currently selling fortified sunflower oil in denominations of 1L bottles. However, in many areas of rural Tanzania consumers prefer to buy smaller quantities. In order to respond to this need SMEs will begin to sell 5 and 20 litre containers of fortified sunflower oil to retailers who can then sell this in smaller denominations requested by the consumer. Further, MEDA is hoping to scale this project by incorporating more retailers to begin selling fortified sunflower oil in order to reach even more individuals in need of Vitamin A. The eVoucher system will be moving on to its second phase, one which provides consumers less of a discount, and eventually will move to a phase of no-discount in order to determine sustainability of the product.

