

# TANZANIA – MASAVVA



In Tanzania, a MEDA health project has mothers agreeing on the value Vitamin A-fortified sunflower oil brings to their families: "I am a grandmother looking after my two grandchildren. I am pleased to have them benefit from

sunflower oil with Vitamin A, and I would like to buy more." "I just liked it! And so did my whole family at home." Research partners include University of Waterloo, Canada, and Sokoine University of Agriculture, Tanzania.



Creating business solutions to poverty

meda.org | 1.800.665.7026  
meda@meda.org







QUICKFACTS

- 8 in 10 children are malnourished
- 1 in 3 children under five suffer from VAD\*
- 1 in 3 women 15-49 suffer from VAD
- Population 49.6 million
- 73% live in rural areas
- 1 in 3 below poverty line
- Life expectancy 61 years

\*Vitamin A deficiency

## Background

Malnutrition is a critical development challenge in Tanzania. Rural diets lack the basic micronutrients needed, like Vitamin A, to build strong, healthy immune systems.

The basis for lifelong health begins in childhood – malnutrition does the most damage in the first 1,000 days of life. The ripple effects are significant... malnourished children are less likely to attend school, earn less over their lifetime and die earlier.

Lacking micronutrients, often called “hidden hunger,” is a matter of

nutritional deficiency, not only food supply. As food prices rise, families switch from costly, nutrient-rich fruit, vegetables and meat to cheaper, nutrient-poor staples. Having enough to eat doesn’t automatically translate into good health.

Vitamin A is essential for maintaining the mucous membranes that protect the body’s organs, such as the eyes.

Pregnant women and children are among the most vulnerable to Vitamin A deficiency (VAD). It is the leading

cause of preventable blindness in children, increasing the risk of disease and death from severe infections.



## MEDA’s Assessment

MEDA (Mennonite Economic Development Associates) aims to reduce malnutrition and Vitamin A deficiency (VAD) by making fortified sunflower oil accessible in two remote regions of Northern Tanzania with high VAD – Manyara and Shinyanga.

The Promoting Locally Fortified Sunflower Oil Using E-vouchers (MASAVA) project will expand on

MEDA’s one-year food fortification pilot project and test two emerging technologies by:

- Working with local processors to make Vitamin A-fortified sunflower oil available
- Studying the nutritional impact and benefits of fortified oils
- Measuring the impact of the private sector in solving local health issues

- Jumpstarting demand for fortified oil with an innovative e-voucher to deliver targeted subsidies via phone

The project supports Tanzania’s national food fortification campaign. It’s a local solution to a local problem: The project will use a locally produced crop, processed at local businesses, and sold by local retailers to spur local economic growth.

## Outcome | 2.5-Year Project Budget

- Lactating mothers of 65,000 young children and their families will have access to fortified sunflower oil – potentially reaching 400,000
- Increased food security and reduced malnutrition from VAD
- 4 local sunflower oil processors providing fortified oil to 600 retailers
- Local economic growth through employment opportunities for farmers and entrepreneurs