

Spotlight on the Ghana Nutrition Improvement Project (GNIP) - “KOKO Plus”

This project’s objective is to assist as many of Ghana’s weaning children being threatened by malnutrition as possible. Since 2009, we have been attempting a social business by gaining the cooperation of various organizations both inside and outside the country.

**However, we have yet to reach our target population number of supported people.
We are pressingly requesting greater assistance from everyone**

1. Project Background: Ghana’s nutrition problem with weaning children.

- (1) **Rate of stunting caused by malnutrition: 19%, approx. 600,000 people , large disparity**
Especially, ages 2-3 national average rate of stunting is **30%**. (Demographic Health Survey 2014)
- (2) **Nutrition during the first 1,000 days since birth influences one’s lifetime**
Malnourishment occurring during this time inhibits the growth of brain and body functions, leading to a lifetime decline in productivity and a decline in immune strength. Therefore, the improvement of nutrition for weaning children is of high importance.



▲ “KOKO Plus”



▲ How to eat

2. Project Outline

- (1) Formal name: Ghana Nutrition Improvement Project (GNIP)
- (2) Objective:
 - 1) Remedy Stunting caused by malnutrition.
 - 2) Establish a social business model that will not rely on aid in future.
- (3) Characteristics:

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| <p>1) Science-based Solution</p> <ul style="list-style-type: none"> ● As a solution to the nutritional deficit in baby food, the supplement for baby food “KOKO Plus” (the below mentioned KKP) was developed. ● Acquired knowledge is occasionally published to the public. | <p>2) Cooperation with a Variety of Entities</p> <ul style="list-style-type: none"> ● Ghana Health Service (GHS) ⇒ Nutrition education and introduction of KKP to mothers by health community officers(nurses.) ● International NGO: CARE ⇒ Cooperation with Women’s Employment Support ● United Nations World Food Programme |
| <p>3) Localization</p> <ul style="list-style-type: none"> ● Using Ghana’s traditional baby food “Koko” ● All processes from product development, production to outreach activities will be centered on and primarily carried out by Ghanaians ● Eventually aiming for independence in Ghana | <p>4) Reliably Delivering to Mothers</p> <ul style="list-style-type: none"> ● Value chain construction and price decision that fits the buyer’s (mother’s) situation and market situation for urban and rural areas respectively ● The start of the provision program for people in extreme poverty under the backing of the Japanese Ministry of Foreign Affairs |

3. Future Development and issues

- (1) Future Development = **expanding the number of beneficiaries**
Since starting in 2009, there are **15,000** beneficiaries which is small scale. From now, we shall industrialize, and we plan that in 5 years by 2023 it will be expanded to **200,000**.
- (2) **Current issues= acceleration for expanding the number of beneficiaries**

Rural Areas: Due to low population density, its spread is limited to door-to-door sales.

Using this technique, there is a high rate of continued usage of KKP.

However, constructing the system requires much time, which is a major problem

We are in need of assistance from new donors and sources of cooperation.

Urban Areas: Thanks to the cooperative memorandum conclusion with Ghana Health Service, KOKO Plus can be introduced to all health centers nationally.

However, there is a need for assistance to speed up the process.



▲ Village Based Entrepreneur (VBE)



▲ Introduction to mothers by nurse

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