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.

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:

   1 ) Science-based Solution
   • 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.

   2 ) Cooperation with a Variety of Entities
   • 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

   3 ) Localization
   • 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

   4 ) Reliably Delivering to Mothers
   • 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.

4. Contact Information:  taf_information@ajinomoto.com  Web page>>

[Images]:
- "KOKO Plus"
- How to eat
- Village Based Entrepreneur (VBE)
- Introduction to mothers by nurse