

## **Press Kit: Ghana Nutrition Improvement Project (GNIP):** **KOKO Plus Foundation, The Ajinomoto Foundation, and Ghana Health Service Sign New Memorandum of Cooperation to Combat Child Malnutrition through Innovative Public-Private Partnership**

Accra, April 25, 2025 — KOKO Plus Foundation (KPF), The Ajinomoto Foundation (TAF), and Ghana Health Service (GHS) have officially signed a renewed Memorandum of Cooperation (MOC) to expand and strengthen their partnership aimed at combating child malnutrition in Ghana. The collaboration is based on a sustainable, market-based model with Social and Behavior Change (SBC) and takes effect from April 1, 2025. This new agreement builds on over a decade of joint efforts and aligns with Ghana's commitments under the Africa Health and Wellbeing Initiative (AfHWIN)—a framework launched at TICAD7—and the global Nutrition for Growth (N4G) Summit agenda.

The partnership traces its roots back to 2011, when Ajinomoto Co., Inc. (AJICO), in collaboration with the University of Ghana and the Nevin Scrimshaw International Nutrition Foundation (INF), developed the Protein and Micronutrient Powder known as KOKO Plus®. Initially launched as a pilot program and nutritional research initiative, the collaboration was formalized through a Memorandum of Understanding signed on April 5, 2011. In 2017, TAF, a public-interest foundation, took over responsibility from AJICO to lead the initiative.

In 2018, the partnership was further strengthened through the signing of an initial MOC between TAF and GHS, which promoted appropriate nutrition education to mothers and caregivers, facilitated access to locally available nutritious foods including Protein and Micronutrient Powder, and provided training to ensure proper use.

To reinforce project management and prepare for expansion, KPF was established as a local Ghanaian non-governmental organization and serves as TAF's official in-country partner.

By 2025, the initiative had gained international recognition as a successful model of public-private partnership in nutrition. Building on this success, the partnership now includes efforts to support the nutritional needs of school-age children, alongside infants, through the introduction of Protein and Micronutrient Powder and other locally sourced nutritious foods.

The renewed MOC outlines several key goals and joint initiatives:

- Improve child nutrition, reduce stunting and anemia among children aged 6 months to 10 years, and eventually expand to other life stages and generations in Ghana.
- Train health workers in best practices for maternal and child nutrition.



Scan to learn more about  
KOKO Plus Foundation

- Strengthen distribution systems for nutritious foods and supplements, such as Protein and Micronutrient Powder.
- Promote dietary diversity and develop stronger, more resilient food systems.

The partners will also drive collaboration across sectors by embracing innovation—especially digital tools and diagnostic technology—as part of a broader strategy to achieve Universal “Nutrition” and Health Coverage in a sustainable manner.

For example, while the project initially focused on improving maternal and child nutrition, it has since expanded to collaborate with innovative tools such as an automated hematology analyzer by Sysmex Corporation, which can detect anaemia and malaria-infection in patients simultaneously in one minute, and mobile apps by NEC Corporation for health workers supporting health checkups and nutrition instructions. This multi-faceted approach has been internationally recognized as a successful model of technology-driven, multisectoral collaboration for nutrition improvement in Africa. With the new MOC, the project is expected to expand even further as a benchmark for transformative public-private partnerships.

The renewed MOC also supports Ghana’s national N4G targets—reducing wasting to 3%, increasing exclusive breastfeeding to 70%, and significantly reducing anemia to 50% among women and children by 2030. This Ghana–Japan partnership underscores a shared commitment to evidence-based, sustainable interventions that enhance maternal and child health, and positions Ghana as a leading innovator in nutrition and cross-sector collaboration.

Through this continued partnership between KOKO Plus Foundation, The Ajinomoto Foundation, and Ghana Health Service, **we remain committed to the fight against child malnutrition!**

### The SUSTAINABLE Nutrition Improvement Cycle through Social Behavior Change(SBC) with Market base approach by Public Private Partnership

Learn more about this cycle:

<https://kokoplusfoundation.org/securing-sustainable-good-nutrition-in-the-first-1000-days-the-synergy-of-localization-social-behaviour-change-communication-and->

Learn more about our partnership with the Ghana Health Service:

<https://www.facebook.com/GHSofficial1/posts/1253264750137583>

Learn about Ajinomoto Foundation’s work on GNIP in Ghana:

<https://www.theajinomotofoundation.org/gnip/>



Scan to learn more about  
KOKO Plus Foundation





THE  
**AJINOMOTO**  
FOUNDATION



**Click here for photos of the day**



**<https://drive.google.com/drive/folders/1SRaIdqZnSYu1ciCIKXPRuotmz5sj03Ao>**



Scan to learn more about  
**KOKO Plus Foundation**