

**In this issue:**

- Impact of Social and Behavior Change Campaign
- Evolution of e-voucher platform
- MASAVA by the numbers

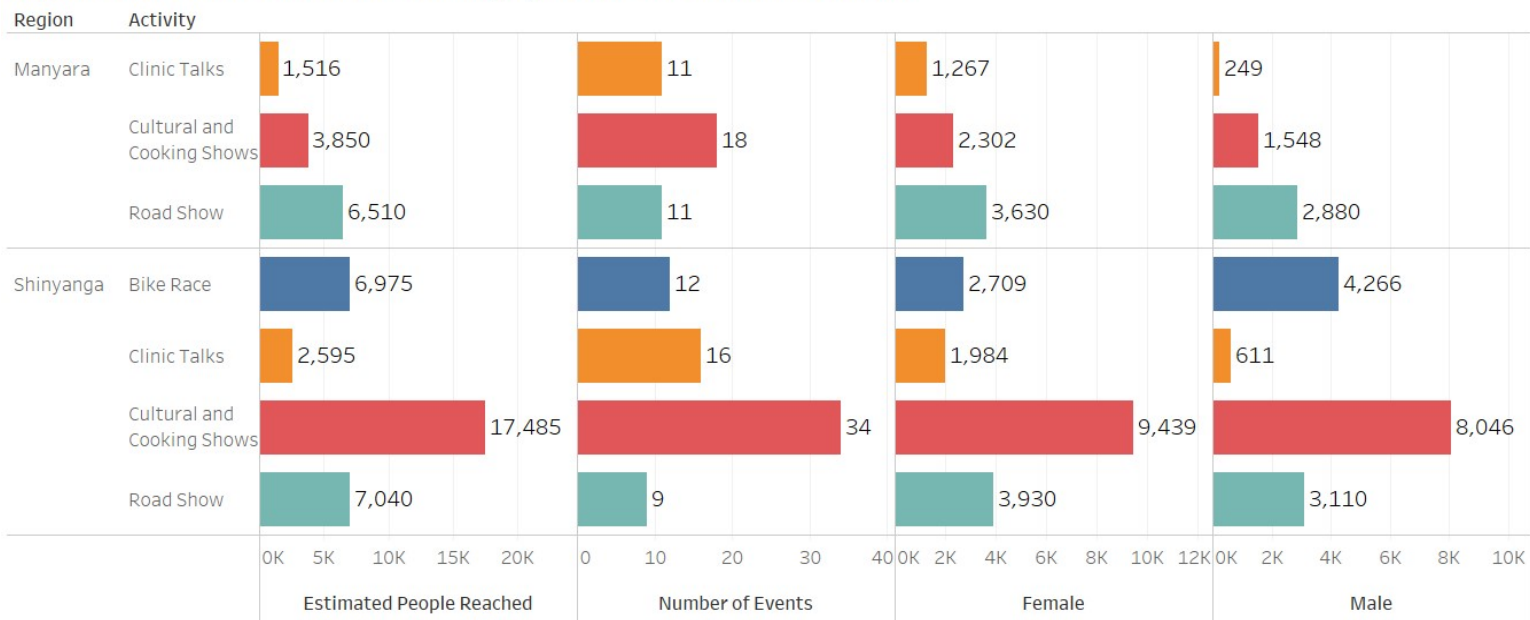
**What is MASAVA?**

The goal of the MASAVA project is to test business models and subsidy schemes that encourage sustainable demand for unrefined sunflower oil fortified with Vitamin A 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 Vitamin A deficiencies in the target population.

**Impact of Social and Behavior Change Campaign (SBCC)**

SBCC activities have been key to the MASAVA project. These activities—ranging from Clinic Talks to Road Shows—stimulate demand in Manyara and Shinyanga by highlighting Vitamin A’s health benefits, superior nutrition compared to unfortified oil, and ease of access at local retail shops. MEDA has collaborated with the Tanzanian Communications and Development Center (TCDC), a branch of the John Hopkins School of Public Health, to implement SBCC activities. As highlighted in Figure 1, the reach of these events varied between regions and amongst activities.

**Figure 1**  
August - December 2016 SBCC Activity By People and Gender Reached



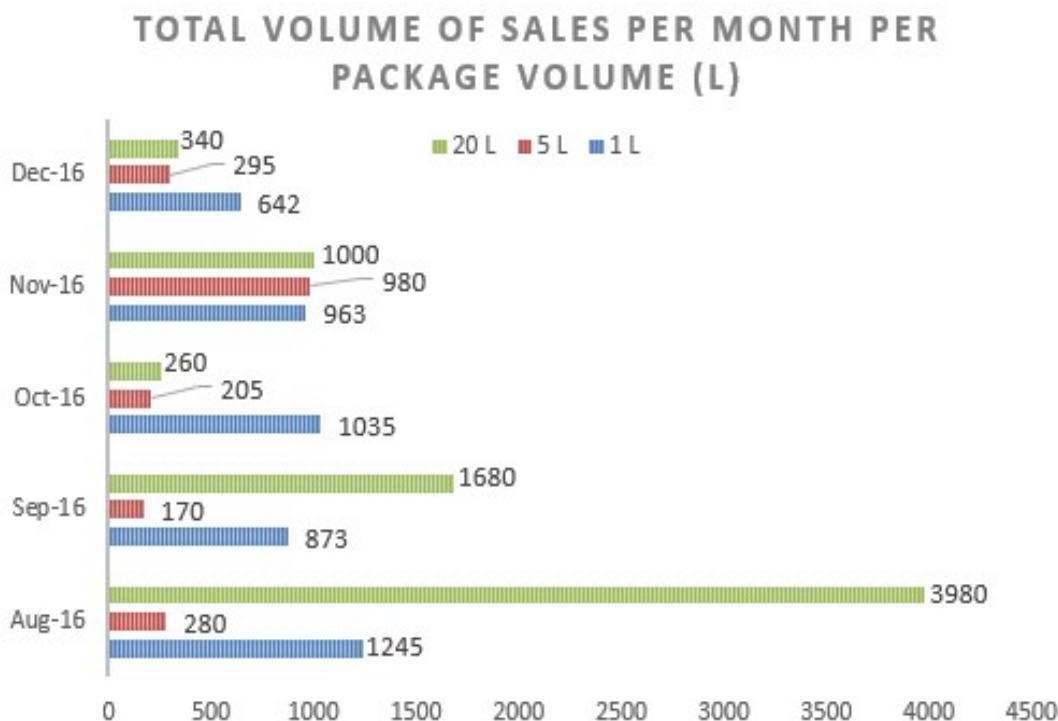
From August to December 2016, a total of **45,971** people were reached through SBCC activities. In 2017, the MASAVA Project will be testing the effectiveness of football matches, connecting with religious leaders, and radio stations to create and promote demand for MASAVA oil. In addition to existing SBCC activities, these new channels will work to motivate individuals, both male and female, to buy MASAVA oil from local retailers.

## From E-Voucher to E-Wallet

MASAVA initially used a promotional mobile e-Voucher coupon to offer a consumer subsidy and in so doing, stimulate demand for MASAVA oil. This technology managed all interactions with the projects' primary markets actors-consumers, retailers, and SMEs. Moreover, the e-Voucher platform allowed the MASAVA team and key stakeholders to easily provision, track, and analyze market behavior.

MEDA has adapted and evolved the eVoucher, continuously improving on its human centered-design, The nature of how sunflower oil is transacted, with many value chain actors for a high-turnover commodity, meant the eVoucher platform also needed to become more responsive to the many market actors. In addition, high poverty levels that mark the Manyara and Shinyanga region meant that consumers were seeking to purchase smaller volumes of oil via scooping in response to the uncertainty and irregular nature of income sources. The production of larger volumes is intended to respond to these requests by consumers and retailers to allow for scooping practices which are far more common in these areas. As a result of these combined challenges, MASAVA has shifted from a consumer-facing eVoucher to a retail-focused eWallet. While consumers now pay cash for MASAVA oil, retailers will now receive a discount directly after proof of sales are provided. The result of this change has been marked by improved retailer retention, improved sales and renewed enthusiasm to sell fortified oil.

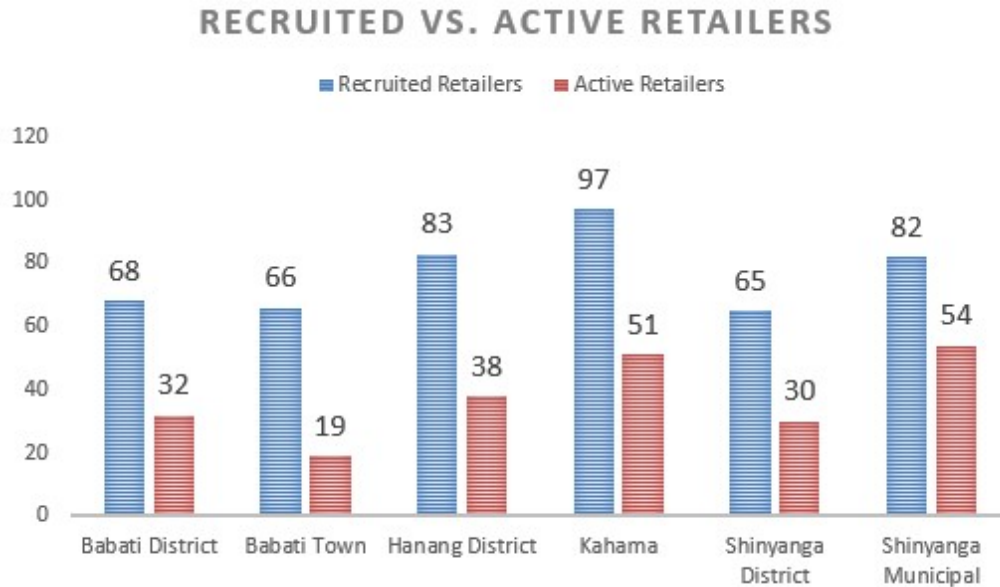
**Figure 2**



This graph summarizes the total volume of oil sold from August to December 2016. While sales have been fluctuating, the introduction of new volume sizes shows promising signs for increasing the volume of oil that is purchased on the market. This is important for both the businesses that produce MASAVA oil and consumers who now have a greater range of products to access. Ultimately larger volumes offer the opportunity of reducing vitamin A deficiencies to a larger segment of the Tanzanian population.

## MASAVA By The Numbers: Retailers Recruited and Volume of Oil Sold

Figure 3



As of December, 2016, a total of 456 retailers had been recruited, 13 by the last quarter. Approximately 50% of retailers have been activated, those who are remaining are still receiving training in using the eWallet system for 5, 10, and 20L containers, or were too remote to access the oil.

Figure 4

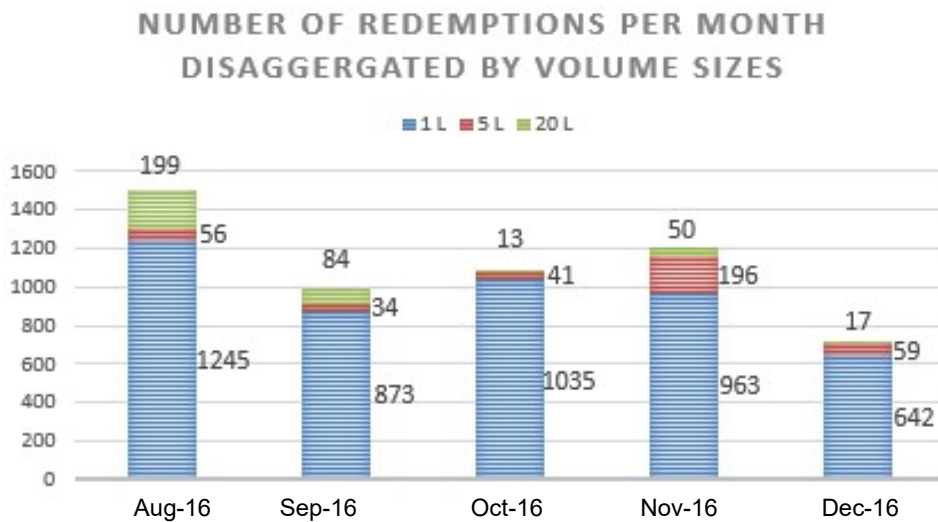


Figure 4 illustrates the number of redemptions that have been made by partner retailers since August 2016. Redemptions have remained fairly consistent since August save for a drop in December. Importantly as the month of August illustrates, an increase in sales of 20 L oil containers rapidly increases turn over. With the continued recruitment of retailers to sell larger volumes, consistent redemption volume, and the rise in cost of oil from local manufacturers, the project is hopeful that we shall see a rise again in volume sold.

With regards to the total volume of oil sold per month, there has been a decrease from a high of 5505 L in August 2016, to 1277 L in December. This drop has occurred in part due to a fluctuation of seed in the market in July at the end of harvest. This has presented a challenge of trying to find ways of making MASAVA oil more competitive. With the introduction of new volume sizes as noted above, there is potential for growth as Figure 4 illustrates.