Leveraging the private sector to go the last mile to combat vitamin A deficiency

Masaya distributes to Manyara and Shinyanga, regions with some of the highest prevalence of vitamin A deficiency in Tanzania.

For children, vitamin A is necessary to support growth and combat infections. Severe vitamin A deficiency can lead to night blindness, anemia and weakened resistance to infections. For women, vitamin A is essential for fetal development and maternal eye health.

**Masaya Innovations**

1. **Virgin oil fortification:** MEDA and partners are testing whether unrefined oil can be fortified locally to address micronutrient needs.
2. **E-voucher:** MEDA is using a promotional mobile coupon to stimulate demand.

**Reach**

- **3** SMEs
- **300** Retailers
- **400,000** Individuals in two regions

**Rural diets** can be poor sources of micronutrients. Fortified oil is centrally available, but often doesn’t reach rural areas. Traditional oil fortification requires a process of refining, causing a 10% loss of product, too expensive for local populations.

The Masaya Approach

1. **Private sector fortification**
2. **Stimulate demand via eVoucher and communications support**
3. **Measure multiple outcomes**

**Contact**

www.masava.org | info@masava.org

**Our Partners**

- **BASF**
- **The Chemical Company**
- **University of Waterloo**
- **IDRC**
- **IFAD**

**Our Donor**

MEDA provides technical support on SME operations and distribution, manages the eVoucher platform, trains on eVoucher use and oversees marketing and behaviour change communication.

This work is carried out with the aid of a grant from the International Development Research Centre (IDRC), Ottawa, Canada, www.idrc.ca, and with financial support from the Government of Canada, provided through Foreign Affairs, Trade and Development Canada (DFATD), www.international.gc.ca