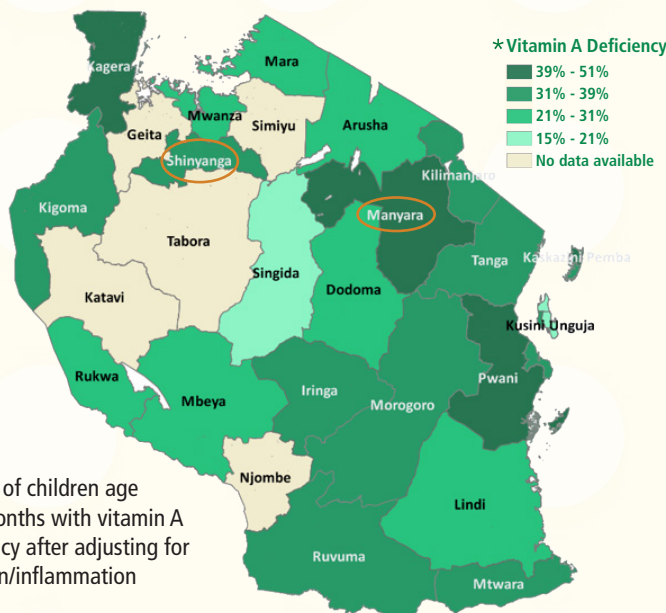




# Leveraging the private sector to go the last mile to combat vitamin A deficiency

Mafuta Asili ya Alizeti yenye Vitamini A | Natural Sunflower oil fortified with vitamin A

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



34%

of children 6-59 months and...

37%

of women of reproductive age (15-49)

in Tanzania are vitamin A deficient

**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.



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.

## Masava Innovations

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



## Reach



3 SMEs



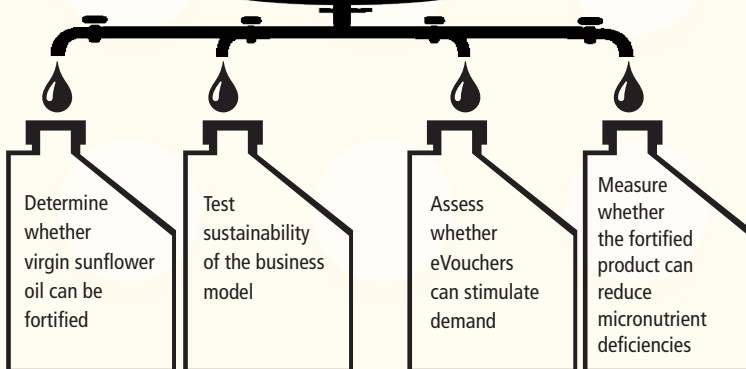
300 Retailers



400,000 Individuals in two regions

## The Masava Approach

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



**MEDA**  
www.meda.org

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

## Contact

www.masava.org | info@masava.org

## Our Donor



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## Our Partners



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