

# sight and life



## Action in Brief

# Public-private partnerships for demand-driven nutrition

## OBAASIMA

*Sight and Life* has a track record of creating and supporting successful public-private partnerships (PPPs). We are passionate about bringing together diverse actors in projects that make nutritious foods affordable, accessible and appealing to low-income consumers. At the same time, we are deeply committed to developing sustainable business models for foods that deliver measurable nutritional impact. The following overview documents such a partnership, which led to the creation of the OBAASIMA Seal in Ghana.

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In July 2013, a partnership was launched between *Sight and Life*, Royal DSM N.V., the German Federal Ministry for Economic Cooperation and Development, the Children's Investment Fund Foundation, the Bill & Melinda Gates Foundation, the Association of Ghanaian Industries (AGI), and the Ghana Standards Authority (GSA).

The objective of this partnership is to improve micronutrient intakes of women of reproductive age in Ghana. It resulted in the creation of the OBAASIMA Seal – a market-based approach aimed at addressing micronutrient deficiencies across the food chain, from production to demand creation.

### Target audience

Improving the nutrition of women of reproductive age (WRA) and pregnant and lactating women requires ensuring an adequate supply of nutrients during the critical 1,000-day 'window of opportunity' from conception to a child's second birthday.

In Ghana, micronutrient deficiencies are highly prevalent: 20%

of Ghanaian women aged 15–49 suffer from anemia, and 54% of non-pregnant and pregnant women of the same age bracket have folate deficiency. The Ghanaian people also suffer from the double burden of malnutrition, with more than 40% of Ghanaian women overweight or obese.

### Affordable, nutritious food

OBAASIMA started life as 'Affordable Nutritious Foods for Women' (ANF4W). The project uses a demand-driven approach to increase the number of high-quality fortified food products available in Ghana for women of reproductive age (WRA), and to make these more recognizable.

The OBAASIMA symbol guarantees nutrition quality and identifies fortified food products that provide a source of 18 vitamins and minerals designed for WRA. The criteria required for use of the OBAASIMA Seal creates opportunities for food producers and processors to capitalize on consumer growth in the area of affordable, nutritious food.



The OBAASIMA symbol guarantees the nutritional quality of a wide range of food products sold in Ghana.

### Unique features of OBAASIMA

- 1) OBAASIMA recognizes the importance of consumer values and insights, and conducts research to help understand the target population.
- 2) OBAASIMA assists local food processors through technical support, testing, marketing, and business development training.
- 3) The OBAASIMA Seal trademark, developed jointly with the Ghana Standards Authority, helps inspire healthy food choices by making products easily recognizable.
- 4) The involvement of partners with unique skills and knowledge ensures that the dynamic requirements of this initiative can be met.

### Five criteria for future success

- 1) **Alignment of supply and demand activities**  
Future campaigns must ensure more effective distribution planning and marketing outreach to OBAASIMA food companies, to make sure that the route to market has been fully mapped out.
- 2) **Capacity support**  
A unique feature of OBAASIMA is the engagement of SMEs. Private-sector partners provide technical guidance to SMEs

that ordinarily would not engage in fortification on account of their size.

### 3) Sustainability

OBAASIMA engages with local actors and emphasizes shared ownership. OBAASIMA is now headquartered in the AGI offices in Accra. The GSA owns the OBAASIMA Seal and manages the Seal registration process.

### 4) Impact

As at May 2019, three food companies were making products with the OBAASIMA label, with an additional four new products planned for the fourth quarter of 2019. Many of these products are to feature in WFP's programs in Ghana.

### 5) Future directions

OBAASIMA aims to continue to increase the number of fortified food products available for WRA in the Ghanaian market. By November 2020, OBAASIMA will be solely managed by AGI and GSA. The OBAASIMA concept can be replicated easily in other countries. *Sight and Life* aims to support these efforts.

### Further information

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References available on request.

