

Wheat Flour Fortification – Consumers' Acceptability and Challenges

Wheat production and Consumption in India

- India produces 90 plus million tonnes of wheat on an average.
- National Consumption pegged at 78-80 million tonnes per annum.
- Wheat dominates the consumption pattern.
- Varies Distribution Channels – Open market, Govt. run Welfare Schemes and branded commercial market.

Flour Milling Industry – A Profile

- Flour Milling Industry –Processing almost 25-28% of the national wheat production.
- Production pattern changed gradually.
- Initially major milling production included Maida, Sooji & Atta apart from Bran.
- Flour Mills produce 75% of fortifiable products including high extraction Atta to the tune of 20-25% of the milled products.

Flour Mills – Better Fortification

- Well Established technology and equipment.
- Better Quality Control and Monitoring.
- Easy to Regulate.
- Hygienic and healthy production.
- Bulk production – Cost Effective

Wheat Flour Fortification – an Experience

.WFF project in Technical/Financial Collaboration with GAIN in M.P.

- Provided Technical Know-how.
- Equipment and cost of Premix on Sliding basis.
- Supported SMC Activities to create awareness and promote consumption of fortified foods.
- Though had an humble beginning producing 2000 M.T. per month reached 22000 tonnes towards the end of the Project.

Bhagidari – A Successful Joint Effort

- Fortified Wheat Flour launched in 2009 – a joint effort of Delhi Civil Supplies and Delhi Roller Flour Mills Association.
- 8000 M.T. fortified wheat flour sold through 400 outlets of Kandriya Bhadar, NCCF, NAFED & MLA Points.
- Well accepted – enjoyed a specific market.

Challenges

- Industry – Additional cost.
- Quality Implication – Nutrient Premixes.
- Absence of leading brands.
- Apprehensions on product performance.
- Lack of information and knowledge in consumers.

Awareness vs Acceptability

.SMC Activities lead to Awareness.

- Identification of Logo.
- Gradual built up of acceptability.

Way Forward

- Extensive advocacy campaign.
- Expanding the scope of fortification.
- Fortification for Govt run Welfare Schemes – Mandatory.
- Motivating Voluntary Fortification both for Wheat Flour & Maida