

UK launches food fortification programme in Pakistan

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DFID Pakistan head Joanna Reid visited the Data Flour Mill to inaugurate the equipment. A delegation of the Punjab government, the British High Commission and the Food Fortification Programme officials also attended the inaugural ceremony.

UK has started a Food Fortification Programme in Pakistan to improve nutrition. This includes the fortification of wheat flour, edible oil and ghee across the country, starting in Punjab. The Food Fortification Programme aims to improve the production, access and consumption of wheat flour fortified with iron, folic acid, vitamin B12 and zinc, and edible oil and ghee fortified with vitamins A and D.

The programme is being implemented by Mott MacDonald and Nutrition International in collaboration with key government departments at national and provincial level. Pakistan Flour Mills Association (PFMA) and Pakistan Vanaspati Manufacturers Association (PVMA) are serving as industry associates.

The programme is contributing to the UK's aim of improving access and consumption of sufficient, nutritious and safe food for women of childbearing age and children to improve nutritional status in Pakistan.