

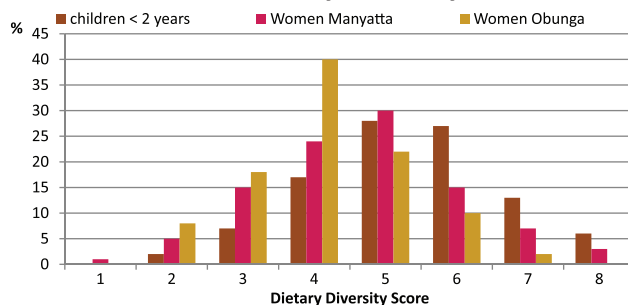


## Reducing malnutrition in urban areas in Sub Saharan Africa: A model for identifying cost effective and sustainable value chain interventions to improve availability of nutritious food

### Research Pillar 1: Food Access and Consumption Survey of Target Group

Study food access, food consumption and food behaviour of target group from a gender perspective, particularly access and control of food resources and gender division of labour.

#### Results Dietary Diversity Score

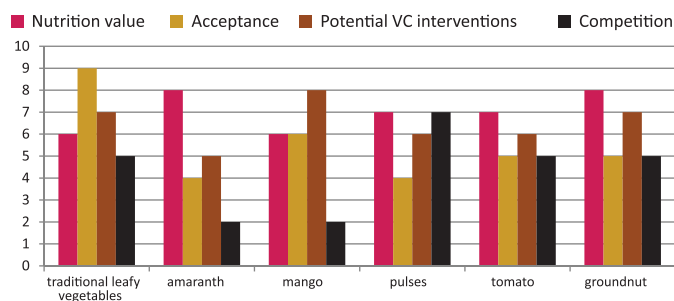


### Research Pillar 2: Food Availability and Value Chain Study

Carry out market survey of availability of local food products containing critical nutrient intake for target group.  
Map availability (socio-economic access).

Select high potential food products (combining high nutrition value with availability).

#### Results Nutritious Food Selection Matrix



Consumer-led (reverse) engineering of value chain / modeling value chain for selected products.

Identify demand in value  
+ affordable pricing / unit  
+ accessible retail outlet

Identify required chain  
functions (actors) plus  
costs per actor / function

Set price and volume at  
production base

Identify and prioritize  
opportunities for  
women's empowerment

RETAIL

WHOLESALE

PROCESSING

TRANSPORT

BULKING

PRODUCTION

Economic value built up along the chain.

Value chain interventions

Modeling

Opportunity matrix design

Public-private partnership

Multi-stakeholder mapping

Workshop

Visioning

Feasibility  
=  
effective &  
competitive  
demand

Conduct  
comparative  
analysis:  
competitiveness with  
other consumer  
segments /  
markets.