



Scaling Up Biofortification: Iron Beans in Rwanda

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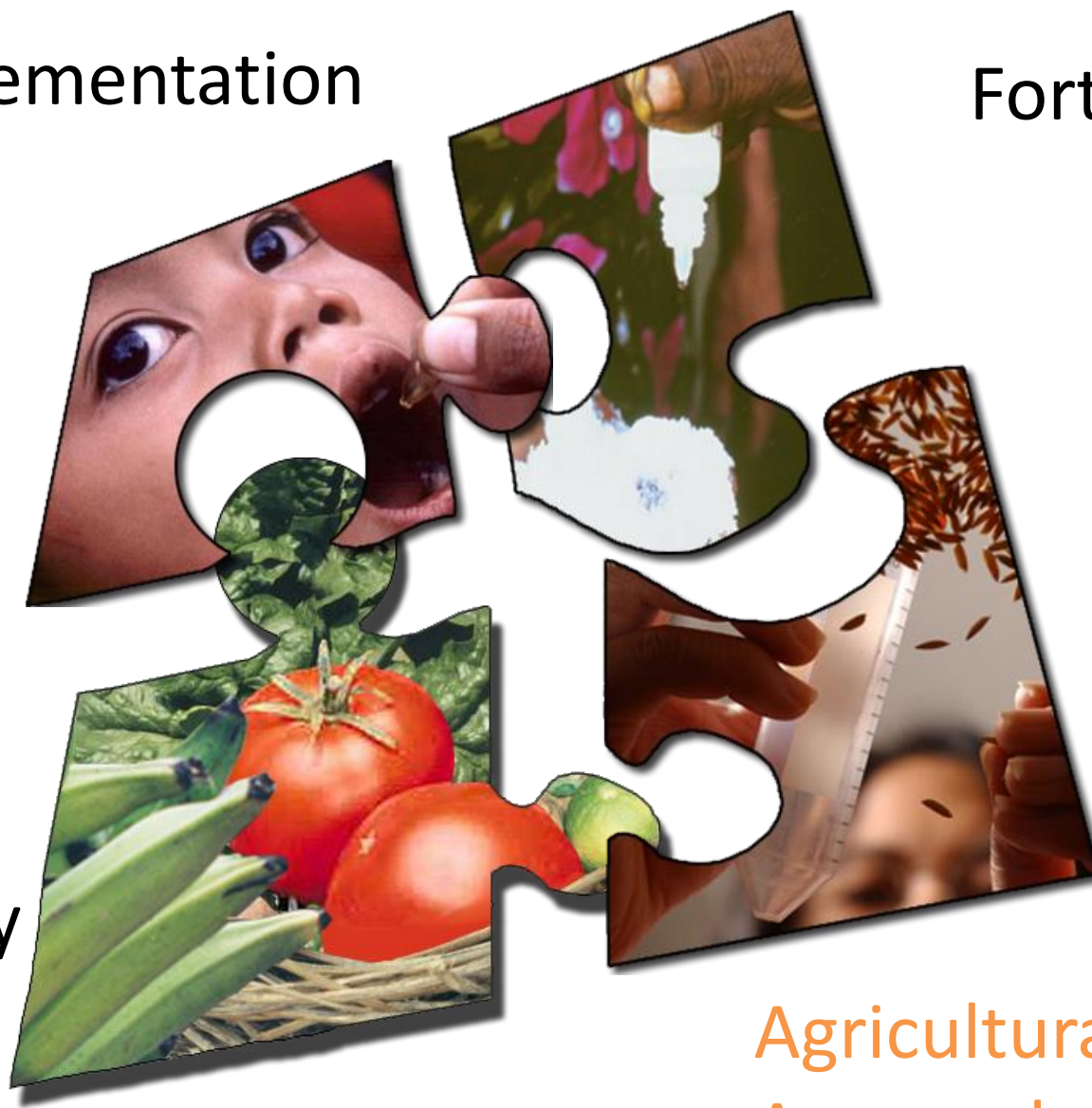
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Supplementation

Fortification

Dietary
Diversity



Agricultural
Approaches



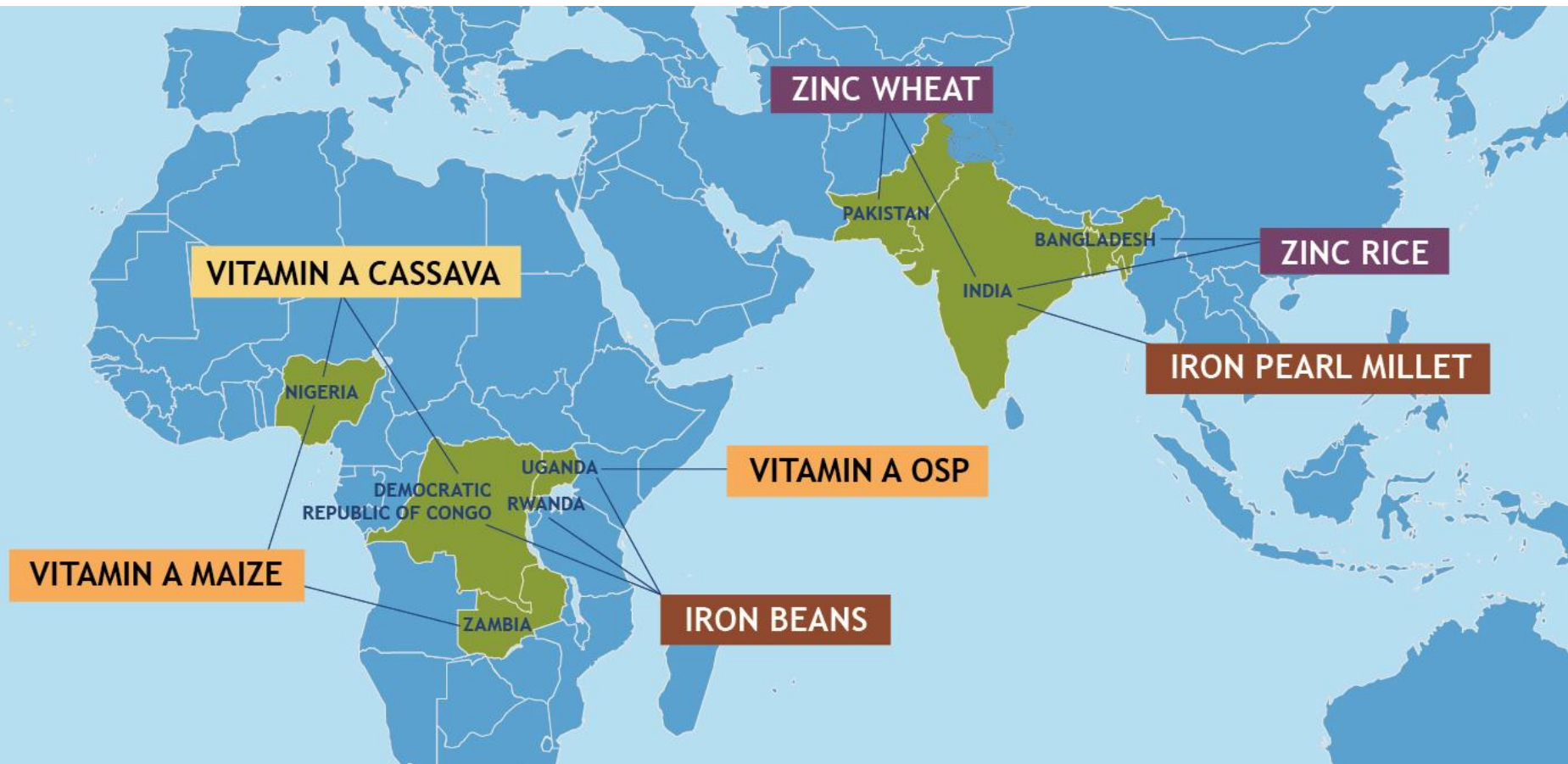
Biofortification - the Evidence

- Breeding increases nutrient levels without reducing yield
- Extra nutrients in crops improve micronutrient status
- Farmers are growing biofortified crops, and consumers are eating them
- Biofortification is cost-effective: central, one-time investment





HarvestPlus Target Countries and Crops



**More than 2 million farming households reached by 2014.
Crops released are high-yielding with climate smart traits.**



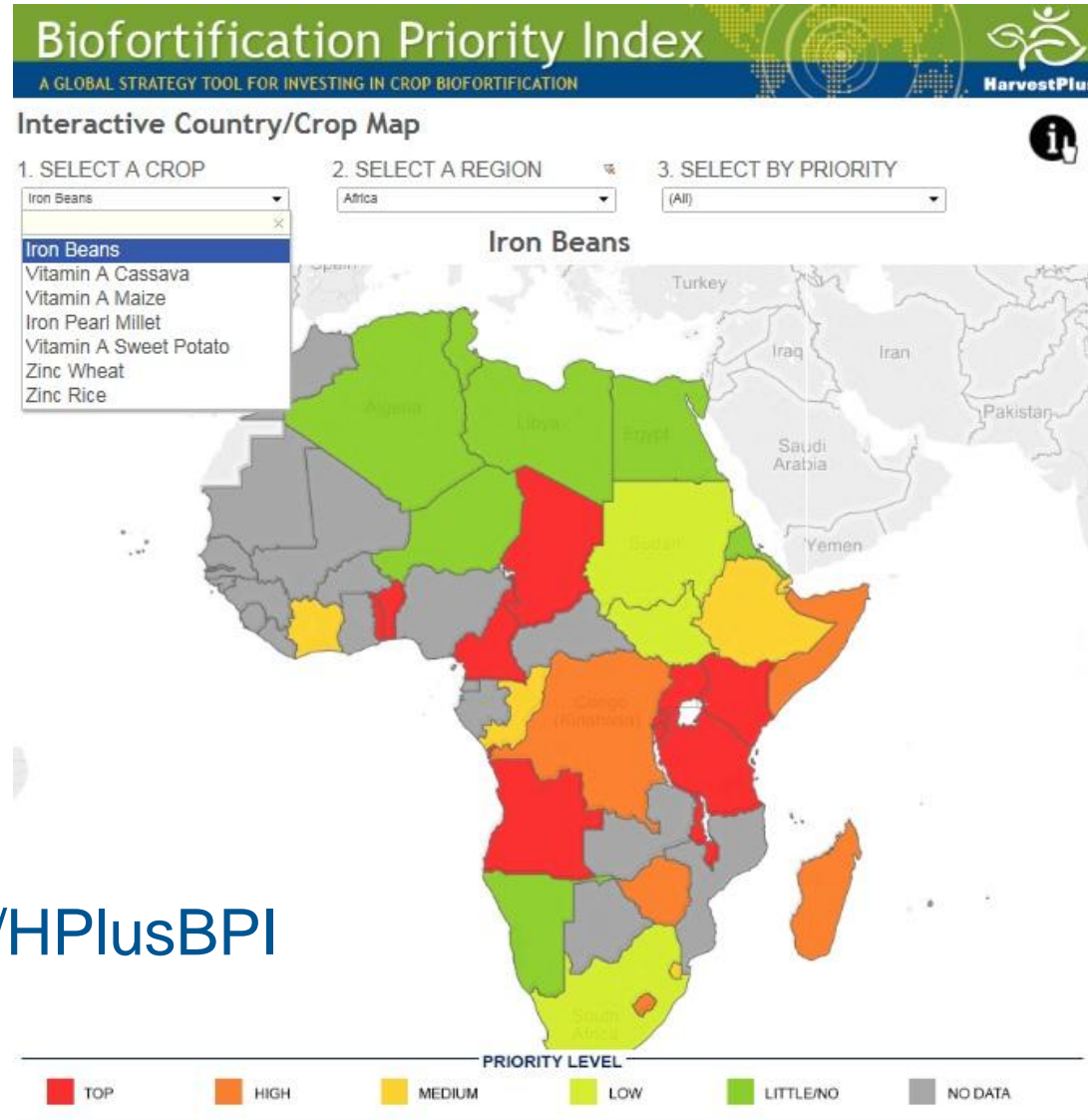
Scaling Biofortified Crops Globally

NUTRITIOUS STAPLE FOOD CROPS: WHO IS GROWING WHAT? These crops have been conventionally bred to be rich in essential vitamins and minerals that are needed for good health.





Which nutrients, crops, countries?



<http://bit.ly/HPlusBPI>



High Iron Beans in Rwanda

- First varieties officially released in 2010
- Intensive dissemination began in March 2012
- Delivery Channels:
 - Agro-dealers
 - Farmer cooperatives
 - Churches & church Leaders
 - Direct marketing
 - Payback system
 - Seed swap



Sharing seed – farmer to farmer



Engaging Markets for Long-term Adoption





Empowering women farmers



Using Mass Media to Create Demand



<http://bit.ly/EatHealthyBeans>

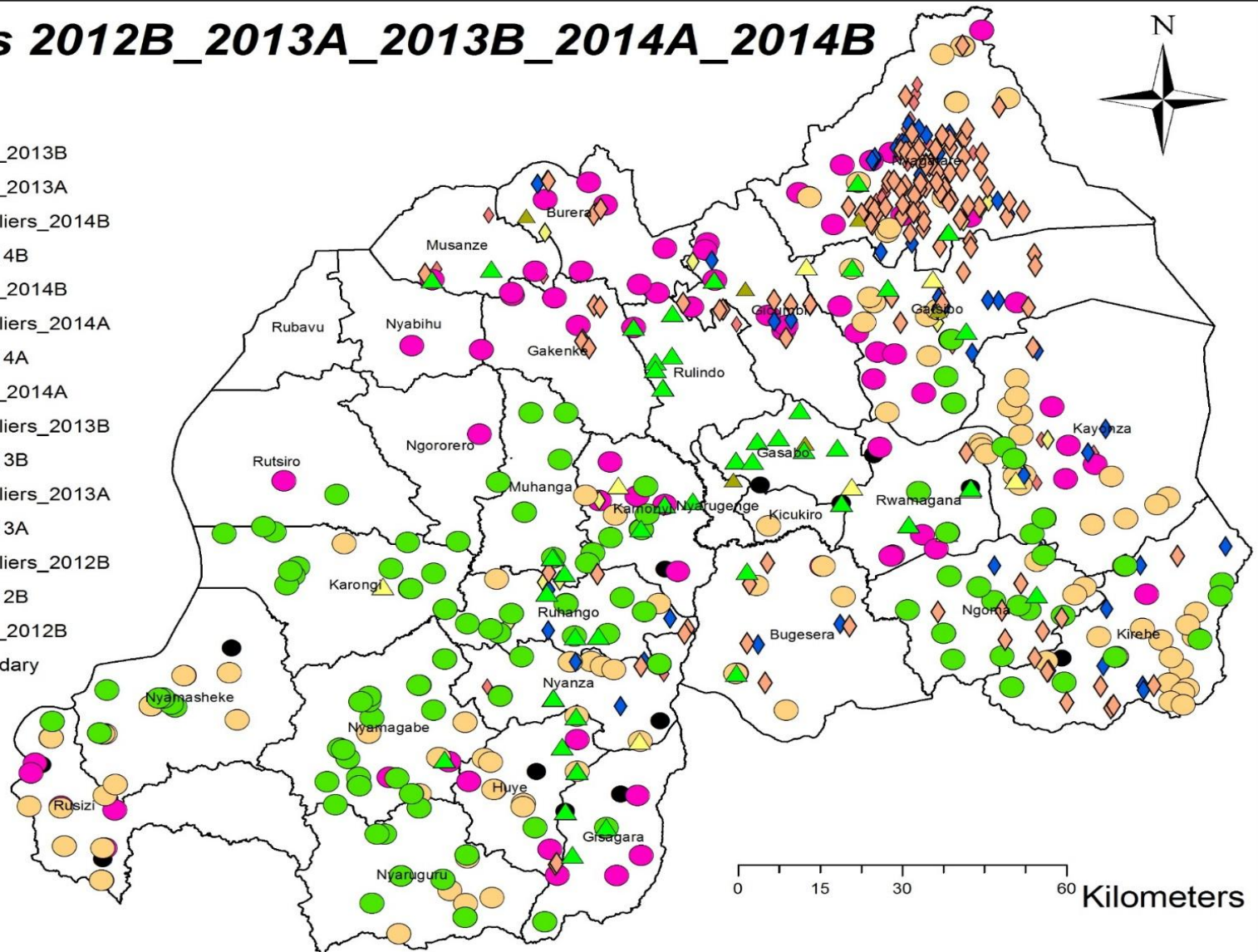


Dissemination Since March 2012

Seasons 2012B_2013A_2013B_2014A_2014B

Legend

- ▲ Agrodealers_2013B
- ▲ Agrodealers_2013A
- ◆ Seed_multipliers_2014B
- Markets_2014B
- ▲ Agrodealers_2014B
- ◆ Seed_multipliers_2014A
- Markets_2014A
- ▲ Agrodealers_2014A
- ◆ Seed_multipliers_2013B
- Markets_2013B
- ◆ Seed_multipliers_2013A
- Markets_2013A
- ◆ Seed_multipliers_2012B
- Markets_2012B
- ▲ Agrodealers_2012B
- District boundary





Some Key Partners



Ministry of Agriculture/RAB

Ministry of Health

Ministry of Education

**IMBARAGA Rwanda Farmer
Federation**

**Pan Africa Bean Research Alliance
(PABRA/CIAT)**

Win-Win Agritech

World Food Programme/P4P





Toward a sustainable market-based solution

Next Steps:

- Scaling up through even more partners in the bean value chain -- private sector, NGOs, and multilaterals
- Strengthening seed systems and market linkages
- Reaching a critical, sustainable market share for iron beans
- Introducing more biofortified crops/micronutrients, e.g., vitamin A maize
- Generating/sharing evidence and lessons learned in scaling up, in Rwanda and with other countries



Thank You!

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