

Nestlé SDG 2 Case Study: Fortifying *Maggi* in East Africa

Iron deficiency remains a significant issue in East Africa. In Rwanda, for example, 38% of children under five, and almost 20% of pregnant women, suffer from iron deficiencies (Demographic and Health Surveys 2005 and 2010). In the Congo, iron deficiencies impact 67% of pre-schoolers and 56% of women. In many parts of the country, maintaining a balanced diet is hard due to food access challenges and a lack of knowledge. Given our market presence in East Africa, where we already fortify Maggi bouillons with iodine, we decided to also fortify them with iron, aligned with local food policies. Around 35000 women were educated on the importance of cooking and good nutrition, including the benefits of iron. And by revising the route to market, we will create new jobs and make our fortified bouillon cubes more available.