

# Ghana Nutrition Improvement Project

## Innovation & Partnership for Social Business

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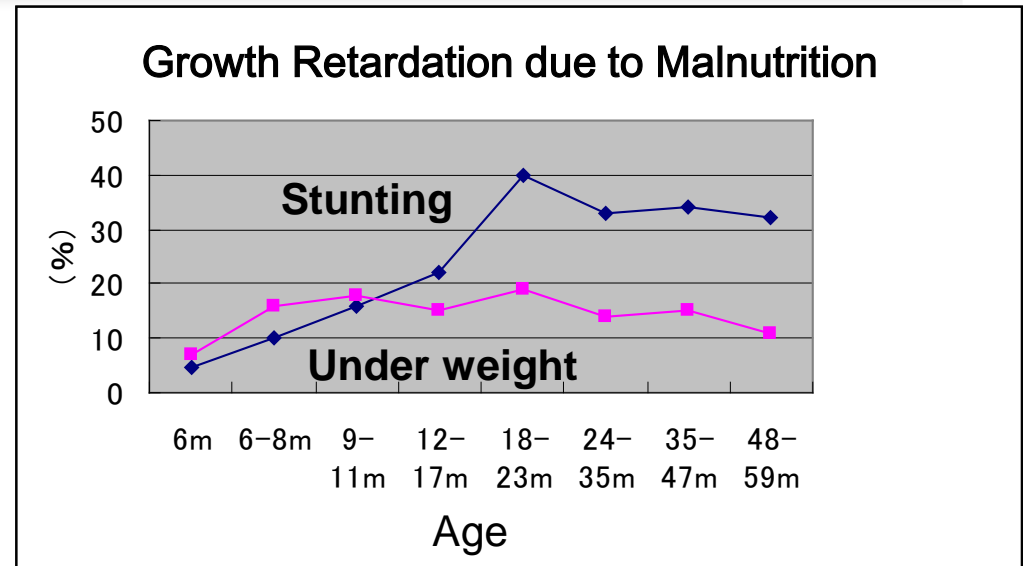
Ajinomoto Co., Inc.



# Development of Nutritional Supplement “KOKO Plus” for Traditional Complementary Food for Weaning Children



Traditional Complementary Food  
“KOKO”



Improving Nutrition of Children Aged 6 – 24 months  
→ **Window of Opportunity for Nutrition Improvement**



Supplement containing Soybean, Lysine (Amino Acid)  
Vitamin & Minerals

1 Sachet supplies 1 day requirement of a child

# Innovation & Partnership

necessary for establishing  
“Social Business”

Innovation

=

Partnership

- **Product**

affordability  
acceptability



- **Distribution System**



Eat Well, Live Well.

**AJINOMOTO®**



## Social Business :

Sustainable business  
to solve social problems in  
developing countries, such as  
malnutrition

# Pilot Studies

collaboration with various partners



## Distribution Study- 1

Using Network of Women  
“Village Savings and  
Loans Association”

## Distribution Study-2

Using traditional market  
system with Social  
Marketing



Production in collaboration with  
local food manufacturer  
**Yedent Agro Group of  
Companies Ltd.**

## Nutritional Efficacy study

1. Micronutrient only
  2. **Koko plus**
  3. Education only
- One group 301 children
  - 6-18 months
  - One year study