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”

- Product
  - affordability
  - acceptability
- Distribution System

Social Business: Sustainable business to solve social problems in developing countries, such as malnutrition
Pilot Studies

Collaboration with various partners

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

**Distribution Study-1**
Using Network of Women “Village Savings and Loans Association”

**Distribution Study-2**
Using traditional market system with Social Marketing

Social Marketing for Demand Creation