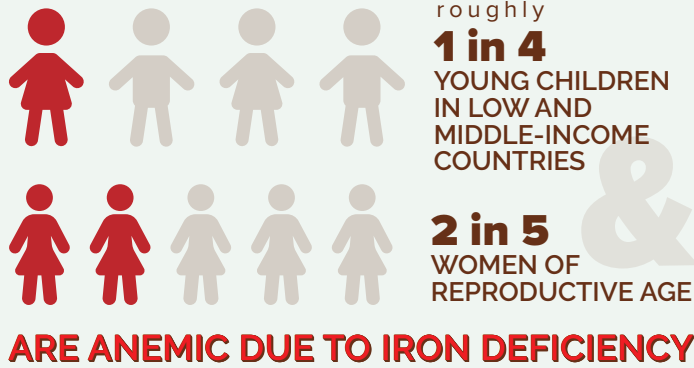
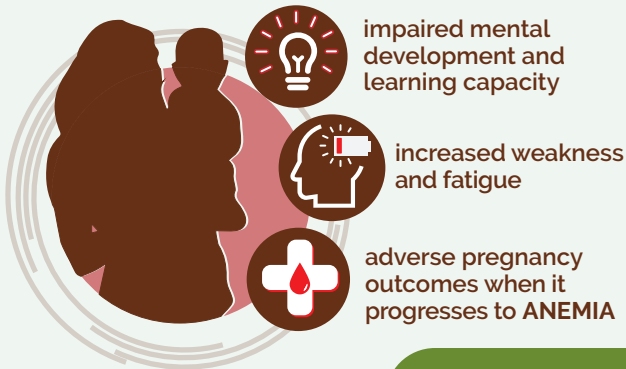


ADDRESSING IRON DEFICIENCY WITH BIOFORTIFIED CROPS

A SERIOUS GLOBAL PROBLEM

Iron deficiency is the most common form of micronutrient deficiency worldwide and a major cause of anemia.

IRON DEFICIENCY LEADS TO



IRON DEFICIENCY ANEMIA



A PRACTICAL, FOOD-BASED SOLUTION

IRON BIOFORTIFICATION OF STAPLE CROPS

the role of HarvestPlus

HarvestPlus, a leader in biofortification, works with partners to develop and promote iron-biofortified beans and iron pearl millet

what they are

crops developed through conventional plant breeding and agronomic practices that increase iron levels

who they target

resource-poor families or rural communities who rely on staple crops for much of their diet

why it makes sense

biofortification is a cost-effective and sustainable strategy based on familiar and readily available foods

where they grow iron-biofortified crops have been released so far in **16 countries**

IRON PEARL MILLET
10 varieties in 2 countries: India and Niger

IRON BEANS
62 varieties in 14 countries in Latin America and Africa

ONLINE QUIZ
take our online quiz to see how much you know about iron deficiency and biofortification
tinyurl.com/ironquiz

IRON BIOFORTIFICATION WORKS FOR HEALTH...

Landmark studies across continents and populations show daily consumption of iron-biofortified crops can significantly improve nutrition and mental performance



IRON BEANS

addressed iron deficiency and improved memory and attention within six months among women of reproductive age, which can enable them to be productive in future work and/or as mothers

IRON PEARL MILLET

significantly reduced iron deficiency within six months among adolescents, improving memory and attention

...AND IMPROVES HEALTH AND NUTRITION ACROSS GENERATIONS

MATERNAL AND CHILD HEALTH

Improving iron stores before pregnancy reduces the likelihood of premature or small babies, and decreases their risk of dying during childbirth

GROWING AND LEARNING

Improving nutrition and mental performance in children and adolescents can improve their ability to succeed at school

THE ECONOMIC BENEFIT

Improving memory and attention can bolster school and work performance, helping people and economies reach their full potential

