



Report

**CONSULTATION WORKSHOP ON THE MANAGEMENT AND
PROTECTION OF THE “ENRICH” LOGO IN THE FIGHT AGAINST
MICRONUTRIENT DEFICIENCIES.**

Dakar | 16 – 18 December 2024

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Introduction

From December 16 to 18, 2024, a Consultation Workshop on the Management and Protection of the "ENRICHI" Logo in the Fight Against Micronutrient Deficiencies was held in Dakar, Senegal. This event was organized by *Association des Industriels de la filière oléagineuse de l'Union économique et monétaire ouest-africaine et de la Communauté économique des Etats de l'Afrique de l'Ouest*¹ (AIFO-UEMOA-ECOWAS), supported by Catholic Relief Services (CRS) and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) through German Federal Ministry for Economic Cooperation and Development (BMZ). The workshop brought together directors and experts from milling, oil, and salt industries in West Africa, as well as representatives from development actors including Catholic Relief Services (CRS), Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), Global Alliance for Improved Nutrition (GAIN), TechnoServe, the Scale-Up Nutrition (SUN) Movement Secretariat, the West African Health Organisation (WAHO), and the African Journalist and Communicators Network for Nutrition (IJ-CAN).

Objectives

The overall objective of the workshop was to enhance the management and protection of the "ENRICHI" logo to effectively combat micronutrient deficiencies in West Africa. This objective encompassed several key goals:

1. To finalize the development of clear and effective guidelines for the use and management of the "ENRICHI" logo.
2. To develop strategies for collaboration with National Fortification Alliances (NFA) and other stakeholders to ensure the widespread adoption and proper use of the ENRICHI logo.
3. To develop approaches for advocacy towards the ECOWAS and WAHO for the regional adoption of the "ENRICHI" logo, facilitating uniformity and the free movement of fortified products across West Africa.
4. To identify and secure support from technical and financial partners to sustain and enhance fortification efforts by industry associations.

Opening Ceremony

The opening ceremony of the workshop began with a warm welcome from the moderator, M. DANDONOUKBO Koffi, who set the tone for the event, emphasizing the significance of the workshop in addressing micronutrient deficiencies through food fortification. The moderator highlighted the collaborative efforts of various stakeholders, including industry leaders,

¹ Oilseed Industry Association of the West African Economic and Monetary Union and the Economic Community of West African States

technical and financial partners, and government representatives, in making the workshop possible.

The first speaker, Dr Mawuli Sablah, West Africa Regional Technical Advisor - Health and Nutrition for Catholic Relief Services (CRS), made an opening speech on behalf of the CRS resident representative in Senegal. In his address, he expressed gratitude to AIFO-UEMOA-ECOWAS and the technical and financial partners present for their continuous support and commitment to food fortification initiatives. He underscored the importance of managing the "ENRICHI" logo effectively to ensure its widespread adoption and recognition across West Africa, while highlighting the role of CRS in promoting human dignity and improving public health through various strategies, including food fortification.



Following the CRS representative, the Director General of *Société Nationale de Commercialisation des Oléagineux du Sénégal*² (SONACOS), representing the President of AIFO-UEMOA-ECOWAS, took the floor, welcoming all participants and reiterating the continuity of efforts from the previous workshop held in Cotonou in June 2024. He emphasized the need for a unified logo for fortified products to facilitate consumer recognition and trust. He also reminded participants of the recommendations made during the Cotonou workshop in March 2024, and the importance of implementing a comprehensive work plan to achieve the workshop's objectives. He concluded his speech by expressing his hope for successful deliberations and productive outcomes from the workshop.

The Director of Industrial Redeployment, representing the Minister of Industry and Commerce and the President of the Senegalese Committee for Food Fortification with Micronutrients (COSFAM) extended a warm welcome to the technical and financial partners and the industry representatives from various West African countries. He acknowledged the significant presence of participants, which he said was a testament to their commitment to food fortification. He thanked AIFO-UEMOA-ECOWAS, CRS, and GIZ for choosing Senegal to host this workshop. He highlighted the remarkable support of the ECOWAS in facilitating the free movement of people and goods and expressed his hope that the industrial community would adopt a unified logo to help consumers easily identify fortified products across the region. He officially declared

² National Society for the Commercialisation of Oilseeds in Senegal

the workshop open, marking the beginning of the three-day event, setting a positive and collaborative tone for the workshop, and emphasizing the shared commitment of all stakeholders to improving public health through effective fortification strategies.

Workshop Proceedings

The workshop included presentations and discussions on various topics:

- The fortification process for refined vegetable oils, salt, and wheat flour presented by AIFO-UEMOA-CEDEAO.
- Results of the formative studies on the knowledge and use of the "ENRICHI" logo in West Africa, presented by CRS.
- African Network of Journalist and Communicators for Nutrition role in combating micronutrient deficiencies.

Participants were informed about the ECOMARK certification, which ensures product circulation within ECOWAS. Discussions also covered the distinction between the "ENRICHI" logo and ECOMARK, and the need for a unified regional logo.

Discussion Points

The first plenary sessions focused on making formal amendments to the usage rules of the "ENRICHI" logo, suggesting the replacement of the term "ECOWAS" with "West Africa" to avoid political connotations, as noted on the first day. They also proposed various strategies for collaboration with National Fortification Alliances (NFA) and defined key elements to be included in the revenue management manual for the "ENRICHI" logo.

Discussion in the second session centred on the representation of the "ENRICHI" logo in the three main languages spoken in West Africa: French, English, and Portuguese. Some participants suggested removing the word "ENRICHI" from the top of the logo and developing an awareness, education, and information campaign for the community, considering the low literacy rates. Given these differing viewpoints, it was proposed to submit potential modifications to the African Intellectual Property Organization (OAPI) as part of the new protection renewal process and to include these conclusions in the new management rules. Strategies for advocating with ECOWAS and WAHO to regionalize the logo and facilitate intra-regional trade were discussed. Additionally, proposals were made to integrate a QR code into the "ENRICHI" logo to ensure product traceability.



The third session, facilitated by technical and financial partners (PTF) along with some industry representatives, concentrated on formulating strategies to enhance collaboration among industry actors. The session also aimed to outline how technical and financial partners can assist industries in achieving effective fortification and fostering cooperation. Five strategic areas were identified for technical and financial support. The results of the various group sessions are annexed to this report.

On the third day, after presenting and amending the second day's report, technical partners including GAIN Nigeria, GAIN Benin, TechnoServe, GIZ, CRS, and the SUN Movement Secretariat presented their institutions and areas of action. Their efforts all converged towards fortification, the right to nutrition, public-private partnerships, and the availability of fortified foods to reduce micronutrient deficiencies. Discussions followed, expressing concerns about the persistently high rates of micronutrient deficiencies despite the efforts of industries and partners in different countries.



It was also suggested that the milling and salt production industries should organize themselves into associations similar to AIFO-UEMOA-ECOWAS. This organization would facilitate support from partners and strengthen their advocacy initiatives for a unified cause. Representatives from the milling industry recommended that Claude Demba DIOP undertake a tour of the sub-region's mills to raise awareness among leaders about the necessity of establishing an Alliance of Millers for Fortification, with the support of technical and financial partners. Additionally, salt producers expressed their willingness to revitalize the Association for Producers and Importers of Salt (APISI) in West Africa and requested technical and financial support for this initiative.

Recommendations

FOR AIFO-UEMOA-CEDEAO, AIM-UEMOA AND APISI-UEMOA

- Establish a committee with the primary task of reorganizing the umbrella organizations.
- Undertake a tour to raise awareness and re-mobilize industrial mill leaders and salt producers in West Africa.
- Develop a short, medium, and long-term action plan to be submitted to Technical and Financial Partners.
- Advocate to high-level authorities to seek their support and draw their attention to the crucial role industrialists play in public health through the fortification of their products.
- Advocate to authorities for the protection of fortification industries against unfair competition from imported products.

FOR THE REGIONAL FORTIFICATION ALLIANCE

- It was recommended that the Regional Fortification Alliance (RFA) collaborate with the states and partners to develop a mechanism / system to award the best-performing companies in fortification within each mandatory food vehicle sector. Such initiative will reward and acknowledge the efforts of industries committed to improving nutrition through fortification, thereby encouraging higher standards and greater participation in fortification programs.

FOR TECHNICAL AND FINANCIAL PARTNERS

- Technical and financial partners are encouraged to provide substantial financial support to remobilize industry associations such as the Association of Millers and the Association of Salt Producers and Importers (APISI).
- Support industries in the acquisition of premixes and other essential inputs required for the fortification process.
- Offer technical assistance to ensure that industries have the necessary expertise to implement effective food fortification practices. This includes training on quality control, compliance with standards, and the latest fortification technologies.

FOR GOVERNMENTS

- Advocacy for tax exemption on premixes and fortification equipment, making it more affordable for industries to ensure effective food fortification and compliance to standards
- Explore the feasibility of fortifying other widely consumed food vehicles to broaden the impact of fortification initiatives.
- Focus advocacy efforts on securing a special status for local fortification industries, ensuring they have access to necessary resources such as premixes and raw materials without facing undue financial burdens.

- Create a supportive regulatory environment to facilitate the growth and success of fortification programs, ultimately improving public health outcomes.

Done in Dakar, on December 18, 2024

The rapporteur

APPENDICES

APPENDIX 1

Propose collaboration strategies within the framework of the partnership between AIFO, AIM and APISI and NFAs or Regulatory Authorities for better management of the "ENRICHI" logo; Develop strategies for managing royalties on the "ENRICHI" logo by the umbrella organizations to be included in the management manual (which will be entrusted to a consultancy firm).

Objectives	Actions	Responsible Parties	Type of support	Target
Strengthen the NFA in their operations regarding the Management of the 'ENRICHI' logo	Negotiate with local authorities so that the NFA have more influence or authority and also the means to enforce the rules for using the 'ENRICHI' logo	Umbrella organizations and Technical and Financial Partners (TFP)	Advocacy	Government
	Institutionalize periodic meetings with producers, industrialists, importers, and distributors	Umbrella organizations and NFA	Advocacy	NFA
	Subsidize follow-up audits	Umbrella organizations and NFA	Financial	Umbrella organizations and NFA
Mode of organization	Finance the activities of umbrella organizations (awareness, communication on fortification)	Umbrella organizations and Technical and Financial Partners (TFP)	Financial	Umbrella organizations
	Organize technical meetings of umbrella organization members on fortification	Umbrella organizations and TFP	Technical & Financial	Umbrella organizations
	Regularly raise consumer awareness about fortified products	AIFO-UEMOA-CEDEAO and TFP	Technical & Financial	Consumers
	Establish a database for logo users	AIFO-UEMOA-CEDEAO	Technical & Financial	Umbrella organizations and NFA

APPENDIX 2

Propose advocacy strategies to engage WAHO and the ECOWAS Commission for the adoption of the “ENRICHI” logo as regional food fortification logo; Propose strategies to facilitate the trade of products bearing the “ENRICHI” logo throughout the ECOWAS region.

Objectives	Actions	Responsible Parties	Type of support	Target
Propose advocacy strategies to engage WAHO and the ECOWAS Commission for the adoption of the “ENRICHI” logo as regional food fortification logo	Support the revitalisation of the milling and salt industry umbrella organizations similar to AIFO-UEMOA-CEDEAO	AIFO and Technical and Financial Partners (TFP)	Technical	AIM & APISI
	Ensure the adoption of the "ENRICHI" logo by the three umbrella organizations	AIFO-UEMOA-CEDEAO and TFP	Technical	AIM & APISI
	Advocacy to the WAHO and the ECOWAS Commission carried out by all umbrella organizations	AIFO-UEMOA-CEDEAO and TFP	Technical	WAHO & ECOWAS
	Prepare an advocacy strategy for the WAHO and the ECOWAS Commission to adopt the “ENRICHI” logo as a regional fortification logo (considering the achievements)	AIFO-UEMOA-CEDEAO and TFP	Technical	WAHO & ECOWAS
	Ensure the advocacy is supported and implemented by the Regional Fortification Alliance	AIFO-UEMOA-CEDEAO and TFP	Technical / Financial	ARF
Propose strategies to facilitate the trade of products bearing the “ENRICHI” logo throughout the ECOWAS region	Improve communication on the ENRICHI logo to in different regions and countries	AIFO-UEMOA-CEDEAO and Technical and Financial Partners (TFP)	Technical / Financial	Umbrella organizations
	Adopt a QR code for the authentication of the “ENRICHI” logo on fortified foods in West Africa	AIFO-UEMOA-CEDEAO	Technical / Financial	Umbrella organizations

	Adopt regulations to protect local industries to keep fortified foods in the ECOWAS region competitive	AIFO-UEMOA-CEDEAO and TFP	Technical	Governments
	Propose strategies to advocate for the exemption of raw materials and all equipment involved in food fortification across the ECOWAS region	Umbrella organizations + TFP + NFA	Technical	Governments
	Advocate for the adoption of a special and unique customs tariff for fortified products in the ECOWAS region	Umbrella organizations + TFP + ARF	Advocacy	Governments
	Define and adopt facilitation channels (accelerated procedures, taxation) for the import and export of fortified foods in the ECOWAS region	Umbrella organizations + TFP + ARF	Advocacy	Governments
	Establish a one-stop shop dedicated to fortified foods at the state level in the ECOWAS region	Umbrella organizations + TFP + ARF	Advocacy	Governments

APPENDIX 3

Propose strategies and support measures to establish collaboration between umbrella organizations, NFAs, the States, and Technical and Financial Partners (TFPs), particularly in the context of advocating with ECOWAS and the NFAs (or Regulatory Authorities).

Objectives	Actions	Responsible Parties	Type of support	Target
Strengthen the capacity of the private sector	Conduct an audit of the capacity (fortification procedures, analysis, and quality control/quality assurance) of the private sector to adequately fortify food products	AIFO-UEMOA-CEDEAO / NFA / Technical and Financial Partners (TFP)	Technical	Private sector
	Promote a mentorship and peer learning program among industry peers on quality control issues, capacity building related to fortification	AIFO-UEMOA-CEDEAO / TFP	Training / Technical	Private sector
	Establish support mechanisms for the local production of fortified products, ensuring compliance with harmonized community standards	AIFO-UEMOA-CEDEAO / TFP	Financial	Private sector
Create a favorable environment	Advocate for the tax exemption of premixes and fortification equipment	AIFO-UEMOA-CEDEAO / NFA / Technical and Financial Partners (TFP)	Advocacy	Governments, Regulators, Regional Organizations
	Advocate for the regulation of imports on wheat flour, refined vegetable oil, and salt to favor local production	AIFO-UEMOA-CEDEAO / NFA / Regulators	Advocacy	Governments, Regulators
	Provide technical and financial support for the adoption, use, and protection of the "ENRICHI" logo in the West African sub region	AIFO-UEMOA-CEDEAO / ARF / ECOWAS / TFP	Technical / Financial	ECOWAS

	Advocate for States to grant a special status to local industries involved in fortification (Access to premixes, tax exemption, access to raw materials)	AIFO-UEMOA-CEDEAO / NFA / TFP / SUN	Advocacy	Governments
Organize and coordinate the actions of industries/private sector	Support fortification industries (salt, oilseed, and milling) to organize themselves and work together as a federation	AIFO-UEMOA-CEDEAO	Organization	Private sector
	Support the revitalization of less active sectors umbrella organizations such as the salt and the milling industry	AIFO-UEMOA-CEDEAO	Organization	Private sector
	Assist the private sector in identifying weaknesses in organization, coordination, and advocacy actions	AIFO-UEMOA-CEDEAO	Analysis	Private sector
	Harmonize capacity-building needs (Encourage the private sector to speak with one voice regarding all capacity-building needs)	AIFO-UEMOA-CEDEAO	Advocacy	Private sector
Improve access to inputs	Support advocacy for the tax exemption of premixes and fortification equipment	AIFO-UEMOA-CEDEAO / Private sector / Technical and Financial Partners (TFP)	Financial / Technical	States
	Identify and implement mechanisms for market access to premixes, fortification equipment, and raw materials	AIFO-UEMOA-CEDEAO / ECOWAS	Technical / Financial	Private sector, Regulators
Mobilize and raise awareness among stakeholders	Develop and implement strategies to mobilize new members and ensure that national fortification challenges align with the action plans of the national or regional fortification alliance	AIFO-UEMOA-CEDEAO	Mobilization	Private sector, NFA
	Encourage technical and financial partners to support communication and awareness actions the recognition of the ENRICHI logo and combat misinformation about food fortification	AIFO-UEMOA-CEDEAO / ARF / NFA	Communication	Technical and Financial Partners

	Support private partners (premix producers, analysis/fortification equipment suppliers, food industries) in mobilizing resources for the sustainability and scaling up of large-scale fortification	AIFO-UEMOA-CEDEAO / Partners	Technical mobilization	Private sector
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