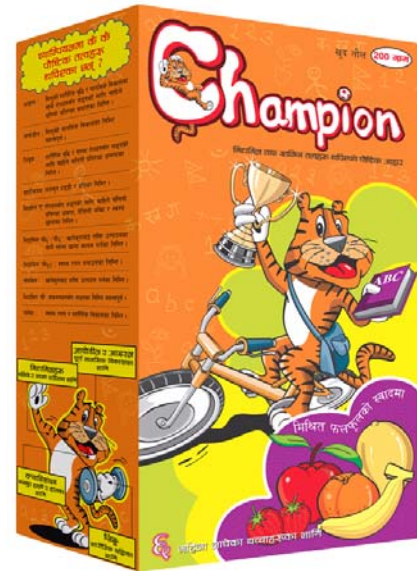


## Nepal Introduces “Champion” Fortified Complementary Food to Protect Infants and Young Children from Anemia

A low cost fortified complementary food to reduce iron deficiency anemia (IDA) among infants and young children in Nepal was launched on June 21, 2007. IDA is a major public health problem in Nepal. It affects almost one out of every two pre-school children. As many as 82 % of children in the 6-11 months age group suffer from anemia according to the 2006 Nepal Demographic and Health Survey.

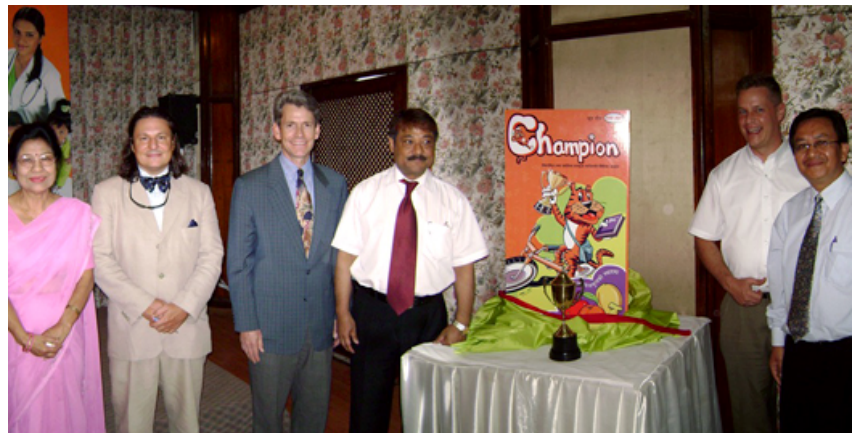
The complementary food was developed following a study conducted in Nepal by the Micronutrient Initiative (MI) with financial support from World Food Program (WFP). Based on the study recommendations, MI worked closely with Child Health Division/Ministry of Health and Population, Population Services International (PSI), WFP, and a private manufacturing company in developing and implementing a national scale social marketing campaign to promote and make available this low-cost fortified blended complementary food in Nepal. With funding support from CIDA, MI has been providing technical and financial support for the program. Nepal is now one of very few countries to have a fortified complementary food available at a price that is accessible to low-income families.



The Champion product is a pre-cooked blended food (wheat, soybean and sugar), fruit-flavored and fortified with 11 micronutrients. It is rich in protein and energy. It will be sold in 200 gram packets as well as 20 gram one-time use sachets and distributed through general/grocery shops and chemists. The distribution strategy will concentrate on widely establishing the brand nationally in low-income outlets and rural neighborhoods. The product will also be made available through community distribution networks of NGOs and CBOs.

The ‘Champion’ was launched by Dr. Y. V. Pradhan, Director-Child Health Division, Department of Health Services, at the Hotel Himalaya, Kathmandu, Nepal.

**For more information about the Champion product, please contact Mr. M R Maharjan, National Programme Manager – Nepal at [mi@canadanepal.org](mailto:mi@canadanepal.org)**



**Champion launch at the Hotel Himalaya in Kathmandu, Nepal.**

*(From Left) Dr. Kokila Vaidya, Technical Adviser, PSI Nepal; Mr. Richard F. Ragan, Representative, WFP Nepal; Mr. Steven W. Honeyman, Country Representative, PSI Nepal; Dr. Y. V. Pradhan, Director, Child Health Division, Department of Health Services; Mr. David Valentine, Deputy Country Representative, PSI Nepal; and Mr. M. R. Maharjan, National Program Manager, MI Nepal.*