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**FOR IMMEDIATE RELEASE**

**DOW CHEMICAL COMPANY AND MICRONUTRIENT INITIATIVE  
WORK TO STOP ANEMIA IN SRI LANKA**

**MIDLAND, MICH – June 13, 2007** – The Dow Chemical Company and the Micronutrient Initiative (MI) announced today that Dow will support MI's work to help eradicate iron deficiency, the leading cause of anemia, in Sri Lanka. Avoidable maternal deaths, poor learning among school children and major losses in work force productivity are three common consequences of iron deficiency anemia that the MI program in Sri Lanka aims to address.

The World Health Organization lists iron deficiency as one of the top 10 risk factors for premature deaths around the world. Recognizing that anemia was widespread, The Government of Sri Lanka took action to prevent anemia among women during pregnancy and has made significant progress. However, a national survey showed that 45% of non-pregnant women are also anemic as are nearly six out of every 10 primary school children in Sri Lanka. To help prevent anemia in Sri Lanka, Dow will provide funding for the purchase of equipment and materials to create iron enriched foods. Specifically, the US \$100,000 grant will be used to create salt fortified with iron and iodine, otherwise known as double fortified salt (DFS). The program in Sri Lanka aims to benefit at least 900,000 people.

Affordable and widely consumed, salt is an ideal vehicle for delivering essential nutrients. Building on the success of existing salt iodization programs, the DFS program will use a

breakthrough new formulation developed by Professor Levente L. Diosady of the University of Toronto and the Micronutrient Initiative with funding support from the Government of Canada through the Canadian International Development Agency (CIDA). This breakthrough DFS formulation offers better stability and longer shelf-life of the iron.

In addition to the grant, Dow produces a small, but key ingredient of the iron premix used to make the double fortified salt. The formulation uses Hydroxypropyl Methylcellulose (HPMC) to bind the small iron particles into granules for easier blending with the salt. HPMC is produced by Dow as METHOCEL™ cellulose ethers.

"METHOCEL™ cellulose ethers from Dow have a more than 60 year history of providing unique solutions in applications ranging from pharmaceutical excipients and food additives to being a key component of building construction systems," said Marty Kollmeyer, business director for METHOCEL™ cellulose ethers for Dow. "METHOCEL can play a key technology role in the ability to incorporate iron into salt, thereby helping to eradicate iron deficiency."

"The great promise of double fortified salt is in its power to reach large populations at such a low cost. Fortifying salt with both iron and iodine costs approximately 20 US cents per person per year." said Venkatesh Mannar, President of the Micronutrient Initiative. "We thank Dow for their leadership in providing financial support to the efforts to double fortify salt in Sri Lanka and we commend the government and local salt producers on their demonstrated commitment to health and nutrition. This collaborative effort, a groundbreaking private-public-civic partnership, is an important step in new global efforts to address iron deficiency – the world's most common nutritional deficiency."

The ICCIDD (National Co ordinating office) in Sri Lanka will act as the Facilitating Agency between MI and the Salt Producers, and also the Government of Sri Lanka.

### **About The Dow Chemical Company**

Dow is a diversified chemical company that harnesses the power of innovation, science and technology to constantly improve what is essential to human progress. The Company offers a broad range of products and services to customers in more than 175 countries, helping them to provide everything from fresh water, food and pharmaceuticals to paints, packaging and personal care products. Built on a commitment to its principles of sustainability, Dow has annual sales of \$49 billion and employs 43,000 people worldwide. References to “Dow” or the “Company” mean The Dow Chemical Company and its consolidated subsidiaries unless otherwise expressly noted.

### **About the Micronutrient Initiative**

The Micronutrient Initiative (MI) is an international not-for-profit organization that works to ensure the poor – especially women and children – in developing countries get the vitamins and minerals they need to survive and lead productive lives. Passionate about developing and implementing solutions for hidden hunger, we work in partnership with governments, the private sector and civil society organizations to address this serious problem that affects one third of the world’s population. Governed by an international Board of Directors, MI works in Asia, Africa, Latin America and the Middle East and reaches people in over 70 countries. For more information please visit [www.micronutrient.org](http://www.micronutrient.org).

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