



**FEED THE FUTURE**

The U.S. Government's Global Hunger & Food Security Initiative

# Private Sector Impacts on Food Security and Nutrition

Examples from Bangladesh & Rwanda



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# Speakers



**Keith Dokho**, Senior  
Private Sector Engagement  
Specialist/ PSE Secretariat  
Lead, USAID



**Katie Garcia**, Deputy  
Executive Director, Private  
Sector Engagement Hub,  
USAID



**Dr. Dennis Karamuzi**,  
Chief of Party, Feed the  
Future Rwanda Orora  
Wihaze Activity



**Ashfaq Enayetullah**,  
Deputy Chief of Party Feed  
the Future Bangladesh  
Nutrition Activity



# Increasing Access to Healthy Animal-Sourced Foods

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Building collaboration with rural enterprises in Rwanda:  
Feed the Future Rwanda Orora Wihaze Activity



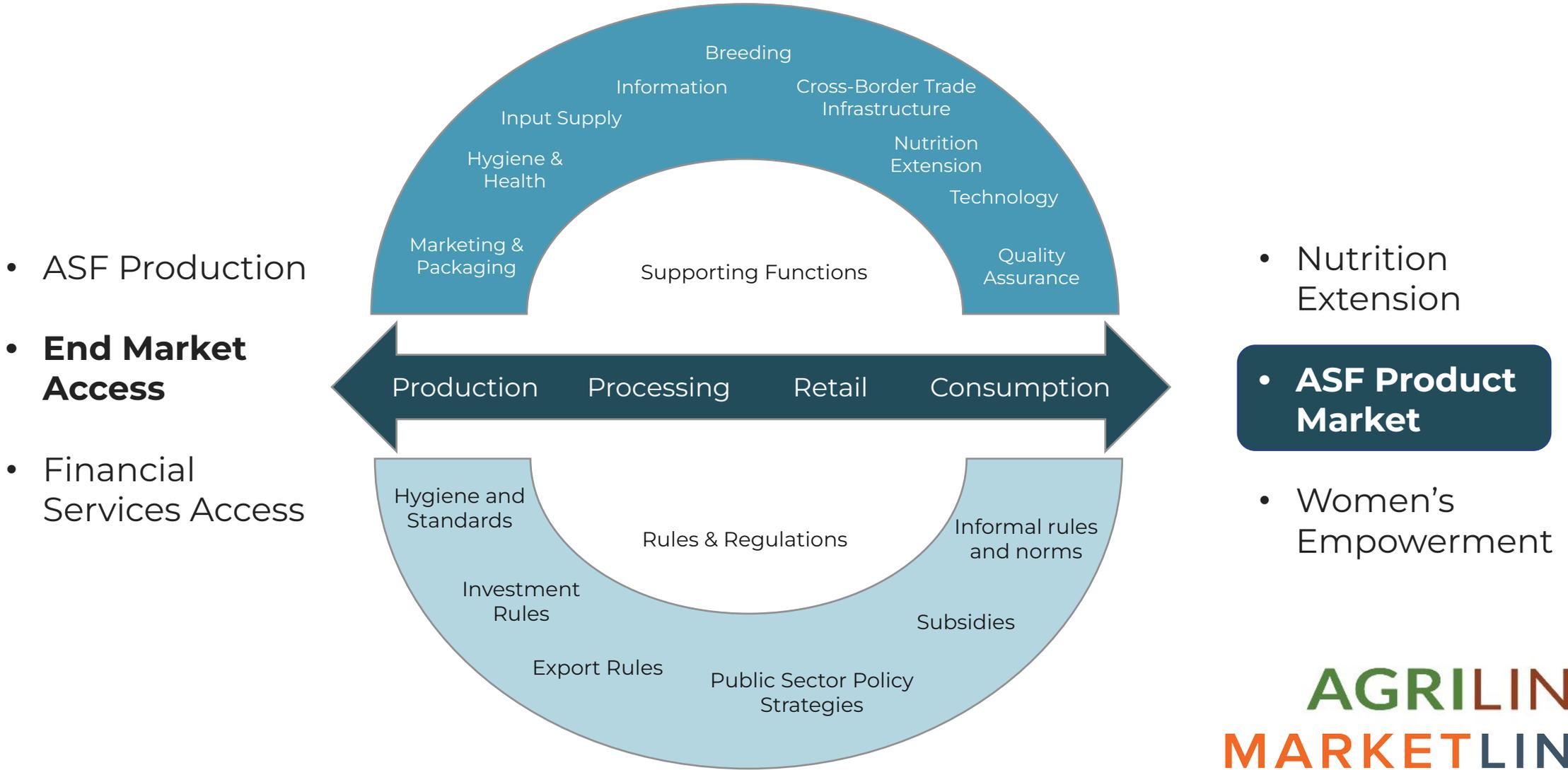
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# Understanding the Market System

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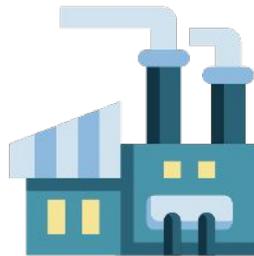
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# Animal Source Foods Market



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# Intervention Visioning: Animal Sourced-Food (ASF) Products



## **Our Vision for Market Processors:**

To expand the reach of ASF processors (such as abattoirs, slaughterhouses, and butchers) to rural areas and strengthen processing capacity to meet consumer demand.

## **Our Vision for Retailers:**

To transform how retailers sell ASF products to consumers, strengthening product marketing, hygiene considerations, and packaging sizes that improve affordability.



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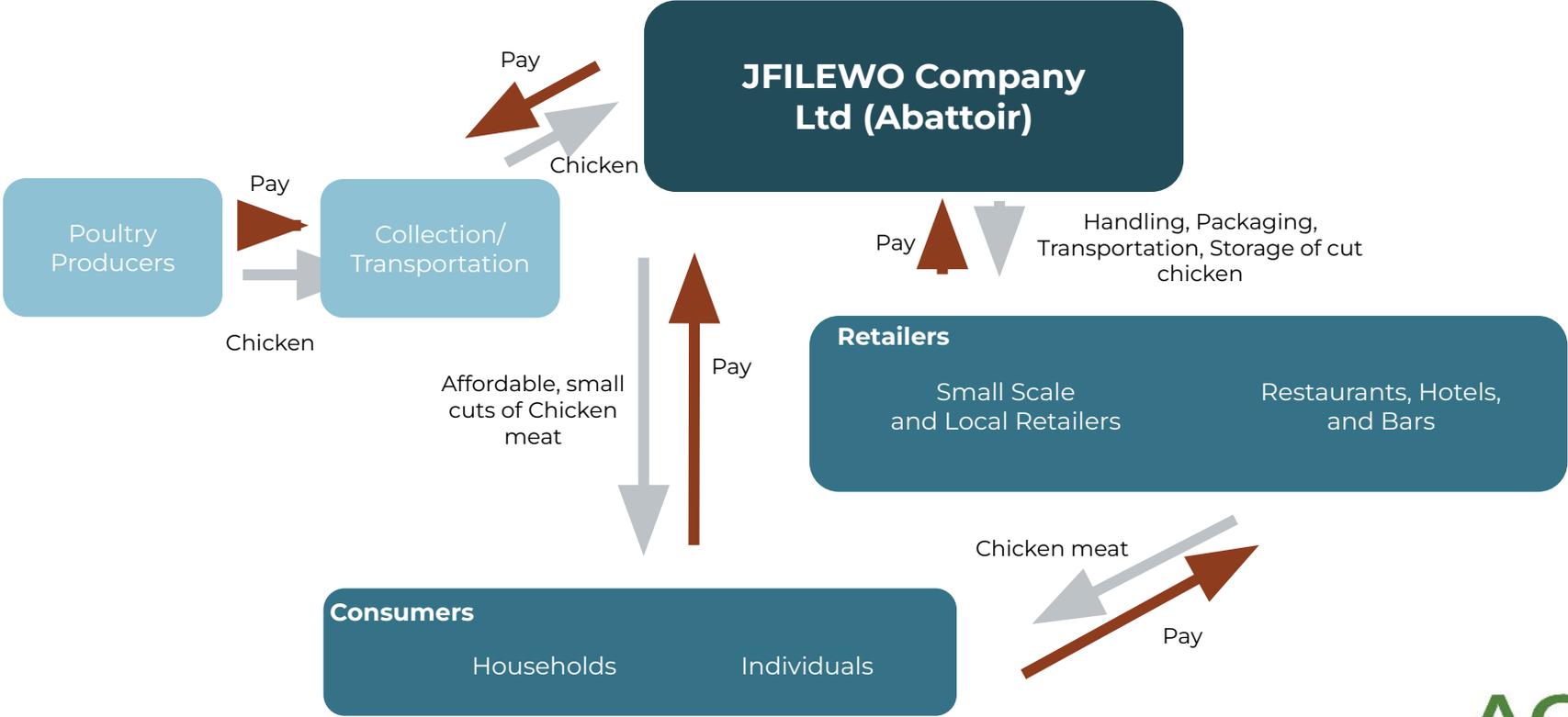
# Systems Change Pathway

ASF market actors adopt new business practices to reach target populations.

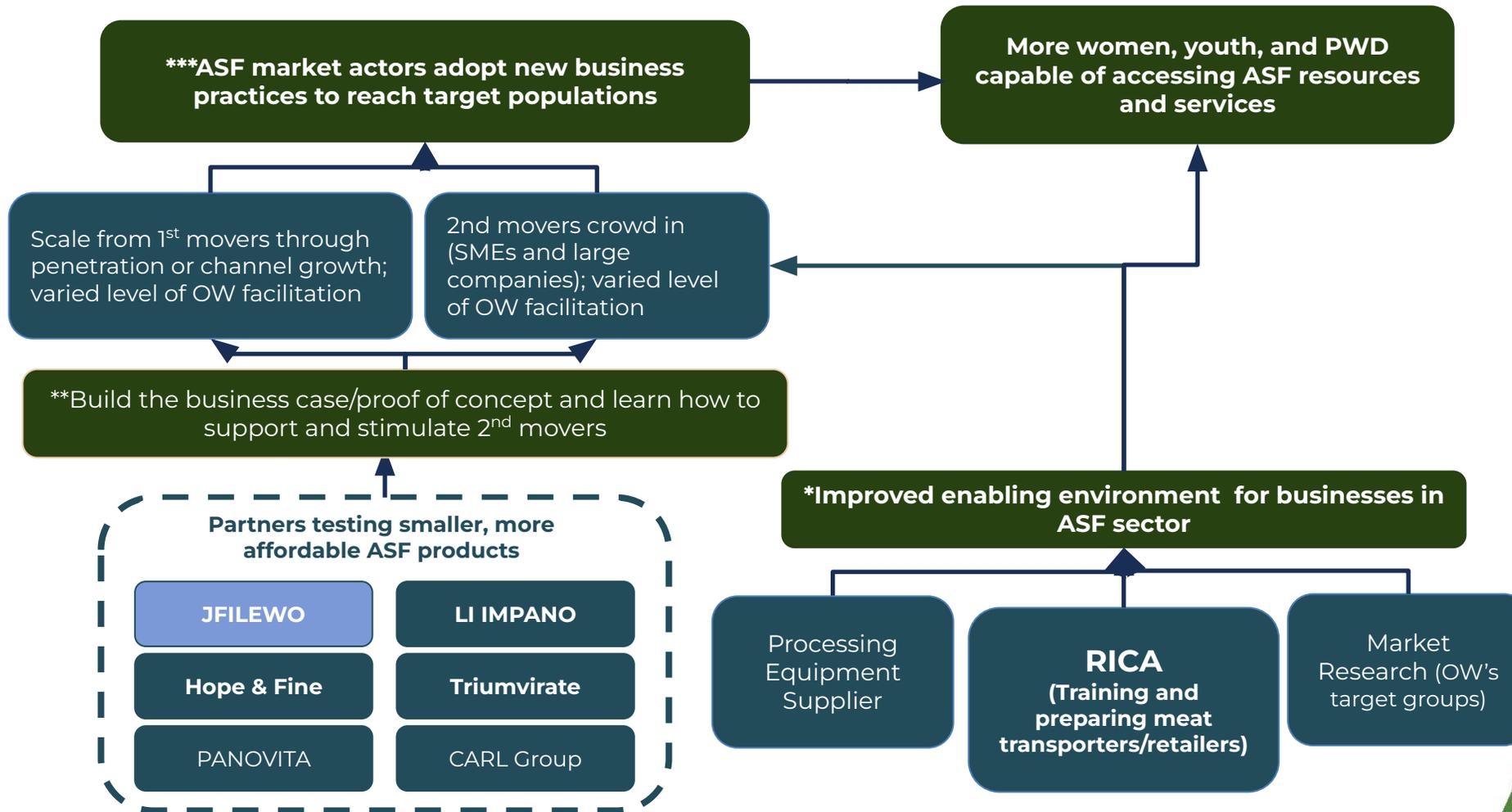
- Partners testing smaller, more affordable ASF products
- Build the business case/proof of concept

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# JFILEWO Business Model



# Systems Change Pathway – ASF Product Market





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# Systems Change Pathway

Improved enabling environment for businesses in ASF sector

- Training on quality and regulatory requirements
- Linkage with equipment and input suppliers
- Market research

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# Incentives for Market Uptake

- Technical assistance for improved business performance
- Small grants /affordable finance
- Consumer research for demand analysis
- Social behavior change & communications

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# Meet Nyandwi Jean Pierre, Deputy CEO of JFILEWO



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# Thank You! Murakoze!

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Dennis Karamuzi – [Dkaramuzi@landolakes.com](mailto:Dkaramuzi@landolakes.com)

Chief of Party, Feed the Future Orora Wihaze Activity

Land O'Lakes Venture37

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# Bangladesh Nutrition Activity

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Enabling private sector to cater solutions to rural households

# Today's Presentation

- Intro to BNA
  - Constraints to safe drinking water
  - Our partnership with Folia Water
  - Rural marketing of affordable water filters
  - Market response
  - Learnings & ways forward
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# Goals and Target Beneficiaries



## Goal

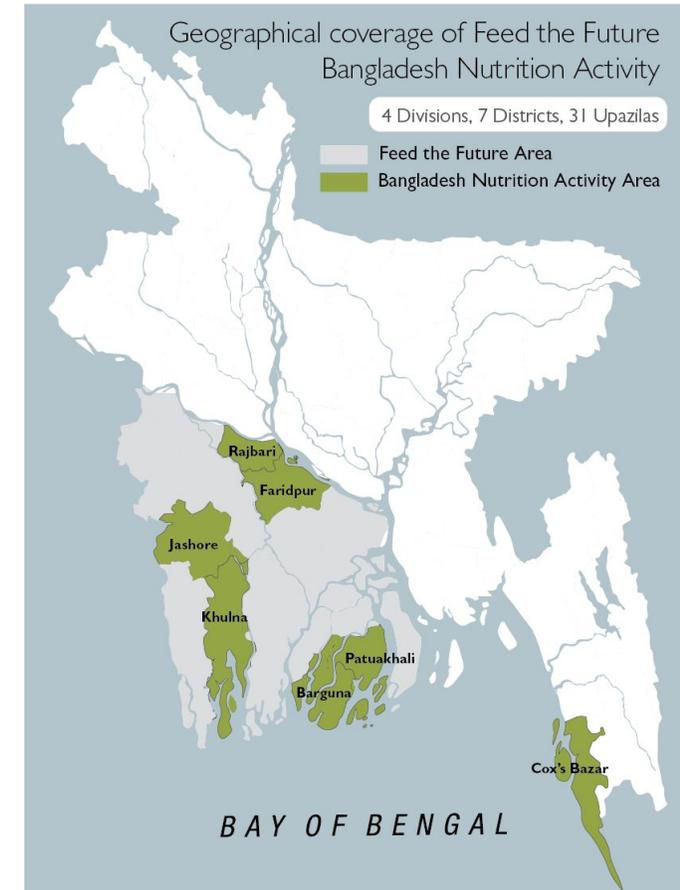
Improve health and nutritional status in Zone of Influence and Zone of Resilience



## Target beneficiaries

Rural households

- Pregnant and lactating women
- Children <5 years
- Adolescents (10-18 years)



# Bangladesh Nutrition Activity - Result Areas



**Result 1**

**Consumption of  
nutritious, diverse  
& safe diet**



**Result 2**

**Social & economic  
empowerment of  
women & adolescents**



**Result 3**

**Adoption of improved  
water, sanitation &  
hygiene behaviors**

# Implementation Mechanism





# Public and Private Sector Companies

## Agro-input Companies



## WASH Companies



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## Public Sector



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## Safe Drinking Water – Key Market Constraints

60%

of rural households do  
not have access to safely  
managed water services

82%

of drinking water in rural  
households have E-Coli

**Microbial & iron  
contamination**, arsenic,  
salinity, seasonal disasters  
(drought & flood)

**Limited knowledge** of  
proper practices for  
treating water

**Limited availability** of  
affordable market  
solutions to treat  
drinking water



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# Increased Utilization Of Safe Water Behaviors

Increase access to and demand for safe drinking water through:



**Point-of-use**  
water treatment  
solution targeting  
rural households



**Water**  
**treatment plant**  
in rural areas



Improving safety of existing  
& new **tube wells**

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## Partnership With Folia Water

## Rural Marketing Of Water Filters



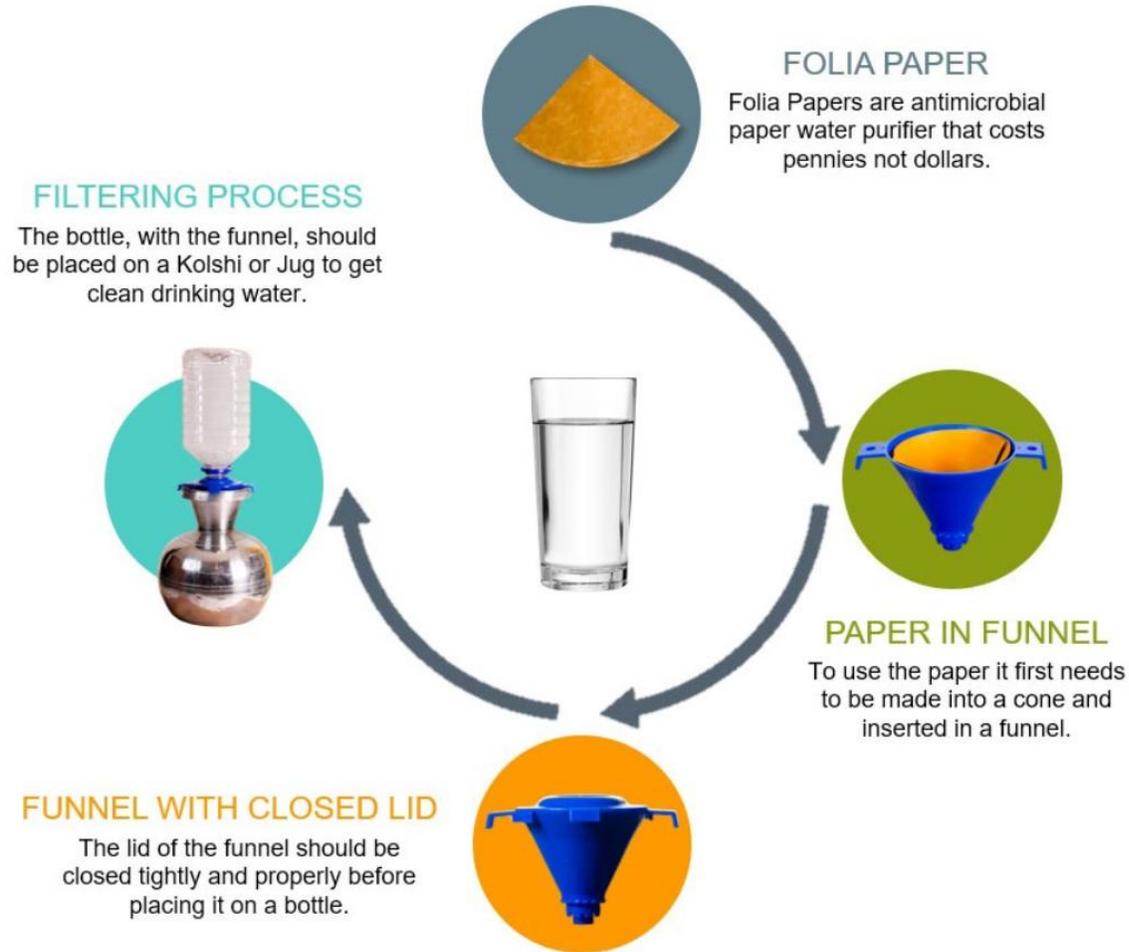
আপনার পরিবারকে দিন  
নিরাপদ ও সুস্বাদু পানি

আমেরিকার প্রস্তুতকৃত সেবা মানের ফিল্টার কাগজ

**fw** *folia Water* | ফলিয়া ওয়াটার  
পানি বিশুদ্ধকরণ ফিল্টার



# Features - Folia Filters



- ✓ Easy to use
- ✓ Portable
- ✓ 1 filter = \$0.20 = 20 liters

- Removes
- ✓ Bacteria
  - ✓ Iron
  - ✓ Viruses
  - ✓ Protozoa
  - ✓ Dirt
  - ✓ Worms

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## How Our Partnership Worked

1. Rural marketing **strategy** support & investment in demand-generation campaign
2. **Piloting product** in two districts, targeting rural consumers
3. **Onboarding distributors & retailers** in targeted areas
4. **Retailer training & branding**
  - Product features
  - Sales pitch
  - Health, nutrition and economic benefits
5. Design & deploy **demand-generation campaign**
  - Behavioral change messages
  - Courtyard meetings
  - Door-to-door follow-ups



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## Impact and Learnings



### IMPACT

- In 2022, Folia's product is available in three districts.
  - To date, nearly **13,000** households have benefited from Folia's water filters



### LEARNINGS

- Low perceived risk of microbial contamination leads to less demand
- Repeat purchase drops within 3-4 weeks
- Cost perception

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## Way Forward



Focus on areas with iron contamination (sensory cue)



Position the product to lead with iron contamination and its effect



Expand retail network, within easy reach of rural households



Behavior change based communication with all layers of rural households (purchasers, influencers)



Target institutional tie-ups (schools, factories)



ADD PHOTO CREDIT HERE

# Thank You

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Ashfaq Enayetullah, Deputy Chief of Party (DCOP), Bangladesh Nutrition Activity

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# Q&A

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