



WFP NUTRITION DIVISION



# Impacting Nutrition through a Fresh Food Voucher Programme in Ethiopia

Executive Board Annual Session

June 22, 2021

# Acknowledgements



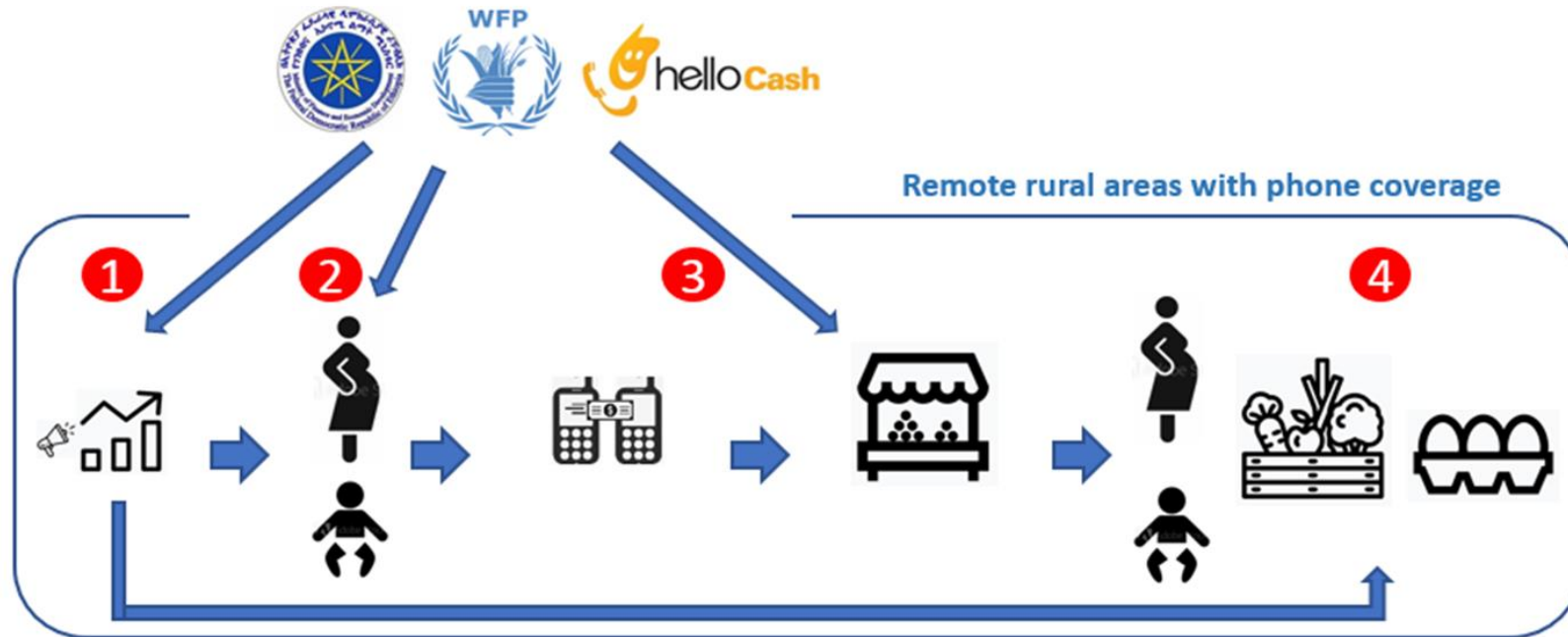
**KFW**



Food and Agriculture  
Organization of the  
United Nations

# How does the FFV work?

An innovative stunting reduction programme through food systems and PPPs



- 1** Demand generation with a tailored social behavioural change communication package of activities
- 2** Monthly, digital, SMS-based, voucher transfer to the mobile phone of the enrolled household
- 3** Redemption of the voucher at remote rural market kiosk against fruits, vegetables and / or eggs
- 4** Consumption of nutrient-dense foods

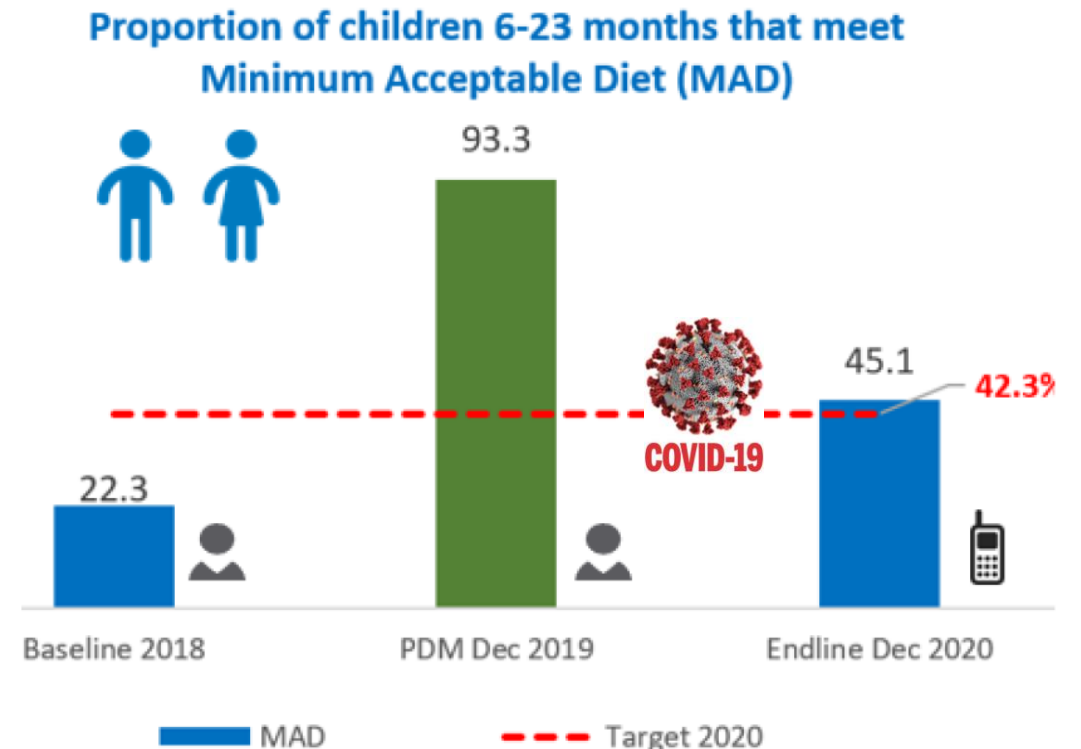
# Key Findings

## Driving Questions

- What is **available**?
- What is **affordable**?
- What is the **cost of a nutritious diet**?

## Informing Policy Making

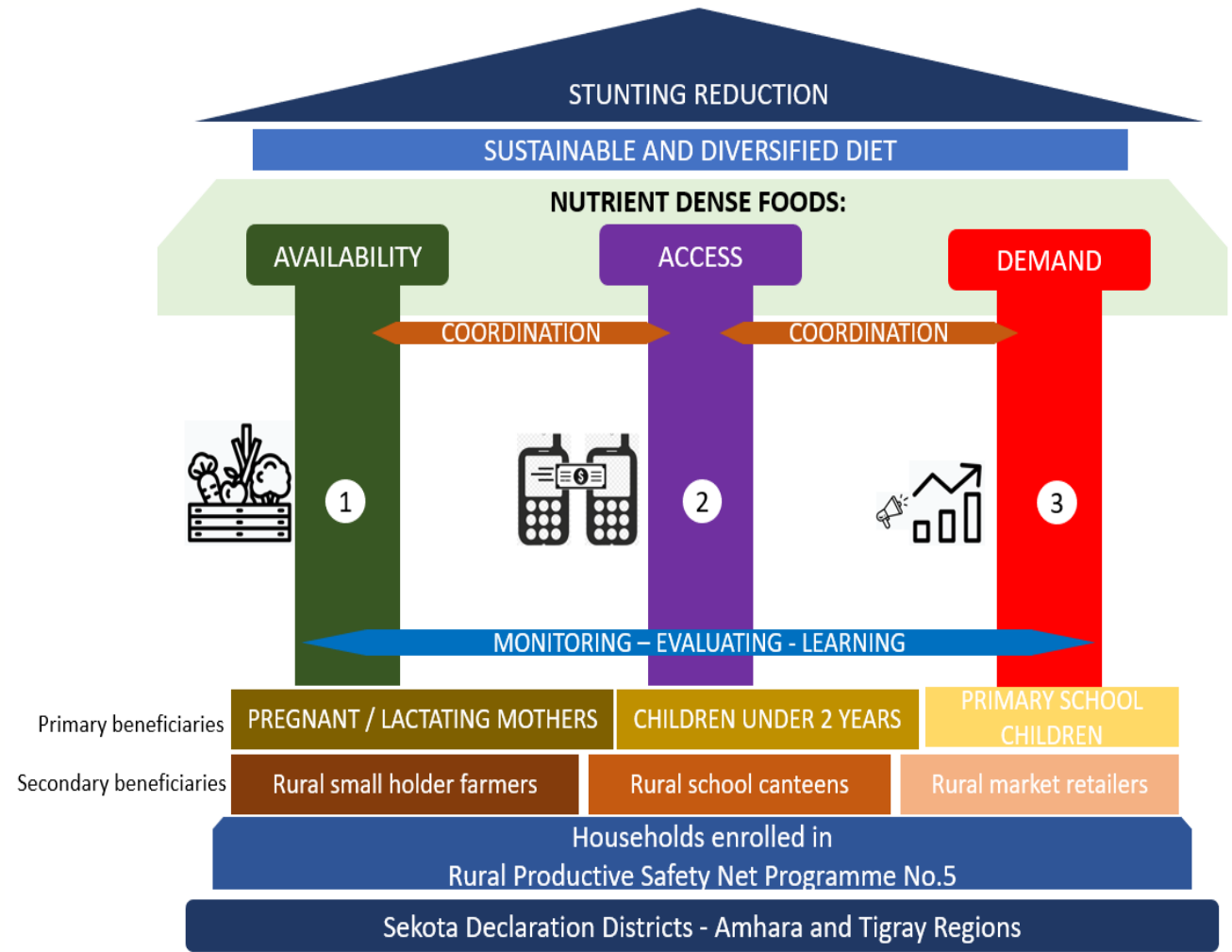
- Trained **MOH/Ethiopian Public Health Institute** on gap estimation and voucher value optimization
- Worked with **IFPRI and C4Ed** on external evaluation



**Diet diversity for children across 14 districts has increased despite the impact of COVID-19 on the food system**

# The Way Forward

- **Game changing solution** at the United Nations Food Systems Summit
- Expansion to **new locations**
- **Mitigation against shocks** and increases in **wasting** rates
- **Innovation Pilots**
  - Refrigeration without electricity
  - AI for increased cost-effectiveness in monitoring



Thank you

