



CMAM 2021

22-25 March

VIRTUAL CONFERENCE

CMAM & Local Production:

Barriers and enablers to progress

Practical considerations and implications
for scale-up.

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Department of Foreign Affairs and Trade

20 years after a CTC revolution: CMAM coverage of <25% - why?

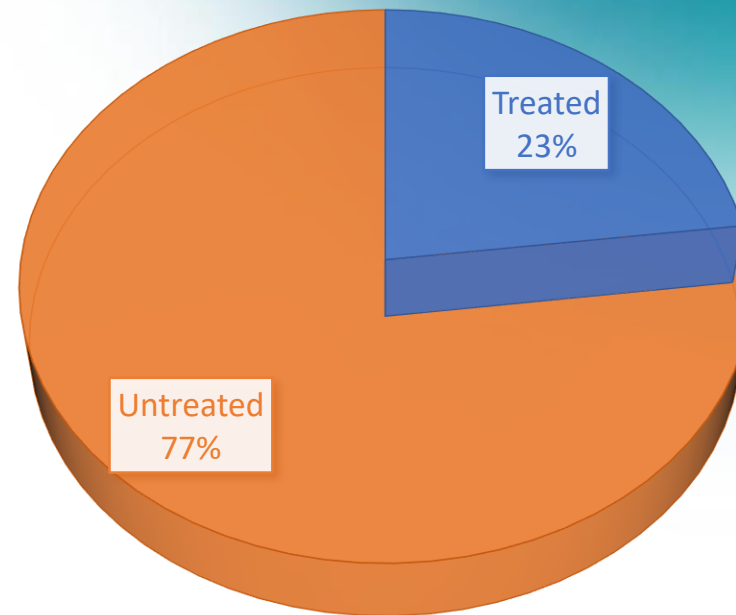
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2020 - CMAM MODEL

The full social, economic and environmental benefits associated with local production are not being realised.



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Restricted adoption of CTC = Restricted coverage from CMAM

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NUTRITION

Disabling demand:



25% coverage = donor “demand”

Barrier 1: Supply-based approach (blocks scaling):

- UNICEF working with their hands tied: limited logistical capacity, one product and restricted by donor “demand”.

Enabler 1: Apply demand-based approach to scaling:

- Facilitate and support business partnerships with private sector actors and governments to significantly expand the pool of approved RUTFs to help fill the coverage gap.

Disabling coverage:

Barrier 2: One product in over 20 years!

“...We have to limit the number of varieties of RUTF in order to balance the market and also consolidate the resources. A too diverse portfolio of RUTF would be difficult to manage.”

Quote from a Q&A published by UNICEF following webinar (8-9 March 2021) on latest LTA arrangements.



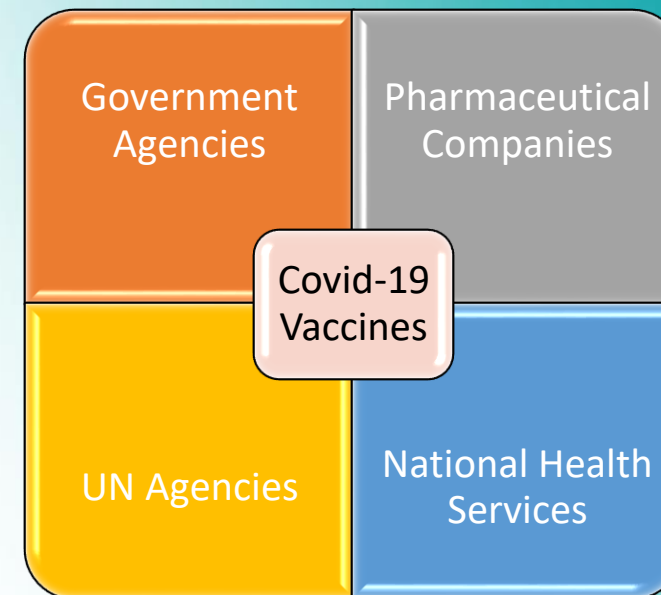
Amino-acid enhanced, **plant-based formula**.
Lower cost and adaptable to alternate product formulations.

Enabler 2: Serve “real demand” from children by supporting a diverse range of alternative products.

Removing barriers to coverage:

Barrier 3: 1950s to date - Aid working alone isn't enough

Covid-19 pandemic has demonstrated the power of public/private collaboration to quickly scale solutions for mutual benefit.



Enabler 3: Meaningful collaboration for mutual benefit

Achieving coverage - priority actions:



- **Examine how other sectors achieve scale** - facilitate and collaborate to achieve real scale with CMAM.

By so doing:

- Create a “level playing field” for local manufacturing by supporting meaningful investment through **high-volume, sustainable and scalable demand from programmatic countries.**



Thank you for your attention

For more information, please visit:

www.validnutrition.org

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