

## **HarvestPlus PRODUCT DELIVERY: STATE-OF-ART AND STRATEGIES IN DELIVERING MICRONUTRIENT-DENSE CROPS**

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HarvestPlus seeks to develop and distribute varieties of food staples which are high in iron, zinc, and provitamin A through an interdisciplinary, global alliance of scientific institutions and implementing agencies in developing and developed countries. Biofortified crops offer a rural-based intervention that, by design, initially reaches these more remote populations, which comprise a majority of the undernourished in many countries, and then penetrates to urban populations as production surpluses are marketed. In this way, biofortification complements other nutrition intervention programs such as fortification and supplementation. To date, HarvestPlus research has proven that added micronutrients have a measurable impact on human micronutrient status and accomplished developing micronutrient dense, competitive crops; but much work remains. As the program transitions into its third phase, effective delivery of these novel crops receives center stage and the networks of expertise that makes up the multidisciplinary tapestry of biofortification continues to expand. Communication and marketing specialists are now becoming engaged with crop development and nutrition scientists to ensure effectively delivering seed and generating demand for biofortified crops to farmers and dissemination partners. Commercial goals insist that breeders and delivery experts understand the value farmers and consumers place on traits that will determine acceptance and marketability. Delivery strategies and marketing plans differ for crops biofortified with invisible traits iron and zinc and for crops for which grain or root color changes as a result of biofortification. As delivery activities include seed production, seed dissemination, training/extension, market development, promotion with brand development and communication to advocacy, the development of delivery alliances and strategic partnerships is crucial to achieve large scale adoption and sustainability. These themes are developed from HarvestPlus product development and delivery plans for high mineral and provitamin-A dense crops.