

#### FISHFIRST! ZAMBIA PHASE III: TASTE-TESTING TWO INSTANT PORRIDGES FOR SCALING COMFA+FISH

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MISSISSIPPI STATE UNIVERSITY GLOBAL CENTER FOR AQUATIC HEALTH AND FOOD SECURITY



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#### SCALING COMFA+FISH: TASTE-TESTS I

- DEC 2022: The USAID/Soybean Innovation Lab's Innovation to Impact (i2i) initiative selected FishFirst! Zambia's ComFA+Fish as an innovation/technology with scaling potential
- FEB 2023: Using i2i, we selected Sylvia Banda and Sylva Food Solutions as a FIRST-TIER LOCAL SCALING PARTNER to collaborate with to scale ComFA+Fish across Zambia, other sub-Saharan African countries
- JUN 1, 2023: Our team met with Sylvia at her Lusaka offices to discuss potential collaborations to scale ComFA+Fish



#### SCALING COMFA+FISH: TASTE-TESTS II

- Sylvia is founder and CEO of a highly successful multisectoral operation:
- Includes Sylva Food Solutions (SFS), which mass-produces, brands, markets, and exports pre-packaged foods for European markets
- Sylvia had SFS produce two flavors of dried Kapenta-based INSTANT PORRIDGE (i.e., vanilla, regular) for FishFirst! Zambia for workshops at Lake Kariba
- At the workshops which included the launch of our draft ComFA+ Fish recipe book – more than 30 public- and private-sector persons tast-tested the two instant porridges

#### **SCALING COMFA+FISH: TASTE-TESTS III**

We engaged 30+ government officials, entrepreneurs, NGOs, health staff, community health workers, and mothers from Gwembe, Siavonga, and Sinazongwe Districts in:

SEPARATE TASTE-TESTS of the two instant porridges
LAUNCH of two draft versions of the ComFA+Fish recipe book (English and Tonga)
PARTICIPATING in ComFA+Fish Scaling Readiness Assessment

#### **EVAL. QUESTIONS & SCORING**

1. How well do you like the aroma / smell of the food? (AROMA) 2. How well do you like the appearance of the food? (APPEARANCE) 3. How well do you like the way the food feels in your mouth? (TEXTURE) 4. How well do you like the flavor / taste of the food? (FLAVOR) 5. How well do you like the sweetness of the food? (SWEETNESS) 6. How well do you like or disklike how easy food will be to use in an infant's meal at least once per day? (CONVENIENCE) 7. Overall, how well do you like the food? (OVERALL ACCEPTIBILITY)

#### INSTANT PORRIDGES RESULTS: AROMA/SMELL



#### INSTANT PORRIDGES RESULTS: APPEARANCE



#### INSTANT PORRIDGES RESULTS: MOUTH FEEL/TEXTURE



#### INSTANT PORRIDGES RESULTS: FLAVOR/TASTE



#### INSTANT PORRIDGES RESULTS: SWEETNESS



#### INSTANT PORRIDGES RESULTS: CONVENIENCE



#### INSTANT PORRIDGES RESULTS: OVERALL ACCEPTABILITY



#### OVERALL ACCEPTABILITY: MOTHERS



#### OVERALL ACCEPTABILITY: ENTREPRENEURS



### WHY COMFA+FISH IS A SCALABLE INNOVATION

- Uses locally sourced ingredients with high acceptability:
  - Scaling ComFA+Fish across different regions, countries will leverage the familiarity of local foods
- Addresses protein and micronutrient deficiencies for infants <u>and</u> other vulnerable family members
- ComFA+Fish instant porridges are not labor-intensive, as they only use hot water:
  - 'Instant' porridges reduce time poverty for mothers; can help engage fathers in child nutrition
- ComFA+Fish scaling is anchored in an entrepreneurial business approach focused on tiered local scaling partners at the national, regional, and village levels

### **RECAP: SUSTAINABILITY / SEEKING FUNDING**

- FishFirst! Zambia was the necessary FIRST STEP to ground-proof the scalability of ComFA+Fish to address protein and micronutrient deficiencies and improve birth outcomes in Zambia and sub-Saharan Africa
- **NEXT STEP**: Seek funding to conduct a randomized controlled trial (RCT) among infants 6-8 months old in Zambia
  - AIM 1 (YEAR ONE): Determine effects of receiving ComFA+Fish on infants' growth, anemia, etc., over I2 months
  - AIM 2 (YEAR TWO): Determine the sustained effects of receiving ComFA+Fish on infants' growth, anemia, etc., over 24 months



# Twalumba Kapati!

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