



The Affordable Nutritious Foods for Women Project: a consumer centered-approach to market based solution



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Presentation Abstract

Market-based solutions are seen as critical for sustainable options to healthy food systems. In this webinar we discuss a holistic commercial solution in Ghana to improve access to and consumption of fortified foods. To assess the demand-side structures, we used the focused ethnographic study to generate evidence and insights. Our talk will focus on our consumer centered approach – focused ethnographic study – and how it was used (a) to generate insights into food categories; (b) as a key input into product selection; (c) to build a business case for small and medium enterprises and (d) for social marketing campaign.

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