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**Consumer acceptance of a home food iron fortificant**

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Iron deficiency (ID) and iron deficiency anemia (IDA) remain prevalent nutritional problems in many parts of the world. Among infants and young children, IDA can have adverse effects on growth and development. Mental deficits exhibited in infancy can be long lasting. Efforts are being made to combat these problems. However, in the past decade little success was made. Currently there is interest in developing home fortificants that are versatile, inexpensive, efficacious and effective. One of these is the Sprinkles, which contain iron fumarate coated with a soy lipid and other micronutrients. The Sprinkles are packaged in small sachets and are intended to be added to ready-to-eat home-prepared complementary foods once a day. A consumer acceptance test was conducted by AC Nielsen in 5 cities in China. A total of 1376 mothers with secondary education and of infants aged 6-24 months and young children 2-5 years in Shanghai, Chengdu, Guangzhou and Wuhan were recruited. They were interviewed by trained interviewers 4 times during the period of the study. During the initial interview of the mothers a concept test of the Sprinkles and instructions for use were provided. The Sprinkles were provided for home test for the acceptance by infants and children in 4 successive weeks. Diaries were kept and empty sachets were retrieved by the interview each week. Comments on the acceptance, behavior of the children and reactions of the children were recorded. The results showed that the mothers were enthusiastic about the product. They found the Sprinkles convenient and nutritionally desirable. The infants and young children accepted the foods with added Sprinkles well. 50% of the mothers commented that their infants' appetite improved. Approximately 40% of them indicated that their infants were more active, playing more and were stronger. Some slept better. Only a small number of mothers (2%) complained that their infants had loose bowels and dark stools. Most mothers would consider buying it if it was in the market place. The results were generally positive and consideration is given to making the Sprinkles accessible in China.