



# Starved for Attention

Supporting and Promoting Locals Models of Production

The Valid Nutrition Humanitarian Model and challenges  
faced in developing capacity

Derek Staveley – Chief Executive Officer

# Valid Nutrition

- **Established in 2005**
  - by Valid International
- **Mission**
  - **Combing humanitarian ethos and private enterprise professionally run as a profitable food business with all profits re-invested and**
  - **Reduce all forms of malnutrition by providing locally produced nutritional foods to those who need them**

# Model – unique

- **Irish Charity - no shareholders**
  - humanitarian not for profit
- **Run as a profitable food business**
  - experienced Executive Committee
  - all profits re-invested
- **Solely local production**
  - creates a virtuous circle linking nutritional interventions and agricultural production

# Operations and approach

- **Malawi**
  - Own manufacture
- **Elsewhere – collaboration with third party food manufacturers:**
  - Zambia
  - East Africa
  - Future plans – combination of regional and country

# Role of third party manufacturers

- **Fund Capital investment – simple model**
- **Finance Working Capital**
- **Focus on cost reduction and economics of scale**
- **Ensure UNICEF certification**
- **Provision of marketing, sales support and back office**

**All within an ethical and humanitarian framework  
that aims to deliver low cost and high quality  
products**

# Valid Nutrition role

- **Brand**
- **Innovation**
  - Delivery mechanisms
  - New products from R&D Program
- **Leading Nutritional expertise**
- **Strong relations with humanitarian community**
- **Quality Assurance**

# Challenges to developing production capacity

- Increased investment in CTC roll-out
- R&D – new, cheaper, efficacious products
- Standards governing new products
- Licensing
- Demand forecasting
- Approach to surge requirements
- Cost Reduction
- Managing Investment risk
- Certification process