

Ms. Nadiya Merchant, Associate Director – Nutrition, Kellogg India Pvt. Ltd. delivered the talk on “Hidden Hunger: Role of Fortified Foods”

Ms. Nadiya highlighted the issue of micronutrient deficiency, its global prevalence, and its impact on the Indian population. Essential vitamins and minerals, such as iron, iodine, folate, and zinc, often lacking in diets and can lead to serious health consequences. Various strategies to combat these deficiencies included food fortification, dietary diversification, biofortification, and supplementation.

According to studies, regularly consuming ready-to-eat breakfast cereals significantly improves nutrient intake as they are fortified. She concluded by saying Government, policymakers, and the private sector must take action to address the micronutrient deficiency along with educating people through health counselling.