



GIWWA.ORG



GIWWA

GLOBAL INITIATIVE FOR A WORLD WITHOUT ANEMIA

Mission

GIWWA works to eradicate iron deficiency anemia, the most common nutritional disorder in the world.

A deficiency in iron can significantly impact a person's overall physical and cognitive development, causing serious health and economic consequences.

We aim to make iron accessible through the development of effective and sustainable food products fortified using heme iron from animal blood.

Our unique solution is twofold – reusing waste from slaughterhouses in the fight against anemia also means diverting the blood from polluting the environment.

293 Million

Preschool-age children suffer from anemia

1.6 Billion

suffer from anemia worldwide

40%

of all pregnant women are anemic

-20%

Impact on national productivity level

OUR MODEL

02

BLOOD PROTEINS = HIGH ABSORPTION

Animal blood is rich in protein. The blood recovered from a slaughtered animal represents 5-8% of the protein yield of an entire animal. This makes up a significant amount of protein. The heme iron present in blood proteins are considered an efficient source of iron, as it is always well absorbed in the body. Research suggests that heme-iron is almost 20-40% more effective than non-heme iron sources.

04

DRIED HEME IRON

Dried heme iron can be conveniently used to develop a variety of food products, such as cookies and application products, such as pre-mixes for the food industry.

06

HEALTHIER COMMUNITIES

Our end goal is to accelerate the end of anemia. We want to make essential nutrients accessible to the people who need it the most. By investing in this goal, we aim to build healthier communities worldwide.

01

REUSING SLAUGHTERHOUSE WASTE/SIDE STREAMS

We want to reuse side streams and waste products from slaughterhouses in the fight against malnutrition. Not only does this help people directly, but also indirectly from diverting environmentally damaging waste products from the local environment.



03

HYGIENIC PROCESSING OF BLOOD

Blood is extracted and hygienically processed to produce a variety of products, for the food industry, as well as in agriculture.



05

FORTIFIED IRON PRODUCTS

We would like to develop a variety of products that can be easily integrated into the local culture's regular diet:
-Application: Fortified pre-mixes
-Stable fortified food products: cookies, sachets (RUFTs)

