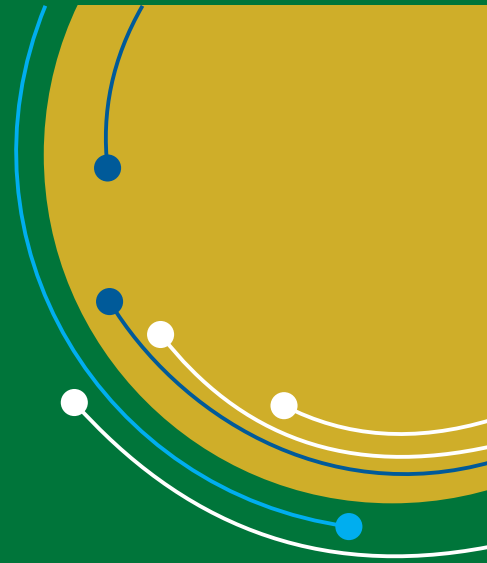


Fortified Wheat Flour



Imran Pasha and Aamir Shehzad

National Institute of Food Science and Technology,
University of Agriculture, Faisalabad

Rapid growth of world population makes it difficult to provide safe and ample food to whole population all around the globe. Resultantly, poor nutrition affects the physiological system of body. In developing countries micronutrients malnutrition is more prevailing and children and women of reproductive age are more susceptible of these deficiencies.

Insufficient access to food, high level of parasitic infection and diseases are the causes of micronutrient deficiency in majority cases along with dietary and feeding habits of the community. Iron, zinc and folic acid are more common micronutrient deficiencies of developing countries. To tackle these deficiencies different strategies are employed all over the world. Among that fortification is the most commonly used due to its convenience.

Wheat flour is consumed as a staple food in Pakistan and quality of the flour which is relatively poor, can be enhanced by fortification. The smaller manufacturers cannot afford to include the necessary additive to fortify the flour that makes the product into a useful part of the diet. In this respect various stakeholders should join with the government to work on a program that does encourage the fortification of flour. Multiple fortificants like iron, zinc and folic acid can be used with special reference to small scale grinders (Chakkis). Acceptability of fortified flour can be analyzed by consumer preference. Also, fortified flour is nutrient rich as compared to normal flour.

