



Iron Fortified Maize Varieties in Malawi: Community Acceptance and Health Outcomes

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Abstract

Malawi faces significant iron deficiency anemia (IDA), affecting both maternal and child health outcomes. A mixed-methods approach combining quantitative surveys with qualitative interviews to evaluate consumer preferences, dietary practices, and health indicators. Fortified maize varieties received positive feedback from over 80% of respondents, indicating a willingness to adopt these products. Health outcomes data showed a 15% reduction in IDA prevalence among children who consumed fortified maize compared to non-fortified controls. Community acceptance and health benefits were evident for iron-fortified maize varieties, suggesting their potential as an effective public health intervention. Further research should focus on scalability and cost-effectiveness of the fortification programme in Malawi's rural settings. Treatment effect was estimated with $\text{logit}(\pi) = \beta_0 + \beta_1 X_i$, and uncertainty reported using confidence-interval based inference.

Keywords: African, Iron Deficiency Anemia, Quantitative Survey, Qualitative Interview, Rural, Fortification, Malnutrition

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