



News Release

DSM receives the GAIN Business Award for Innovation in Nutrition

**Shijiazhuang Zhenji Brew Group Co., Ltd and
Valid International also awarded Top prizes**

Amsterdam, (IBLF/GAIN) 27 May 2009 – **DSM** will receive the first **GAIN Business Award for Innovation in Nutrition 2008** at a special Award Ceremony that will take place today during the **GAIN Business Alliance Global Forum** in Amsterdam. DSM was recognized on 14 May 2009 for its innovative efforts in rice fortification, called **NutriRice®**, by the **Global Alliance for Improved Nutrition (GAIN)** and the **International Business Leaders Forum (IBLF)**.

DSM, in cooperation with **Bühler AG**, developed a new technology that produces rice kernels that are indistinguishable from unfortified rice in looks and taste, and are still highly nutritious after washing and cooking. **NutriRice®** is already produced by a Chinese joint venture called **Wuxi NutriRice Ltd**.

At the Award Ceremony during GAIN's Business Alliance Global Forum the winner, represented by **Mauricio Adade, President Human Nutrition and Health at DSM**, will receive a specially-commissioned artwork by the Argentinean artist, **Natalia Bembrive**. Natalia is a young entrepreneur, chosen from among numerous candidates supported by a network of organizations led by Youth Business International (YBI). The YBI Network gives young people the opportunity to start up in business by providing them with access to credit and volunteer business mentors.

Established in 2008, the GAIN Business Award for Innovation in Nutrition was set up by GAIN and IBLF to recognize a company displaying outstanding innovation in the development of new products and services to fight malnutrition, improve public health and promote sustainable development. The 2008 Award had over 30 entries from all over the world.

After a thorough screening of all the applications, the panel of eight judges was unanimous in their selection of DSM. *"The judges were particularly impressed with the innovative features of DSM's NutriRice product. In the past, rice fortification efforts have not been very successful due in part to cultural and dietary preferences."* said **Will Oulton, Director, Responsible Investment, FTSE Group**

and **Chair of the Judging Panel**. “DSM’s work to develop a process which has made a fortified rice product acceptable across low income communities is a significant nutritional product innovation.”

Jury 2008

- **Will Oulton, Panel Chair** (Director, Responsible Investment, FTSE Group)
- **Roger Barnett** (Chairman and CEO, Shaklee Corporation)
- **Antony Burgmans KBE** (Former Chairman and CEO Unilever)
- **Rakesh Nangia** (Director of Operations, World Bank Institute, World Bank Institute)
- **Sarita Nayyar** (Senior Director, Head of Consumer Industries, World Economic Forum)
- **Professor Stuart Hart** (Cornell University, Center for Sustainable Global Enterprise)
- **Cheryl Scott** (Senior Advisor to Global Health, Bill & Melinda Gates Foundation)
- **Lijing L. Yan** (Guanghua School of Management, Peking University)

The jury also recognized **Shijiazhuang Zhenji Brew Group Co., Ltd**, a Chinese company, successfully marketing iron-fortified soy sauce to the vulnerable rural population in China as well as **Valid International’s** approach to addressing acute malnutrition at scale (Community-based Therapeutic Care (CTC) combined with the production of a range of Ready to Use Foods in developing countries).

The GAIN Business Award for Innovation in Nutrition will be presented annually:

www.gainaward.com

GAIN – the Global Alliance for Improved Nutrition mobilizes governments and businesses to fight malnutrition by marketing affordable and safe fortified staple foods to the poorest. It aims to improve the nutrition of 1 billion people to make people and economies healthier, stronger and more productive: Visit our website: www.gainhealth.org

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IBLF – the International Business Leaders Forum works with business, governments and civil society to enhance the contribution that companies can make to sustainable development. It is an independent, not-for-profit organization currently supported by over 100 of the world’s leading businesses. IBLF provides strategic counsel to companies to enable them to understand and respond to the development challenges that they face, particularly when operating in transition and emerging economies. Visit our website: www.iblf.org

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