

PROJECT APPRAISAL REPORT (PAR)

1. PROJECT NO. <b>512-15-233-288</b>	2. PAR FOR PERIOD: <b>5/1972</b> TO <b>5/1973</b>	3. COUNTRY <b>Brazil</b>	4. PAR SERIAL NO. <b>73-12</b>
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5. PROJECT TITLE

**Protein Foods and Food Fortification**

6. PROJECT DURATION: Began FY <b>71</b> Ends FY <b>75</b>	7. DATE LATEST PROP <b>4/20/72</b>	8. DATE LATEST PIP	9. DATE PRIOR PAR <b>5/26/72</b>
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10. U.S. FUNDING	a. Cumulative Obligation Thru Prior FY: <b>\$205,000</b>	b. Current FY Estimated Budget: \$ <b>166,000</b>	c. Estimated Budget to completion After Current FY: \$ <b>400,000</b>
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11. KEY ACTION AGENTS (Contractor, Participating Agency or Voluntary Agency)

a. NAME	b. CONTRACT, PASA OR VOL. AG. NO.

I. NEW ACTIONS PROPOSED AND REQUESTED AS A RESULT OF THIS EVALUATION

A. ACTION (X)			B. LIST OF ACTIONS	C. PROPOSED ACTION COMPLETION DATE
USAID	AID/W	HOST		
X		X	1) Joint GOB/USAID review of INAN programs and institutional needs once INAN initial planning completed.	Aug. Sept/1973
X		X	2) Review of status of São Paulo state nutrition plan and its relation to MOH-INAN activities in order to determine if USAID should continue separate assistance to that State's activities.	Aug. Sept/1973
X			3) Increased cooperation USAID/ARDO and Ministries of Agriculture and Planning in order to stimulate nutrition considerations in agriculture and national plans.	Begin immediately ongoing activity.
X		X	4) Develop joint nutrition training plan with Ford Foundation and GOB for US and in-country training.	Continuing
X			5) Prepare background info for orientation of short-term consultant, including information on technician's compartment in Brazil.	August 1973
X			6) Improve specificity of contract scopes of work and reporting requirements.	Model Developed Aug. Sept/1973
X			7) Initiate contact with PAHO/Brazil rep. and nutrition project manager.	Aug. Sept/1973
X		X	8) Step-up recruitment of long-term training candidates now that multidisciplinary nutrition planning courses available in U.S.	Aug. Sept/1973

D. REPLANNING REQUIRES							E. DATE OF MISSION REVIEW	
REVISED OR NEW	<input type="checkbox"/> PROP	<input type="checkbox"/> PIP	<input type="checkbox"/> PRO AG	<input type="checkbox"/> PIO/T	<input type="checkbox"/> PIO/C	<input type="checkbox"/> PIO/P		

PROJECT MANAGER: TYPED NAME, SIGNED INITIALS AND DATE | MISSION DIRECTOR: TYPED NAME, SIGNED INITIALS AND DATE

MANAGER: Marion Pressão | DATE: June 12, 1973 | MISSION DIRECTOR: William A. Ellis | DATE: June 12, 1973

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**II. PERFORMANCE OF KEY INPUTS AND ACTION AGENTS**

A. INPUT OR ACTION AGENT CONTRACTOR, PARTICIPATING AGENCY OR VOLUNTARY AGENCY	B. PERFORMANCE AGAINST PLAN							C. IMPORTANCE FOR ACHIEVING PROJECT PURPOSE (X)						
	UNSATIS. FACTORY		SATISFACTORY			OUT. STANDING		LOW	MEDIUM		HIGH			
	1	2	3	4	5	6	7		1	2		3	4	5
1. 1) USAID/B							X							X
2) AID/W							X						X	
2. 3) IDMON Inc.							X			X				
4) Transcentury Corp.							X			X				
3. 5) ARA, Inc.				X						X				
6) MANOFF Consultants			X							X				

Comment on key factors determining rating (Continuation page 2)

- The project manager has been most instrumental in the increased GOB perception of Nutrition as a major sector in Brazilian development planning, demonstrated by the recent recommendation by the President and creation by the Congress of a major Food and Nutrition Institute. Mission support for the project has been excellent.
- AID/W TA/N backstop support for the project has been laudatory. Several times during the past year, TA/N has found and negotiated contracts and dispatched short-term consultants for immediate tasks within 2-3 weeks of receipt of a Mission request. (Continuation ...)

4. PARTICIPANT TRAINING	1	2	3	4	5	6	7	1	2	3	4	5
		X		X							X	

Comment on key factors determining rating The shortage of trained Brazilians in nutrition planning evaluation and other nutrition related areas is a serious bottleneck to attainment of project objectives. The recent establishment of multidisciplinary nutrition planning courses at Cornell and MIT will now provide an adequate opportunity for a greater number of USAID participants. The GOB, the Ford Foundation and USAID are presently developing an integrated plan to facilitate training opportunities in nutrition - related areas in both the U.S. and Brazil.

5. COMMODITIES	1	2	3	4	5	6	7	1	2	3	4	5
				X						X		

Comment on key factors determining rating

The Mococa spray dryer has been installed on schedule. 8 Lysine mixing machines for the School Lunch program have also been installed on schedule.

6. COOPERATING COUNTRY	a. PERSONNEL	1	2	3	4	5	6	7	1	2	3	4	5
	b. OTHER			X									X
					X								X

Comment on key factors determining rating Recent legislation has provided an excellent coordinating structure, the Institute of Food and Nutrition (INAN) for the coordination of national nutrition and mass feeding programs. However, numerous political and planning difficulties must be addressed before INAN will be able to function as expected. USAID will provide extensive technical support to INAN over the next year in order to help develop its institutional capacity.

7. OTHER DONORS	1	2	3	4	5	6	7	1	2	3	4	5
				X					X			

(See Next Page for Comments on Other Donors)

II. PERFORMANCE OF KEY INPUTS AND ACTION AGENES

Comment on key factors determining rating

- 3) Contractor performance has on the whole been satisfactory, and in some cases excellent. IDMON Inc. has assisted in Fish Protein Concentrate (FPC) research far beyond that required by their contract. They have also stimulated the Canadian Development Programme to provide assistance in later stages of the project. A Transcentury Corp. consultant has carried out 2 short nutrition planning/systems analysis courses in Brazil. Besides influencing INAN planning during a crucial period, reaction to the course has been so positive that 5 other Brazilian health and agriculture organizations have requested Transcentury's services for similar courses. While ARA's technical assistance provided in Brazil has been excellent, repeated Mission attempts to receive cost estimates for follow-up training courses in the U.S. have not been answered, resulting in project delays.

Manoff consultant's final report on a visit to Brazil included taped interviews with Brazilian officials. The sensitivity of these interviews caused strong negative reaction and precludes any future Manoff consultants assistance in Brazil.

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II. 7. Continued: Comment on key factors determining rating of Other Donors

FAO's somewhat limited nutrition interventions in Brazil (other than those to increase agricultural production) have been well coordinated with AID. PAHO has also carried on a limited program with little inter-course with the U.S. AID program. The USAID project manager has been instrumental in catalyzing World Bank interest in a major Nutrition loan to Brazil. This loan will be further developed over the next year and AID will continue to play a liaison role as needed.

III. KEY OUTPUT INDICATORS AND TARGETS

A. QUANTITATIVE INDICATORS FOR MAJOR OUTPUTS		CUMU- LATIVE PRIOR FY	TARGETS (Percentage/Rate/Amount)				
			CURRENT FY		FY 74	FY 75	END OF PROJECT
			TO DATE	TO END			
1. Opaque 2 corn demonstration projects in Minas Gerais.	PLANNED	50	-	100	200	250	250
	ACTUAL PERFORMANCE	50	-				
	REPLANNED			-	-	-	-
2. Research and marketing staff of food industry trained in designing and marketing of protein foods.	PLANNED	-	20	20	40	40	40
	ACTUAL PERFORMANCE	-	20				
	REPLANNED			20	20	20	20
3. Training in nutrition education for key education and extension service officials. Technical assistance by project staff.	PLANNED	-	3	3	6	8	8
	ACTUAL PERFORMANCE	-	0				
	REPLANNED				Assistance to 3 organizations being provided instead of individual.		
4. Ongoing program established in nutrition programming at Ribeirão Preto and/or other institution (training in US and Brazil (See item 7 below))	PLANNED	-	2/15	2/15	5/35	5/35	5/35
	ACTUAL PERFORMANCE	-	4/25				
	REPLANNED			7/50	12/100	17/125	17/125
B. QUALITATIVE INDICATORS FOR MAJOR OUTPUTS		COMMENT: Mandioca has been successfully fortified in laboratory tests with soy grits which are now being produced in Brazil on a limited scale. Market testing in Rio area has begun. At least 1 major packager of mandioca plans to distribute fortified mandioca on nation-wide scale.					
1. Commercial distribution of fortified mandioca.		COMMENT: Pilot plant machinery on-site and installed. Some technical problems in the innovative process being worked out. Studies in supplies of fish resources for FPC marketing of FPC and scale-up of pilot plant underway. Personnel trained and on site.					
2. Functioning FPC facilities, trained people operating them.		COMMENT: Some industries already utilizing mass media for promotional work. National Food and Nutrition Institute already contracting for wide-scale mass media work for general nutrition education, including promotion of nutrition foods.					
3. Major food industries aware of potential of mass media for promoting protein foods.							

(Continuation page 3)...

## III. KEY OUTPUT INDICATORS AND TARGETS

B. Qualitative indicators for major outputs	<p>Comment: School Lunch and Maternal Child program heads have met with representatives of Brazilian Assoc. of Food Industries Protein Food sector. Joint-venture for production of CSM in Brazil soon (A. D.M. Milling).</p> <p>These government programs quite interested in purchasing protein-enriched foods, although INAN has not yet reached this point in its planning.</p>
4.Promotion of protein food utilization thru contacts by project staff and FPC project managers with heads of mass feeding programs.	<p>Comment: INAN has contracted specialized agency to develop nutrition education materials for use in adult literacy programs, schools, and communities in general. This is one of top priorities of the new entity. ABIA and other entities also collaborating; latter specifically in evaluation of nutrition education.</p>
5.Publication of nutrition education materials will be stimulated in coordination with USAID assisted education projects and thru ABIA.	<p>Comment: Federal plan (PRONAN) approved by the President, plan now being implemented. State of São Paulo nutrition plan being finalized and to be announced by end of May. Implementation expected to start almost immediately.</p>
6.Integrated State and Federal nutrition plans.	<p>Comment: Scheduled for FY 74/75 although preliminary groundwork already laid with both INAN and other entities and training course given.</p>

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IV. PROJECT PURPOSE

1. Statement of purpose as currently envisaged. 2. Same as in PROP?  YES  NO

- 1) Promote increased production of protein foods.
- 2) Promote increased consumption of protein foods.
- 3) Promote the incorporation of nutrition consideration in development planning.

B. 1. Conditions which will exist when above purpose is achieved.	2. Evidence to date of progress toward these conditions.
1) Fortified mandioca flour on market.	1) Fortified mandioca being test marketed in Rio area. Plans to distribute nation-wide exist in several chains.
2) FPC produced industrially and in use.	2) Behind schedule due to technological problems in pilot plant, currently being resolved. Replacement part being sent. FPC supply and marketing study underway to be completed by July 1.
3) Use of Opaque-2 Corn in certain rural areas.	3) National rural extension service and seed industry have developed promotional programs.
4) Industry will have designed and marketed additional low-cost protein foods.	4) Requests for incentive grant being analyzed. CSM joint venture in negotiation stage.
5) State and Federal government will provide base market for protein-rich foods	5) School Lunch program purchasing protein rich foods to a limited extent. Expected to increase as more foods become available. INAN has discussed possibilities with food industry representatives.
6) GOB will provide incentives for development and sale of additional protein foods.	6) In early discussion stage.

(Continuation page 4)...

V. PROGRAMMING GOAL

A. Statement of Programming Goal

To improve the diet of the majority of the Brazilian people to within acceptable nutritional levels.

C. Will the achievement of the project purpose make a significant contribution to the programming goal, given the magnitude of the national problem? Cite evidence.

Production of protein foods seems well on its way. Creation of INAN indicates increased priority of nutrition in national development planning. Nutrition education program will be a major element of INAN program. Current bottlenecks seem to be lack of trained personnel, lack of consideration of nutrition factor in agricultural planning, and lack of effective nutrition education programs. The goal will be reached only if these bottlenecks are overcome and if they are accompanied by increases in real income and by effectively run, well-targeted government mass-feeding programs.

## IV. PROJECT PURPOSE

- | B. 1. Conditions which will exist when above purpose is achieved.   | 2. Evidence to date of progress toward these conditions.   |
|---|--|
| 7) Consumption patterns will show increased ingestion of protein.   | 7) None as yet. Base level data being collected.   |
| 8) Mass media will be increasingly used to promote protein-food consumption.  | 8) Government and private industry interest in mass media nutrition education is high. INAN has used mass media on a massive scale within their new programs.  |
| 9) Government mass feeding programs will emphasize protein foods.   | 9) Government mass-feeding and private food industry officials have initiated discussions on the potential role of nutrition foods in feeding programs. Some foods are now being purchased on a relatively small scale.  |
| 10) Nutrition Education materials will be published and available to general public as well as in use in school system. | 10) INAN will publish nutrition education material for use in adult literacy programs, schools, and their new programs.  |
| 11) Coordinated nutrition training courses will be given for school teachers, rural ext. and health personnel.          | 11) INAN plans to carry out courses with ABCAR (rural extension agency). Training courses for school teachers are not yet widespread.  |
| 12) Policies formulated on food and nutrition within development plans of state and federal governments.                | 12) Brazil's first integrated nutrition plan (PRONAN) was approved by the Presidency this year. However, nutrition still does not have sufficient priority in the federal agriculture and education plans. The state of S. Paulo is already implementing its first state nutrition plan. Other states are expected to follow the S. Paulo model. |
| 13) Line items for promotion and purchases of protein foods will be included in government budgets.                     | 13) While some protein foods being purchased by school lunch and maternal child feeding programs, no guaranteed base market yet exists.  |
| 14) Government officials will be trained in relationship between nut. and planning.                                     | 14) 4 key GOB officials sent to AID/W planning workshop. 2 nutrition planning courses carried out in Brazil with requests for such courses from 5 other important Brazilian organizations. INAN officials extremely interested in further training.  |

IV. PROJECT PURPOSE

IV. PROJECT PURPOSE

B. 1. Conditions which will exist when above purpose is achieved.

2. Evidence to date of progress toward these conditions.

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15) Ongoing training in nutrition and planning will take place in Brazil.

15) See No. 14 above.

16) Completed major systems study will outline steps for continued government action in raising the protein consumption level of Brazilians.

16) INAW has shown preliminary interest in major systems study as result of No. 14 above. Initial steps may begin in late FY 74.