



BiZiFED: Biofortified Zinc Flour to Eliminate Deficiency

Objective 3

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- To explore the cultural context, traditions, knowledge and attitudes of local stakeholders to biofortified zinc wheat and zinc fertilizers.
- Stakeholder mapping
- Mixed methods empirical study

Stakeholder mapping



- Who are the stakeholders?
- What influence do they have?
- What are the relationships between them?

- Partnership working
- Mapping systems and pathways
- Group activities in Murree



Stakeholder mapping



- You are all stakeholders!
- We would welcome your input into this process
- Ongoing for duration of study
- This work will support future efforts to scale up biofortified zinc wheat and zinc fertilizers in Pakistan.

Empirical study



- Focus on two key groups of stakeholders:
 - Farmers
 - Community members
- Experiences, perceptions, attitudes, awareness, motivations, challenges, opportunities
- How do these factors influence acceptance?

Mixed methods



- Farmers accessed through existing networks:
 - Questionnaire survey
 - Individual interviews
- Community members from Baghbanan:
 - Individual interviews
 - Local context

Capacity building



- Stakeholder mapping:
 - Input from whole BiZiFED team
- Qualitative study:
 - Research Assistant from Khyber Medical University
 - Project Manager from Abaseen Foundation
 - Qualitative interview techniques