

Nestlé acquires new technology to help fight iron deficiency

01 February 2019 | News | By Manbeena Chawla

The unique technology, FERRI PRO was developed to address iron deficiency, without adversely affecting the taste of food and beverages.



Global food company Nestlé has acquired a novel technology developed by New Zealand scientists that will enable it to address iron deficiency.

The unique technology, FERRI PRO was developed to address iron deficiency, without adversely affecting the taste of food and beverages. It was developed by Massey University researchers at the Riddet Institute Centre of Research Excellence (CoRE) hosted by Massey in the Manawatū.

“The technology was developed to help to address the world’s most important nutritional deficiency, with over 1.6 billion people suffering from iron deficiency anaemia,” says Riddet Institute director, Distinguished Professor Harjinder Singh, who led the research team.

Petra Klassen Wigger, head of nutrition, health and wellness at Nestlé says, “At Nestlé we believe that we have a key role to play in support of global efforts to tackle the burden of micronutrient deficiencies. Through this collaboration with Massey University, we will have access to an innovative technology that enables us to effectively fortify our foods and beverages without compromising the quality and taste.”