

Lucky Iron Fish Video Clip Link

Lucky Iron Fish: Shape of Health (2:46) - <https://www.youtube.com/watch?v=KJM7Nj1DCwk>

[Lucky Iron Fish](#)

Published on Jul 20, 2014

The Lucky Iron Fish™ is a social entrepreneurship organization implementing a simple health innovation to alleviate iron deficiency and iron deficiency anemia in Cambodia, especially in women and children. Its vision is to become a global leader in promoting use of this health innovation to improve the lives of two billion people who suffer from iron deficiency. Iron deficiency reduces capacity to work, impairs cognitive development in children, and results in anemia and weakness. Using the Lucky Iron Fish™ every day preparing food or sterilizing water halves the incidence of clinical anemia and increases circulating and stored iron. The fish can be made from scrap metal by local metal workers, so could stimulate small businesses across Cambodia to produce and distribute the fish.

In addition, there is an opportunity to develop businesses that will ensure quality control of the product. The Lucky Iron Fish™ is strategically partnered with multiple NGO's in Cambodia for distribution of the fish. The potential market for the fish is worldwide as iron deficiency occurs in the developing and developed world and there is an opportunity to create business opportunities in the developed world to sponsor support of the product in the developing world.