



Why and How to Engage the Private Sector to Advance Nutrition

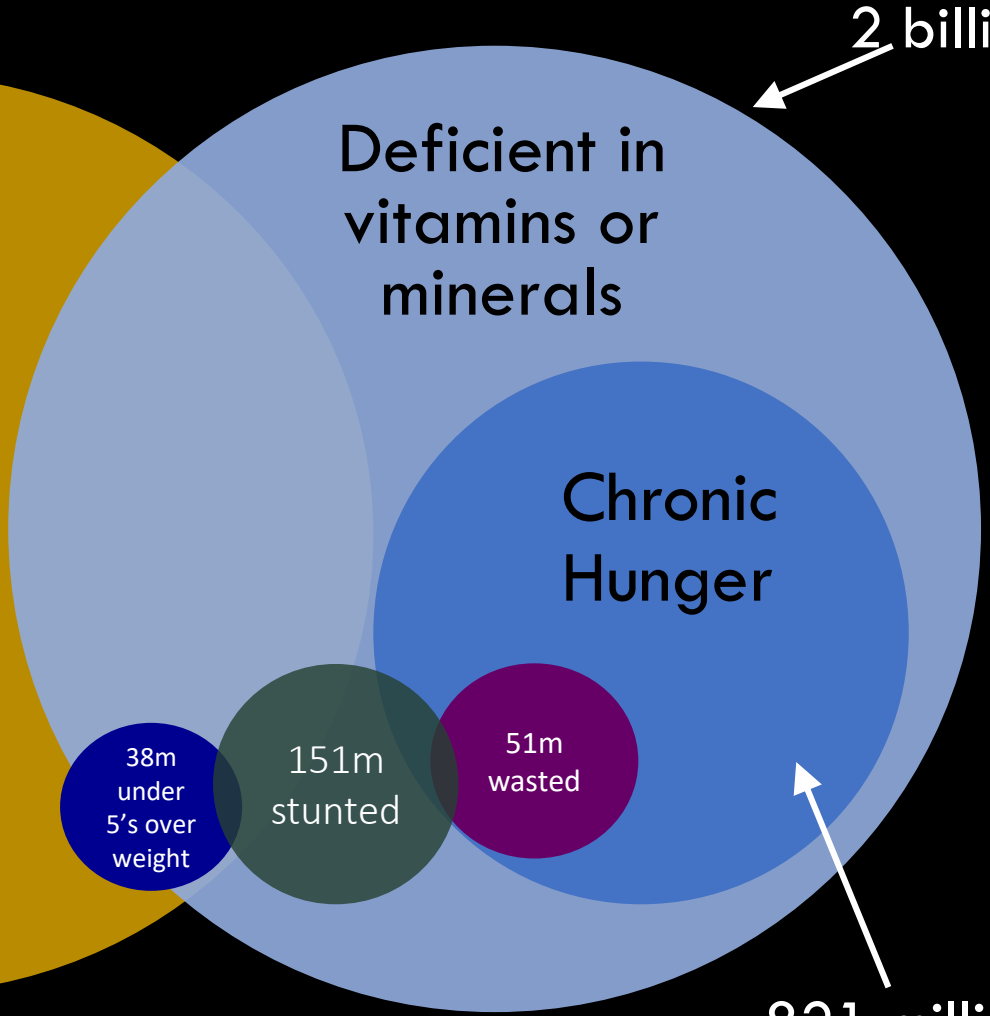
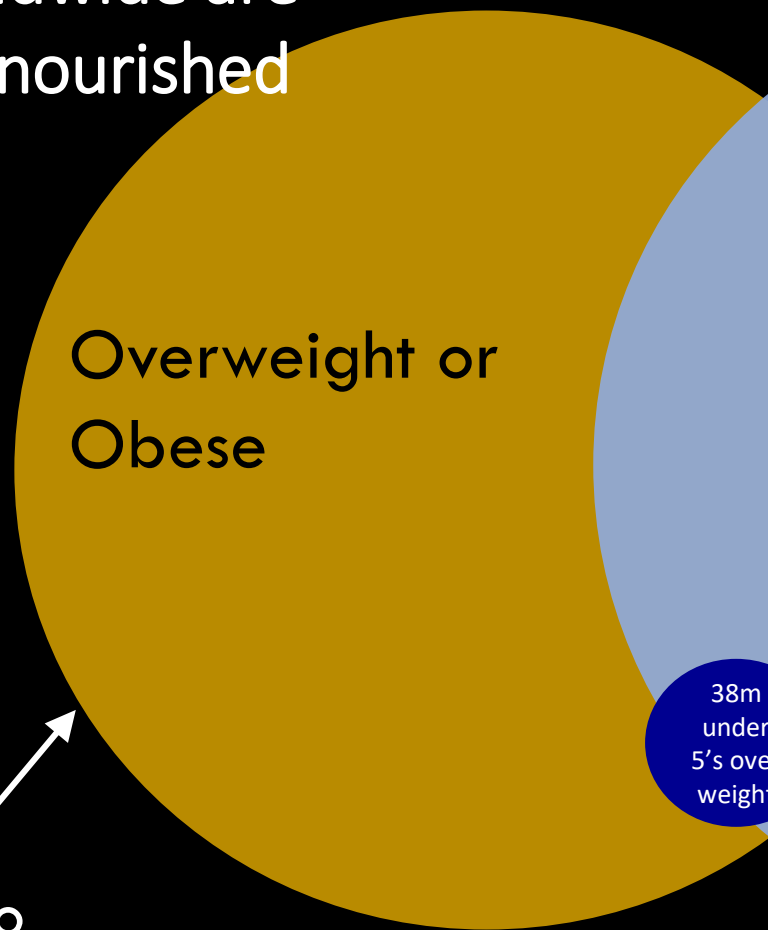
Lawrence Haddad

**The Global Alliance for Improved
Nutrition (GAIN)**

The Problem

1 in 3 people worldwide are malnourished

1.9 billion

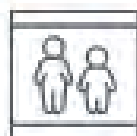


2 billion

821 million

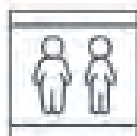
Uneven progress in reducing malnutrition in all its forms in Indonesia

Progress against global nutrition targets 2018



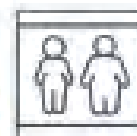
Under-5 stunting

Some progress



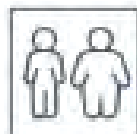
Under-5 wasting

No progress or worsening



Under-5 overweight

On course



Adult female obesity

No progress or worsening



Adult male obesity

NA



Adult female diabetes

No progress or worsening



WRA anaemia

No progress or worsening



Exclusive breastfeeding

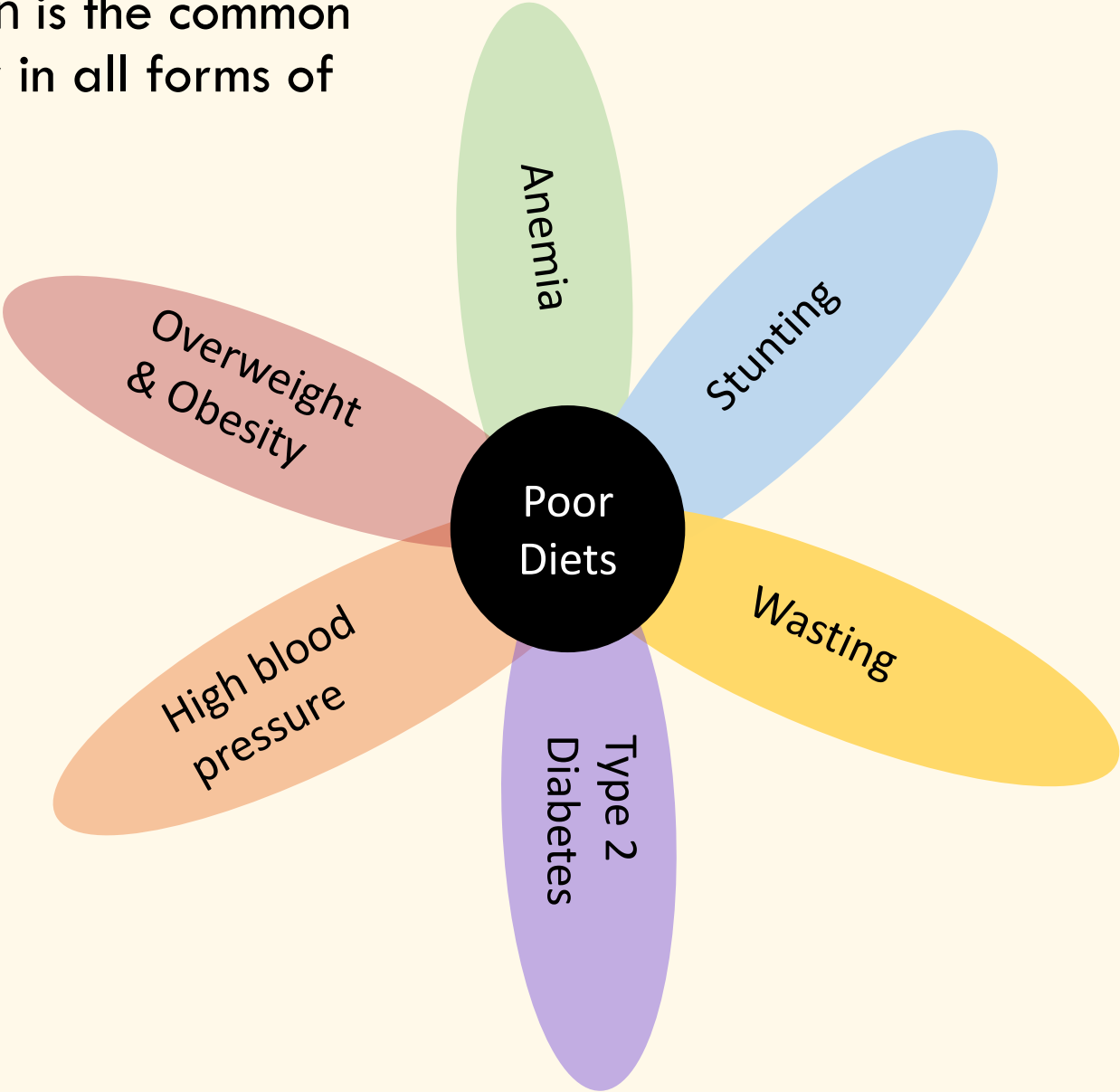
NA



Adult male diabetes

No progress or worsening

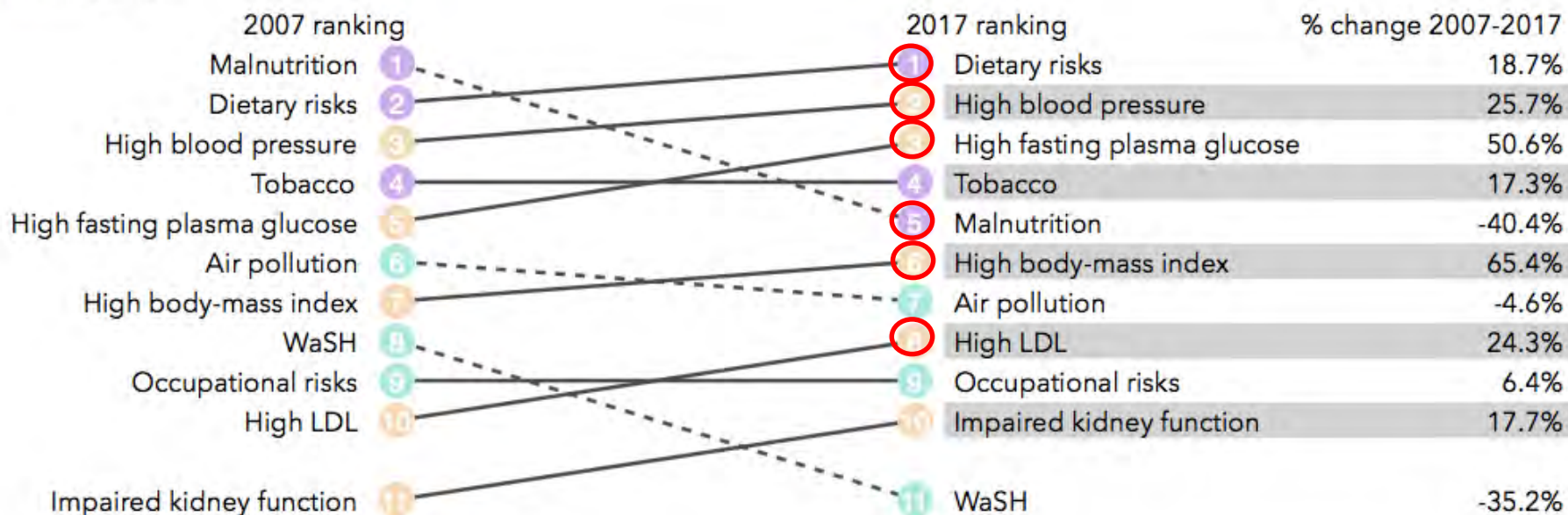
Inadequate food consumption is the common denominator in all forms of malnutrition



Poor diet contributes to **six** of the top 10 burden of disease factors in Indonesia

What risk factors drive the most death and disability combined? **Indonesia**

- Metabolic risks
- Environmental/occupational risks
- Behavioral risks



Top 10 risks contributing to DALYs in 2017 and percent change, 2007-2017, all ages, number

Healthy foods like fresh fruits & vegetables are unaffordable for large parts of the world

Share of per capita household income to buy 5 fruits and vegetables /day/person

52%

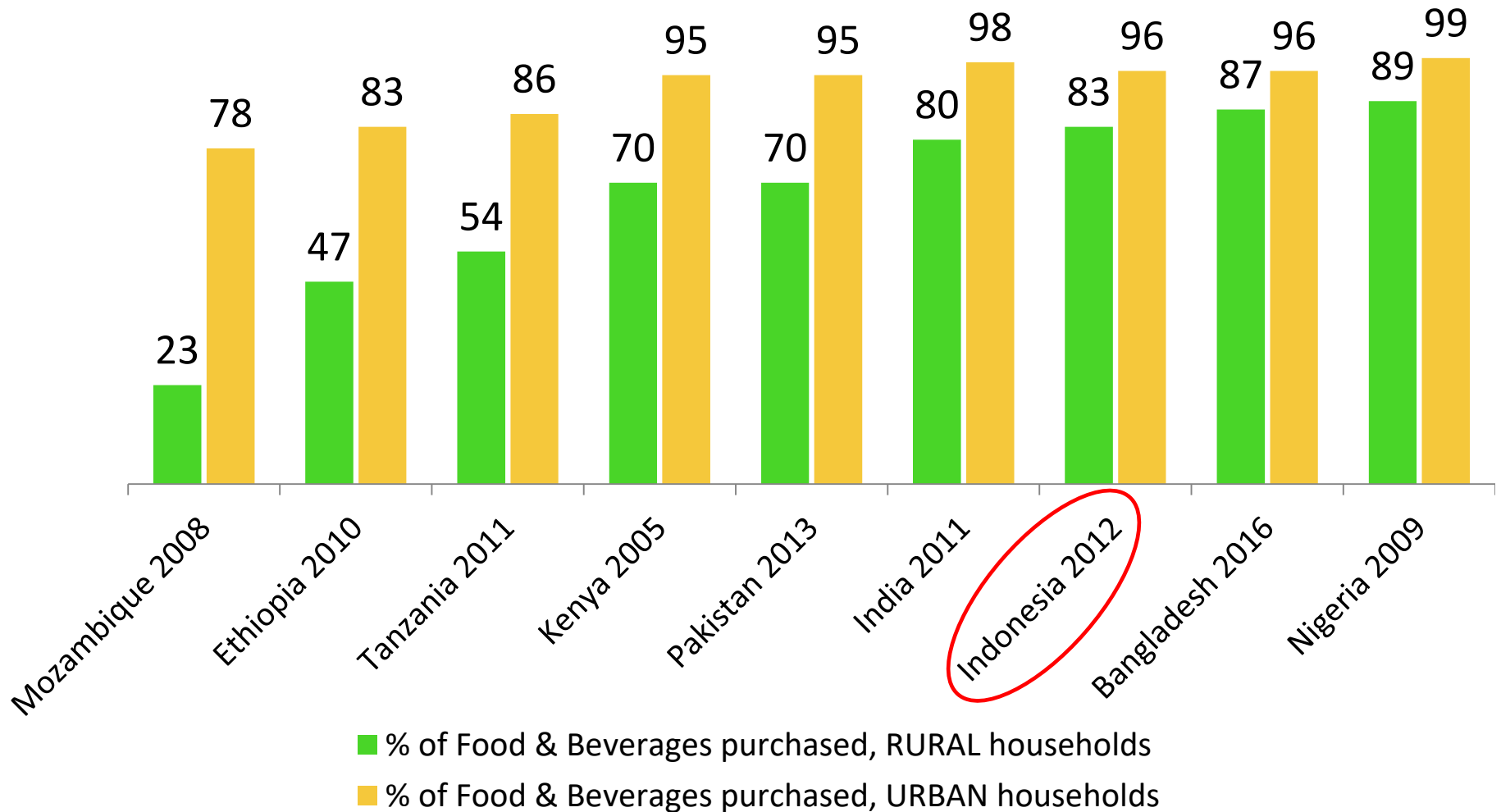
Bangladesh, India, Pakistan, Zimbabwe

Availability, affordability, and consumption of fruits and vegetables in 18 countries across income levels: findings from the Prospective Urban Rural Epidemiology (PURE) study. Miller, Victoria et al. The Lancet Global Health , Volume 4 , Issue 10 , e695 - e703

Businesses are big players in food consumption

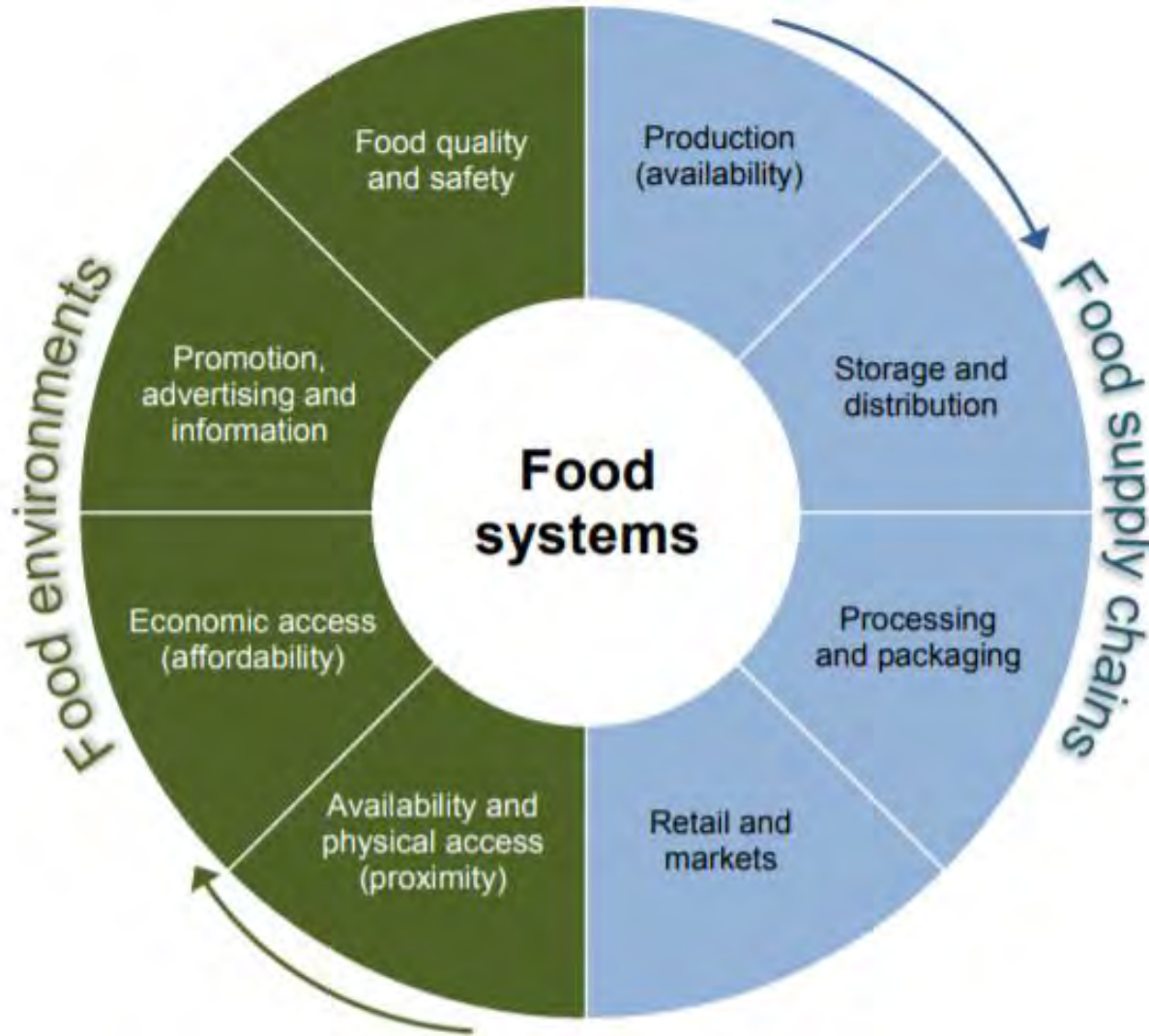
Most people get food from markets—
and markets are comprised of
businesses and people

Most food is acquired from markets, even in rural areas, so we are already engaging with businesses

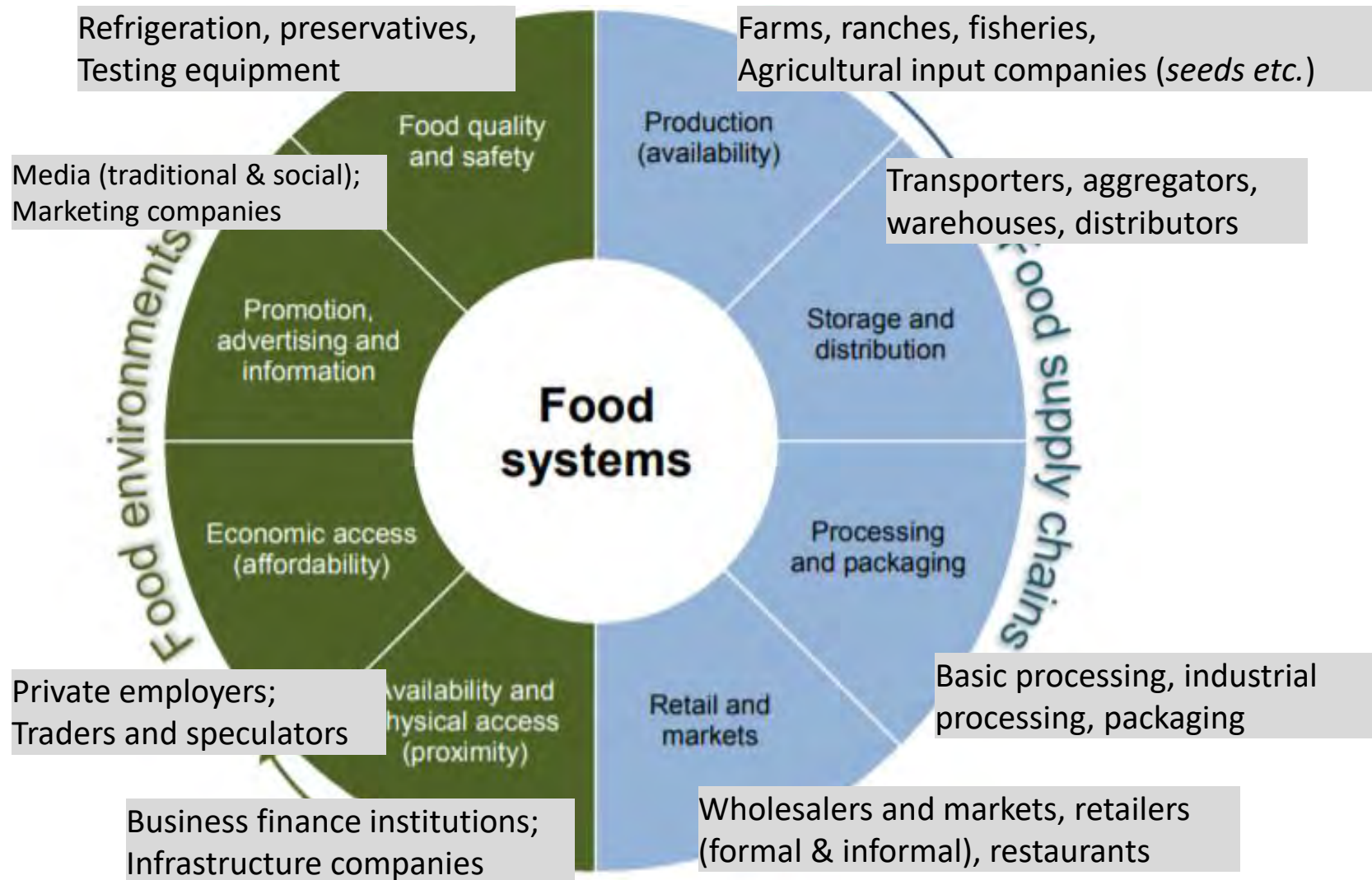


Source: World Bank LSMS Data prepared for GAIN

Businesses are everywhere in the food system



Businesses are everywhere in the food system



There are many public-private opportunities to advance nutrition. Here are a few....

	Food Companies	Non Food Companies
Big companies	<ul style="list-style-type: none"> • Price incentives to reduce levels of transfat, sugar, salt • Food Staple Fortification with essential vitamins and minerals • Workforce Nutrition programmes 	<ul style="list-style-type: none"> • Business to business support to smaller firms to • Workforce Nutrition programmes • Mobile phone companies (messaging) • Insurance companies (incentivizing healthy lifestyles)
Not big companies	<ul style="list-style-type: none"> • Support SMEs that are producing nutritious foods (business model development and financing) • Scaling of biofortified staple crops foods via markets 	<ul style="list-style-type: none"> • Fund Managers for Nutritious Food Financing to help SMEs • Creative Agencies (building demand for nutritious foods) • Packaging, Refrigeration, Haulage, Renewable energy companies (reduce food loss/waste)

Three types of businesses to engage

1. Work with businesses outside the food system to shape the food system

2. Support small and medium businesses that are involved in producing, distributing, marketing and selling foods that are key parts of a healthy diet

3. Influence the big food and beverage companies

1. Demand Creation

VEG POWER

All your vitamin A
Fuelled by a
carrot a day



#VEGPOWER

Carrots contain Beta Carotene which your body turns into Vitamin A.
There is enough in a medium carrot to meet your daily allowance for vitamin A.

Use Humour and Emotions

“Healthy Gossip” Campaign in Indonesia



The image shows a Facebook page for 'Gerakan Rumpi Sehat'. The page header includes the Facebook logo, the name 'Gerakan Rumpi Sehat', a search bar, and navigation links for 'Slan' and 'Home'. The main content area features a large image of three women in traditional Indonesian attire (one in a hijab, one in a red dress, and one in a yellow dress) engaged in conversation. A red speech bubble on the right contains the text 'Jangan sampai ketinggalan...'. In the bottom left corner, there is a red speech bubble logo with the text 'RUMPI SEHAT'. Below the main image, the text 'Gerakan Rumpi Sehat Community' is visible, along with interaction buttons for 'Liked', 'Following', 'Message', and a menu icon. At the bottom of the page, navigation tabs for 'Timeline', 'About', 'Photos', 'Likes', and 'Videos' are present.

Gerakan Rumpi Sehat
Community

Jangan sampai ketinggalan...

RUMPI SEHAT

Liked Following Message

Timeline About Photos Likes Videos



**THIS
IS
WHAT
MADE
ME**



Examples of some
of GAIN's demand
creation work in
Kenya



**THIS
IS
WHAT
MADE
ME**



2. Support SMEs to deliver price drop & profit increase

Many companies want to expand their sales of nutritious foods - because it is good business

Preço

A

desempenho



€21. ↓ (US\$) / day

Support to SME's can increase affordability: examples from GAIN's work

Automated Milk Dispensers. Tarakwo, Kenya	Availability	Affordability	Desirability & Convenience
Cage Farming of Tilapia. Pioneer, Kenya	Availability	Affordability	Desirability & Convenience
Improved distribution systems for vegetables. Vegman, Mozambique	Availability	Affordability	Desirability & Convenience
Improved sanitary environment, meat products. Alves, Mozambique	Availability	Affordability	Desirability & Convenience

Source: Dalberg
Consulting

Green means improvement in attribute
Yellow means challenges need to be overcome

3. For big food & multinationals – generate incentives

Incentives from government

Demand from consumers

Accountability from civil society

Search for purpose from employees

ESG Pressure from shareholders

Change from within companies

Government price incentives work

“To maximize success and effect, this review suggests that food taxes and subsidies should be a minimum of 10 to 15% and preferably used in tandem”.



Contents lists available at [ScienceDirect](#)

Nutrition

journal homepage: www.nutritionjrn.com



Review

Healthy food subsidies and unhealthy food taxation: A systematic review of the evidence



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Nutrition 31 (2015) 787–795

In Conclusion

Most countries are off track for SDG2

Improved food consumption is vital to meeting SDG2

Need to engage & influence private sector actors because they are the main players in the food system

Engage with food and non food companies

Engage with big and small companies

Look for the “sweet spots” and incentivize more good and less bad behavior

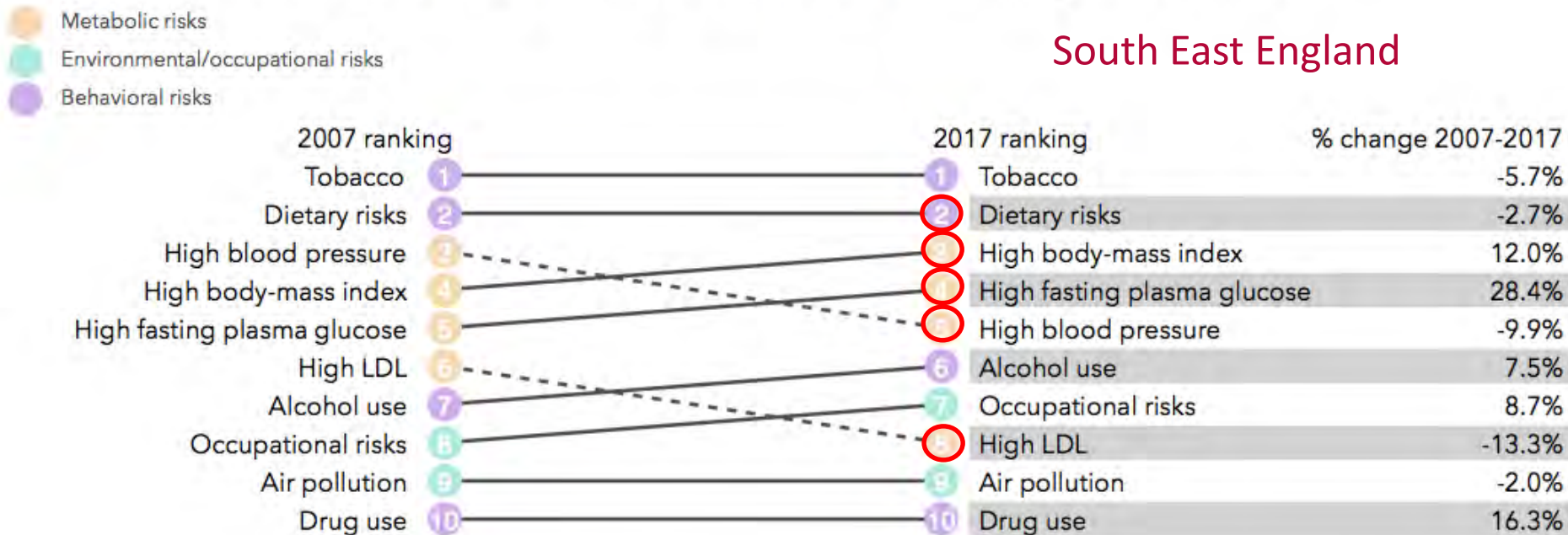
Activist governments to set and enforce the rules

Evaluate & mobilize knowledge & know-how on “what works”

Embrace transparent accountability mechanisms

Poor diet contributes to **five** of the top 10 burden of disease factors in South East England

What risk factors drive the most death and disability combined?



Top 10 risks contributing to DALYs in 2017 and percent change, 2007-2017, all ages, number



THANK YOU

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