

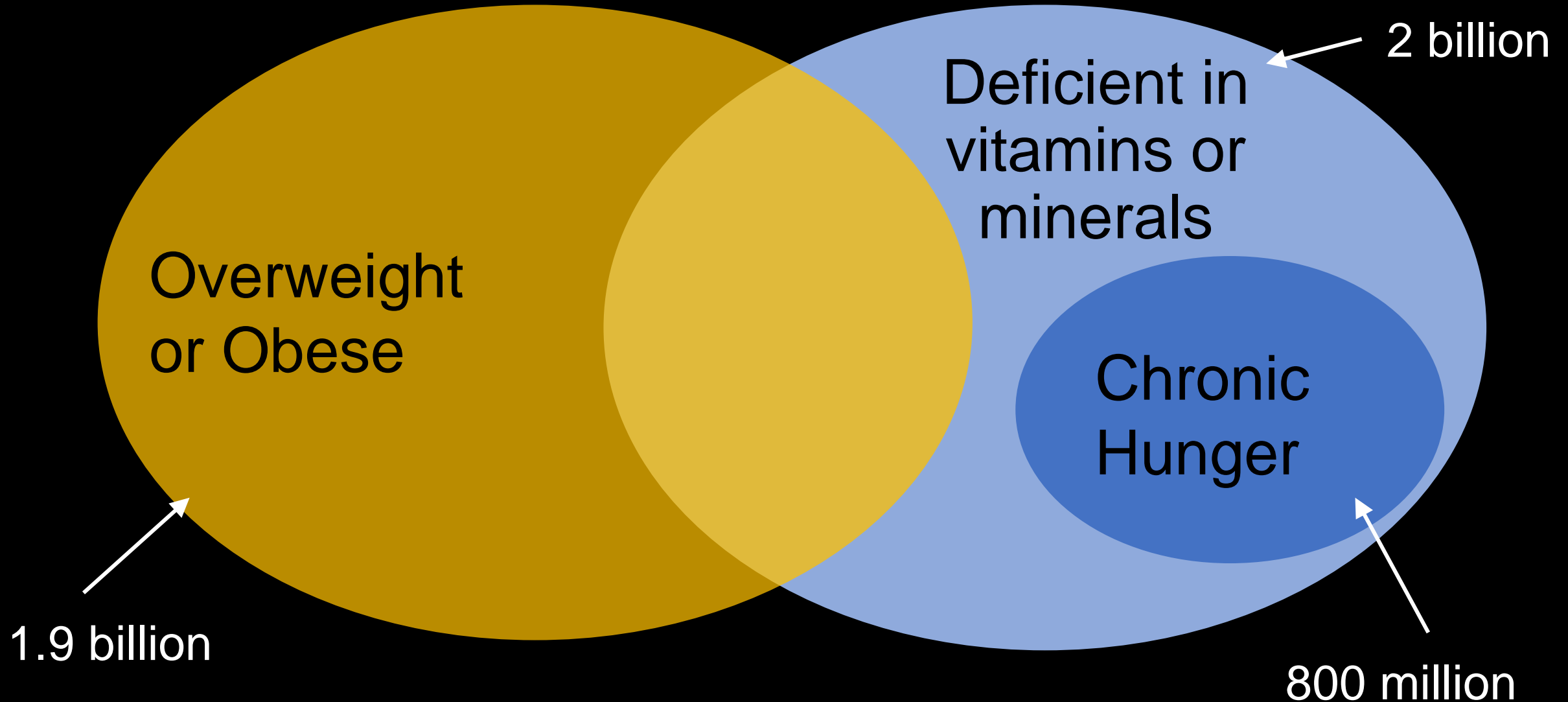
# Making Food Systems Deliver More Nutrition: The Role of the Private-Sector

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European Commission  
27 September 2017

# Nearly 1 in 2 people are malnourished in some way



Child and maternal malnutrition

Dietary risks

Diet

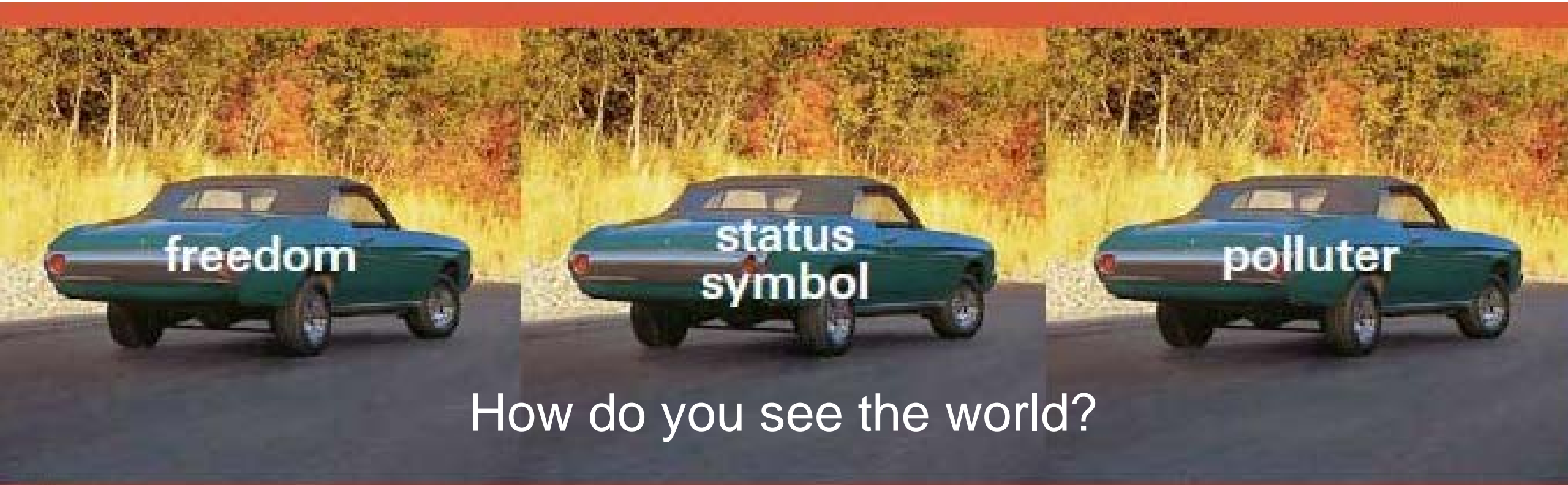
# Malnutrition is Driven by 3 Big Problems in Food Systems



Vote with your Fork  
to Save our  
Broken Food System

- The weak way we create Demand for healthy diets
- The low Affordability of healthy diets
- Environments that undermine healthy diets

We need to **help businesses**  
do good things for nutrition (& less bad): that means **engaging**



Business can  
do no wrong

Silent majority trying to figure out when and how to  
engage with businesses to advance nutrition

Business has no  
business in nutrition



An aerial photograph showing a stark contrast between a lush green field on the left and a dense, sprawling informal settlement on the right. The field is dotted with trees and appears to be a natural or agricultural landscape. The settlement is characterized by a tightly packed arrangement of small, rectangular structures with flat roofs, many of which are made of corrugated metal. The overall scene suggests a juxtaposition of nature and human habitation, particularly in an urban or peri-urban context.

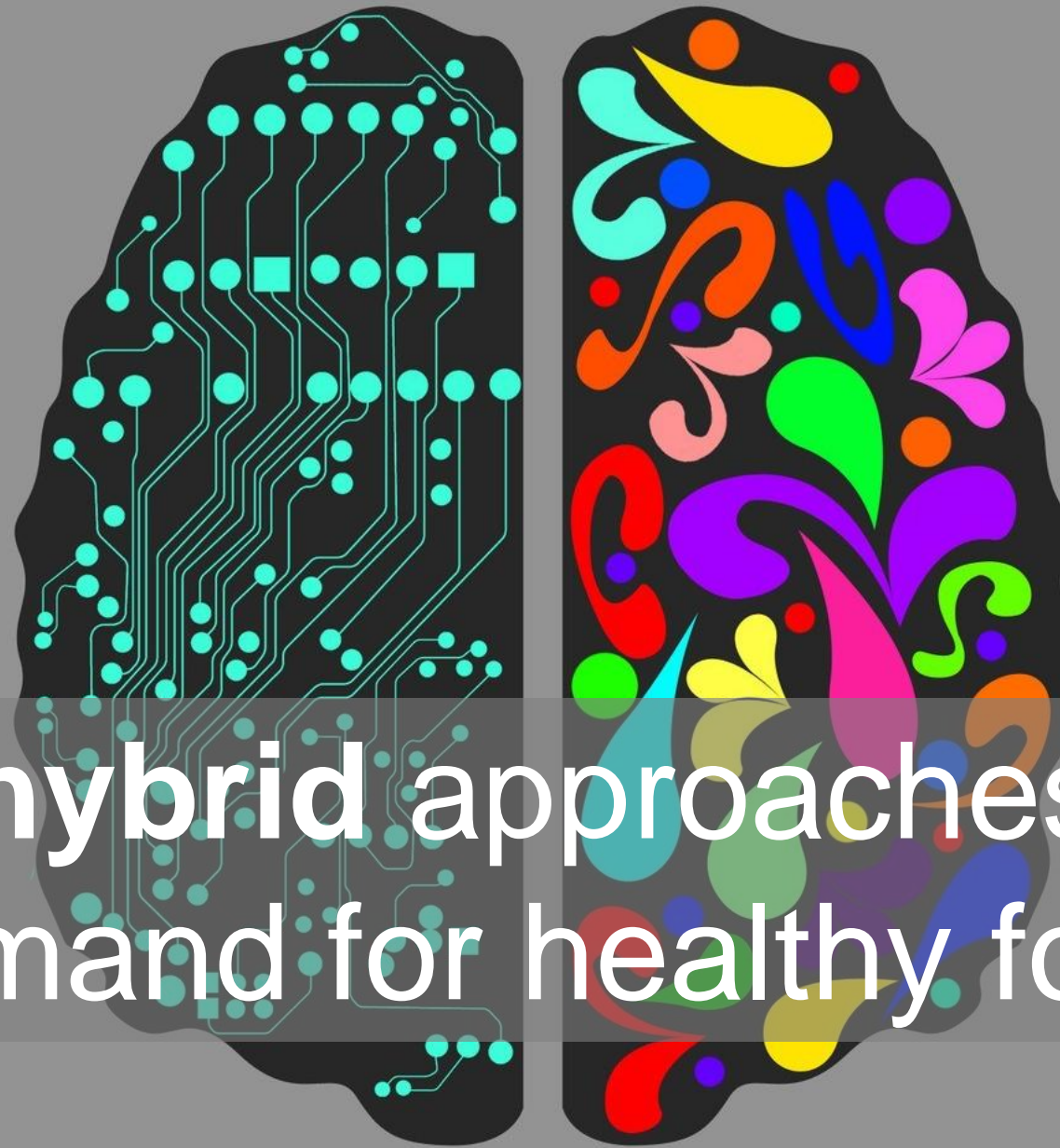
We need to  
**revolutionize** the  
way we create the  
demand for  
nutritious food



Behavior  
Change  
Programs

Consumer  
Advertising  
Campaigns

We need **hybrid** approaches to create  
demand for healthy food



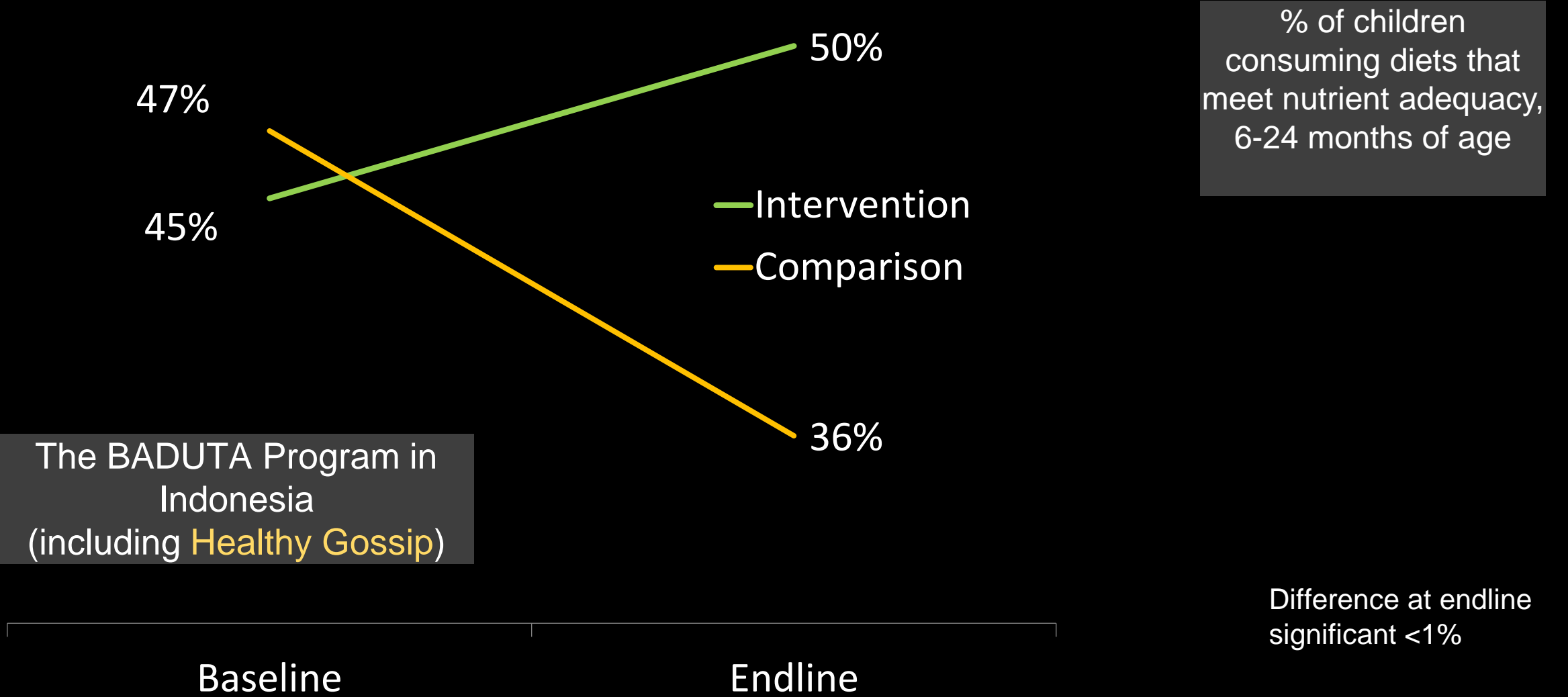
# Like a **Healthy Gossip** Campaign in Indonesia



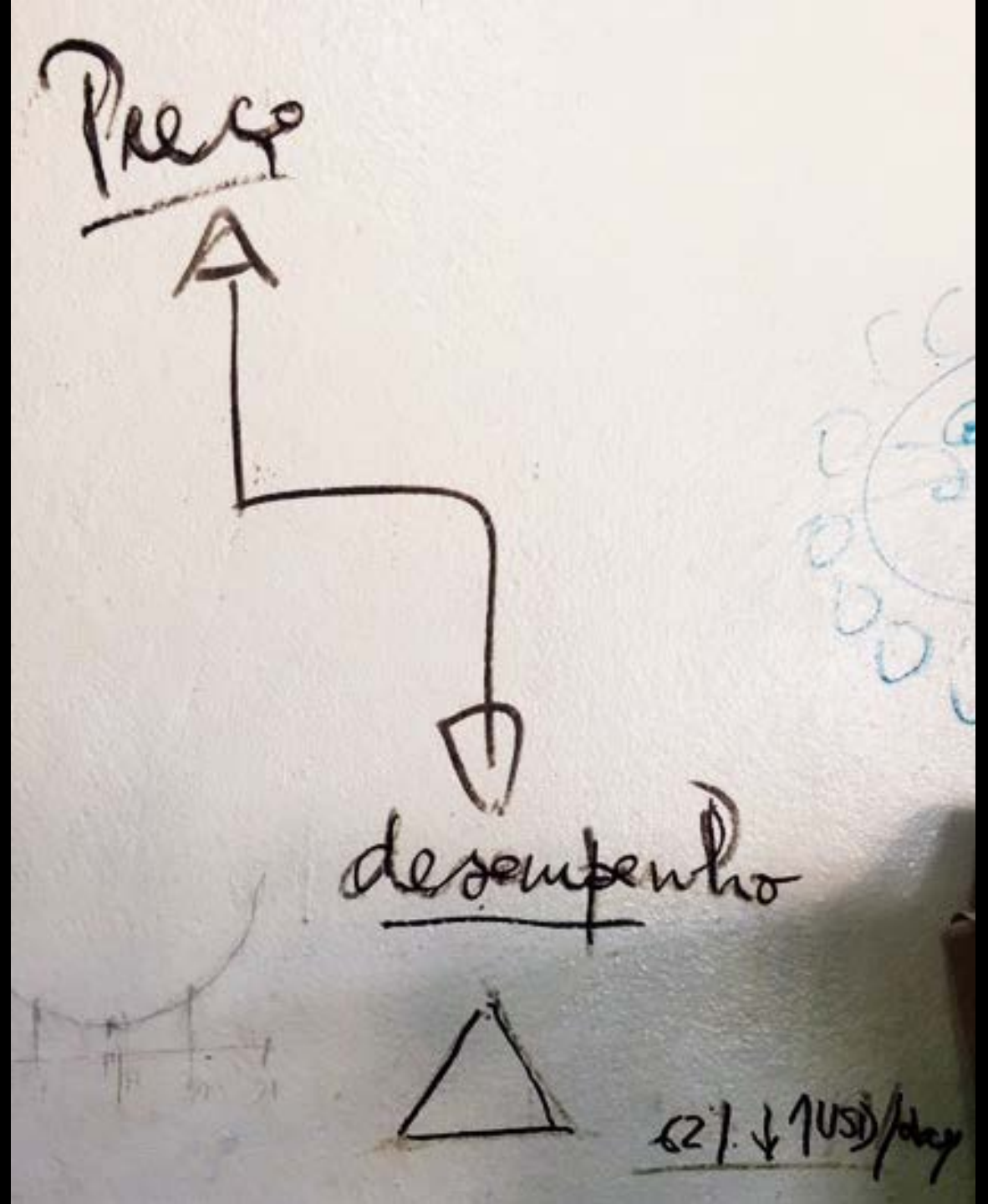




# Creative behavior change programs can have a large impact



We need to  
drive down the  
**cost** of a  
healthy healthy  
diet





# 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



# Our Support to SME's is producing results

Automated Milk Dispensers. Tarakwo, Kenya

Availability

Affordability

Desirability

Cage Farming of Tilapia. Pioneer, Kenya

Availability

Affordability

Desirability

Improved distribution systems for vegetables. Vegman, Mozambique

Availability

Affordability

Desirability

Improved sanitary environment, meat products. Alves, Mozambique

Availability

Affordability

Desirability

Building a more enabling environment for demand creation and the capacity to supply nutritious food

Incentives

Enforcement

Accountability

Legislation

Fiscal Policy

Innovation

Standards

Finance

Capacity

Infrastructure

Leadership

# Helping Business Fortify Foods with Nutrients



“It is proposed to provide for exemption from sales tax on premixes to fight growth stunting.”

p. 14. Government of Pakistan 2017 Budget.



# What does this have to do with the EU's External Investment Plan?

**Goal of the EIP:** to support inclusive and sustainable growth, creating jobs and contributing to address the root causes of migration.

Nutrition is an **investment in human infrastructure**: today and tomorrow

Short Run

10%  
increase in  
adult wages

Medium Run

11% increase  
in GDP

Long Run

Benefit Cost  
Ratios of  
16:1

Long Run

Inclusive  
growth &  
demographic  
dividend



# The External Investment Plan: For Improved Nutrition

## Mobilising Investments

### Examples from GAIN work

- Creating demand for nutritious foods through blends of private and public approaches
- Developing Deal Flows for investment bankers and venture capitalists in the production, distribution, processing and retailing of nutritious foods
- Leveraging private sector resources

## Stepping Up TA

### Examples from GAIN work

- Supporting development of business plans for nutritious foods that expand market share and lower price
- Supporting development of government nutrition plans that identify roles for the private sector

## Improving the Business Environment

### Examples from GAIN work

- Reducing import duties taxes on fortificants in Pakistan
- Reducing sales tax on processed milk in Ethiopia
- Promote diagnostics for where food systems are broken for healthy food

How much food is needed to feed the world in 2030?

**Wrong question**

What needs to happen to **nourish** the world now to **reduce stunting**?

- New ways to create **demand** for healthy diets
- New ways to support businesses to **meet** that demand
- New ways for governments to create the **environment** to enable it

