Businesses: How to make them a smaller part of the nutrition problem and a bigger part of the solution

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Why bother trying to influence businesses?
Businesses are big players in nutrition

Most people get food from markets—and markets are comprised of businesses and people
Most food is acquired from markets, even in rural areas

- Mozambique: 23% RURAL, 78% URBAN
- Ethiopia: 47% RURAL, 83% URBAN
- Tanzania: 54% RURAL, 86% URBAN
- Kenya: 70% RURAL, 95% URBAN
- Pakistan: 70% RURAL, 95% URBAN
- India: 80% RURAL, 98% URBAN
- Bangladesh: 87% RURAL, 96% URBAN
- Nigeria: 89% RURAL, 99% URBAN

% of Food & Beverages purchased, RURAL households
% of Food & Beverages purchased, URBAN households

Source: World Bank LSMS Data prepared for GAIN
Businesses are everywhere in the food system

Refrigeration, preservatives, Testing equipment
Farms, ranches, fisheries, Agricultural input companies (*seeds etc.*)

Media (traditional & social); Marketing companies
Transporters, aggregators, warehouses, distributors

Private employers; Traders and speculators
Basic processing, industrial processing, packaging

Business finance institutions; Infrastructure companies
Wholesalers and markets, retailers (formal & informal), restaurants

*Source*: HLPE 2017
How important is what we eat for overall health?
Poor diet contributes to five of the top 10 burden of disease factors in Austria.

What risk factors drive the most death and disability combined? Austria

<table>
<thead>
<tr>
<th>2007 ranking</th>
<th>2017 ranking</th>
<th>% change 2007-2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco</td>
<td>Tobacco</td>
<td>2.6%</td>
</tr>
<tr>
<td>High blood pressure</td>
<td>High blood pressure</td>
<td>-2.2%</td>
</tr>
<tr>
<td>Dietary risks</td>
<td>Dietary risks</td>
<td>2.6%</td>
</tr>
<tr>
<td>High fasting plasma glucose</td>
<td>High fasting plasma glucose</td>
<td>-5.1%</td>
</tr>
<tr>
<td>High body-mass index</td>
<td>High body-mass index</td>
<td>9.5%</td>
</tr>
<tr>
<td>Alcohol use</td>
<td>Alcohol use</td>
<td>-6.3%</td>
</tr>
<tr>
<td>High LDL</td>
<td>High LDL</td>
<td>-9.8%</td>
</tr>
<tr>
<td>Air pollution</td>
<td>Occupational risks</td>
<td>9.6%</td>
</tr>
<tr>
<td>Occupational risks</td>
<td>Air pollution</td>
<td>-10.5%</td>
</tr>
<tr>
<td>Impaired kidney function</td>
<td>Impaired kidney function</td>
<td>10.6%</td>
</tr>
</tbody>
</table>

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

Are businesses influenceable?
Three types of engagement for influence

- Work with businesses outside the food system to shape the food system
- Support businesses that are involved in producing, distributing, marketing and selling foods that are key parts of a healthy diet
- Influence the big food and beverage companies
Demand Creation

VEG POWER

All your vitamin A
Fuelled by a carrot a day

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.
Many companies want to expand their sales of nutritious foods - because it is good business.
Build an environment that moves us towards available, affordable, convenient and desirable foods

- Incentives from government
- Accountability from civil society
- ESG Pressure from shareholders
- Demand from consumers
- Search for purpose from employees
- Change from within companies
Perhaps the biggest influencing challenge lays with governments..

We cannot address all forms of malnutrition without engaging businesses -- and that requires new ways of working, new allies, and new displays of courage
Thank you