



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

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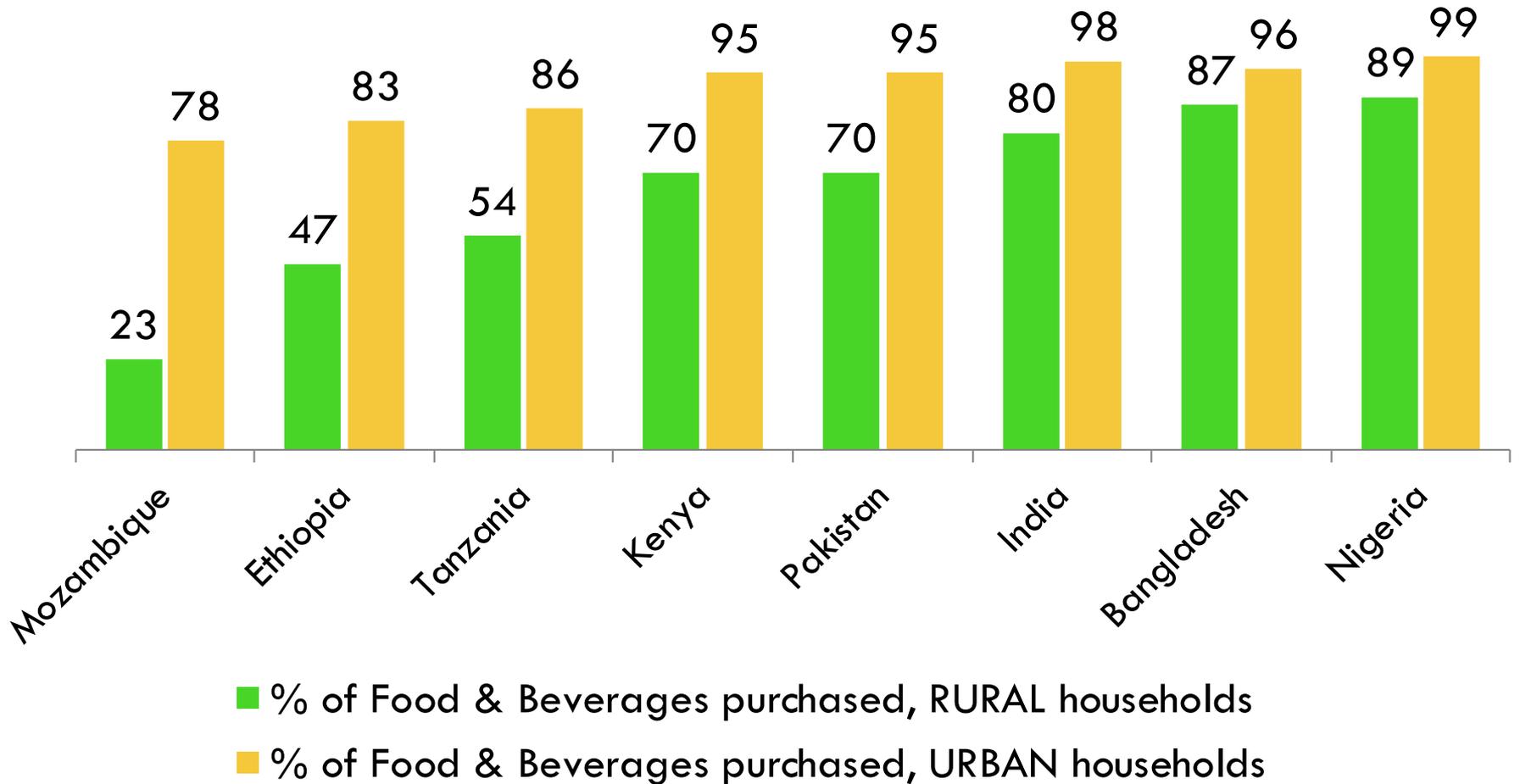
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Why bother trying to influence
businesses?

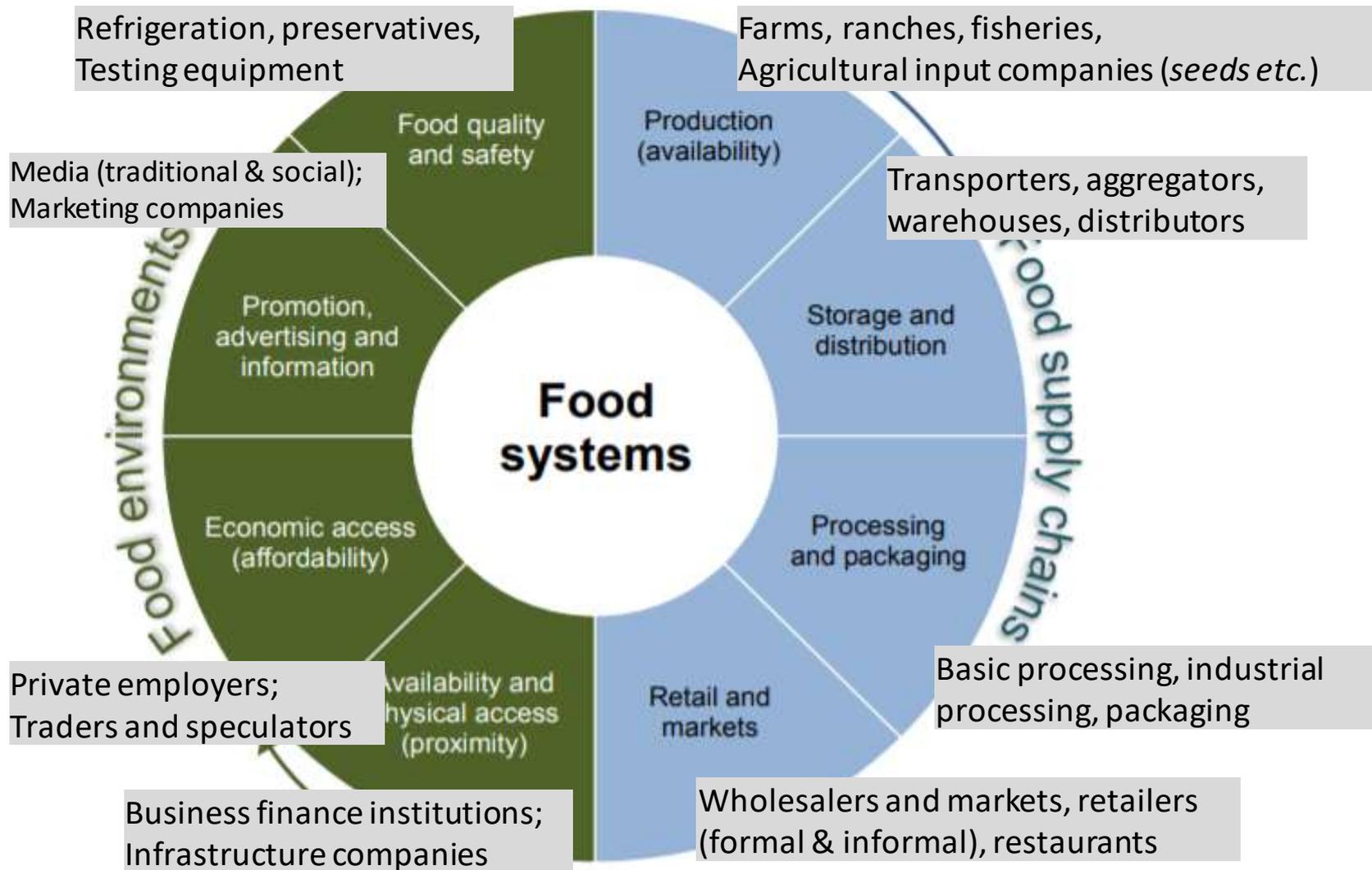
Businesses are big players in nutrition

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

Most food is acquired from markets, even in rural areas



Businesses are everywhere in the food system

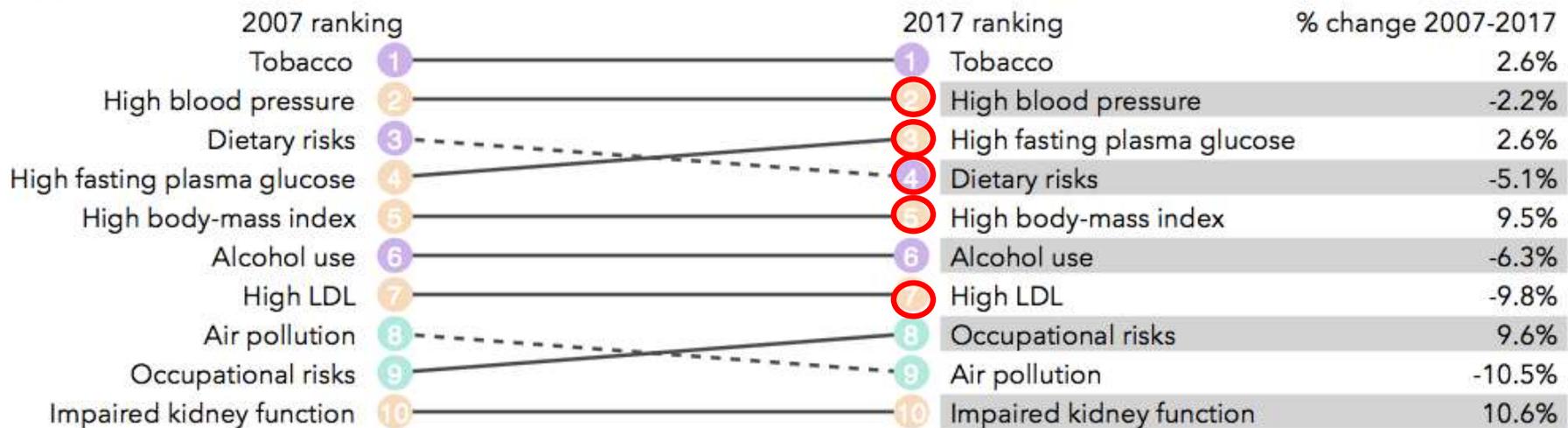


How important is what we eat for
overall health?

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**

- Metabolic risks
- Environmental/occupational risks
- Behavioral risks



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

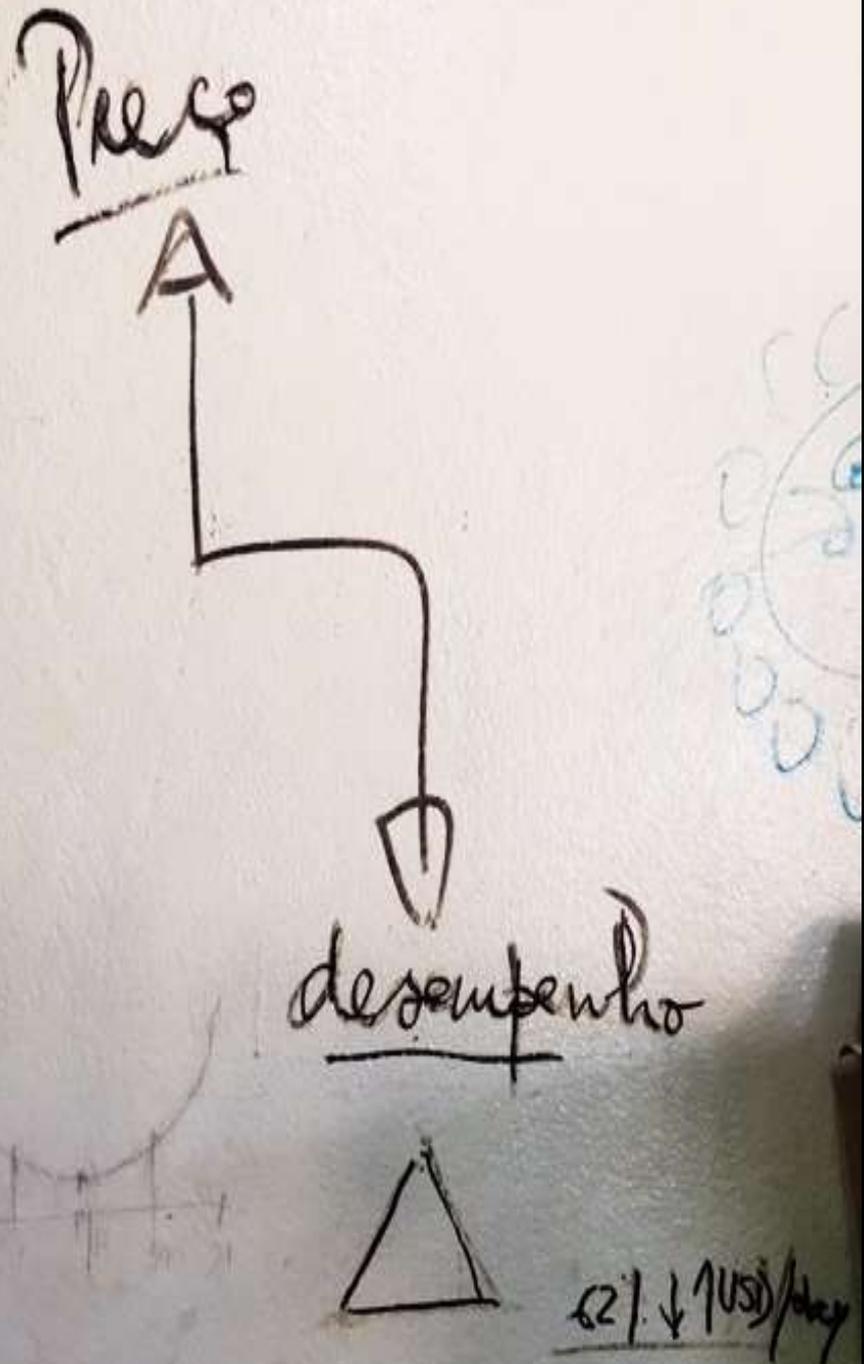


#VEGPOWER

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.

Price drop,
profit increase

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

Demand from consumers

Accountability from civil society

Search for purpose from employees

ESG Pressure from shareholders

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