Improving the Consumption of Nutritious Safe Food: Why it Matters and How to Achieve It

Lawrence Haddad
Executive Director
Global Alliance for Improved Nutrition (GAIN)
1 in 3 people worldwide are malnourished

- Overweight or Obese: 1.9 billion
- Deficient in vitamins or minerals: 2 billion
- Chronic Hunger: 815 million
  - 159 million stunted
  - 50 million wasted

Overweight or Obese

Deficient in vitamins or minerals

Chronic Hunger

1 in 2 people worldwide malnourished by 2030?
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 India

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

<table>
<thead>
<tr>
<th>Risk Factor</th>
<th>2005 Ranking</th>
<th>2016 Ranking</th>
<th>% Change 2005-2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malnutrition</td>
<td>1</td>
<td>1</td>
<td>-46.9%</td>
</tr>
<tr>
<td>Air pollution</td>
<td>2</td>
<td>2</td>
<td>-13.6%</td>
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<tr>
<td>WaSH</td>
<td>3</td>
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<td>30.7%</td>
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<tr>
<td>Dietary risks</td>
<td>4</td>
<td>4</td>
<td>34.6%</td>
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<td>High blood pressure</td>
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<td>-47.6%</td>
</tr>
<tr>
<td>Alcohol &amp; drug use</td>
<td>8</td>
<td>8</td>
<td>42.0%</td>
</tr>
<tr>
<td>High total cholesterol</td>
<td>9</td>
<td>9</td>
<td>71.2%</td>
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<td>Occupational risks</td>
<td>10</td>
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<tr>
<td>High body-mass index</td>
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Top 10 risks contributing to DALYs in 2016 and percent change, 2005-2016, all ages, number

Poor diet contributes to six of the top 10 burden of disease factors in India.

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

Top 10 risks contributing to DALYs in 2016 and percent change, 2005-2016, all ages, number

..and five of the top ten in Italy

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But food consumption does not automatically improve with income growth

% change in consumption, 1990-2010

g/day

Source: Global Dietary Database estimates for GAIN
So what is going on?

Have we all become worse at making choices?
Food Availability Has Diversified Very Weakly

From data in Fig 6.3 Global Panel report
Food Availability Has Diversified Very Weakly

Africa and South Asia: the food supply has diversified very little over a 50 year period

From data in Fig 6.3 Global Panel report
Food Availability Has Diversified Very Weakly

From data in Fig 6.3 Global Panel report
Most food is acquired from markets, even in rural areas, so we have to look at affordability.

Source: World Bank LSMS Data prepared for GAIN
Healthy foods like fresh fruits & vegetables are unaffordable for large parts of the world.

52% Share of per capita household income to buy 5 fruits and vegetables/day/person.

And the prices of nutrient rich foods are increasing....

**Ethiopia**: % Change in real prices 2007-2016

- Dark green leafy vegetables: 61.9%
- Eggs: 34.1%
- Flesh foods and small animal protein: 33.4%
- Dairy products: 26.9%
- Legumes and nuts: 26.2%
- Other fruit & veg: 22%
- Other Vitamin A rich veg & fruits: 18.8%
- Grains, roots & tubers: -2.3%
- Sugar and honey: -23.6%
- Oils and fats: -35.2%

Source: from Kalle Hirvonen, IFPRI
The public sector is always going to be outspent on making nutritious food desirable...

..so what it does spend has to be engaging

$1 billion

Advertising spend of Hershey and General Mills in 2016

$50m

Aid spending on Diet Related NCDs in 2014 (2016 GNR)

https://www.nature.com/articles/d41586-018-03918-7
But nutritious foods are losing the desirability war

Public Service Announcements for nutritious foods are overwhelmed by commercial ads—persuasively and financially.
So to change availability, affordability and desirability of nutritious foods we have to transform food systems because they shape diet choices...

Global Panel report 2016
…..and they are not focused on nutritious foods

Global Panel report 2016
Where to start?
Governments need to build demand for nutritious foods

Use hybrids of public and private approaches

Public sector
• relies on logical, linear, health messaging

Private sector
• Uses powerful emotional and aspirational messaging
Example in Kenya from GAIN work
Businesses need to realize that being purpose driven is the smart thing to do.

“During the 2008–2009 financial crisis, US firms with high social capital, as measured by corporate social responsibility intensity, had stock returns that were 4 – 7 % higher than firms with low social capital.”

Social Capital, Trust, and Firm Performance: The Value of Corporate Social Responsibility during the Financial Crisis. Lins et al. 19 March 2017
Policymakers need to be more active in incentivizing corporations

Employees can be agents of change

% demanding US company is more purpose driven

- New Hires: 77%
- Current employees: 76%
- Customers: 68%
- Other stakeholders: 61%
- Regulators and policymakers: 53%
- Investors and shareholders: 52%
- Suppliers and vendors: 44%

i3 (ignite, imagine, innovate) Index, a national survey of C-Suite Executives commissioned by Covestro in USA
Governments need to create an enabling environment for businesses to do good things for nutrition.
Civil society needs to expand the spotlight on business conduct

GAIN is working with ATNI to see if we can find a robust conduct assessment method that relies on 30 questions, not 300.
And we have to do all this **sustainably**

Global average **water** footprint (litres/kg)

Not all F&V are equal when it comes to natural resource tradeoffs

“LET US EAT OUR HAM IN PEACE”

UNIVERSAL HEALTH CARE: START NOW!

Changing Norms is Key

There are Policy Levers
Policymakers need a menu of what works to improve food systems for nutrition and food safety: we need to make it easier for them to act.
We all need to see businesses in a more nuanced way
We all need to see businesses in a more nuanced way.
To make all this happen, multi-stakeholder dialogue is essential.

...and the first step to transforming food systems is to be open to the transformation of our own ideas.
Thank you!