

# Tackling nutrition inequalities at the heart of the food system

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# Malnutrition is Driven by 3 Big Inequalities in Food Systems

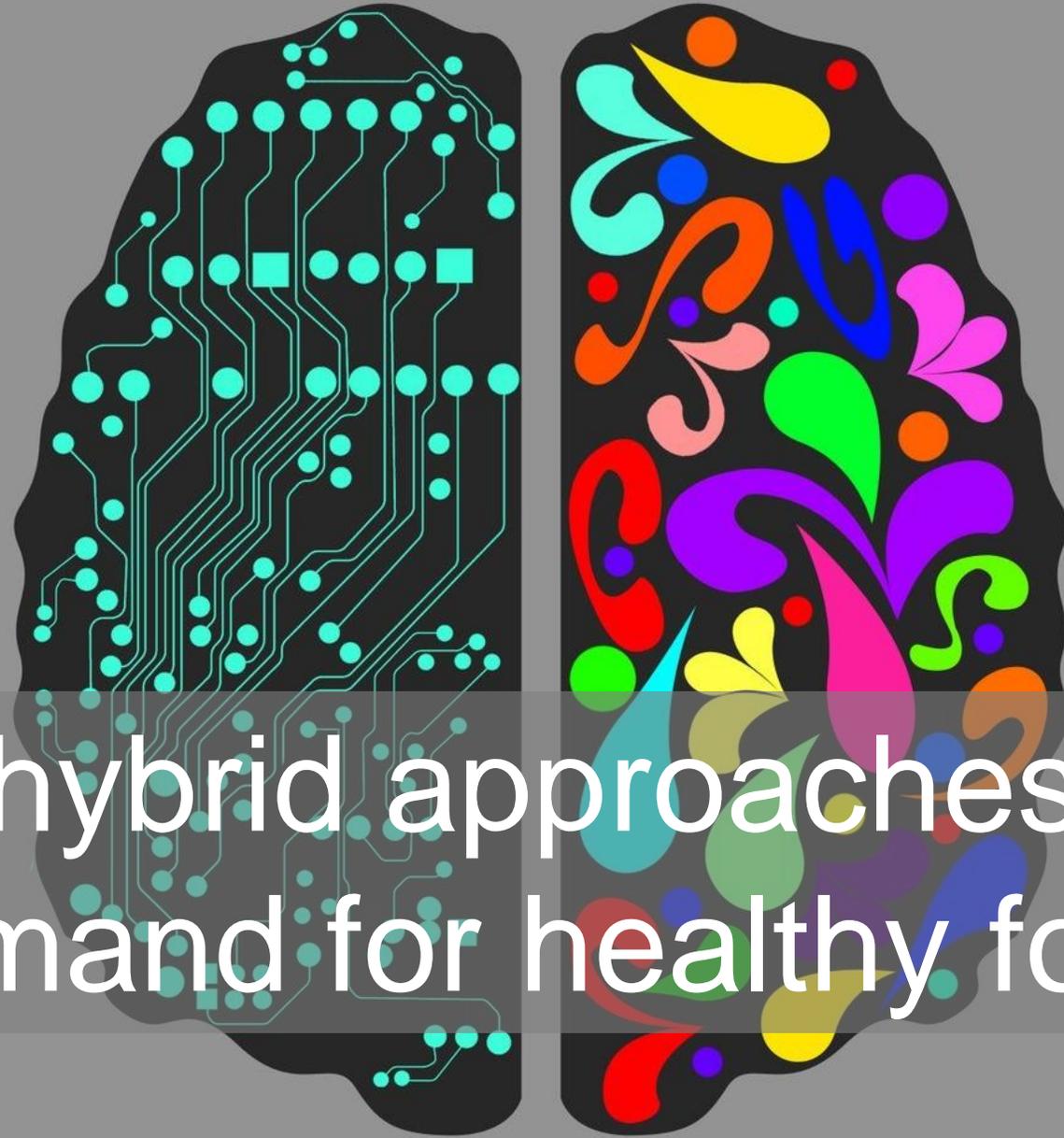
- The way we create **Demand** for healthy diets
- The **Affordability** of healthy diets
- **Environments** that undermine healthy diets



# Inequality 1: Approaches used to influence the demand for food



Behavior  
Change  
Programs



Consumer  
Advertising  
Campaigns

We need hybrid approaches to create  
demand for healthy food

... and adolescents are the change agents.



**Inequality 2:**  
Who can afford  
a 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%

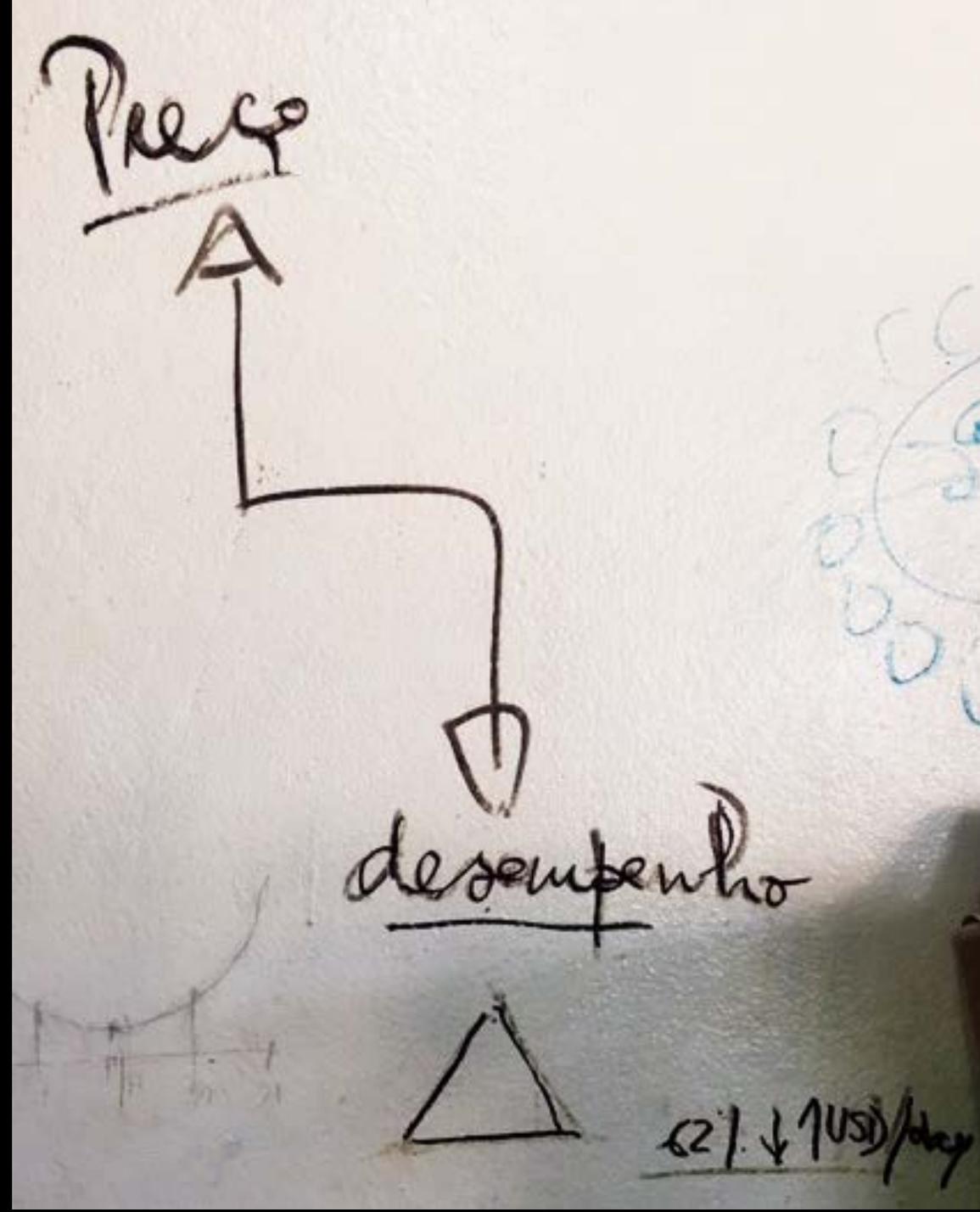
Bangladesh

India

Pakistan

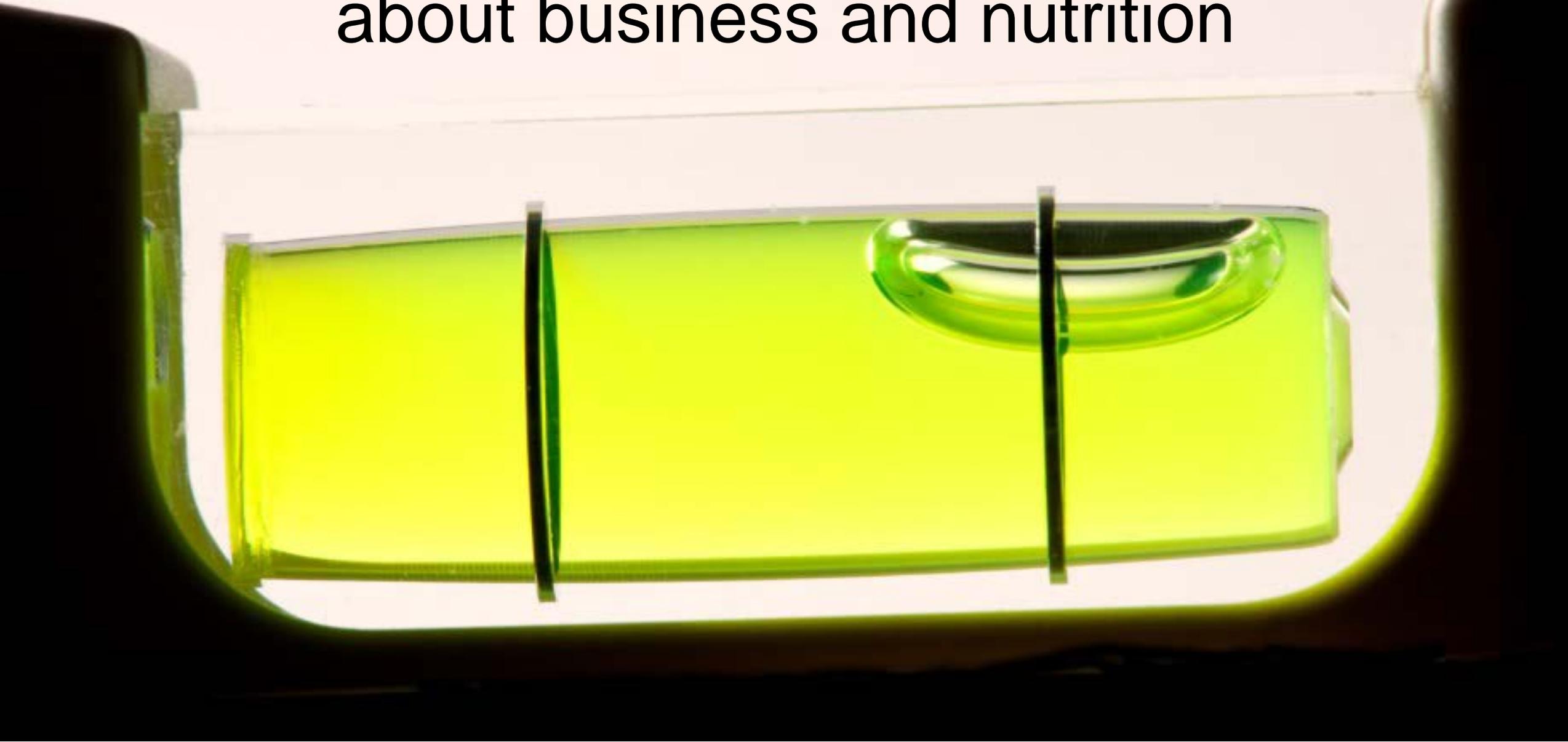
Zimbabwe

Building the capacity of SME's to make healthy food more available & affordable

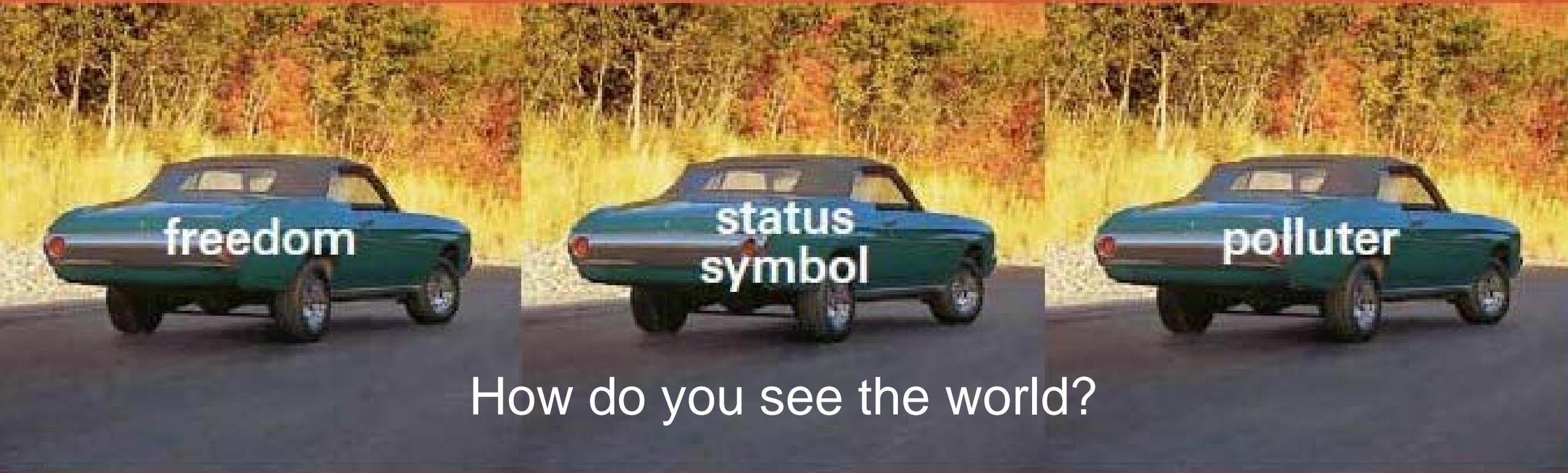


On the wall of a **GAIN** "marketplace" grantee in Mozambique

# **Inequality 3: Asymmetry of information about business and nutrition**



# The view of Nutrition & Business is too ideologically driven



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

# To build the **enabling environment** for productive engagement

- Engage! But with eyes wide open
- Practice due diligence
- Assess commitments: are they made and met?
- Measure impact of actions
- Share findings for maximum accountability

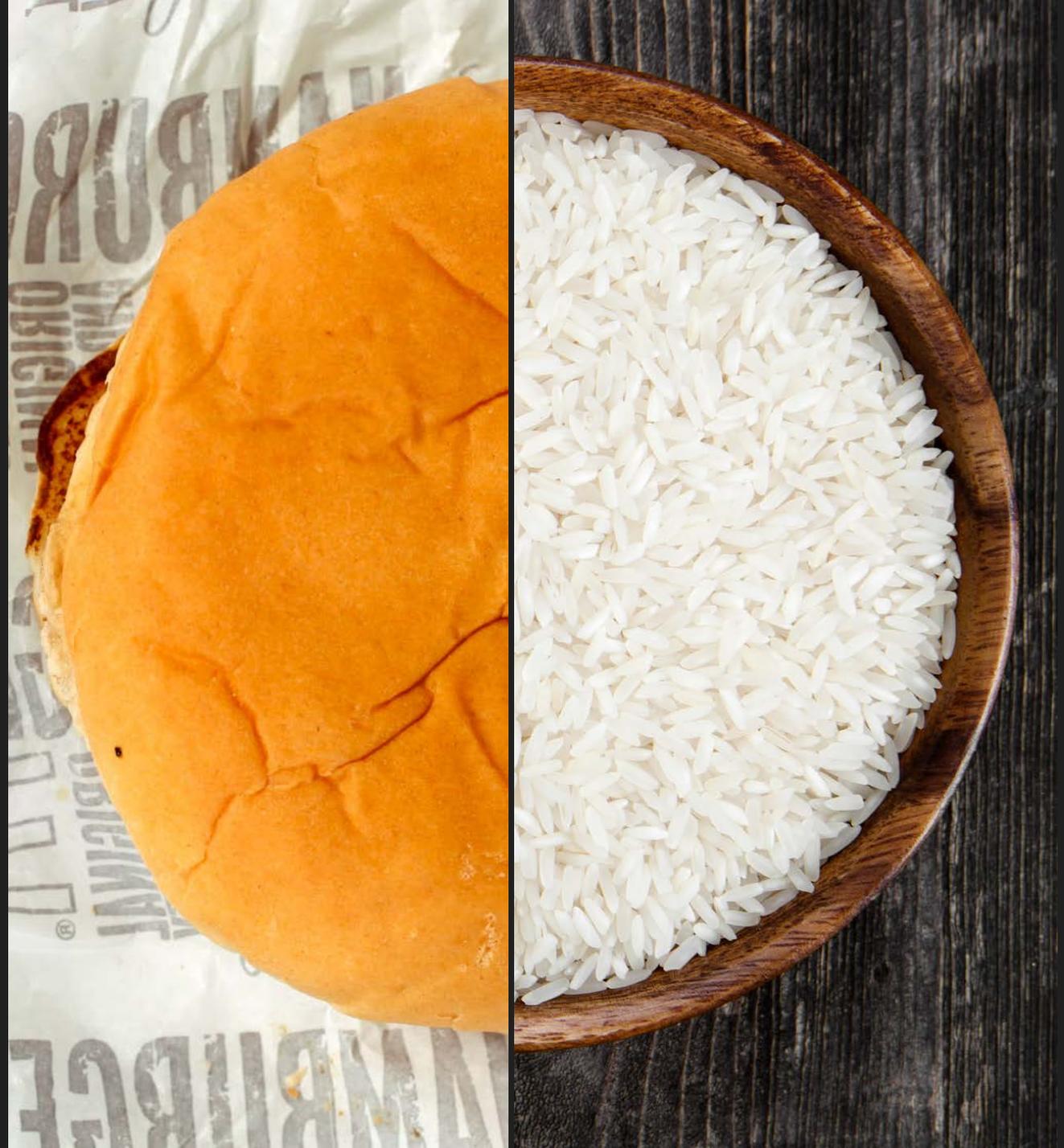


How much food is needed to feed the world in 2030?

**Wrong question**

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

- 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



# Thank You



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