

## Private Sector Meeting

### Embedding Nutrition in Global Food Security Policies and Initiatives

HOSTED BY: MARS INC

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#### WORLD FOOD DAY

Tuesday, October 16, 2012—12:30-14:30

Austria room C250

#### Panel Participants

##### Moderator

Franklin Moore: Vice-Chair CFS, US UN Representative, Senior Development Counselor

##### Other Speakers

Adam Adams: Vice-president Marketing, Health and Nutrition at Mars, USA

Martin Bloem: vice-President Nutrition Policy at World Food Programme

Lynn Brown: Chief Economist, Policy, Planning and Strategy Division World Food Programme: (Presentation in Collaboration with HarvestPlus)

Matthew Keyes: Rural Development, Food Security and Nutrition Unit, DEVCO, EU Commission

#### Meeting Summary

the session focused on two separate but interrelated intervention strategies where the private sector could play prominent roles to help eliminate food insecurity : (1) develop and deliver fortified nutritious food products to vulnerable populations and (2) seize opportunities to include nutrition in the agriculture production supply chain. the synergy between the two represent affordable and cost effective strategies that the private sector can deploy now and expect several social, economic and health benefits, especially among women and young children.

### Key Themes & Discussion Points, Including New Projects Or Partnerships

**Franklin Moore** painted a picture of why we were focused on nutrition by defining its essential role throughout life; the consequences of malnutrition; nutrition's historical link with health and now the need to link nutrition with agriculture and food; and opened up a dialogue about the roles that the private sector can play to help eliminate food insecurity.

**Adam Adams** on behalf of Mars, Inc. welcomed the panel and guests. He noted the discussions about FAO's downward revision of hungry and malnourished people in the world. He observed that the exact number of food insecure people may not be known, but that we can all agree that the number is outrageously and unacceptably high; that the hunger and malnutrition that impacts too many women, men, and children must be eliminated; and that all governments, international organizations, NGOs, the private sector and other stakeholders must use their capabilities and expertise to build partnerships that make this happen as soon as possible.

Adam encouraged the panel to highlight where the roles of the private sector can be enhanced through partnerships with other stakeholders: (1) using fortified foods to deliver essential micronutrients to address maternal and child nutrition to overcome maternal morbidity and mortality and the consequences of stunting, wasting and underweight children; and (2) deploying alternative interventions to leverage agriculture, reduce waste and enhance the roles of women to impact nutrition and health of vulnerable populations.

**Lynn Brown** described the value of bio-fortification—from farm to plate—in the context of dietary diversity, supplementation, and commercial fortification. The purpose of bio-fortification is to make food staples, such as cassava, beans, maize, rice, millet and wheat more nutritious at sufficient levels to improve the micronutrient status of needy people.

**Matthew Keyes** described the focused priority the European Union has given to nutrition in food security; highlighted pilot country efforts in several sub-Saharan African countries; the continued role that the EU will play through the initiatives of the G-8, the Scaling Up Nutrition (SUN); and the EU encouragement and emphasis for the private sector to get engaged as new windows of opportunity are opening.

**Martin Bloem** reviewed the journey to harmonization among nutritionists and the UN agencies since 2008 to appreciate that stunting must be tackled in the first 1000 days; the need for required essential nutrients for proper brain development; and that survivors of malnutrition-related stunting are more prone to obesity later in life. He also drew a distinction between improving the quality of food and addressing stunting;

that the private sector cannot succeed alone but needs partners; and the value of the sun, gain and wfp effort where all the stakeholders have space for actions.

### **Main Conclusions**

- Hunger and malnutrition continue to represent the world's most serious global health problem
- The high prevalence of stunting, wasting and underweight children alongside maternal nutritional deficiencies and premature death underscore the vicious cycles that traps almost 2 billion people
- Fortified food solutions offer the most affordable and cost effective, by as much as 30 to 1 interventions
- Enhancing the nutritional value of agriculture commodities and reducing food loss and waste will help address food security needs
- Taken together these efforts will help reduce or eliminate physically debilitating disease conditions, reduce premature deaths, increase cognitive abilities, improve learning capabilities, and enhance the economic, health and welfare of communities.
- Healthier communities will be better prepared for physical activity, education, training, and job opportunities.
- The private sector has a toolbox of capabilities with scientific, technical and managerial capabilities and expertise that can be leveraged to forge nutrition solutions that will enhance global food and nutrition security.
- Partnerships with UN organizations, universities, NGO and CSO stakeholders' organizations are essential.