

## PSM Partnership Forum on Nutrition

### Final Report - #PFNutrition

April 26, 2016, IFAD, Rome, Italy

#### Background

The role of the private sector and the role of partnerships have been gaining recognition in the context of development strategies and international policy-making. Agenda 2030 (Sustainable Development Goal 2 “By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round” and 17 “Strengthen the means of implementation and revitalize the global partnership of sustainable development”), the report of the Third International Conference on Financing for Development and the FAO strategy for partnership with the private sector provide a clear call to action for delivering global partnerships for sustainable development, and more specifically on delivering on SDG target 2.2: “By 2030 end all forms of malnutrition, including achieving by 2025 the internationally agreed targets on stunting and wasting in children under five years of age, and address the nutritional needs of adolescent girls, pregnant and lactating women, and older persons.”

The UN Committee on World Food Security (CFS) selected nutrition as one of its key workstreams for 2016-2018 and will have a major role in shaping nutrition debates in the context of the SDGs and the 2<sup>nd</sup> International Conference of Nutrition (ICN2) outcomes.

The Private Sector Mechanism (PSM) to the CFS and the Government of Germany decided to co-host the Partnership Forum on Nutrition in order to demonstrate that collaborations between the public and private sectors and civil society can contribute to public health, sanitary measures and above all to creating sustainable and nutrition-enhancing food systems to end hunger and all forms of malnutrition as well as supporting and promoting healthy diets.

#### Partnerships Forum Fast Facts

- 87 people attended the forum including
  - 20 country representatives
  - 37 Private Sector Mechanism representatives
  - 30 International Organization representatives and others
- 22 speakers including
  - 9 women, 11 men
  - 3 Ambassadors
  - 2 IFAD Senior Officials

## Summary of Presentations

***Welcome by Mr. Michel Mordasini, Vice President of IFAD, and current Chair of the United Nations System Standing Committee on Nutrition***

At the International Fund for Agricultural Development, the private sector is a key ally in rural development, particularly in scaling up access to nutritious food for improved health and livelihoods of smallholder farmers and their families, and of rural communities. The Partnership Forum on Nutrition is a great opportunity to share IFAD's renewed commitment towards mainstreaming nutrition-sensitive agriculture in its operations.

As the Chair of the UN Standing Committee on Nutrition (UNSCN), Mr. Mordasini welcomes dialogue on nutrition, brokered by the CFS, among the representatives of Member States, Rome-based agencies, civil society and private actors. Since the beginning of the year, the UNSCN has engaged in a major effort to reinvigorate its role and contribution, to be better "fit and ready for action" when considering the ambitious commitments and targets of the 2014 Second International Conference on Nutrition and of the World Health Assembly, as well as the SDGs.

The positive responses from all partnering UN agencies is very encouraging and as a result the UNSCN has recently launched its Strategic Plan for 2016-2020 which focuses on ensuring a coherent and consistent UN-response to nutrition challenges at the global level, taking an inter-sectoral and human-rights based approach to address all forms of malnutrition.

As a UN interagency platform on nutrition, UNSCN will continue to strengthen its partnerships, in particular with the CFS and the SUN Movement, to engage with the private sector and civil society to reach our common objective to end malnutrition.

A thematic priority for UNSCN this year is to further facilitate discussion amongst the UN agencies about their experience and lessons learned regarding private sector engagement and nutrition. The Global Nutrition Report 2015 has called upon the UN to address this issue. The UNSCN will offer a neutral platform for this dialogue.

Such efforts to clarify roles and responsibilities will be critical to implement successfully the Decade of Action on Nutrition declared by the UN on 1 April 2016. While WHO and FAO will lead the implementation, a work plan needs to be developed in collaboration with IFAD, UNICEF, and WFP making use of coordination mechanisms such as UNSCN and multi-stakeholder platforms such as the CFS.

The Decade of Action on Nutrition is a huge responsibility which we all share and to make it a success we need to reach out to a broad set of actors in an open and inclusive manner.

The Partnerships Forum 2016 will greatly contribute to building the needed inter-sectoral partnerships between governments, the UN, the civil society and the private sector.

**Welcome by *H.E Dr Hinrich Thölken, Ambassador of Germany to the UN Rome-Based Agencies***

The subject of the Partnership Forum 2016 is in tune with the zeitgeist: at the beginning of the month - on 1 April 2016 - the United Nations proclaimed the UN Decade of Action on Nutrition for 2016 to 2025. Thereby, the United Nations want to enhance the visibility of nutrition as a key factor of the Agenda 2030 and to add momentum for implementing the results of ICN2 quickly and efficiently. The aim is to combat all forms of malnutrition, including over nutrition, in a holistic approach.

Therefore it is essential to establish a well-designed international "architecture of institutions" in which all actors can complement one another and interact effectively. Among these actors the private sector plays a crucial role.

For a balanced nutrition, it is important, that actors exchange views and ideas with each other, share their specialist knowledge and use synergies.

According to Goal 2.2 of the 2030 Agenda all forms of malnutrition should be eliminated, including achieving by 2025 the internationally agreed targets on stunting and wasting in children under five years of age, and address the nutritional needs of adolescent girls, pregnant and lactating women, and older persons. It is not sufficient to end hunger by merely providing calories. The world needs safe, nutritious and sufficient food for healthy diets as well as ways to counter the growing burden of obesity. Recently the British Journal Lancet published the frightening figure of 640 million obese people globally. Achieving these goals will take time but time is of the essence thus making the Partnership Forum 2016 ever more important.

The UN agencies will have to take action collectively to tackle the complex nature and multiple causes of malnutrition in all its forms holistically. The 2030 agenda is not about business as usual. The agenda 2030 is about transformation, doing things in a different and more effective way. It concerns us all; each partner has to take responsibility. Governments alone will not succeed. The private sector should also take on his role.

The Partnership Forum on Nutrition is more than just another panel of experts on nutrition: it adds value to today's topics and to the international debate. It is important that we think cross-sectorally and shape an action-oriented mindset - each of us in our own role. Our approach should be ambitious and willing to take on a change.

## Session 1 – 10am – 11am – Italian Conference Room

### **What are partnerships in the UN and SDG Contexts? What it takes to form Transformative Partnerships?**

**Robynne Anderson, Director General of the International Agri-Food Network (IAFN)**

Since 2000, the UN system has produced many multi-stakeholder partnerships to advance its initiatives. While some have been effective in generating development, many others have failed to deliver the intended results. As the international community looks to achieve the SDGs, it is essential that transformative partnerships be created to support the post-2015 development agenda. Agenda 2030 notes, in particular, the need to improve transparency, accountability and the sharing of experiences of multi-stakeholder partnerships and on the review and monitoring of these partnerships, including the role of Member States in review and monitoring.?

### **What are the key notions of food security and nutrition where partnerships will be most needed?**

**Dr. Michael B. Krawinkel, Professor of Human Nutrition with Focus on International Nutrition at the University of Giessen, Germany**

Food and nutrition security are prerequisites for food sovereignty, allowing people to not only cover their nutritional and nutrient needs but to enjoy their right to food and consume a healthy and balanced diet. Nutrient-focused products can contribute to but cannot define nutrition. In addition to the known deficiencies, caloric over-consumption causing obesity and chronic non-communicable diseases have developed into a double burden of malnutrition globally. Overcoming the nutrition challenges will require partnerships that improve people's knowledge on nutrition and support the utilization of locally available resources, such as access to diverse foods and rational use of supplements and fortified foods. Public private partnerships can contribute to improving household food security, including access to diverse foods and people's knowledge on nutrition. They may support the utilization of locally available resources and improve the rational use of supplements and fortified foods (iodized salt and folate supplement during early pregnancy). The challenge beyond food security is to assist people in eating a diet with less sugar, less salt and less fat. The future of nutrition lies in diets rich in vegetables and fruits. Specific nutraceutical effects of vegetables are widely underestimated. For effective partnerships, partners need to be open-minded for public and commercial approaches to overcome the nutrition challenges. Politicians and administrators must provide the necessary regulations and strengthen SMEs. Commercial producers and traders may let the nutrition challenges as felt by the public drive their business and avoid the commercialization of malnutrition. Communication skills are much better developed in the private sector and may be shared with the public and non-governmental partners.

## How can we make partnerships better to address the Zero Hunger Challenge, and in particular stunting and wasting?

H.E Grace Akello, Ambassador of Uganda to the UN Rome-Based Agencies

The Zero Hunger Challenge, launched by UN Secretary General Ban Ki-moon in 2012, is an ambitious effort to eliminate global hunger. In order to achieve this goal, the Secretary General has called on political, business and civil society leaders to deliver on this common mission. One of the four elements of tackling global food insecurity and malnutrition is the issue of stunting and wasting, which are extreme forms of malnutrition affecting millions of children throughout the world. To achieve the Zero Hunger Challenge, parents, farmers, the State and its institutions, and the Private Sector must form mutually beneficial partnerships that address the nutrition security challenges facing Africa and the world.



### Session 2 – 11am – 1pm – Italian Conference Room

*Rapid Fire Presentations moderated by H.E Gerda Verburg, Ambassador of the Netherlands to the UN Rome-Based Agencies*

#### Stunting and Wasting

#### **Sustainability in School Nutrition Programmes**

**Rafael Fabrega, Director Food for Development Office, TetraLaval**

According to the World Food Programme (WFP)'s State of School Feeding study, 368 million children in 169 countries benefit from school feeding programmes worldwide. Since 2000, 21 countries have started new programmes and 38 countries have scaled up. The return on investment is substantial – for every \$1 spent by governments and donors, WFP estimates at least \$3 is gained in economic returns. School feeding provides an array of benefits in nutrition, education, and local agriculture development. However, the number of children receiving school meals is lowest in countries where the need is the greatest. In low-income countries, the proportion of primary school children beneficiaries is just 18%, while in lower-middle-income countries that figure is 49%.

The Tetra Laval Group has a long experience in engaging in public-private partnerships to develop school milk programmes linked to local agricultural development. We have seen that school milk programmes have had many positive

impacts on children's health, resulting in reduced malnutrition and stunting. School nutrition should be seen as an investment in the future, not as a cost. Collecting positive impact data and adopting legislation are key to ensure sustainability and improve children's health in the long-term.

### Dietary Diversity

#### **From a cereal-based to a pulse-cereal complementary diet: improving dietary diversity in Ethiopia**

**Dr. Carol Henry, Assistant Dean of Nutrition, College of Pharmacy and Nutrition, Associate Professor and CIFSRF Principal Investigator (Canada), University of Saskatchewan**

Maternal and child undernutrition continue to pose a significant public health challenge in Ethiopia. Recent demographic and health surveys in the country reported high levels of child stunting and maternal undernutrition. Diets in rural Ethiopia continue to suffer quantitative and qualitative inadequacy due to high food insecurity and very low dietary diversity, as well as other factors. Strengthening efforts to improve maternal and child nutritional status through leveraging existing and new agricultural practices to improve nutrition has potential as the country strives to meet nutrition-related Sustainable Development Goals. Pulse crops, in combination with cereals, hold great promise in terms of meeting nutritional requirements for protein, energy, and some important micronutrients such as iron and zinc. Pulses are the second most important crop type in terms of annual production and are important components of the Ethiopian diet. However, there is a lack of research evidence documenting the nutritional benefits of production and consumption of pulses. Responding to this gap, we identified barriers to, and implemented education programs on, production and consumption of pulses as a means of not only helping diversify the diet, but also to generate household income that could be used to purchase other nutritious foods. So far, the findings have been encouraging in terms of improving nutrition literacy, linking pulse agriculture to improving dietary diversity, and reinvesting income from pulses to meet household needs and to adopt new agricultural practices. We are continuing to introduce and scale out various pulse innovations to different parts of the country.

#### **Putting dietary diversity on the plate in Zambia**

**Dr. Gina Kennedy, Component leader for Healthy Diets for Sustainable Food Systems, Bioversity International**

Bioversity International has been engaged in a 3-year research-for-development initiative in the Barotse floodplain, Zambia, supported by the CGIAR Research Program Aquatic Agricultural Systems (AAS), and Agriculture for Nutrition and Health. The research takes a 'whole diet – whole year' approach that means taking a holistic approach to identify dietary patterns, nutritional gaps across the seasons and crop diversification strategies that support the provision of ecosystem services vital for the wellbeing and livelihoods of local communities. Rather than focusing on a single nutrition problem, such as vitamin A deficiency, it considers that an individual

or household can have many nutritional problems at the same time – for example, lacking more than one essential micronutrient, over-consumption of high-energy staples, or a combination of both. And these problems can vary at different times of the year, or at different times in a person's life, such as during pregnancy.

Bioversity International has engaged in participatory research to assess seasonal food availability, foods available in local markets and their prices, dietary intake patterns of the population, seasonal gaps in consumption of nutrient dense foods, farm production systems and ecosystem services.

These research results were, and continue to be, used to develop a combination of agriculture and nutrition interventions. These include 1) identifying crop diversification entry points for increased production of nutrient-dense crops including fruits, vegetables, groundnuts and legumes, 2) establishing 30 demonstration plots in the 10 AAS communities, 3) producing educational materials on how to make the most of locally available foods to diversify the diet every month of the year, and how to prepare recipes using seasonally available foods.

Changing perceptions on the use of local foods, sharing knowledge, stimulating demand and advocating for research and development activities that use local diverse nutritious food across the seasons was our aim in Zambia. Key messages were disseminated via cooking demonstrations on enhanced recipes with local cooking groups, and organization of the first Barotse Food Fair in 2015. In personal interviews community members explained that they gained new knowledge on how to prepare nutritious porridge, for example by adding dried pounded vegetables to maize meal and adding cow pea and groundnut to enrich local dishes.

As part of our holistic approach to promote diversification of diets and conservation we are now collaborating with the private sector company, SunFire Solutions on a solar cooker experiment. Bioversity International will test if legume consumption increases when fuel energy constraints are removed, while quantifying the reduction on charcoal and firewood consumption and increase in household savings.

### Food Safety

#### **Linkages among food security, nutrition and safety**

**John B. Cordaro, Consultant, Mars Inc.**

Food safety is firmly embedded in the pillars of the FAO's food security metric that expressly links nutrition and food safety as integral components. Unfortunately these linkages have been disaggregated with disproportionate emphasis on supply. In the past decade, it became clear that food supplies alone do not guarantee food security and it is necessary to embed nutrition into food production. Not as fully recognized, is the notion that unsafe, contaminated foods impede food security, nutrition across food systems and national development—food losses and waste take production from the field and off the table and create harmful human health and economic impacts. WHO, the Partnership for Aflatoxin Control in Africa (PACA) and the USA Center for Disease Control (CDC) food safety global data sources paint a gloomy picture of five safety challenges—physical, chemical and biological hazards; food preparation and

handling; and mycotoxins, especially aflatoxins. These unsafe foods thwart economic and human development and burden health care systems as significant and pervasive a silent killer as micronutrient deficiencies, especially among women and children

It is essential that food value chains embed and link food safety with food security and nutrition policies and programs. Solution pathways exist to raise the food safety bar and better manage the harmful impacts from unsafe foods. However, no single entity can address all these issues at once. This requires multi-sector, multi-disciplinary partnerships; and especially drawing from tools, capabilities, innovations and expertise of the private sector. Mars, Incorporated has made long term commitments through more than 60 uncommon partnerships and collaborations toward the 2030 Agenda.

### Fortification & Supplementation

#### **Why fortify? The consequences of micronutrient malnutrition and opportunities to significantly prevent its debilitating effects**

**Greg Garrett, Director Food Fortification, Global Alliance for Improved Nutrition (GAIN)**

Food fortification - adding a small amount of essential micronutrients, such as vitamins and minerals to a staple food or condiment - has been shown to be one of the safest and most cost-effective measures to tackle hidden hunger on a large scale. In particular, GAIN is working with multi-stakeholders including the private sector to achieve critical public health gains through fortification in the coming five years. This includes fortifying grains with iron to achieve a minimum of 2.4% reduction per annum, fortifying wheat flour with folic acid in 18 countries in Africa and Asia to prevent over 50,000 debilitating neural tube defects annually and increasing salt iodization to help ensure sustained access to iodine nutrition to the majority of the world's population thus improving overall childhood development, educability and health outcomes.

#### **Staple Food Fortification & Supplementation: Complementary Approaches, Partnerships & Impact**

**Dr. Andreas Blüthner, Director Food-Fortification & Partnerships, BASF**

Around 2 billion people worldwide suffer from micronutrient deficiencies. Adding essential micronutrients to affordable, widely consumed foods such as flour, edible oils or sugar is one proven and highly-cost effective intervention to control lack of nutrients. Fortification thereby complements supplementation and dietary diversification and is nowadays part of most comprehensive nutrition strategies embraced by countries and United Nations alike. BASF understands, that affordable, nutritious food addressing micronutrient deficiencies is nothing governments or the private sector alone will be able to scale and sustain. Accordingly, partnerships among various stakeholders such as governments, civil society and United Nations always have been a crucial concept in our Food-Fortification Initiative founded in 2002.



BASF partnerships are based on three major contributions:

1. BASF feels innovation and development of affordable, but cost-effective nutrients, such as our some forty forms of Vitamin A suitable for all sorts of foods, is at the heart of what private sector can contribute. Vitamin A in edible oil has to withstand 5 times of frying at 180°C to still be bio-effective when people eat it. Also analytical innovation, such as our affordable test kits for vitamin A in fortified foods, is part of our partnership efforts.
2. BASF is further committed to unconditional technical support for food millers in developing countries by Scaling-Up Nutrition (SUN) so as to reach an additional 60 million consumers at risk of micronutrient deficiencies per year.
3. BASF is happy to share its experiences in applied partnerships so as to scale their impact for the good of people in need. BASF's food-fortification engagement is a long-standing shared value model that has proven to help undernourished populations working with NGOs, UN and governments to bring nutritional improvements in a sustainable and scalable manner.

BASF Nutrition & Health stands ready to dialogue, learn and partner with UN agencies, governments, civil society and other stakeholders geared towards realizing the Sustainable Development Goals by making micronutrient deficiencies a problem of the past.

## **Empowering the value chain**

### Nutrition and value chains

#### **Making food value chains nutrition-sensitive**

**Dr. Anna Lartey, Director, Nutrition Division, FAO**

Despite the progress made in the past decades, hunger and malnutrition remain the world's biggest challenges. At ICN2 held in November 2014, Member States committed to enhance sustainable food systems by developing coherent public policies from production to consumption and to provide year-round access to food that meets people's nutrition and promote safe and diversified healthy diets. The magnitude and complexity of the nutrition problem calls for a food systems approach. Food systems comprise all of the food value chains - all the stakeholders that participate in the coordinated production and value-adding activities that are needed to make food products. Even though food value chains programmes have historically focused on increasing income for smallholders and other stakeholders along the chain; food value chains can play an important role in determining the availability, affordability, quality, and acceptability of nutritious foods. The nutritional benefits can be enhanced or diminished along the food value chains. However, the transition into a more nutrition-sensitive food systems does not happen automatically (e.g. when households' income is higher, they do not necessarily consume more nutritious food). Hence, nutrition-sensitive value chains development and other development approaches must take this into consideration (on both demand and supply sides) when designing these programmes. Also we need to document success stories around nutrition-sensitive value chains programmes and share information on what

works.

**Shaping Value Chains to Improve Nutrition for Producers and Consumers**  
**Dr. James Garrett, Sr Research Fellow, IFPRI / CGIAR Research Programme on**  
**Agriculture for Nutrition and Health (A4NH), Lead Technical Specialist, IFAD**

If the group in this room is serious about dealing with food and nutrition security, then we must figure out how to reach, engage and positively affect the lives of small producers, those who live and work on the half a billion small farms that represent the largest amount of investment in agriculture in developing countries.

When we deal with the problem of hunger and malnutrition, small producers – farmers, fishers, gatherers – are not small. And they represent both problem and solution. That is, even though they are producers, hundreds of millions of smallholder families suffer from hunger and malnutrition. At the same time, as part of the solution, they grow, catch and gather up to 80% of the food produced in sub-Saharan Africa and developing Asia.

The experience of industrialized as well as developing countries shows that given a level and fair playing field, smallholders can be just as productive and efficient as larger producers. Those private sector companies that deal with input and output markets, like those in the room, can partner with governments and organizations like IFAD to make sure that we create food systems that not only increase incomes but improve nutrition as well, for producers as well as consumers (and in the case of smallholder families, they are often both).

IFAD is now working in the field to develop guidance on how to do this – to develop nutrition-sensitive value chains by applying a nutrition lens to a value chain investment and combining that with an understanding of the market. IFAD projects use what we call the 4Ps model. This approach brings together producers and the public and private sectors in partnership. Projects empower men and women farmers and link them with processors and traders. Project activities address market failures so that the producers have adequate knowledge, technologies, and finance to engage with the market and still ensure profit and thus incentives for participation.

To make these value chains work for nutrition, however, you also have to consider what the nutrition needs of the community are, which products can address those needs, and then how to shape the value chain to be more nutritious, while at the same time making good business sense. This means changing an investment mindset that looks only at production and incomes to one that also considers consumption, the impact on nutrition, both demand and supply.

At IFAD, we are doing work that helps to understand the challenges and shows what to do to make value chains nutrition sensitive in this way. Activities to make value chains nutrition sensitive mean working along the chain, from input to production, processing and trade, and consumption. There are many such activities but some key ones in the context of empowering producers and their value chains include

- Diversifying production, including micronutrient-rich biofortified crops;
- Working with partners to help small producers capture more economic value by upgrading in the chain to process and transport goods, while also

promoting adoption of technological innovations that do this while preserving nutrient values; and

- Introducing preservation technologies so that consumption is extended throughout the year for these families and consumers more generally.

All these actions, of course, need to consider impact on women and gender equality and be combined with effective behavior change communications and nutrition information so that changes in production are linked to changes in consumption and result in actual improvements in nutrition. We have found this to be an approach that makes sense in a number of projects, including fisheries in Indonesia, dairy production in Rwanda, and cereals, legumes, tubers in India and Nigeria. It makes sense to the producers, ensuring their participation, improvements in their livelihoods and nutrition, and a more nutritious and sustainable food system for all.

So then what would be asking of you?

- Having the private sector agri-food companies be open to partnering with smallholders, building on experiences such as those of IFAD that show we know how to do this and that it can be done;
- Specifically asking you to see and seize opportunities to work with small producers in partnership with financial institutions like IFAD and governments in nutrition-sensitive investments, one that promote good nutrition, sustainable agricultural production, and at the same time make good business sense for all, thus helping to make value chains more nutrition sensitive and creating sustainable nutritious food systems for the benefit of everyone.

### Empowering Food Producers

#### **Milky Way Project: Empowering Dairy Farmers in West Africa** **Kasper Thormod Nielsen, Director Trade Policy, Arla Foods**

Arla Foods is not a perfect company. What is important is how we deal with the imperfections. Arla Foods roots back to the 1880s, when farmers joined forces to increase the value of their milk. Today, Arla Foods is among the biggest dairy companies in the world. Arla is owned by around 13.000 dairy farmers from seven different northern European countries.

What is not perfect about that? In relation to the launch of our new strategy in Africa in 2013 on providing safe, sustainable, nutritious and affordable dairy products to the African consumer we received a lot of harsh comments from NGOs regarding the potential effect our business would have on the local milk sector. We decided not just to ignore these comments, but actually to listen to them. As an outcome of the dialogue, we have established a stronger due diligence procedure analyzing the potential [impact of our business](#) on the local dairy market and how we can alleviate them.

Furthermore, we have established the “[Milky Way to Development Partnership](#)” together with a number of different partners across the dairy value chain. With entering the partnership we actually took the time to listen to the various stakeholders involved in the local dairy sector trying to understand their challenges

and their opportunities. There are many challenges, but as well opportunities. The local farmers need a strong voice. Dairy farming should be re-established as a business opportunity. Not just a way to sustain life, but something you want to invest time and money in. Creating a market for the local milk production is critical. As is ensuring that farmers are motivated to invest in a more safe, sustainable and efficient milk production by paying them according to quality delivered and not merely quantity. Key learning from the beginning of our journey: Be open to partnership they have the power to make you less imperfect and they can pave the way to the MILKY WAY TO DEVELOPMENT

### Giving Women Better Choices for Nutrition

#### **Feeding Hope Supplemental Feeding Program**

**Audrae Erickson, VP External and Public Affairs, Mead Johnson Nutrition**

An estimated 3.6 million children in the Philippines are undernourished or malnourished. Feeding Hope is a supplemental feeding program that aims to address malnutrition and help eradicate hunger, reduce child mortality and improve mothers' ability to financially care for their children in some of the poorest communities of the Philippines. The program is a public-private sector partnership between the Kabisig ng Kalahi Foundation, the Department of Social Welfare and Development and private organizations and companies. The government selects families to participate in the program, designs the meal plan and provides medical support.

**Nutrition:** Children living in impoverished communities throughout the Philippines who participate in the program are given nutritionally balanced meals and formulated milk for young children six days a week over a six month period. The meals are designed by government dietitians and are prepared in a community setting by their mothers following a 28-day cycle menu. Additionally, the children receive medical check-ups and treatments and educational opportunities.

**Women's Empowerment:** In parallel, the children's mothers attend seminars and workshops that educate them on nutrition, health, sanitation and parenting, as well as family planning and financial management. Additionally, under an alternative livelihood program, the mothers create and sell handicrafts (i.e., handbags, holiday kits, placemats) through Kultura, a nationwide retail chain in the Philippines. It also serves as a social entry point for mothers and provides life skills classes, as well as enrichment programs. The mothers learn how to better nourish their families to enable children not selected for the program to also benefit.

The community-based program supports children in nearly 500 neighborhoods across the Philippines. Since its inception in 2002, impacts to date include:

- Enabling more than 200,000 malnourished children aged 6 and younger to emerge from a stunted state;
- Enabling 98 percent of children participating in the program to achieve normal nutritional levels after entering the program severely malnourished;

- Helping 80 percent of participating children achieve a normal weight;
- Improving the standard of living for each of the families in the program by empowering mothers.

### **Affordable Nutritious Food for Women (ANF4W) in Ghana** **Dr. Klaus Kraemer, Managing Director, Sight & Life Foundation**

Around two billion people, almost one third of the global population, receive insufficient micronutrients from the food they eat. “Hidden hunger” refers to the insufficient intake of vitamins and minerals, also known as micronutrients. Without the proper micronutrients, women are at risk of dying during childbirth.

In Ghana, more than half of women of reproductive age (57%) are anemic with the highest prevalence among young, 15-19 years (63%), pregnant (70%) and lactating (57%) women. Furthermore, the WHO estimates that one in five women in Ghana is vitamin A deficient and only half of mothers in Ghana are reached with vitamin A supplementation postpartum. In addition to vitamin A, approximately 65% of Ghanaian households do not use adequately iodized salt in meal preparation. Additionally, over 70% of children less than 5 years of age suffer from vitamin A deficiency. The prevalence of anemia among children aged 12-23 months remains high at 71% while the prevalence in the 48-59 month group is also still 48%.

Affordable Nutritious Foods for Women (ANF4W) is a development partnership with the private sector seeking to improve micronutrient intakes of women of reproductive age, particularly during the critical window of pregnancy through the first two years postpartum. The project was launched in July 2013 in Bangladesh, Ghana, Kenya and Tanzania and receives funding from the German Federal Ministry for Economic Cooperation and Development (BMZ), the Bill & Melinda Gates Foundation and the Children’s Investment Fund Foundation (CIFF).

In Ghana, ANF4W is developing a commercial solution to micronutrient malnutrition: the project supports four local food processors to develop fortified food products targeting women of reproductive age: a spicy sauce called “Shito”, a soy drink, milk shortcake biscuits and instant porridge. These foods will be fortified with the locally appropriate micronutrient formula, including 18 vitamins and minerals, to provide up to 100 % of Recommended Nutrient Intake (RNI) for women of childbearing age, as well as a balanced proportion of calories from protein and fat.

The products will be registered with the Ghana Food and Drugs Authority. Market uptake will be tested in two market locations, following a nutrition communication campaign aimed at changing dietary behavior and promoting micronutrient-rich foods. Generic market communication will be accompanied by a branded marketing campaign. This will form the basis to improve distribution channels to women of reproductive age and increase the consumption of fortified foods.

The project will also improve the strategic and regulatory framework conditions to increase the availability of micronutrient-rich foods by developing a ‘Quality Seal’ that certifies the products as “healthy” according to a set of criteria based on international

standards and recommendations. Additionally, an import duty waiver on micronutrient premix is negotiated with the Ghanaian Government.

The following results have been achieved so far:

- Studies were conducted to inform the choice of product concepts that are favourable to the “taste of Ghanaian women” and the local food processing industry, leading to the selection of 4 product concepts (instant porridge, shito sauce, soy beverage, biscuits).
- Four local processors are engaged in product development and production and have developed corresponding business plans.
- Under the chair of the National Development and Planning Commission, government authorities have agreed on the ownership and criteria for the “Quality Seal” and have identified the road map for product registration.
- A concept for the nutrition communication campaign has been developed.

## **Sharing information with consumers**

### Advertising and Communications

#### **Raising the bar for responsible food and beverage marketing Rocco Renaldi, International Food & Beverage Alliance**

Obesity and NCDs are major challenges in industrialised and lower-and-middle-income countries (LMICs) alike. The International Food and Beverage Alliance (IFBA) is an alliance of 11 of the largest international food and beverage companies, dedicated to playing a positive role in this field. IFBA is based on 4 global commitments: product formulation and innovation; responsible marketing; nutrition information to consumers; and the promotion of healthy lifestyles. Partnership is a cross-cutting theme: we pursue it wherever we can.

Food marketing is one of the issues most in the spotlight. WHO’s recommendations call for policies and actions that limit the impact of food and beverage marketing on children. We share this objective, which underpins our global responsible marketing policy. This policy limits the types of products that can be marketed to children by restricting the placement of marketing communications on TV, print media and the internet. We are now extending the policy so that it applies to all media and that in addition to placement, it will also restrict the use of marketing techniques that are of particular appeal to children.

IFBA’s action is a voluntary commitment. Its impact is significant but limited by definition because it only applies to signatories. That is why we are increasingly transitioning to a partnership approach that brings together industry, government and civil society to put in place national standards that are endorsed by all the main stakeholders, are applicable to all operators, and enforced by independent entities.

IFBA has achieved this, for example, in The Netherlands, Denmark, Norway, Poland and Singapore. We are working on it in several LMICs and IFBA would like to do more. For this, we need more joint public and private sector leadership to tackle this

issue through shared solutions that enjoy broad local consensus and have a meaningful impact in shifting marketing communications towards better nutritional choices and that harness the ability of the private sector to drive behaviour change, which is ultimately fundamental to solving the problem.

### **Obesity prevention through community-based programs**

**Pauline Harper, Director Global Development, Epode International Network**

The EPODE International Network (EIN) is the world's largest obesity prevention network with a presence on three continents through 46 member programmes from 29 countries. EIN supports and promotes the deployment and advancement of community-based programmes (CBPs) for obesity and non-communicable disease prevention across the globe through sustainable, multifactorial strategies and the promotion of healthier lifestyles. With its 3 platforms: scientific, political and public-private, EIN plays a pivotal role between the global leaders and experts in the field of obesity prevention and its own programme members to collectively create a better society through health.

The EPODE methodology, or model, is a coordinated, capacity-building, approach for communities to help them change the local social norms behaviours, environment. It demonstrates that healthy lifestyles are replicable and transferable to facilitate whole community (teachers, school catering, health professionals, parents, media...) impact and enable social and behavioural change. It is based on multiple components: a positive approach to tackling obesity, with no cultural or societal stigmatisation; step-by-step learning, and an experience of healthy lifestyle habits, tailored to the needs of all socio-economic groups. Through initiatives and sustainable programmes, stakeholders foster and promote healthy lifestyles in families in a sustainable manner.

In each country or region, EPODE promotes the involvement of a multi-level and multiple stakeholders approach at central level (endorsement from ministries, support from health groups, NGOs, and private partners) and benefits from the expertise and guidance of an independent scientific advisory board that provides general recommendations related to the implementation and the transferability of the methodology in other contexts.

Epode Applied Research Projects in the EU: EPHE and OPEN

EPHE's (EPODE for the Promotion of Health Equity 2013-2015) objective is to evaluate the efficiency of EPODE methodology to reduce the health gap in deprived populations in pilot communities in Belgium, Bulgaria, Greece, France, the Netherlands, Portugal and Romania by determining whether the specific tailored interventions have had a positive impact among all populations. EPHE will contribute to the EU Commission's long-term public health strategies, supporting the sustainability of the CBP approach to obesity prevention and reducing health inequalities across EIN programme members. <http://www.epestory.eu/>

OPEN (Obesity Prevention through the EPODE European Network 2014-2016), led in partnership with 13 programmes, 3 Universities and 9 collaborating partners, aims to reduce overweight and obesity-related diseases among children and adolescents, including socially deprived groups by the end of 2016. Through customised best practice sharing, capacity building workshops and practical recommendations from recent research findings, the coordination teams of 13 programmes will be strengthened in scope of action, design, implementation and evaluation methods. This will accelerate behaviour and environmental change to reduce overweight and obesity related diseases among European children and adolescents.

<http://openprogram.eu/>

### Nutrition Education

#### **The importance of the dairy sector to nutritional security: Fuel Up To Play 60 project in the US**

**Dr. Gregory Miller, Chief Science Officer, Global Dairy Platform**

With 90 members from over 30 countries, the Global Dairy Platform is a not for profit organization, that connects CEOs, executives and researchers from corporations, communication and scientific bodies to work in partnership to promote sustainable dairy nutrition. While people inherently know about dairy's nourishing strength, the dairy sector contributes more than just tasty goodness to the world's population. Every day, nearly one billion family members globally derive their livelihood through contact with the dairy sector, sustaining and revitalizing rural communities in all corners of the world. Through dairy, families find daily nourishing strength and maintain positive health. Women are empowered and children receive adequate nutrition for learning and achieving their potential. Family farmers care responsibly for livestock and make their land better for the next generation. The dairy sector's strength comes from its local presence and intimate involvement in communities – with the benefit of the reach, depth and breadth of a global movement.

In the United States, the dairy sector is partnering with others to enhance nutrition education and physical activity in schools. Fuel Up To Play 60 is the largest in-school health & wellness program in the United States, with more than 73,000 elementary, middle and high schools enrolled since it launched nationally in 2009. The program reaches some 38 million students in those schools. And because of the program, 13 million students are eating better and 16 million are more physically active.

The founding partners of FUTP60 are America's dairy farmers through the National Dairy Council and the National Football League and its local teams and players. The US Department of Agriculture endorses the program and provides oversight, but it does not provide funding for the program. However, in 2016 USDA committed \$30 million to fund school meal equipment grants in a jointly managed effort with FUTP 60.

FUTP 60 helps schools reach their wellness goals with a full toolkit of resources and solutions that get kids eating better and moving more. The program is unique in that it engages and empowers kids to participate and lead program activation in their



schools with help from adult volunteers. The students form teams that activate nutrition plays promoting Food Groups to Encourage and physical activity plays which promote 60 minutes of activity each day to earn the schools and the student's rewards for their accomplishments.

At the very core of the program is the proven connection between good nutrition, physical activity and better student performance in schools – both academic and overall behavior. Grants from dairy farmers and the private sector are made available to schools to help accomplish these activities and to make sustainable changes to the health and wellness environments in those schools.

In order to provide additional thought leadership and private financial support for this program, GENYOUth Foundation, a not for profit organization was formed in 2010. The organization garners public and private funding for FUTP 60 and offers other youth empowerment programs. Since 2010, over \$47 million has been contributed through this means to the FUTP 60 program.

### **Facts Up Front**

**Melissa San Miguel, Senior Director, Global Strategies, Global Manufacturers Association (GMA)**

Facts Up Front (FUF) is a voluntary initiative created in 2011 by the Grocery Manufacturers Association (GMA) and the Food Marketing Institute (FMI). FUF is a simple and easy-to-use labeling system that displays key nutrition facts on the front of food and beverage packages - displaying the calories, saturated fat, sodium and sugar in each serving. Almost 90 percent of national grocery sales by GMA members use FUF.

GMA members have made significant investments to develop the FUF consumer website ([www.factsupfront.org](http://www.factsupfront.org)), consumer research, and stakeholder outreach including media campaigns and ongoing consumer education efforts. To continue to improve consumer understanding, we are extending the reach of our consumer education efforts through key partnerships with groups such as Share our Strength and the American Heart Association. We are supporting Share Our Strength's goal of "No Kid Hungry" through their Cooking Matters program. This program will feature FUF in training materials for teaching basic nutrition, shopping, and cooking skills to individuals in low-income areas.

<http://factsupfront.org>

### Session 3 - Luncheon on Zero Hunger Challenge – 1pm to 3.00pm – Executive Dining Room

**Keynote: Nabeeha Kazi-Hutchins, President and CEO, Humanitas Global and Chair, Community for Zero Hunger**

Speaking on the importance of multisectoral partnerships in feeding and nourishing the world, Nabeeha Kazi, President & CEO of Humanitas Global and Chair of the Community for Zero Hunger, was the keynote luncheon speaker at the PSM Partnerships Forum 2016 hosted at the International Fund for Agricultural Development in Rome.

Nabeeha recognized the tremendous political, financial and development momentum aimed at tackling all forms of malnutrition and noted the commitments made by all Member States as part of the ICN2, Decade of Action for Nutrition and the Sustainable Development Goals. She noted the central role that the public sector, the private sector and civil society have in not only working to support the realization of a Zero Hunger world, but most importantly of working together – more deliberately, proactively and dynamically than ever before.

All sectors play a critical role in feeding and nourishing the world in a sustainable manner; but all sectors need to be part of the conversation simultaneously because each sector brings unique assets that we should deploy for the greater good. Acknowledging that the word “partnerships” has been used freely and abundantly, Nabeeha said that when she hears the word, she asks herself “a partnership that does WHAT?”

She noted that in-community and in-field insights from the Community for Zero Hunger, the calls to action from the UN Secretary General Ban Ki-moon and the opinions of the world’s foremost nutrition and health leaders recognize that working together is essential if we want to achieve the SDGs by 2030.

Highlighting her first-hand experiences during the height of the global HIV/AIDS crisis, Kazi illustrated the contentious relationships among governments, industry and non-profit and community advocacy groups, that eventually had to come together as all three groups realized they needed each other. “We all needed to be at the table and we all needed to find a middle ground to work together. And, I believe that it was this coming together that has turned HIV/AIDS from a death sentence to a chronic disease. It is our turn to come together and do the same for nutrition” she stated.

Nabeeha called on taking specific actions and going beyond a philosophical debate on whether or not sectors should participate and if all sectors should be working together. She gave powerful examples of how sectors have co-created some of the most innovative, transformational offerings in the world. She also reminded us that, “a mother does not make decisions based on what sector offers what. She makes decisions for her family based on what she has access to, what she deems as good,

what she deems as safe and what she values. And every mother wants to give her child the absolute best she can.”

Nabeeha recognized that the government has a central role in setting the tone for building dynamic collaborations and ensuring that the policy and implementation environments are right. She said that we could certainly mobilize around specific tasks and tactics, but to really propel productive partnerships forward, fostering the environment is essential.

Nabeeha ended her keynote stating that it was our opportunity to redefine how we all work together and how we forge the kind of action and specificity around nutrition that can transform communities. And, she reminded attendees that we could do so in ways that are transparent and non-contentious, because, when all sectors participate there is not only a higher level of accountability, but there is also a higher probability of impact.

She called on all to be bold and be unconventional; she concluded by saying: “We must put an end to the greatest injustice of all...a world where we have plenty of knowledge, tools, resources and commitment, but a world where far too many mothers and fathers have no choice but to put their babies to down to bed hungry and malnourished. It’s not right, but we can change it.”

***Moderator: Jaine Chisholm Caunt, Chair of the International Agri-Food Network and Director General of the Grain and Feed Trade Association (GAFTA)***

### **Roundtable Discussion**

During the luncheon, we asked participants to provide feedback on developing effective nutrition partnerships to achieve the Zero Hunger Challenge. Of the responses received, it is clear that countries seek partnerships based on trust, respect, and transparency with the ultimate goal of achieving clearly delineated policy objectives. To encourage and develop these partnerships the private sector should engage in dialogue, particularly with young people, host conferences and forums that showcase examples of effective partnerships, and clarify the roles and responsibilities of each party. The efficacy of nutrition partnerships will require a strategic long-term vision that is effectively communicated across all entities.

***Concluding remarks: Ashwani Muthoo, Director, Global Engagement and Research, Strategy and Knowledge Management Department, IFAD***

Partnerships on nutrition are at the core of IFAD’s mandate and are crucial for enabling the organization to tackle the complex rapidly changing issues relative to agricultural and rural development. If IFAD wants to achieve greater outreach and expand its impact in terms of rural poverty reduction, it needs partners such as the private sector to promote rural transformation. Today, agricultural growth is increasingly fuelled by the private sector opening up new income generating and employment opportunities for rural populations and small landholder farmers in particular. Private sector investment can contribute to development that reduces poverty and strengthens food and nutrition security. In recent years, IFAD has

deepened its engagement with private sector in order to create markets for its target groups by improving their access to input services, knowledge, technology and increasing income generate and job creating opportunities. For example, between 2002 and 2012, IFAD has co-funded a project with MARS Sustainable Cocoa Initiative and the Indonesian government to provide technology, research and education, and cocoa certification to small farmers in Indonesia.

The 2030 global agenda gives a prominent role to nutrition and food security in particular SDG 2, which advocates for zero hunger food security and improved nutrition and SDG 17, which calls for the revitalization of the global partnership for sustainable development. Furthermore, the inclusion of ending hunger as a specific global goal only strengthens IFAD's commitment to support agriculture and food security. The agriculture and rural sectors are critical for economic growth and the process of rural transformation more generally, which makes them even more important to connect the food security and nutrition agenda to many of the other SDGs. The global business community needs to be engaged now more than ever before realizing the SDGs will improve the environment for doing business and building markets.

Governments, civil society, private investors have all come to recognize the importance of nutrition to development. Those in the agricultural sector should learn to more effectively partner with other sectors like health, education, etc. in order to address the multisectoral causes of malnutrition more completely. Against this backdrop, IFAD is working to make the projects it finances more nutrition sensitive. Explicitly incorporating improved nutrition into the objectives and indicators, tracing its nutrition pathway from production to consumption. While there is not one model that will make agriculture or rural development more nutrition sensitive, there are multiple opportunities for action and IFAD is taking this business very seriously.

Three key takeaways from this event that the development community and IFAD in particular will have to consider if it wishes to make nutrition issues properly reflected in development programs and projects. First is the empowerment of value chains. Leveraging the potential of food value chains development for nutritional outcomes is a field in which few experiences have been developed to date and entails a significant shift from the standard value chain interventions that aim to increase income and work on the supply side of the value chain to an approach that looks to stimulate demand for nutritious food in order to improve dietary quality targeting not only producers but also consumers. Second is the importance of looking at all interventions with a nutrition lens. The change to make agriculture and nutrition development more nutrition sensitive must build on specific interventions that affect different parts of the system. Lastly, mainstreaming nutrition and the designing of poverty reduction strategies. The development of poverty reduction strategies and their multisectoral nature offer a unique opportunity. There is a strong bidirectional relationship between nutritional status and economic growth. High economic growth improves nutrition and improved nutrition can be a driver of economic growth. Nutrition interventions are multisectoral, have high benefit cost ratios, and target

themselves to the poor. This suggests that nutrition interventions should become an integral component of poverty reduction strategies. In closing, the Partnership Forum 2016 has given us the opportunity to take home important messages and to share experiences especially in designing innovative partnership strategies with a view to mobilizing concrete actions and investment to further food security and nutrition.