



Nutrition and Food Systems in the SDGs: A winning agenda

Reflections on the GNR & Foresight Reports –
Re-defining Priorities for the next 5,000 Days?

Steve Godfrey, Chief Investment Officer

G7 International Symposium on Food Security and Nutrition, Tokyo, 25/26 October 2016

Stop & Go!

We are on the threshold...



- We can end undernutrition by 2030
- ✓ Step on the accelerator
- We can halt the increase in overweight and obesity
- ✓ Step on the brake

Acknowledgment and thanks to Lawrence Haddad, and to the GNR Report and Foresight Report on Food Systems for the material in this deck. Conclusions and observations are not necessarily theirs.



Good moment: Commitment is at a high point



- SDGs – force us to think about how we can actually end malnutrition
- **Decade of Action for Nutrition** – permission to make this a decade of action for nutrition
- **CFS focus on nutrition** – food policy space has become more nutrition friendly
- **Development Banks’ “light bulb”** moment on economics
- **SUN membership** – quality as well as quantity
- **N4G process still has a role** – 2017 and 2020 events to re-galvanize global leadership

Good nutrition recognized as essential for development



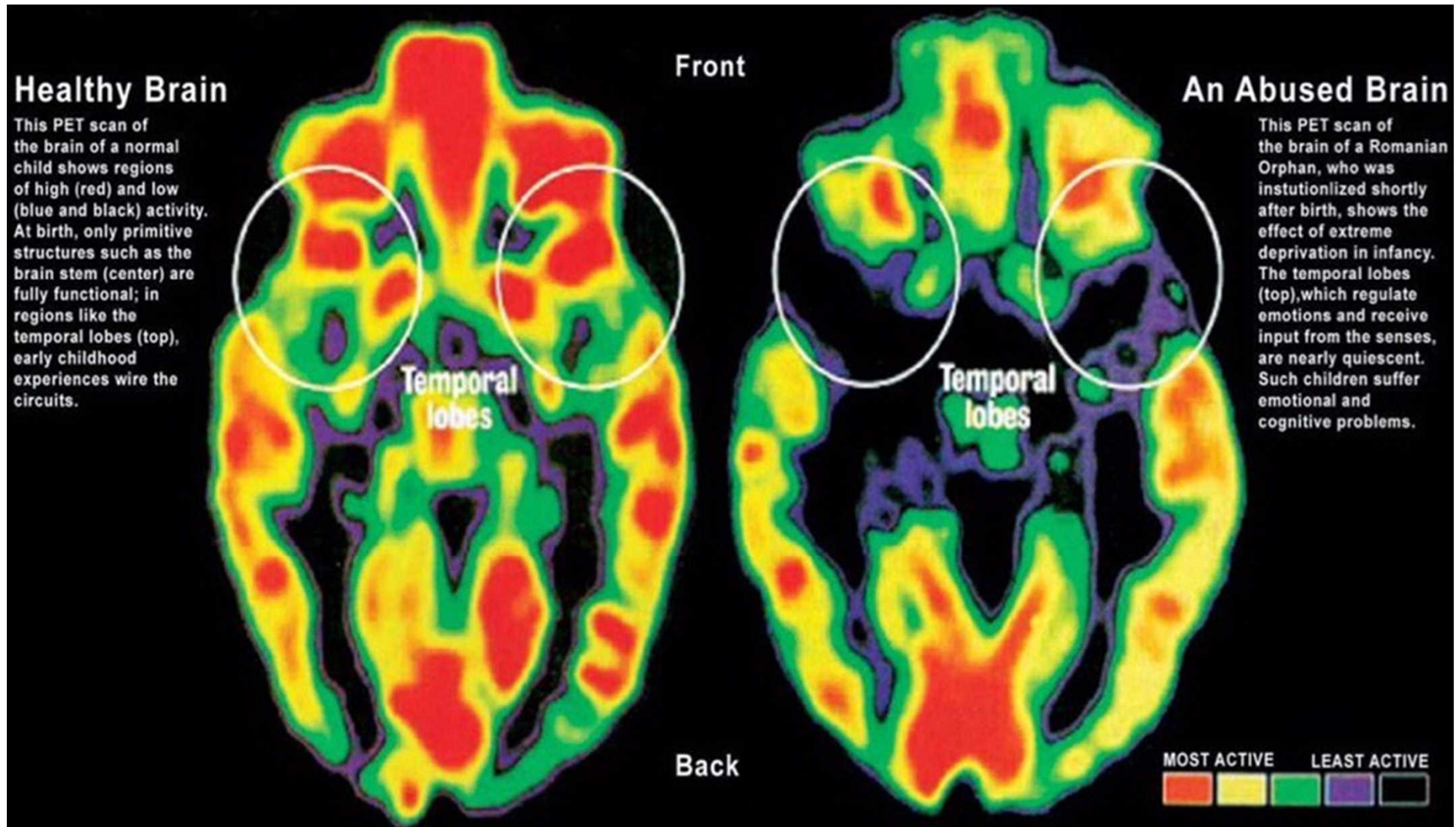
“We need to invest in gray matter infrastructure.”

Akin Adesina
President of the African
Development Bank 2016

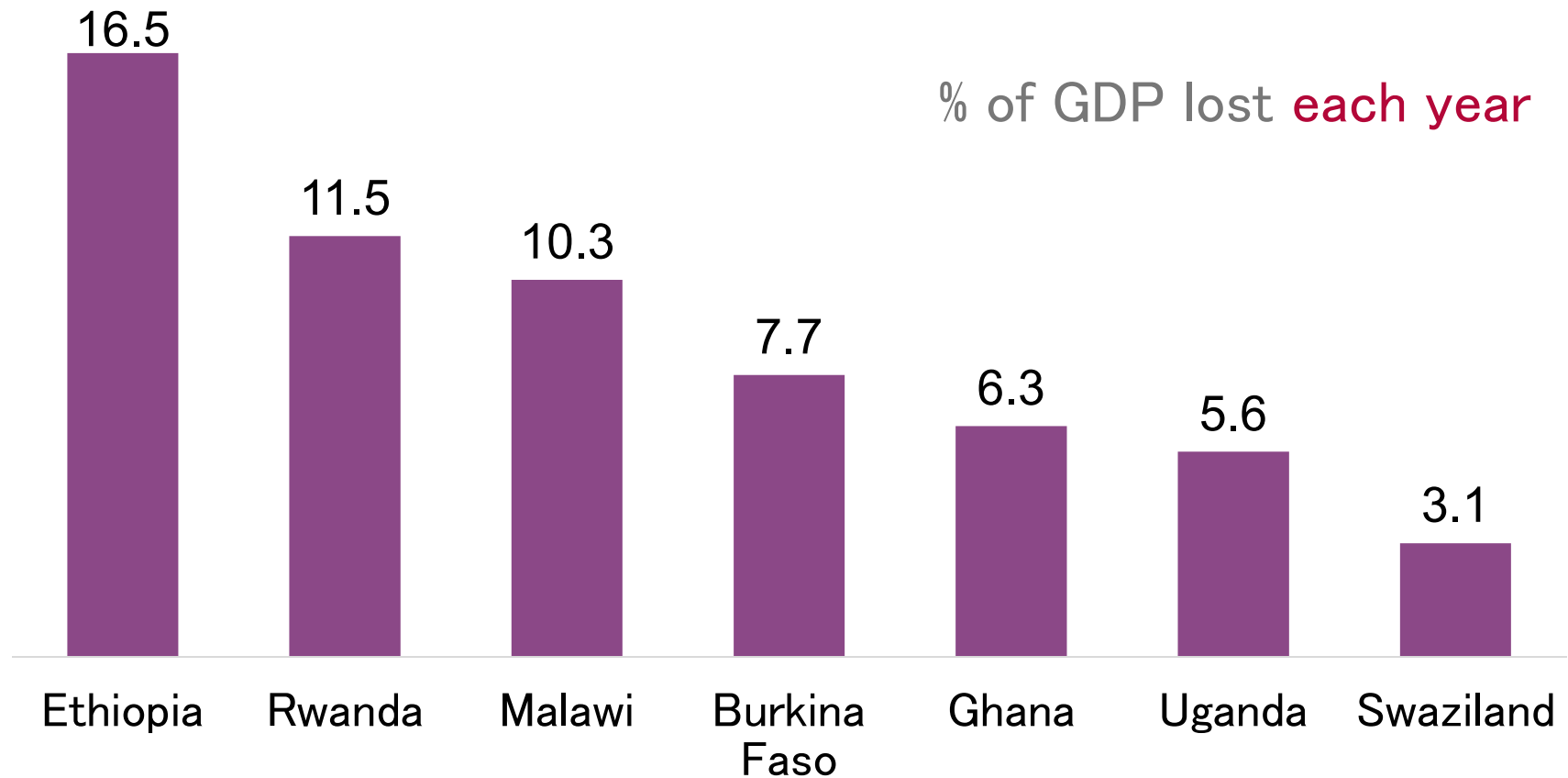
“Neuronal infrastructure is quite possibly going to be the most important infrastructure.”

Jim Kim
President, World Bank 2016

Good nutrition “wires the circuits”

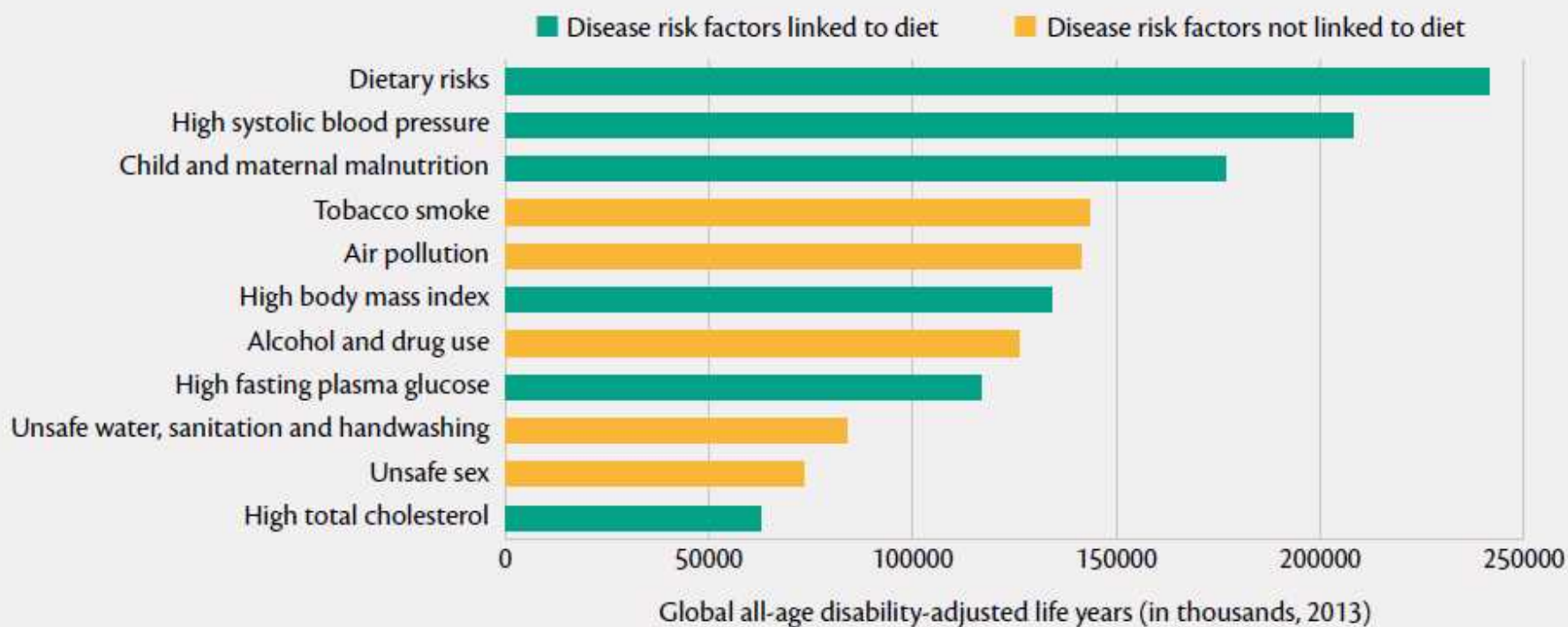


Poor nutrition reduces the economic wealth of nations



AUC/WFP Cost of Hunger Studies

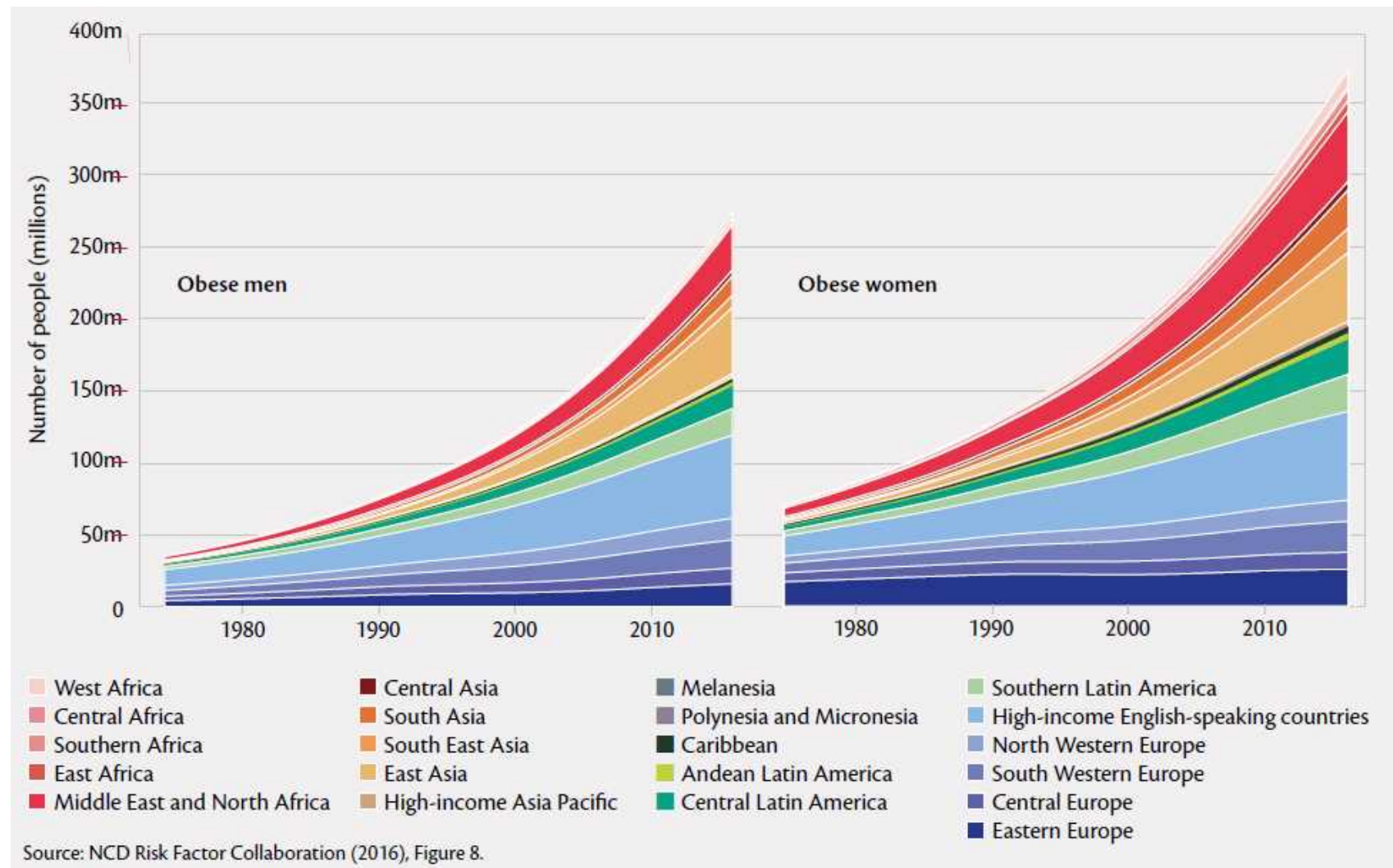
Most global burden of disease risk factors are linked to diet



Source: Global Burden of Disease Study 2013 Collaborators (2015), Figure 5

Note: The graph shows global disability-adjusted life years (DALYs) attributed to level 2 risk factors in 2013 for both sexes combined.

Trends in the numbers of men and women affected by obesity: 1980–2010



Business as usual will generate catastrophic health burdens in the future



Globally, overweight and obese adults:

1.33 in 2005 → 3.28 billion in 2030

China: overweight & obese adults:

32.3% in 2012 → 51.2% by 2030

Nigeria: adults with diabetes estimated to double between 2011 and 2030

Bangladesh: more adults with diabetes than Mexico or Indonesia in 2030

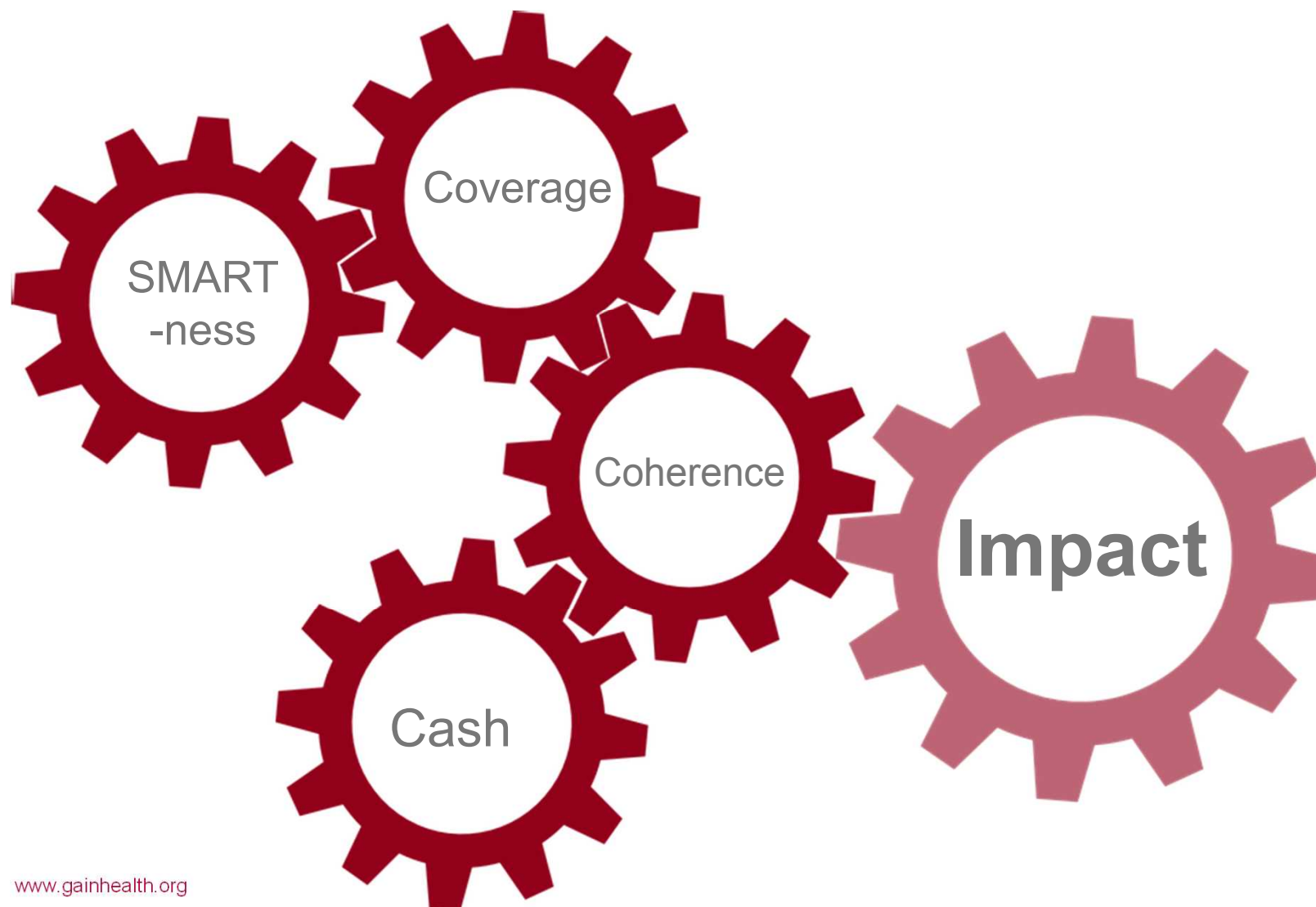


“Malnutrition in all its forms” - an opportunity



- To unite energy of disparate advocacy streams around common messaging
- To put more pressure on leaders to act
- To focus on common causes, e.g. food systems
- To focus on “double duty actions”, e.g. 1000 Days interventions
- Substantial economic returns from investing in nutrition - 10% of global GDP gained by eliminating stunting & Investments to scale up nutrition programs give benefit-cost ratios of 16:1

But commitment needs to be converted into
impact



Bringing together GNR and Foresight Analysis: two linked challenges



Nutrition direct: we know a lot, but is there an action deficit on investment, planning (coverage, coherence) and smart measurement?

Nutrition sensitive: a policy deficit? How to reengineer food systems to make them nutrition (and human) friendly?

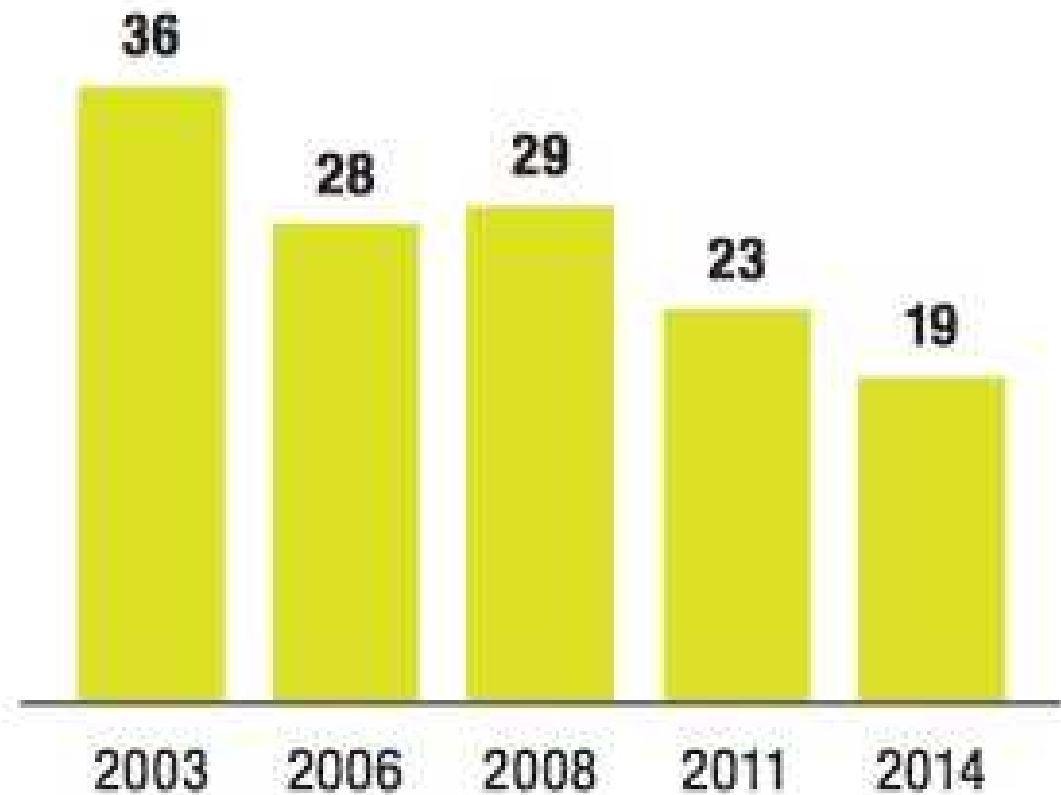
A long term challenge but with massive returns to development.....



Example: Ghana is re-writing the nutrition story

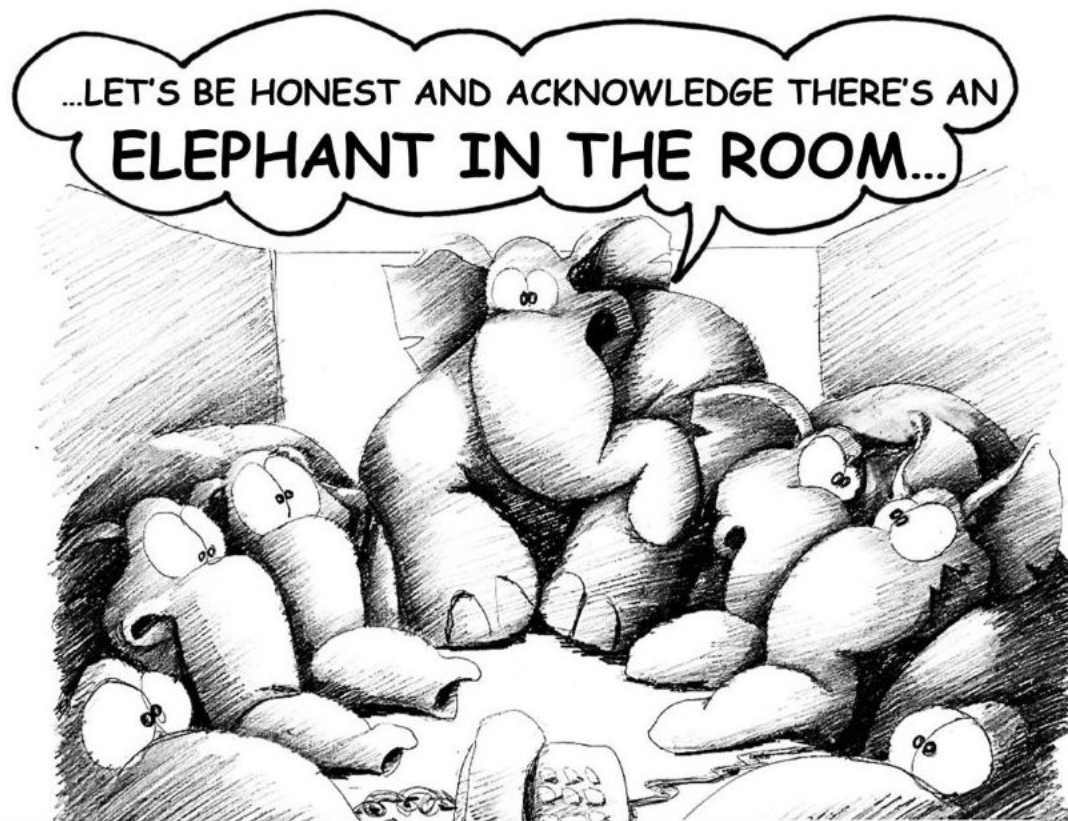


Stunting rate of under 5 children, Ghana



Source: UNICEF/WHO/WB 2015.

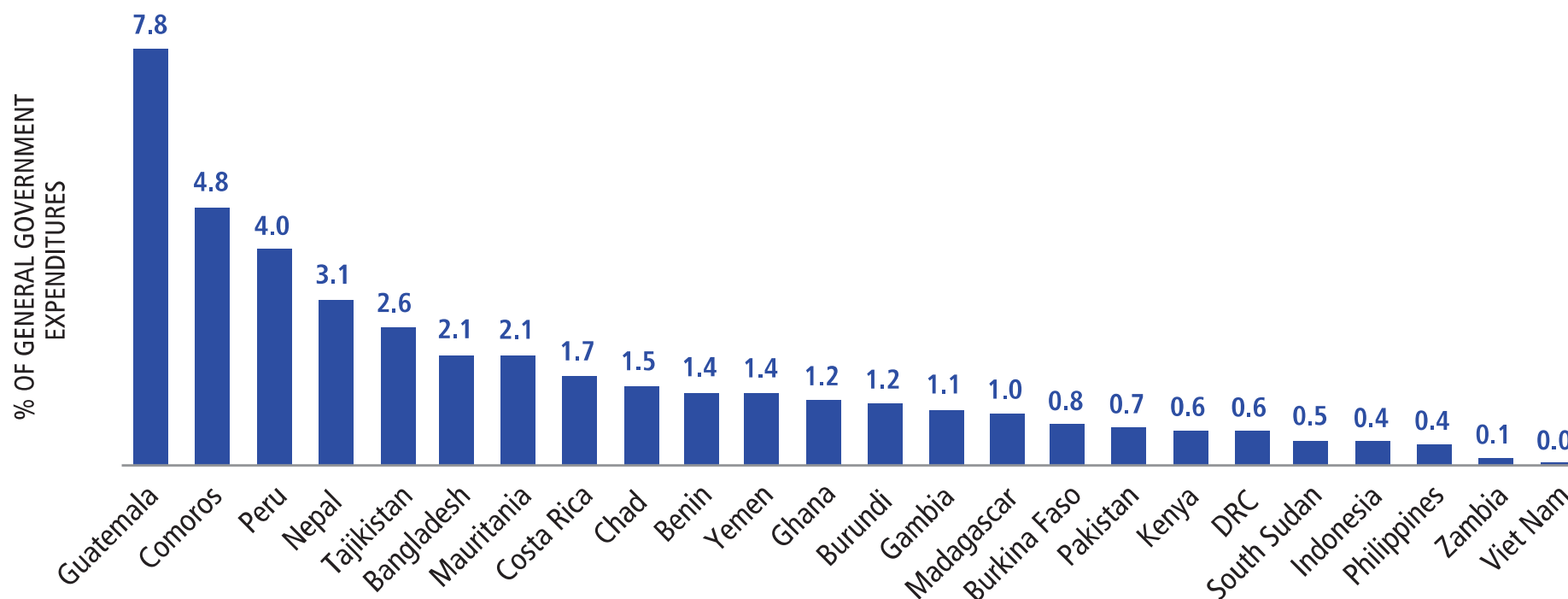
Nutrition Sensitive: Cash



Elephants in the room

- Country financial allocations to nutrition
- Donor financial allocations to nutrition

Cash: too little is allocated by countries to nutrition from related sectors

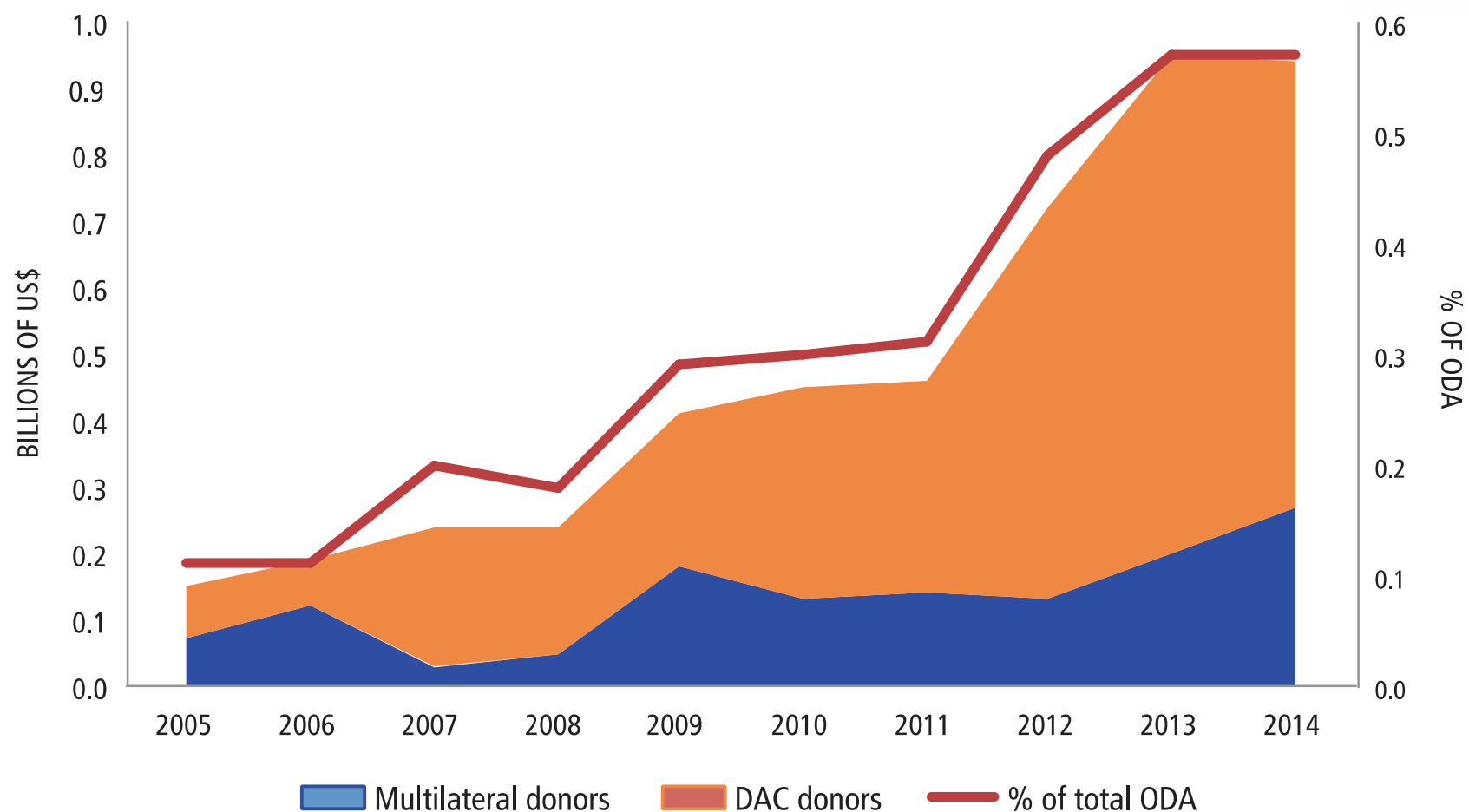


Source: Authors, based on data in Greener et al. (2016).

Note: DRC = Democratic Republic of the Congo.

Source: OPM and SUN SMS

... a donor funding plateau? Direct intervention spending levels

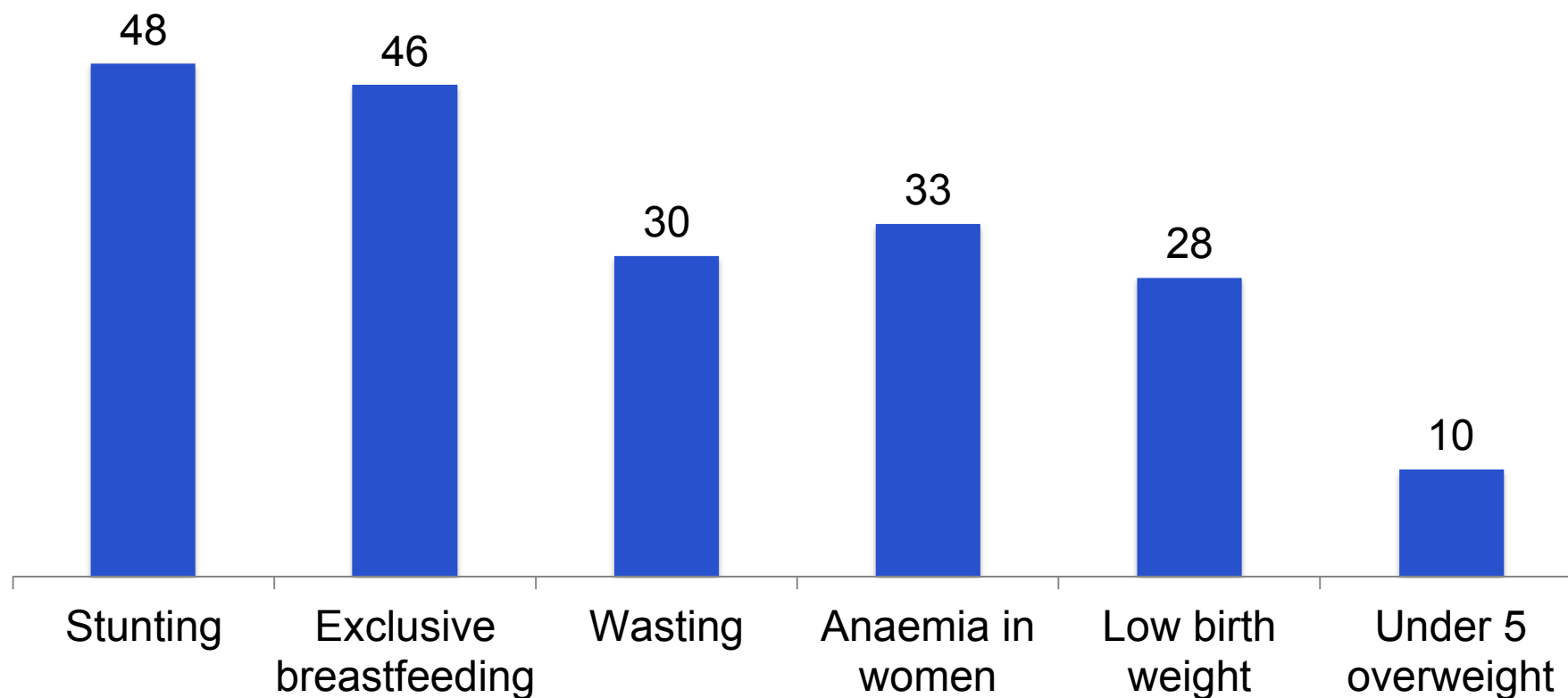


Source: Development Initiatives, based on OECD (2016a).

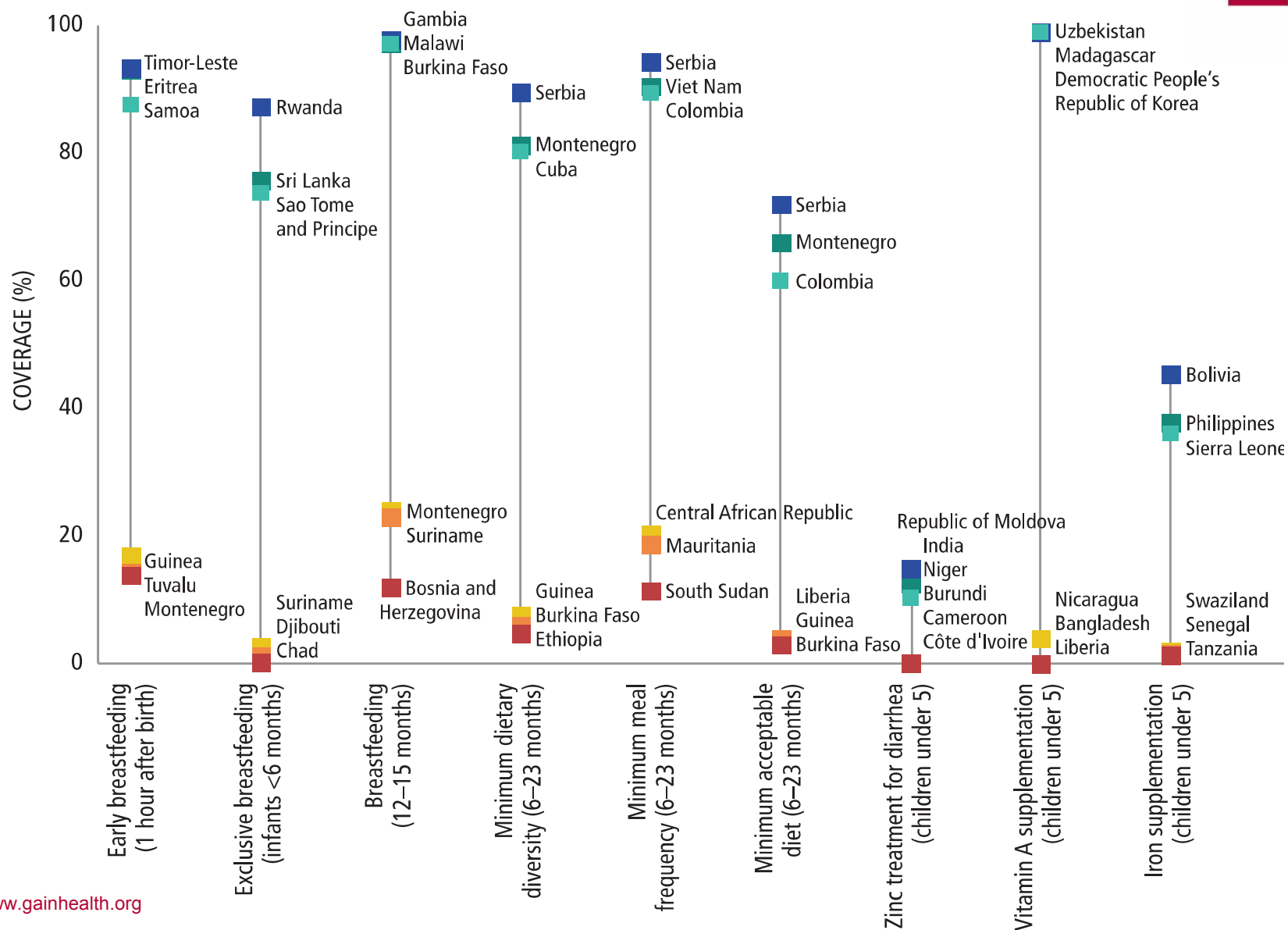
There are not enough SMART targets in nutrition country plans



Percent of 122 Nutrition Plans with SMART Targets for...



Coverage of Nutrition Programs is too Low



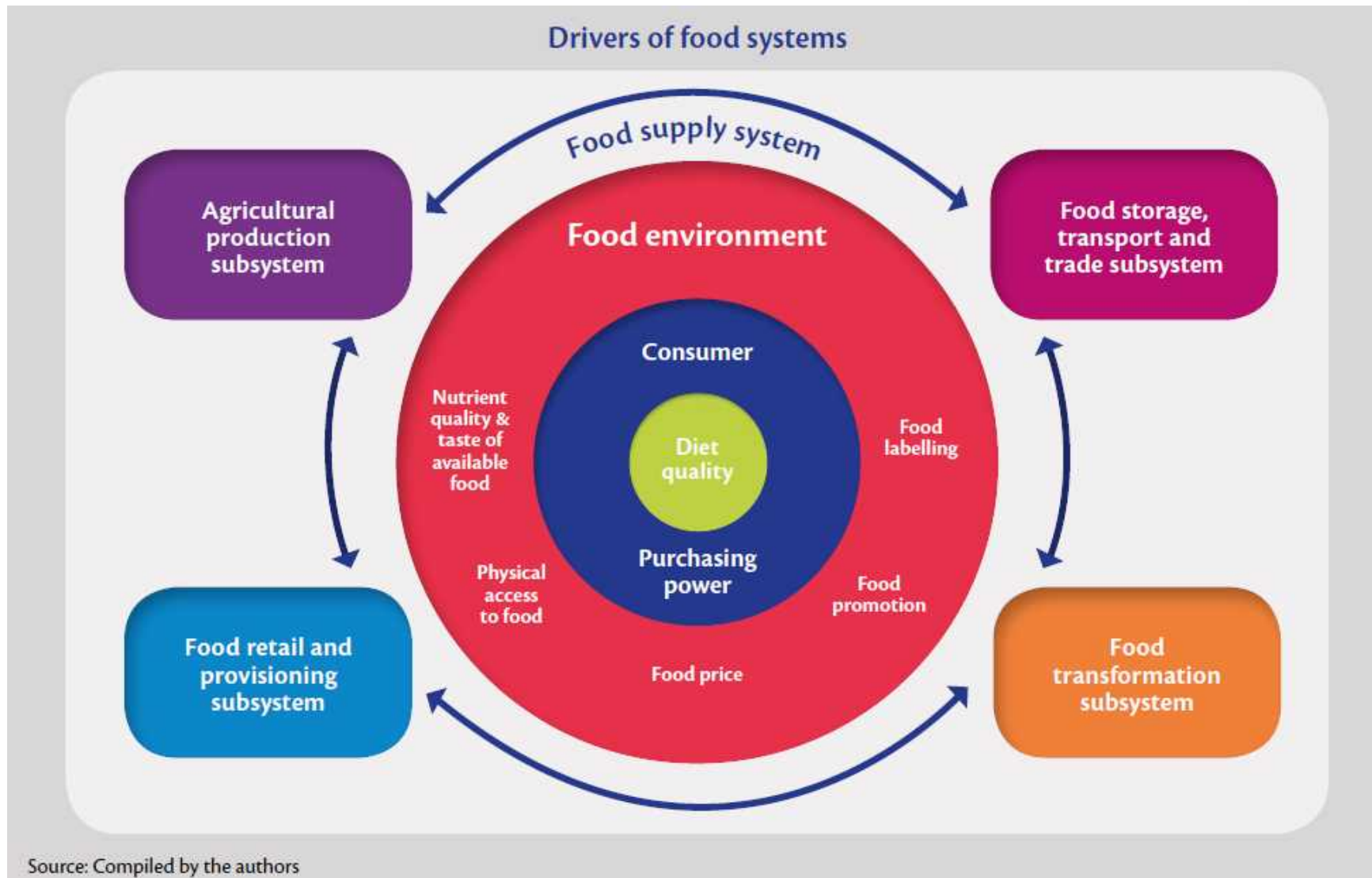
Getting down to basics – rethinking food systems?



Food system go well
BEYOND PRODUCTION: to
storage, transport, trade,
transformation, provisioning,
retail

Food systems **GOVERN** the
safety, nutrition quality and
affordability of food

Food systems and diets



We KNOW what works - recommended diets look similar around the world



Recommended diets (WHO and National Food Based Dietary Guidelines) include:

- Diversity of foods and food groups
- Plenty of fruits, vegetables, pulses, nuts...
- Animal source foods at recommended levels
- Moderate consumption of “ultra-processed” foods



Recent example of unhelpful “food environment”



Meeting the *“5 a day” fruit and vegetable* recommendation would cost low income households in Bangladesh, India, Pakistan and Zimbabwe

52%

of their household income

Miller et al. Lancet August 2016

Food systems need to make it easier to make nutritious food choices



- Food systems not intrinsically geared towards nutrition
- Our food system is incredibly dynamic and productive but
-very expensive (\$600bn subsidies per year)
- and is the main driver of global ill health
- While consumers have co-responsibility, they make choices in their immediate **food environment**
- How **available, affordable, desirable** and **safe** are their choices?
- Need to balance choice, opportunity and education around healthy diets

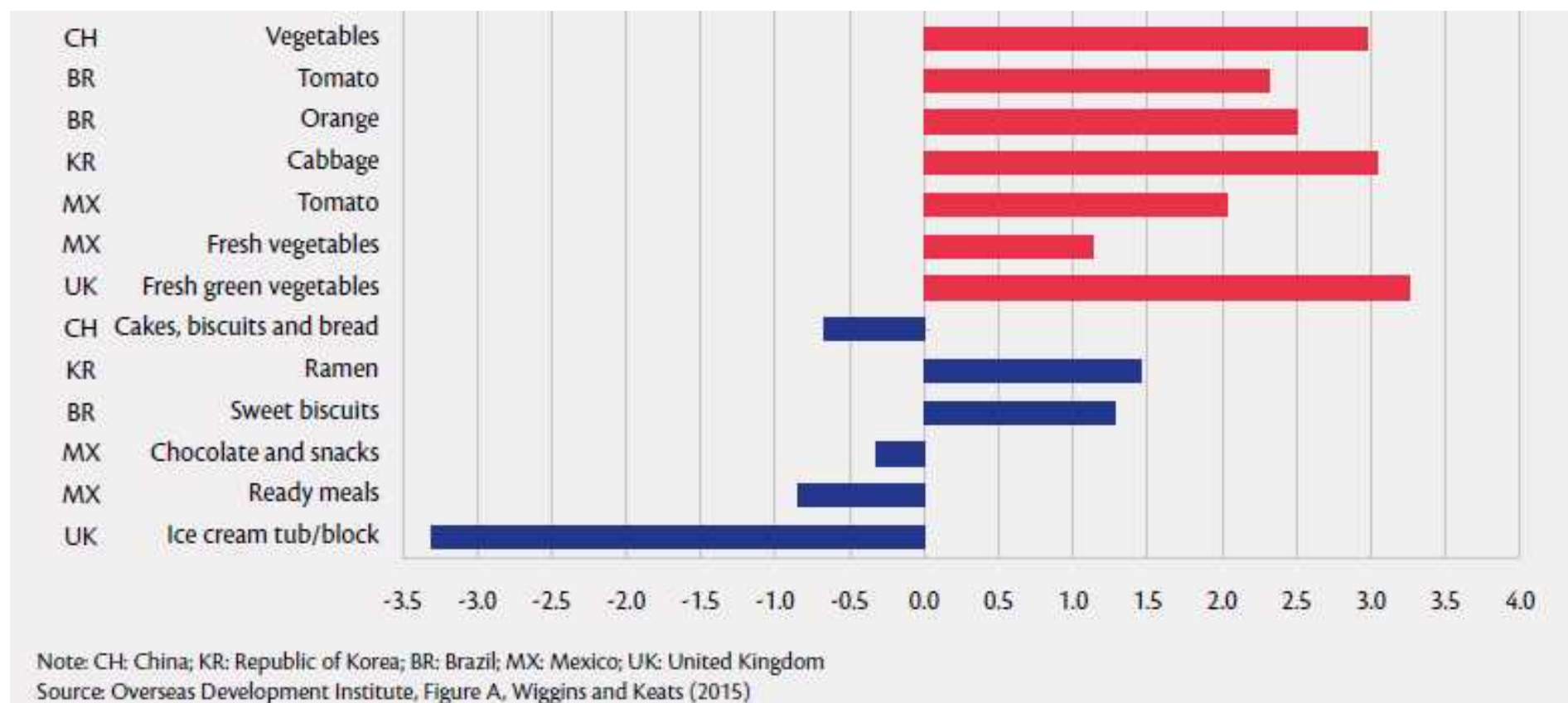
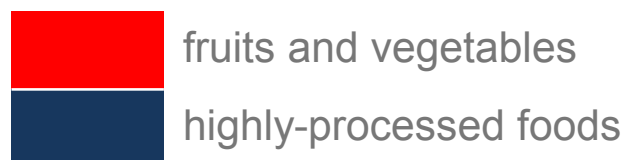


What needs to happen?



- The food system won't self correct
- Policymakers need to **demand** more from their food systems - beyond delivering **food** to delivering **nourishment**
- Start with nutrition and diet problems, and **work back** to change food systems
- Many opportunities for change involve engaging **better** with **private sector**
- Factor in complex **tradeoffs** between nutrition, greenhouse gas emission and natural resource use

Consumer price trends 1990-2010 (UK, Mexico, Brazil, South Korea & China)



Policy space examples



Food system area	Policy type		
	current “quality”	potential modified “quantity”	potential “novel”
Production	bio fortification	more agricultural R&D on F&V, pulses	introduce nutrient productivity metrics
Storage, transport and trade	trading standards for food composition for key foods	redefining sanitary and phyto sanitary standards to include diet quality	invest in community based technology to preserve nutritious foods
Transformation	labeling; regulation of marketing; regulations on product formulation	leveraged start up funds for SMEs that are engaged in value chains for healthier foods	corporate tax rates that incentivize higher nutrition quality product lines
Retail and provisioning	public procurement in schools, hospitals	incentives to street vendors to use healthier ingredients	premiums paid to wet market retailers if they meet above minimum food safety standards
Food environment	taxes on “bads”; voluntary codes on product placement	food price subsidies on staples extended to pulses, F&V	tax incentives for “nutrition retail zones”

But: policymakers need more support



This is a **complex** and **daunting** **policy space**.

It can be made less so.

- We provide **tools** to help link diet problems to food systems
- We show **what works** in the program and policy space - and what is worth **exploring**
- We point out where the **data and evidence** base need to be stronger



Call to Action



Much is context specific, but there are common elements

1/2

- Focus **food system policies** on diet quality for infants and young children
- Improve **adolescent girl and adult women's** diet quality in all policy making that shapes food systems
- Ensure that food-based **dietary guidelines** ALSO guide policy decisions to reshape food systems
- **Animal source foods** provide important nutrients. Policy support for these foods should be pragmatically evidence-based rather than driven by ideology
- Make **fruits, vegetables, pulses, nuts and seeds** more available, affordable and safe for all

Call to Action



Much is context specific, but there are common elements

2/2

- Makes policies on product **formulation**, **labeling**, **promotion** and **taxes** a priority
- Improve **accountability** at all levels – food system **metrics**
- **Break down barriers within governments** for dealing with the multi-sector problem
- **Institutionalize** high-quality diets through public sector purchasing power
- **Refocus agriculture research investments** globally to support healthy diets and good nutrition



Making food systems be enablers rather than blockers of improved diet quality is a CHOICE



This is within
policymakers' grasp

It will help achieve the
SDG goal of ending
malnutrition by 2030

We all will reap benefits
for decades to come





THE GLOBAL GOALS

For Sustainable Development



THANK YOU



Afghanistan | Bangladesh | Canada | Denmark | Ethiopia | India |
Indonesia | Kenya | Mozambique | Nigeria | Netherlands | Pakistan |
Singapore | **Switzerland** | Tanzania | United Kingdom | USA

Rue de Vermont 37–39
CH-1202 Geneva
Switzerland
T +41 22 749 1850
F +41 22 749 1851
E info@gainhealth.org

www.gainhealth.org

© Copyright GAIN – Global Alliance for Improved Nutrition. All rights reserved.