



Roadmap to Nutrition Secure Cocoa Supply Chains **Business Case** for **Nutrition Security**

Individual Dietary Diversity Score (IDDS)

- Please write down what you ate yesterday (last 24 hours) and count your dietary diversity with the FAO table provided

Dark Green Leafy Vegetables



Milk products



Organ meat

Vitamin A rich fruits



Vitamin A rich vegetables and tubers

Legumes, seeds, nuts



Flesh meat



Eggs



Fish



Delivering nutritious foods through markets, public systems and the workplace

Large-Scale Food Fortification



Staple foods and condiments are fortified with essential vitamins and minerals and delivered to entire populations in 25 countries

- Enabling environments for food fortification
- Quality assurance

Maternal, Infant and Young Child Nutrition



Affordable complementary foods+multinutrient supplements for young children, adolescent girls, pregnant and lactating women

- Product development
- Delivery through public programs+markets
- Behavior change
- Integration with other nutrition-relevant areas (WASH, education etc)

Nutrition in the Workplace, Supply Chains, and Communities



Integrating nutrition into corporate sustainability programs (health, education, agriculture extension, etc.) to provide access to and demand for nutritious foods

Agriculture and Nutrition



- Research to strengthen evidence base related to agricultural inputs and methodologies that improve nutritional outcomes
- Market-based interventions along the agricultural value chain to improve access to and consumption of nutritious food

Nutrition in Emergencies



- Improving procurement systems and quality assurance of foods used in emergencies
- Building capacity for local production of foods used in emergencies
- Improving market resilience and disaster preparedness

Special programmes

- Double Burden
- Innovative Finance
- Amsterdam Initiative Against Malnutrition
- Policy/Advocacy

- Nutrition for Growth Compact, 2013 G8: commitment of nearly 30 companies to improve the nutrition of over 927,000 workforce members in more than 80 countries
- Scaling Up Nutrition (SUN) movement - SUN Business Network
- Looking ahead: Post-2015 Development Agenda - nutrition security as an indicator (stunting)

How can we identify nutrition insecure supply chains?



1. Asking farming children about their age and let them group according to age
2. Secondary data from Ministry of Health; Demographic and Health survey /country
3. Measure yourself (with ethical clearance)

Burden of Knowledge

Evidence of Effects of Malnutrition



**Brain neurons in
normal 3-yr old**

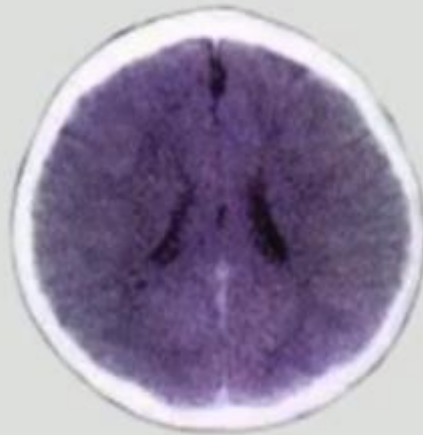


**Brain neurons in
malnourished 3-yr old**

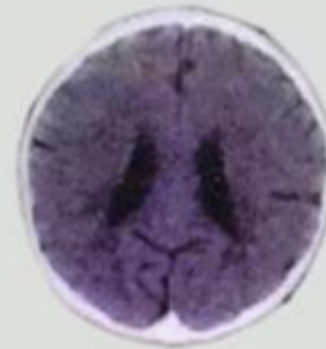
Burden of Knowledge

1000 Days

Brain scan – two 3-year old children



Normal



Malnourished

© 2007 Dr Fernando Monckeberg Barros, Universidad Diego Portales

The child is reported to have suffered from extreme neglect (abandono cronico) and the degree to which other factors such as social stimulation may have impacted this child are unknown.

Improved dietary diversity and nutritional status for farmers/workers and families

Healthier farmers & workers

Stronger workers/
farmer & higher
endurance

Increased
cognitive skills physical
potential of children

Less costs due to reduced
absenteeism & healthcare
expenses

Higher productivity

**Secured, future
workforce**

Brand integrity

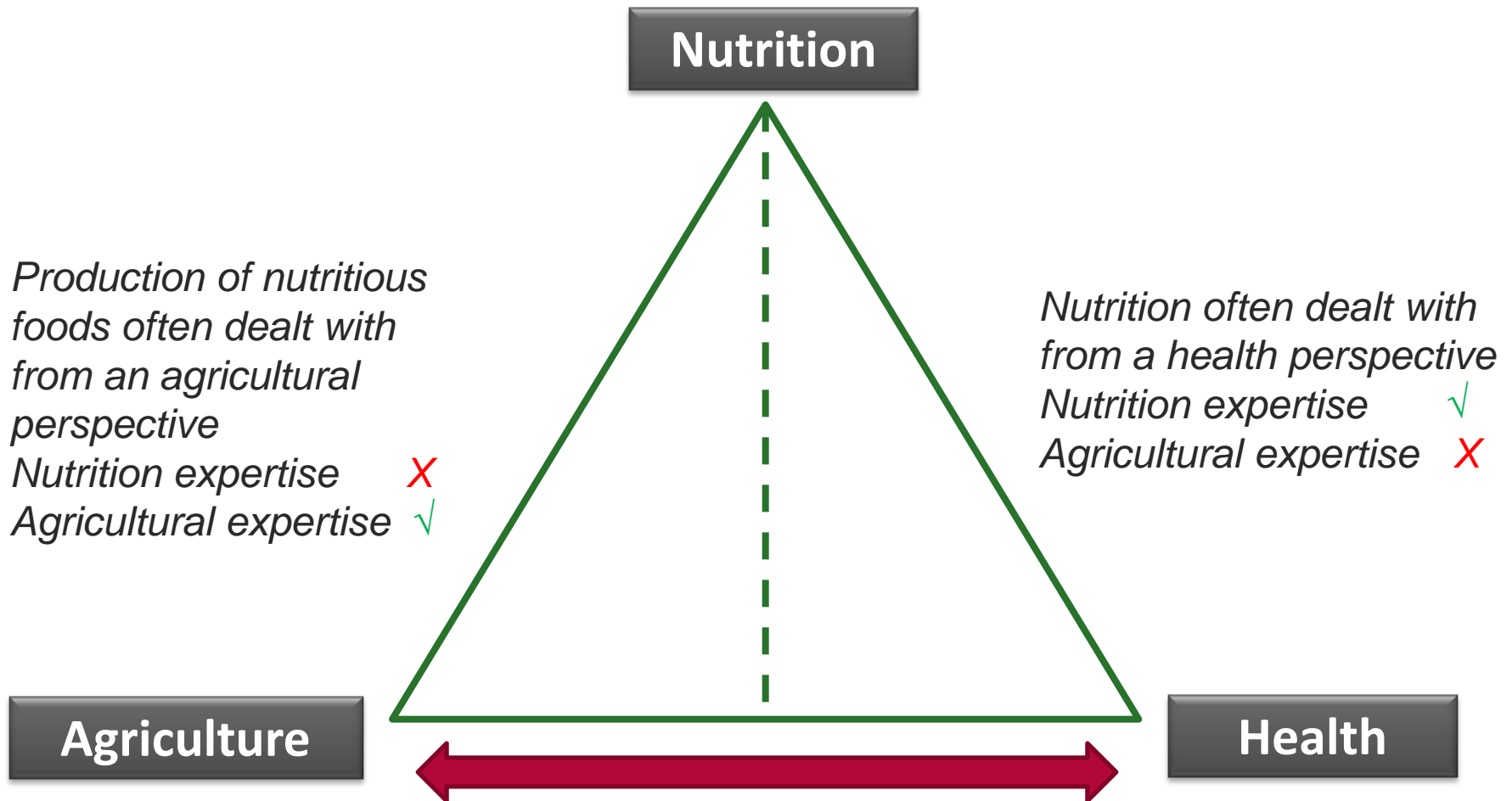
Healthy and wealthy
farmers + workers

Happy consumers

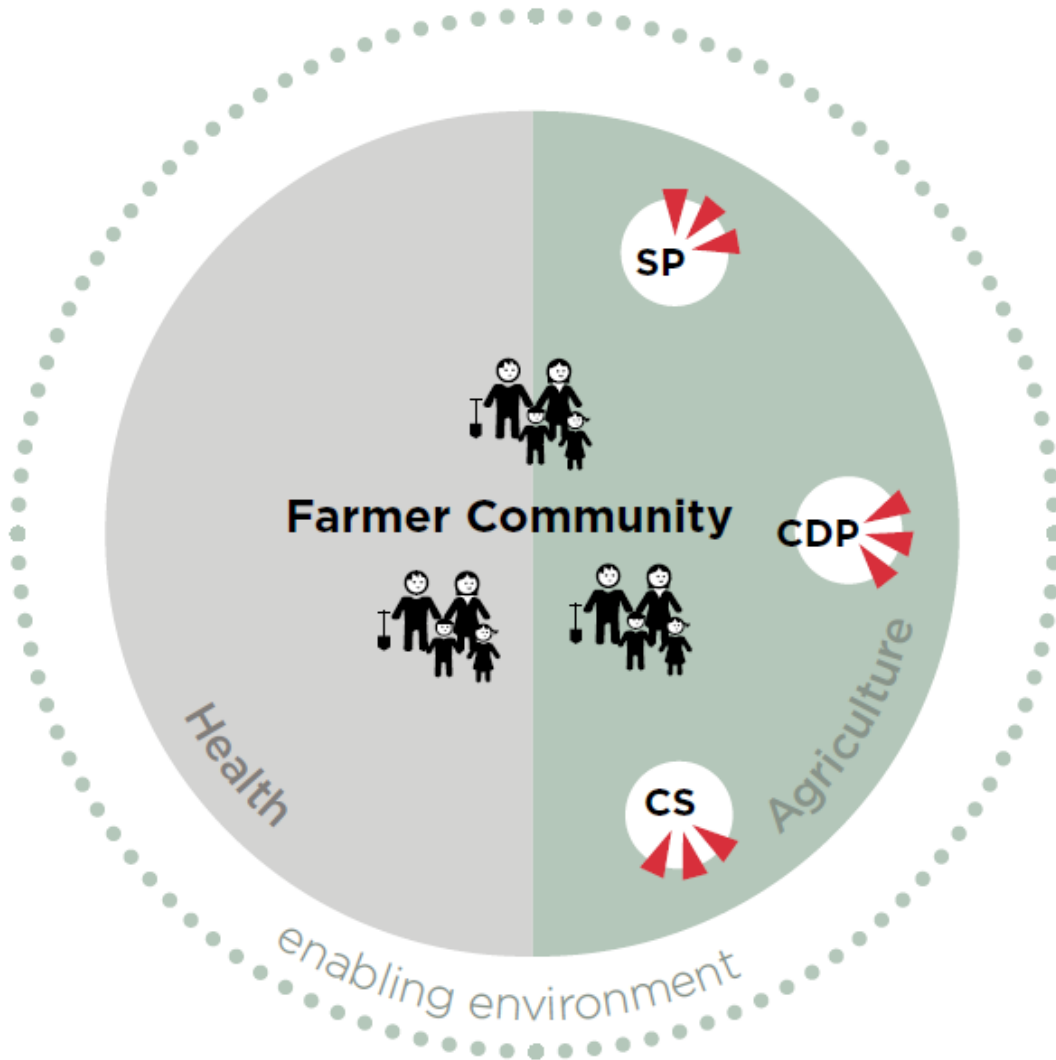


**Business
Case for
Investing
in
Nutrition**

Sweet spot for partnering



Integrated nutrition programming in existing delivery channels



Sourcing Program (SP)

Community Development Program (CDP)

Certification Standard (CS)

Nutrition sensitive interventions

- ▶ awareness raising for good nutrition
- ▶ training on integration of Good Nutritional Practices
- ▶ learning and program development

Household /community

- > Home/kitchen garden with nutrient rich vegetables and/or trees (in the soil or in plastic pots)
- > Animal husbandry of chicken, ducks, goats, small fishponds



Smallholder farm & plantation

- > Intercropping of nutrient rich vegetables in the beginning of planting crops
- > Buffer zones, borders with nutrient rich vegetables and/or trees (on fences, along water streams, bordering rainforest)
- > Structural intercropping of nutrient rich trees for shadow / erosion control / firewood



Nutrition-sensitive interventions on household, community, smallholder farm and plantation level

- Nutrition expertise as a basis for designing effective nutrition awareness and trainings for farmers
- Sound & robust M+E framework for nutrition sensitive value chain programs
- Nutrition input in standards and collective nutrition approach (RA, FT, UTZ)
- Communication of results for learning, scale up and replication in new platforms

Improving Food and Nutrition of Tea Farmer Households in Lestari Sustainable Tea Program

Main objective:

To develop tools for an increased availability and accessibility of nutritious foods in local markets, combined with an increased awareness of the need to consume healthy meals for more than 160,000 household members of 32,000 tea farmers which are involved in the Lestari Sustainable Tea Program.

Partners:

PT Sariwangi	<i>Leading Indonesian tea exporter</i>
Royal Netherlands Embassy in Jakarta	<i>Donor</i>
Business Watch Indonesia	<i>Coordinator and implementer</i>
GAIN	<i>Technical nutrition advisor</i>
Savica Public Health Advisory	<i>Local nutrition expert</i>

Company case: PT Sariwangi – major Indonesian tea producer in Indonesia



The diagram features a large green semi-circle on the left. Inside it is a white circle containing the text 'Lestari tea program'. Three red arrows point from the right side of the white circle towards the right, indicating the flow of the program's components.

**Lestari
tea
program**

Awareness

5 learning tools

Training

10 Master trainers -> 960 lead farmers

Trainings manual

32 demoplots on vegetables and animal husbandry

M&E learning

1 Research study

Baseline, endline

10 → 960 → **32,000** → **160,000**

Master trainers

lead farmers

farmers

household members

Mixed delivery channels:

Master trainers, lead farmers, village authorities, nutrition agents, governmental health workers

Experimental: Women develop new recipes, grow different crops and start chicken raising

Interactive: Training is based on interaction, multi media and engagement

Aspiration: Healthy kids ready to use their full potential

Make it under stood - aware ness raising

- **Surprise:**
"We didn't know the full impact of undernutrition!"
- **Realisation:**
"We don't feed or family appropriate"

Make it easy - GNP training

- **Motivation:**
"We will improve and participate in the program"
- **Commitment:**
"We develop recipes with increased diversity for our families and produce nutritious foods"

Make it a habit - reinforcement

- **Reinforcing:**
Nutrition agents stimulate good nutrition behavior; demoplots show potential for own production
- **Collaboration** with governmental health services: reinforce during women monthly meetings

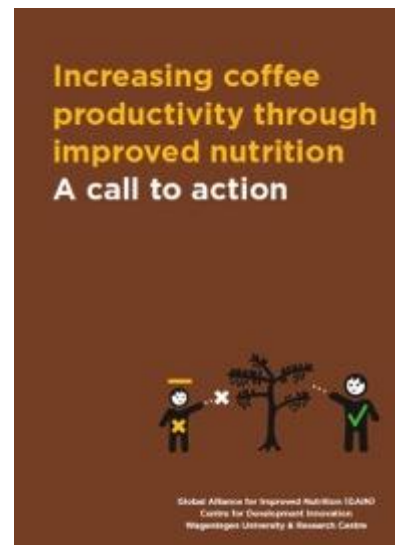
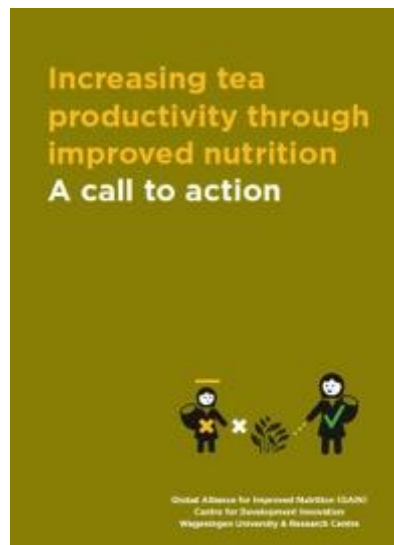
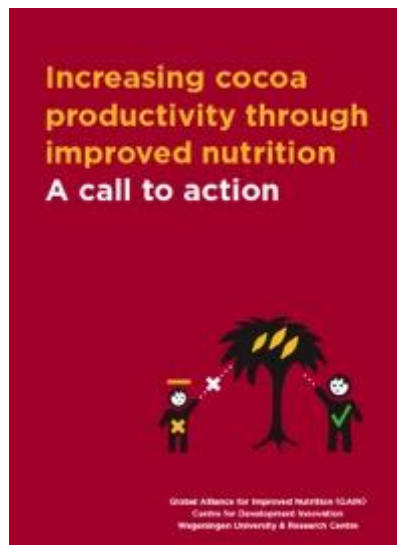
“When we show farmers a movie about how important nutrition is since a baby is conceived – male farmers reflect on their wives and realize that, in order to give a better future to their children, they have to start from pregnancy.”

“In my nutrition training, I get farmers attention easily, as they quickly realize how important and valuable a healthy nutrition is, and how few they know about it. Farmers understand that good nutrition practices can really change their lives and those of their families.”

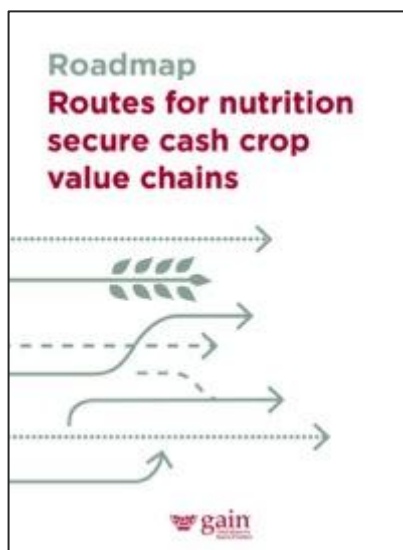
“The magnitude of farmers’ response, and how they put hope into nutrition to change their life, makes me feel satisfied.”

“Our nutrition program changed our life too, we take care to provide the best nutrition to our children and wives – it is not any longer the men with the biggest piece of meat.”

Nutrition for cash crop farmers program



<http://www.gainhealth.org/documents>



What are the opportunities for cocoa / chocolate companies and organisations to partner on nutrition security in their supply chains?

- Current productivity
- Future generation
- Brand integrity

What kind of needs do you identify?

THANK YOU!

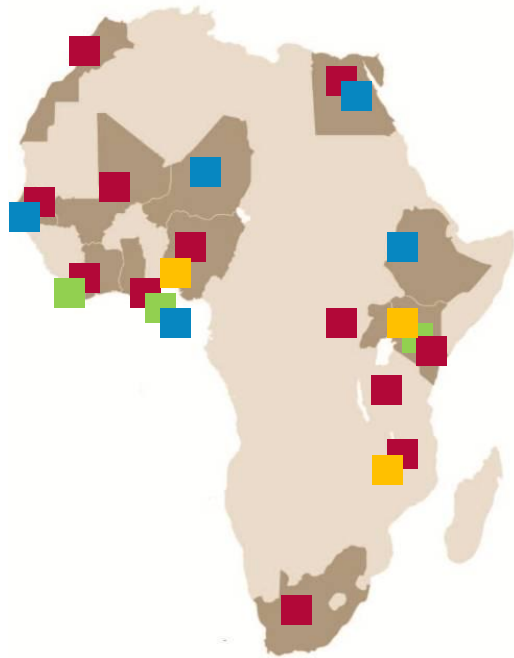


INVESTING IN PARTNERSHIPS TO STOP MALNUTRITION

- Created in 2002 at the UN to **reduce global malnutrition through food fortification and other sustainable strategies** aimed at improving the health and nutrition of populations at risk, particularly women and children
- Headquarters in **Geneva, Switzerland**
- Worldwide presence in **Abuja, Accra, Addis Ababa, Dhaka, Jakarta, Kabul, Maputo, New Delhi, Nairobi, Washington D.C., Amsterdam, London (Pakistan, Tanzania forthcoming)**
- Donors are governments and foundations from **North America, Europe, Middle East**

- Providing a mix of technical and business expertise, partnership and process facilitation, as well as financial support to public-private partnerships
- Strong performance and impact measurement
- Creating an **enabling environment**: Policy and advocacy for better nutrition regionally and globally
- **Reaching 700 Million people** in over 30 countries with micronutrient-rich foods. Target: 1.5 Billion

Africa



Asia and Eastern Europe



Latin America



- National Food Fortification
- Salt Iodization
- Infant and Young Child Nutrition
- Agriculture and Nutrition Security

Interventions in over 30 countries:
Fortifying staple foods, condiments,
and complementary foods with
vitamins and minerals

GAIN's Operating Model: Building Alliances

