



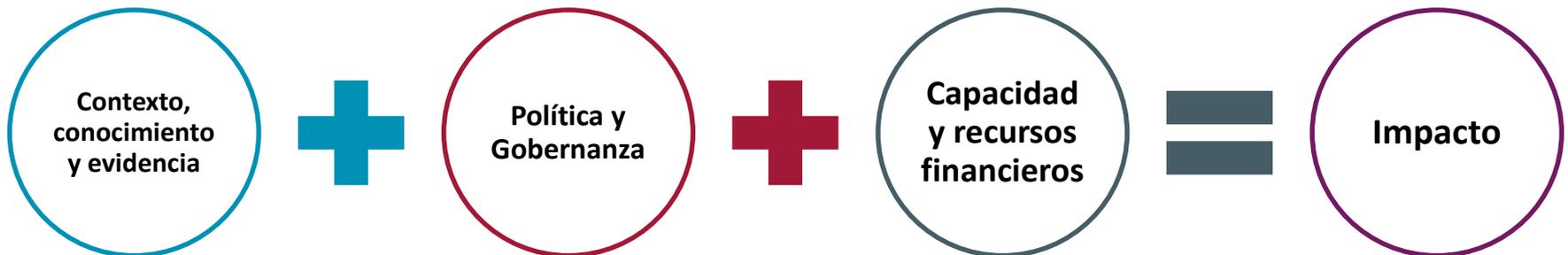
# *El rol de la empresa privada en las estrategias nacionales para combatir la malnutrición*

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# Ambientes Habilitadores

**¿Cómo sería un entorno propicio para la reducción de la desnutrición?**

**Tres factores vitales para crear el momento y convertirlo en IMPACTO:**



# Características principales de un entorno propicio

## Nuevo Contexto y Evidencia

- Para atraer actores y demostrar que pueden hacer una contribución ←

## Política y Gobernanza

- Para entender y manejar las agendas competitivas ←
- Para hacer que los compromisos de las partes interesadas en nutrición sea visible y promover responsabilidad por los resultados

## Recursos Humanos y Financieros

- Para coordinar acciones y entregar, efectivamente, en **escala** ←

# Conduciendo hacia Salud y Bienestar



# Todos los sectores deben desempeñar un papel



# Nutrición cada vez más importante para los negocios

Expandirse a nuevos mercados, portafolio de productos más amplio, ventaja competitiva, imagen = mayor crecimiento y ganancia



Aumento del PIB debido a la mayor productividad y menos carga para los sistemas de atención de salud

Mejores condiciones para ascender en la escala de ingresos. Desarrollo normal físico y mental de los niños aumenta las posibilidades cuando son adultos

Menos costos de atención médica, más productividad y capacidad de buen desempeño. Mejor aprendizaje y concentración

# How can business contribute to nutrition?

## 1. Agriculture and nutrition

At each stage of the food value chain, businesses can provide investment, technological innovation and commercial capabilities to increase the supply of nutritious, safe and diverse foods.

## 4. Workplace

Businesses across all sectors can educate employees about the importance of nutrition and provide diverse and nutritious foods in the workplace.

Businesses can also introduce workplace policies that facilitate access to breast feeding facilities, childcare and maternity benefits.

## 3. Specially formulated foods for targeted groups

Market based approaches can increase the availability of specially formulated foods, with a particular focus on pregnant and lactating women and infants, complementing public delivery systems.

## 2. Large scale food fortification

Food businesses can fortify staples and condiments with essential vitamins and minerals to reach local populations cost-effectively and at scale.

## 5. Supporting nutrition sensitive interventions

Businesses can play a key role in strengthening underlying health systems, for example providing health and hygiene products and health services, supporting women economic empowerment and access to education.

Along the food value chain and in the workplace and communities, businesses are uniquely positioned not only to increase the supply of nutritious foods but also to increase demand. These contributions can be enhanced and scaled up through greater collaboration with governments, development agencies and civil society.



# La fortificación de alimentos a gran escala

## El papel de la industria

Generar demanda

Aumento de la  
disponibilidad

La integración de  
fortificación en el  
procesamiento y  
fabricación



# La fortificación de alimentos a gran escala

¿Cómo pueden los gobiernos y la sociedad civil trabajar en conjunto con las empresas?

Normas, vigilancia y cumplimiento de Fortificación de Alimentos

Requisitos de formulación del producto

Normas para la comercialización, incluido el etiquetado y certificación



Reducir el costo de la fortificación

Sensibilización de los consumidores

Recopilación y análisis de datos

# La fortificación de alimentos a gran escala

## Ejemplos de asociaciones con negocios

### Fortifying wheat flour and vegetable oil in Senegal

#### Nutrition context / project objective

The gap in vitamin A and iron intake in Senegal reveals a severe public health burden: 46% of women of reproductive age suffered from anemia, and 45% and 28% had iron deficiency and iron deficiency anemia.

In response, Senegal has established a 5-year project to reach 9.3 million people, including 3.2 million in high-risk groups, with vitamin A fortified vegetable oil and iron- and folic acid-fortified wheat flour.

#### Project scope and partner roles

Several actors have contributed to strengthening the national fortification programme, providing technical assistance as well as support for quality assurance and monitoring. GAIN also supports the production, monitoring and quality control, and demand creation of Senegal's food fortification program.

Both government and industry have demonstrated continued commitment to the fortification programme. Industry continues to pay for and procure the necessary, quality inputs and to engage in the national fortification alliance. Senegal's government passed mandatory legislation and has continued to refine the standards for fortification.

#### Impact

The results indicate that large-scale food fortification is contributing positively to intake and likely to be reducing deficiency in Senegal: fortifiable flour reaches 85% of WRA, and fortifiable oil almost 73%. Furthermore, these fortified commodities benefit a broad cross-section of the population, with over 50% of both rural and poor women consuming at least 10% of their daily requirements of iron and vitamin A from fortified flour and oil, respectively.

### Fortifying edible oils in India

#### Nutrition context / project objective

Over 200 million Indians out of a population of 1.2 billion, including an estimated 40% of India's children, are malnourished. Micro-nutrient deficiencies are estimated to cost India \$2.5 billion annually.

Through its "Nourishing India" platform, Cargill has committed to fortifying all its packed consumer edible oil brands with essential vitamins. In India, cooking oil use is nearly universal and fortifying oil with essential vitamins A, D and E creates the opportunity to reach all income groups with minimal changes in eating habits.

#### Project scope and partner roles

By voluntarily fortifying its edible oil brands, Cargill saw the opportunity to build competitive advantage and brand loyalty through an enhanced value proposition to increasingly health conscious consumers, and to make an important contribution to tackling malnutrition.

Cargill in India re-designed its brands to emphasise fortified oil's health benefits, raised consumer awareness of fortified products through marketing and word of mouth campaigns and educated commercial distributors and sales agents on fortification benefits. The company also maintained affordability by subsidising fortification costs.

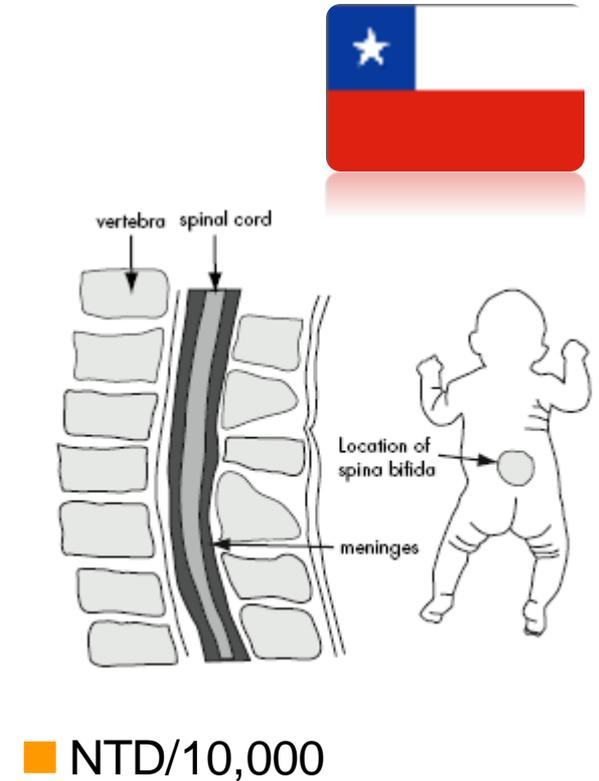
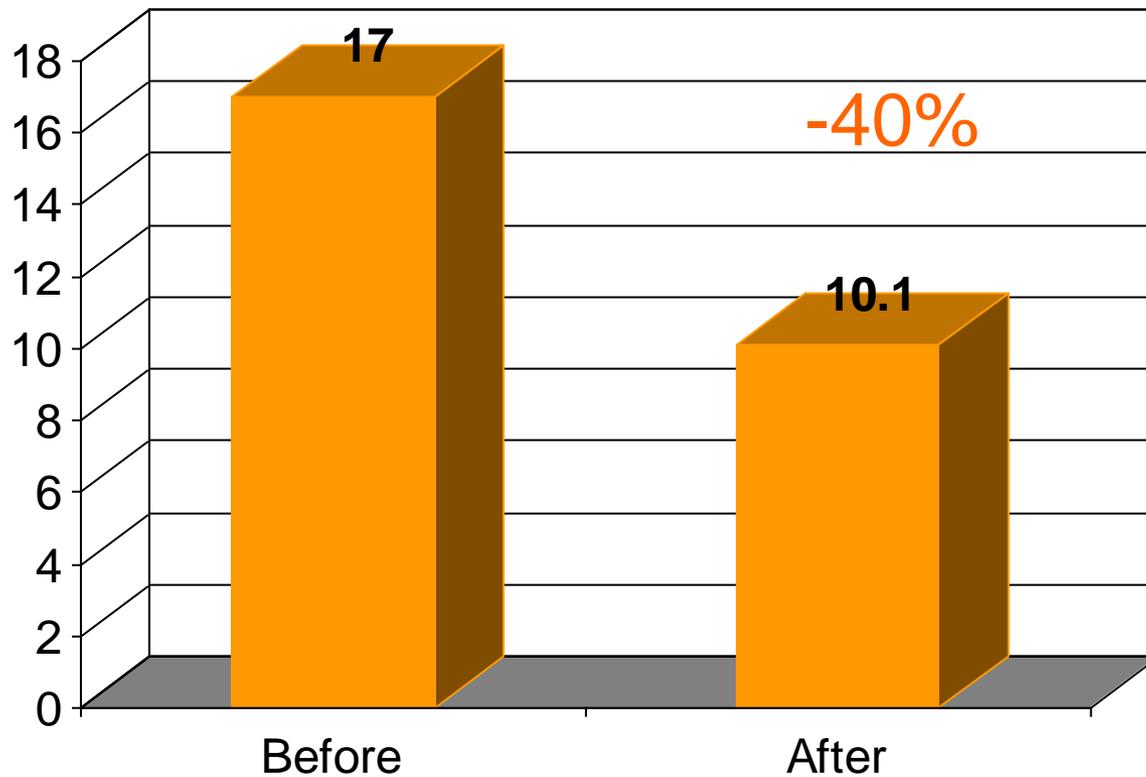
#### Impact

30 million Cargill customers are now consuming edible oil with essential vitamins A, D and E. Competitors are now fortifying their products.

# La fortificación de alimentos a gran escala

## Ejemplos de asociaciones con negocios en América Latina

### Chile: la fortificación de la harina con ácido fólico reduce los defectos del tubo neural

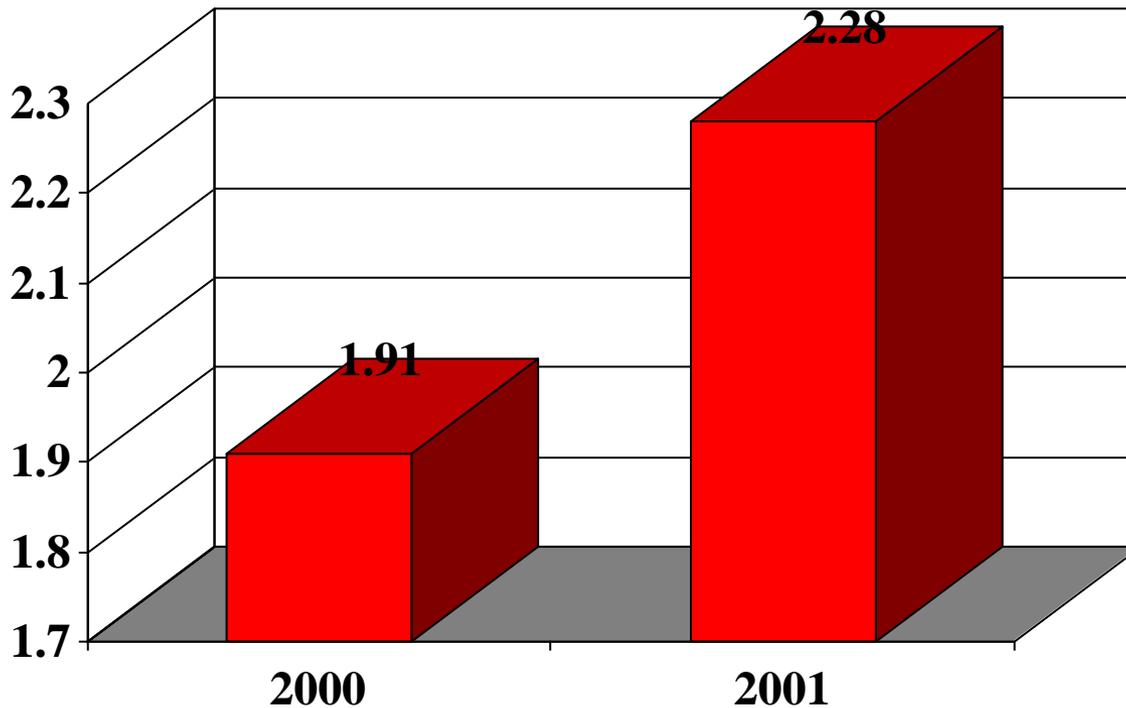


Hertrampf et al. Nutrition Reviews, Vol. 62, No. 6

# La fortificación de alimentos a gran escala

## Ejemplos de asociaciones con negocios en América Latina

Nicaragua: la fortificación del azúcar mejora el contenido de vitamina A en la leche materna



■ Retinol en leche

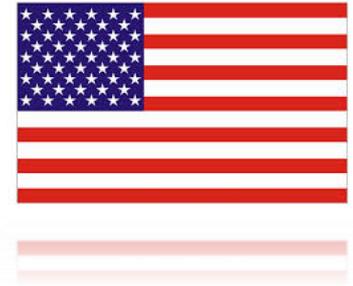
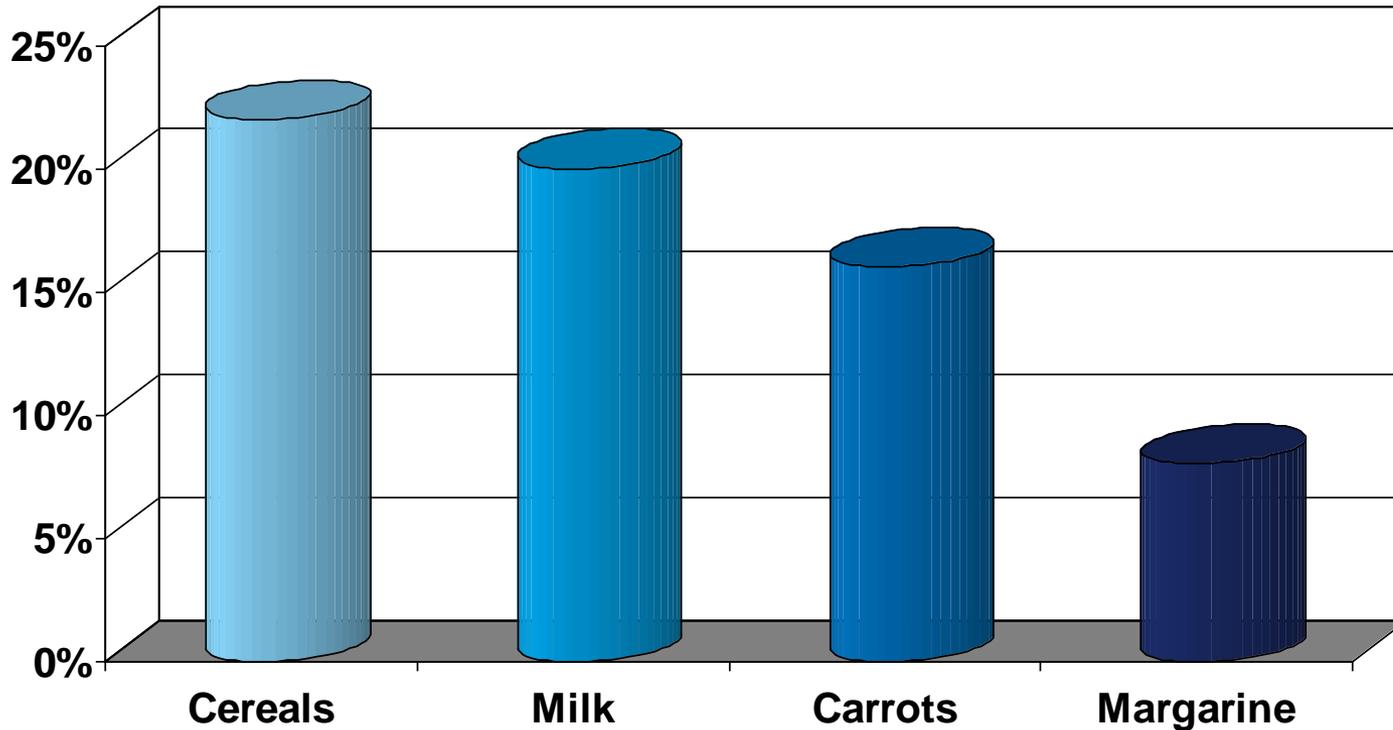


Wallace C et al. 2004. XII IVACG meeting.

# La fortificación de alimentos a gran escala

## Ejemplos de asociaciones con negocios

Estados Unidos: Contribución de los alimentos fortificados con vitamina A en niños (2-18 años de edad)



Subar AF, Krebs-Smith SM, Cook A, Kahle LL. Dietary sources of nutrients among US children, 1989–91. *Pediatrics* 1998;102:913–923.

Berner LA, Clydesdale FM, Douglass JS. Fortification contributed greatly to vitamin and mineral intakes in the United States, 1989–1991. *J Nutr* 2001;131:2177–2183.

# Costo-Efectividad de las intervenciones de Micronutrientes

Intervention	Region	Cost/Person/ Year (USD)	Benefit/ Cost Ratio
Vitamin A Supplementation	S/E Asia, Africa	1.20	17:1
	Central Asia	1.60	13:1
	Latin America	2.60	8:1
Zinc Supplementation	S/E Asia, Africa	1.00	13.7:1
	Central Asia	1.35	10:1
	Latin America	2.20	6:1
Salt Iodization		0.05	30:1
Flour Fortification		0.12	8:1



Source: Copenhagen consensus 2008.

# Alimentos especialmente formulados para la población target

## El papel de la industria

### THE POWER OF THE FIRST 1,000 DAYS

The right nutrition in the 1,000 days between a woman's pregnancy and her child's second birthday builds the foundation for a child's ability to grow, learn and thrive.

**Pregnancy:** Pre-pregnancy to birth  
Babies developing in the womb draw all of their nutrients from their mother. If mom lacks key nutrients, so will her baby, putting the child's future health and development at risk.

**Infancy:** Birth to 6 months  
Breast milk is superfood for babies. Not only is it the best nutrition an infant can get, but it also serves as the first immunization against illness and disease.

**Toddlerhood:** 6 months to 2 years  
Nutrients from a variety of healthy foods are an essential complement to breast milk to ensure healthy growth and brain development.

The impact of good nutrition early in life can reach far into the future. Children who get the right nutrition in their first 1,000 days:

- ARE 10x MORE** likely to overcome the most life-threatening childhood diseases<sup>1</sup>
- COMPLETE 4.6 more** grades of school<sup>2</sup>
- Go on to earn **21% more** in wages as adults<sup>3</sup>
- Are more likely as adults to have **healthier families**<sup>4</sup>

SOURCES  
 1. Save the Children, Nutrition in the First 1,000 Days: State of the World's Mothers 2012.  
 2. Hodinott, J. et al "Adult consequences of growth failure in early childhood." American Society for Nutrition, 2013.  
 3. Ibid.  
 4. Ibid.

1,000 DAYS  
www.thousanddays.org

Aumentar la oferta

Generar demanda



# Alimentos especialmente formulados para la población target

## ¿Cómo pueden los gobiernos y la sociedad civil trabajar en conjunto con las empresas?

Asociación  
público-  
privada

Marcos  
regulatorios y  
Desarrollo de  
capacidades



Distribución  
Comunitaria

Distribución  
Pública

# Alimentos especialmente formulados para la población target

## Ejemplos de asociaciones con negocios

### Selling fortified infant flours via multiple retail channels in Ivory Coast

#### Nutrition context / project objective

40% of children under the age of five in Ivory Coast are stunted, 16% are underweight, and 8% are wasted. Moreover, micronutrient deficiencies, including vitamin A and Iron, are widespread. In response to this high burden, PKL committed to providing nutritious infant food to families. In 2009, GAIN decided to support this goal with a 5-year, 2m\$ grant.

#### Project scope and partner roles

PKL is producing an entire range of products for children between 6 and 24 month old. With GAIN's support, the company has developed 65g and 200g packs fulfilling a child's daily RNI, at an affordable price for most families and with different flavours.

PKL makes the product widely available through a multichannel distribution strategy (supermarkets, pharmacies, small shops), and in various formats and price points to cater to the purchasing power of different population groups.

#### Impact

As of 2013, PKL holds an estimated 25-30% market share of the infant food market in the country, with 150-200 tons sold per year. The infant food business itself is expected to break even in 2016 thanks to increased production capacity and product sales.

PKL pricing for individual sachets has led competing brands to lower their prices, making the product category more widely affordable in the country.

### Increasing availability of ready-to-eat fortified porridge in urban areas of Madagascar

#### Nutrition context / project objective

Malnutrition is a significant public health issue in Madagascar. Inadequate infant and young child feeding practices are highlighted through the high prevalence of underweight (36%), stunting (50%) and wasting (15%).

Nutri'Zaza sells Koba Aina, a locally produced fortified infant flour, which offers a complete meal formulated to meet local tastes and consumption habits. Koba Aina is provided in two formats: porridges sold door-to-door, or at the baby restaurants by sales ladies; and 35 grams sachets of pre-cooked flour.

#### Project scope and partner roles

Below-the-line neighborhood marketing has built a strong brand for Koba Aina and increased availability through sales ladies selling the product inside the baby restaurants, to grocery stores and door-to-door. Nutri'Zaza also sells to social institutions.

#### Impact

From February to September 2013 Nutri'Zaza sold around 1.4m meals to around 34,000 active consumers and another 800,000 meals to social institutions. About 12% of infants in baby restaurant neighbourhoods are regular consumers.

Nutri'Zaza's forecasted annual turnover for 2013 is \$217,000. Supported by a combination of grant funding and investment, the business aims to be self sustaining in five years through a network of around 100 baby restaurants.

# Alimentos especialmente formulados para la población target

## Ejemplos de asociaciones con negocios en América Latina

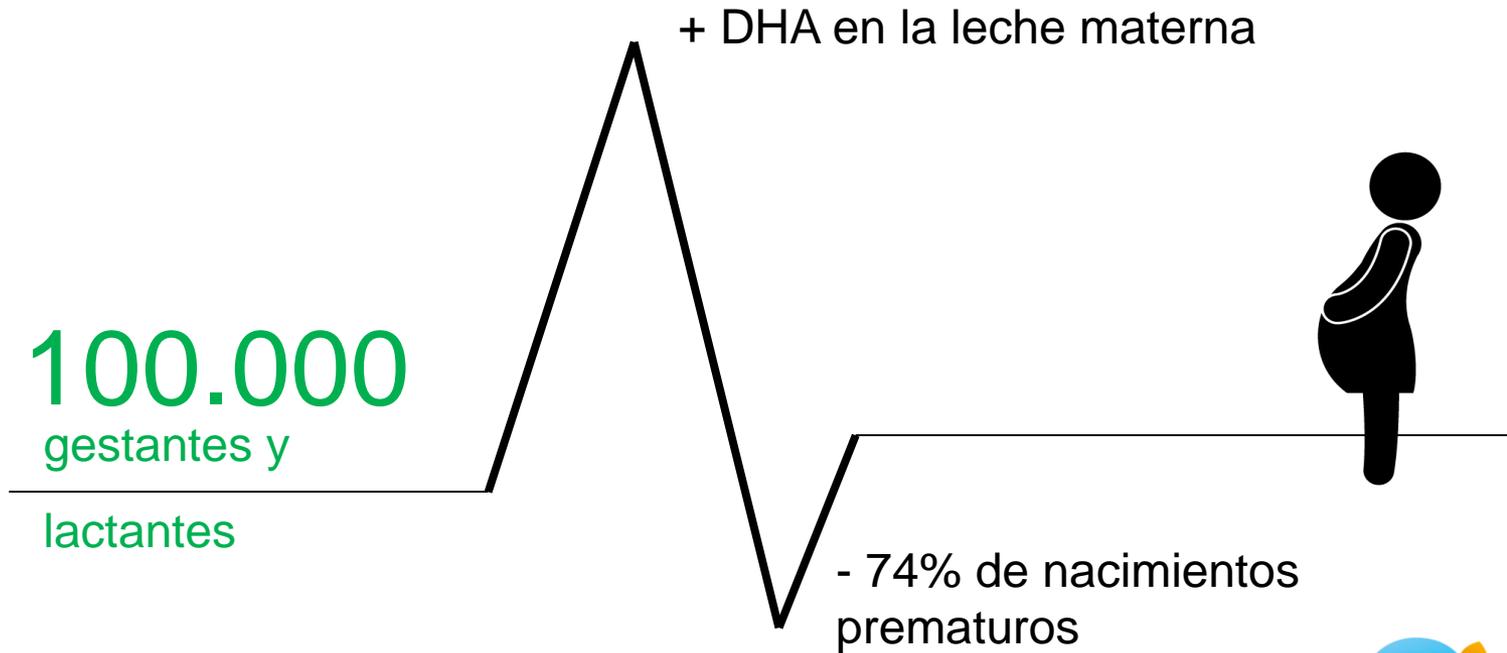
### PURITA

19mg EPA + 60mg DHA en la porción

### MAMA



Iniciativa del Gobierno Chileno



# Alimentos especialmente formulados para la población target

## Ejemplos de asociaciones con negocios en América Latina



Iniciativa del Gobierno Ecuatoriano



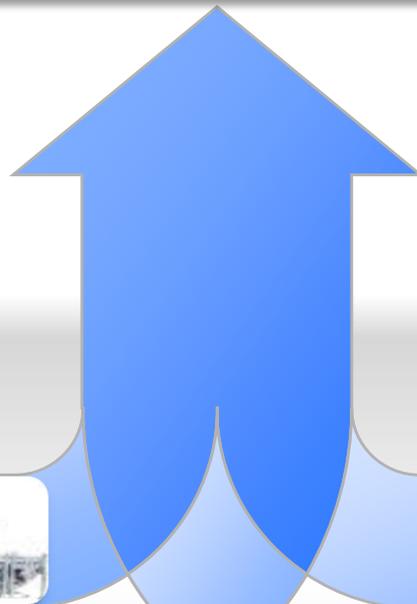
**PRO ALIMENTOS**  
INSTITUTO DE PROVISIÓN DE ALIMENTOS



Objetivo: disminuir la anemia y mejorar la absorción de Fe & Zn

# La industria desarrolla nuevas tecnologías

Productos más Saludables



Equipo



Ingredientes



Procesos



Embalaje



# Resumen



Producción Industrial de Ingredientes Saludables



Desarrollo de la industria de alimentos fortificados y de suplementos



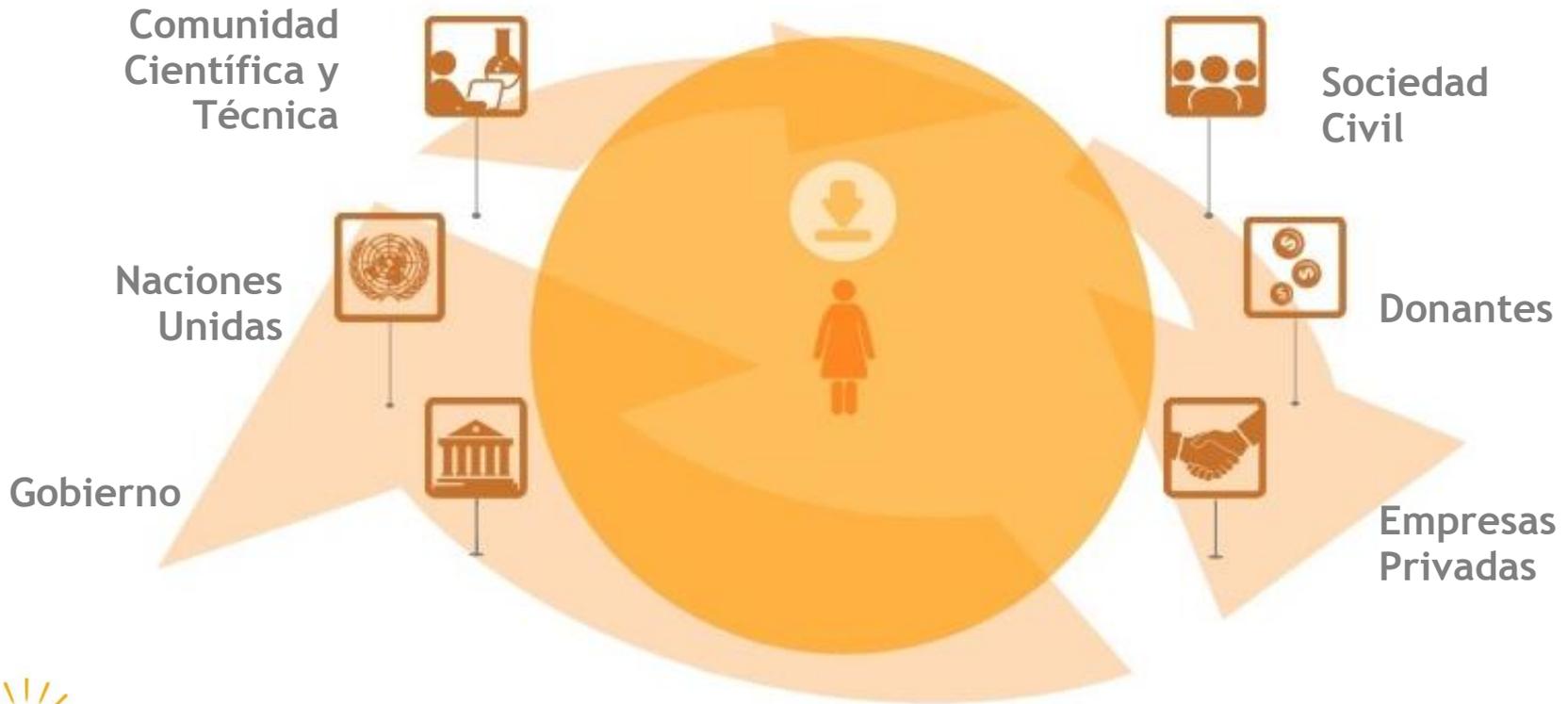
Programas de nutrición de cobertura amplia



La salud pública y los resultados económicos

# La nutrición saludable sólo puede lograrse mediante la cooperación de todas las partes interesadas

## Plataforma Asociativa



# 1+1>2: Alianzas multisectoriales para maximizar el potencial humano

