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The U.S. Government's Global Hunger & Food Security Initiative

GLOBAL LEARNING AND EVIDENCE EXCHANGE
M A R K E T S Y S T E M S

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Markets for Good Nutrition

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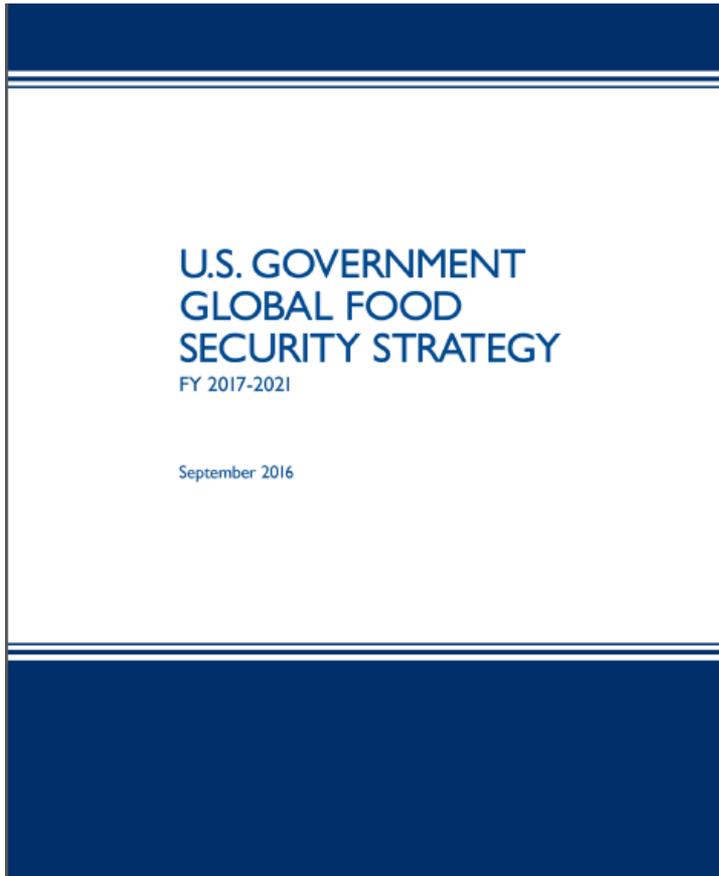
Strengthening Partnerships, Results,
and Innovations in Nutrition Globally

- What are the ways that agriculture programming contributes to better nutrition?
- What role does the food system play in a healthy diet and why is this important?
- What are the elements of a “nutrition-sensitive” market system?



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Objective 1

Inclusive and sustainable
agricultural-led economic growth

Objective 2

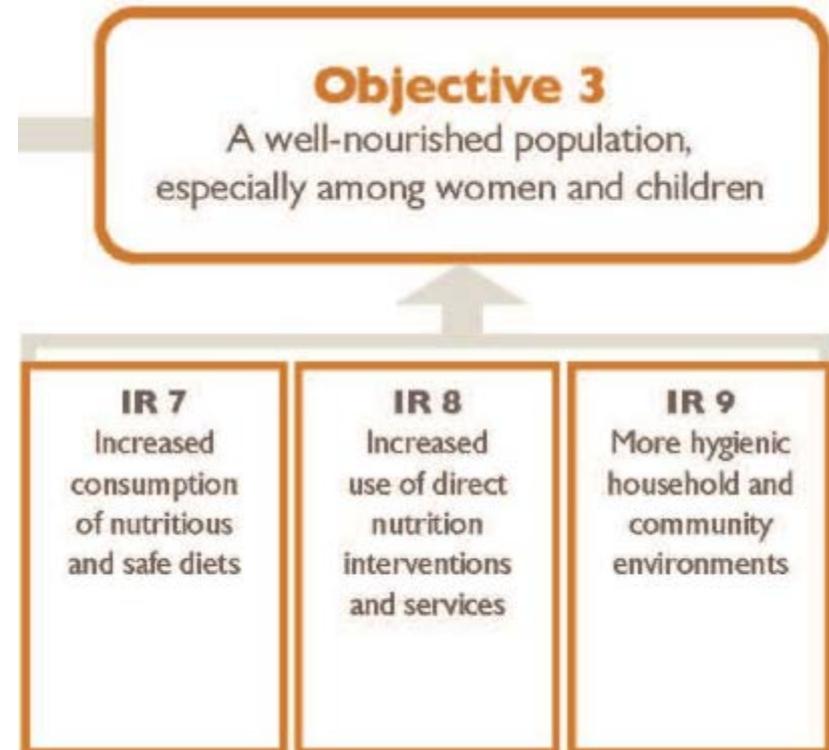
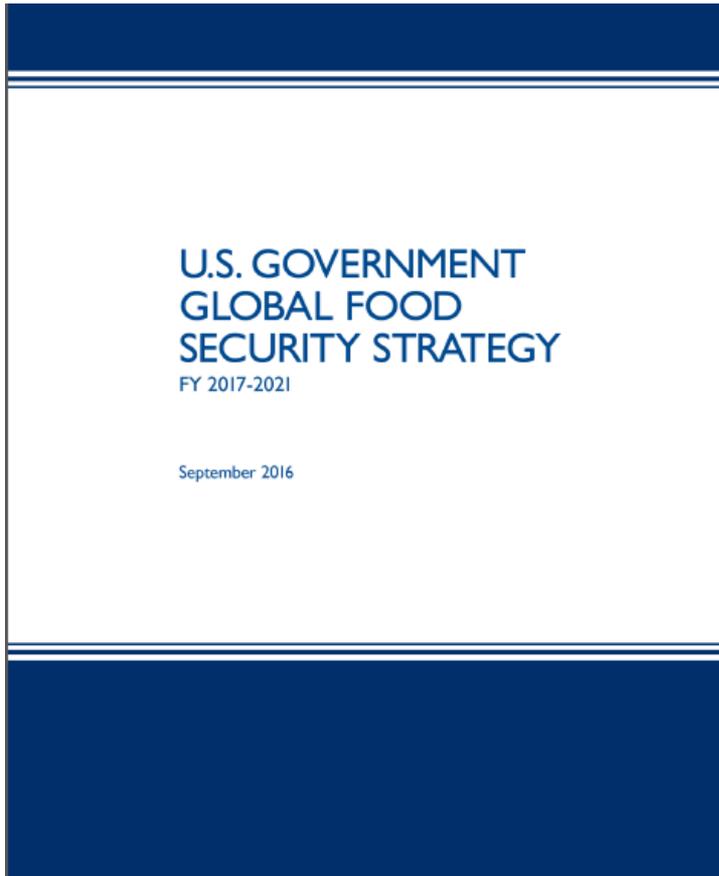
Strengthened resilience
among people and systems

So what?



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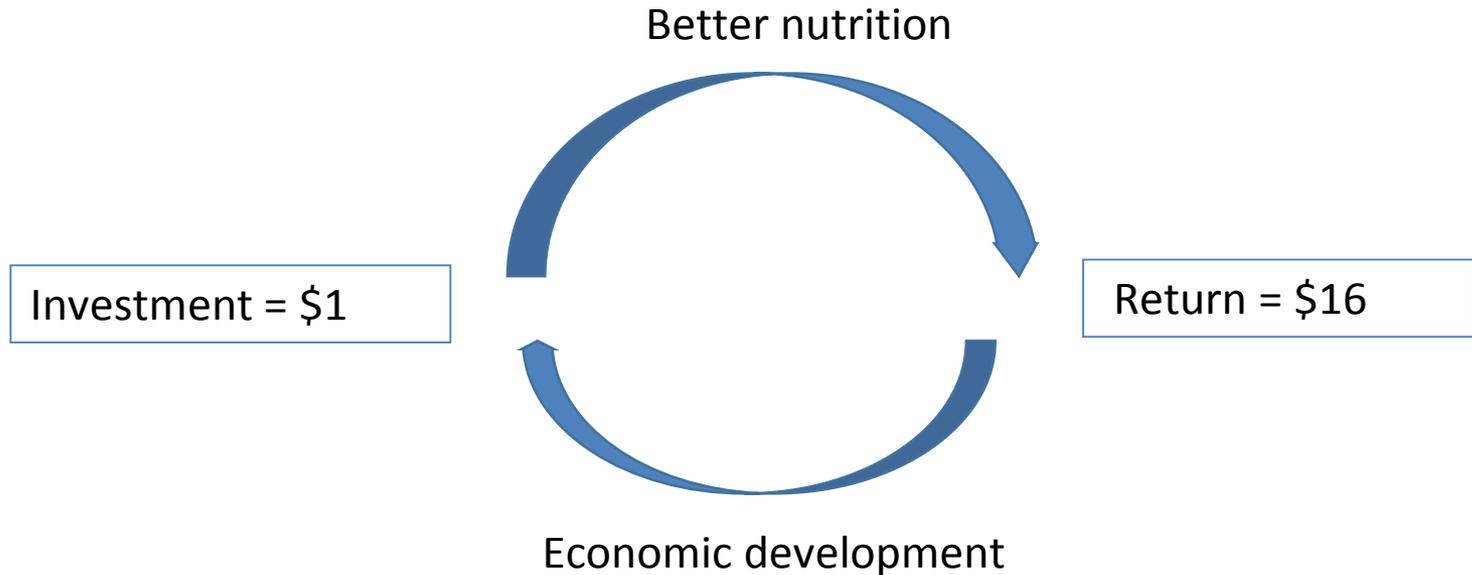
Why nutrition?

- Child mortality – **45%** of deaths
- Reduced human potential
- Lost economic productivity
- This is a **global** problem – and it's getting worse





Improved nutrition drives economic growth

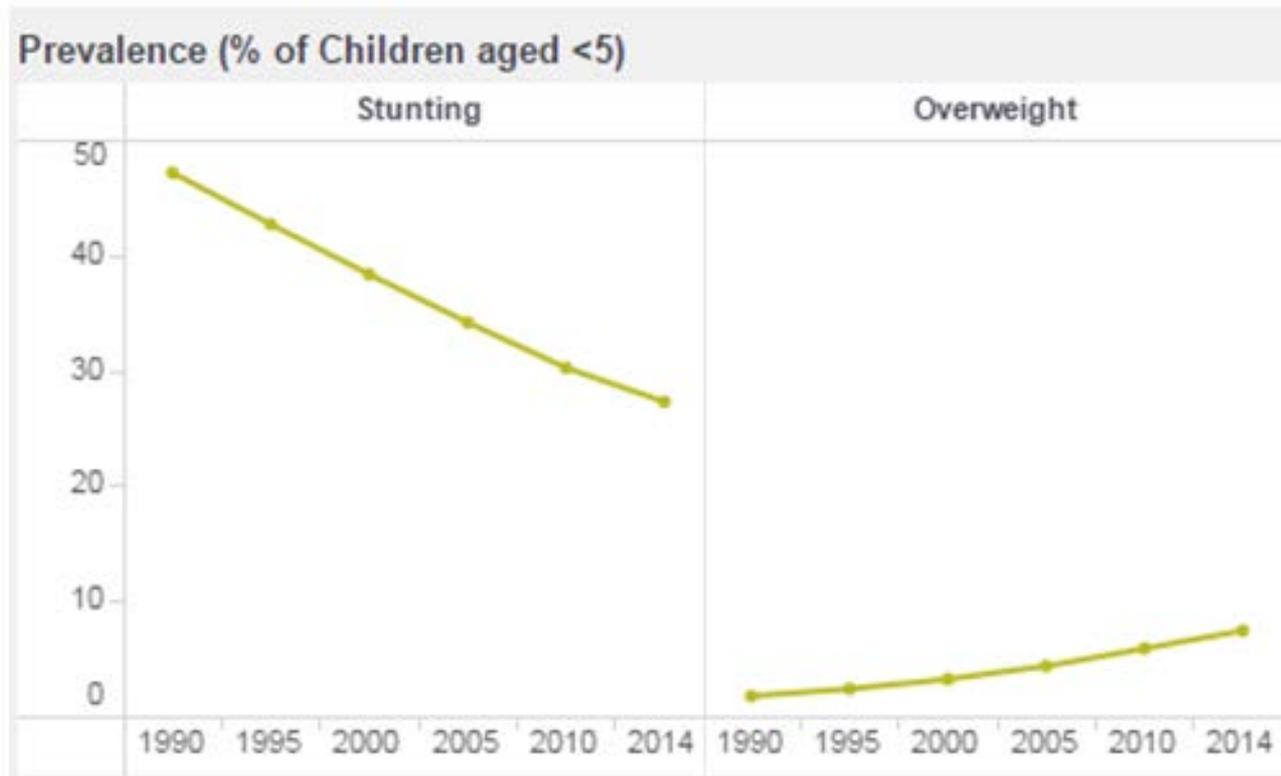


Sources:

Global Nutrition Report (2016); John Hoddinott, "The economics of reducing malnutrition in Sub-Saharan Africa," May 13, 2016, produced for the Global Panel on Agriculture and Food Systems for Nutrition.



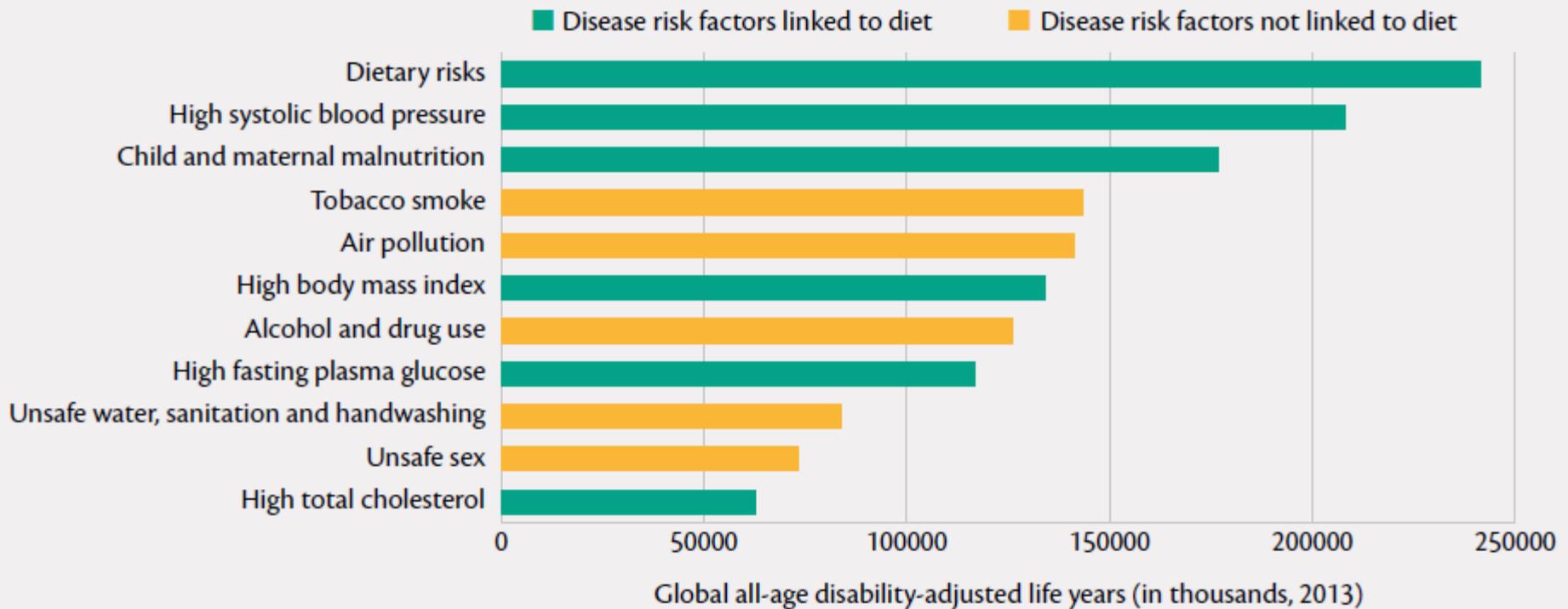
Changing trends in nutrition – SEA region



- 30% of adults are overweight or obese



Diet is the leading risk factor for disease

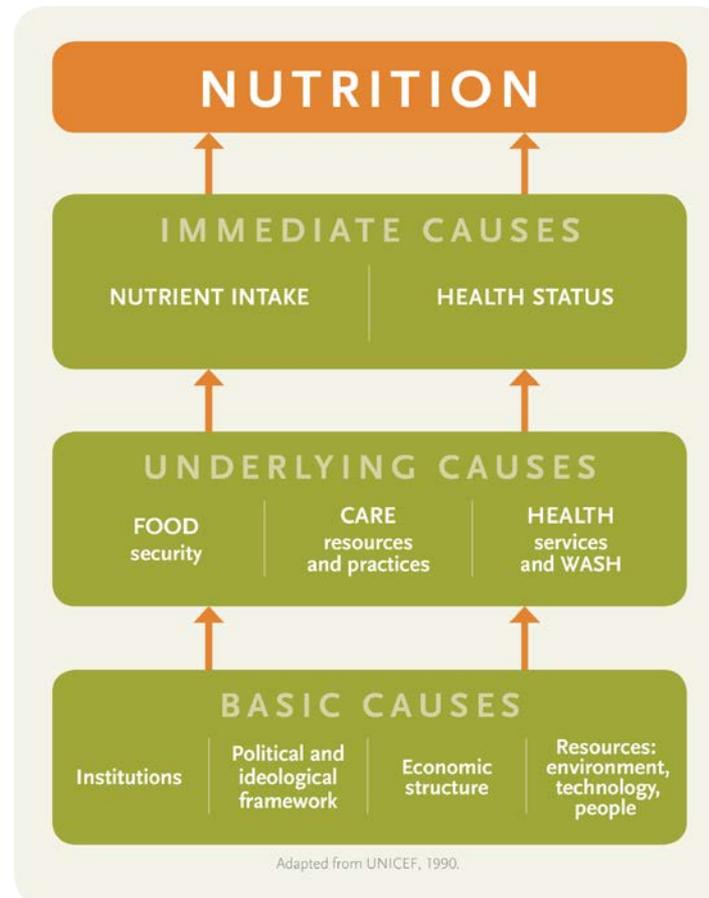


Source: Global Burden of Disease Study 2013 Collaborators (2015), Figure 5

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



Malnutrition has multiple causes





How does agriculture affect nutrition?

Food production

- Increased food security
- Greater diversity
- Lower food costs



Farm income invested in...

- Diverse diet and nutrient-rich foods
- Health and WASH services and products



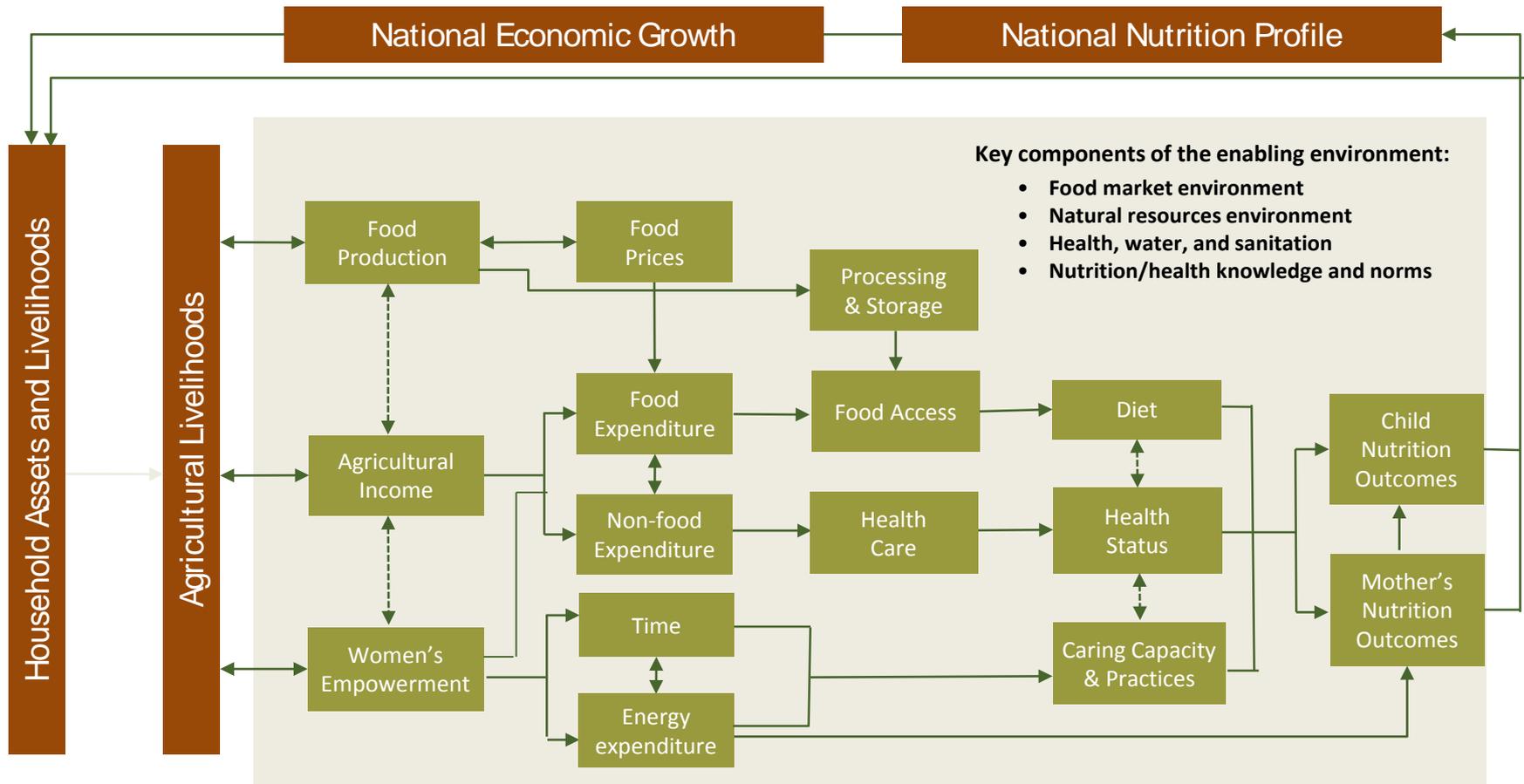
Gender in agriculture

- Maximizing women's control of income
- Managing demand of women's time and energy





Agriculture to Nutrition Pathways



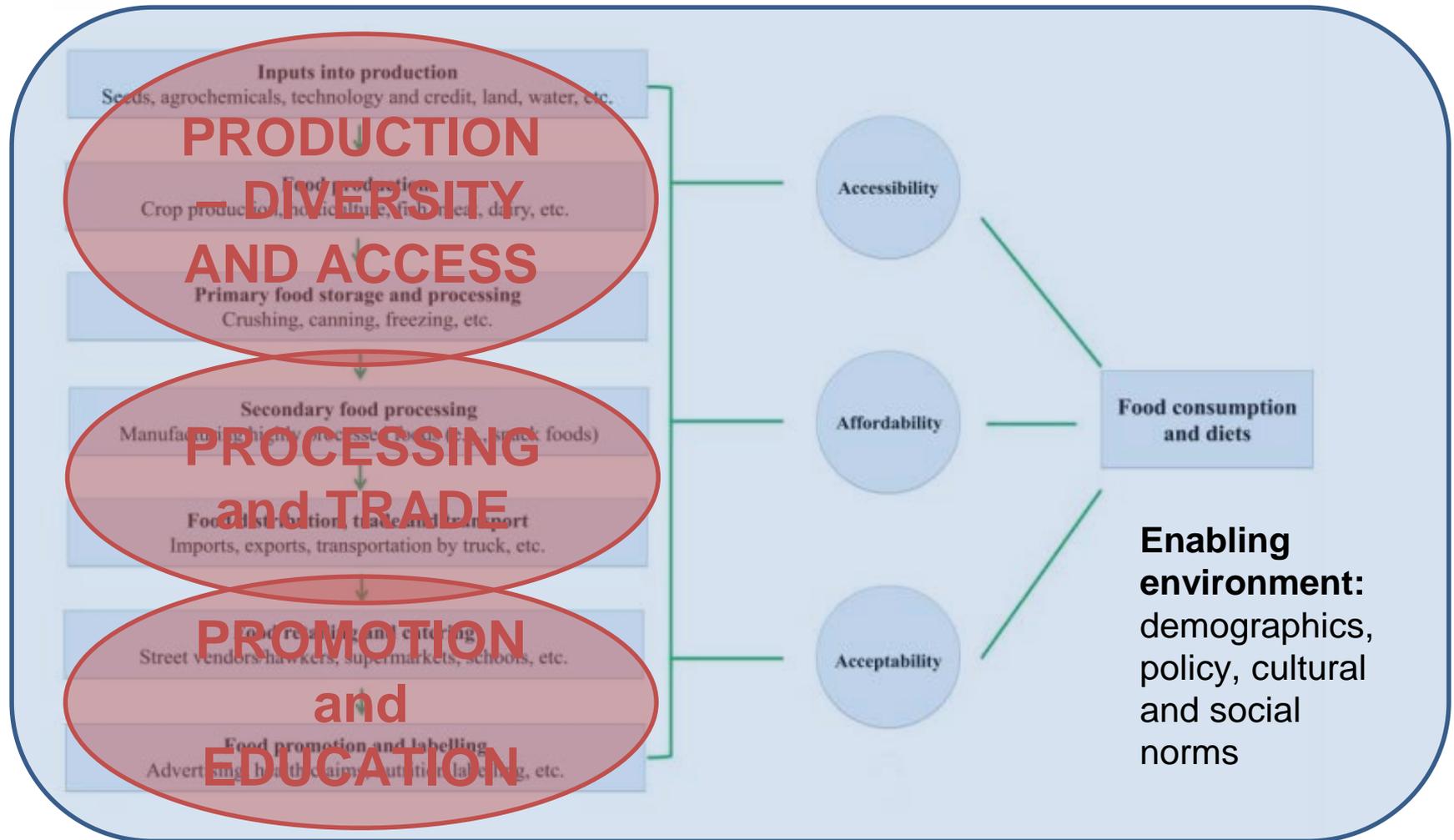


What does a healthy diet look like?

- Diversity of foods and food groups
- Plenty of fruits, vegetables, pulses, nuts...
- Animal source foods at recommended levels
- Moderate consumption of “ultra-processed” foods
- Clean and safe
- Sufficient food available all year round
- Doesn't deplete natural resources



Food system and its influence on diets

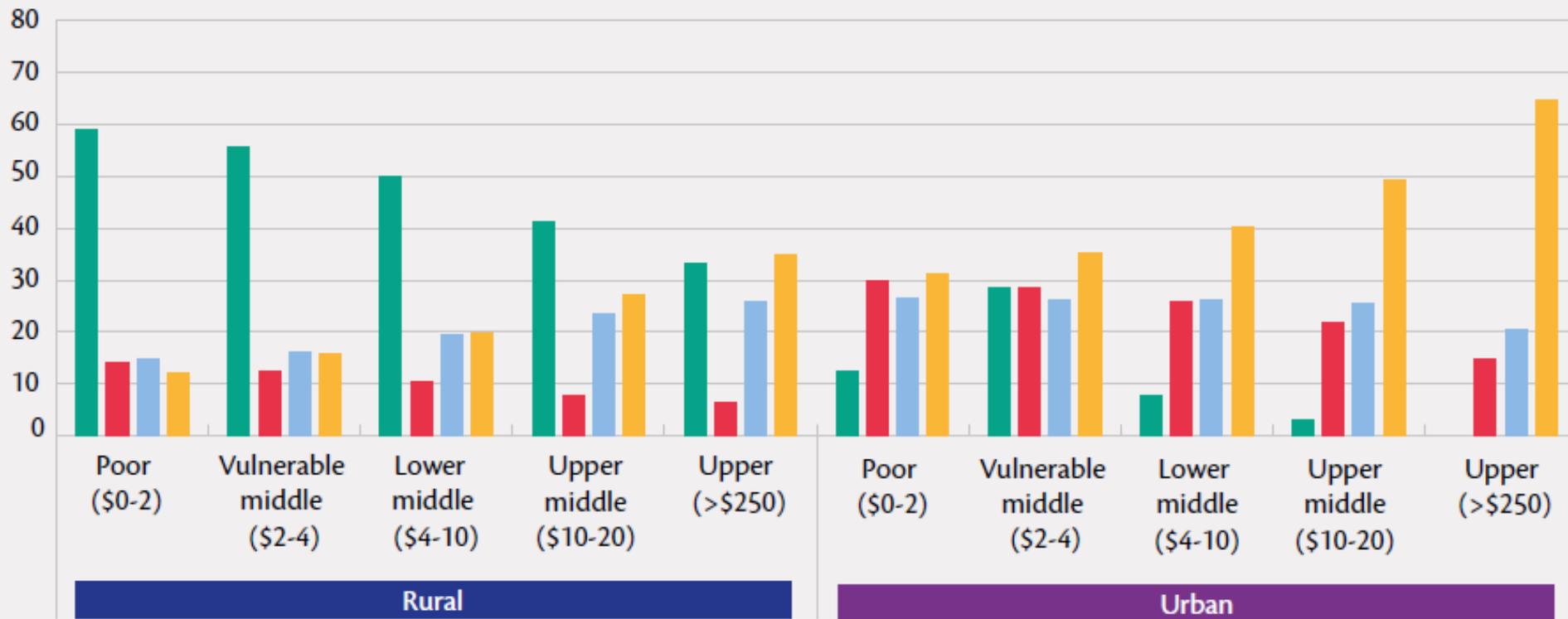




Diets don't necessarily improve with income

Percentage of value of food consumed from different categories

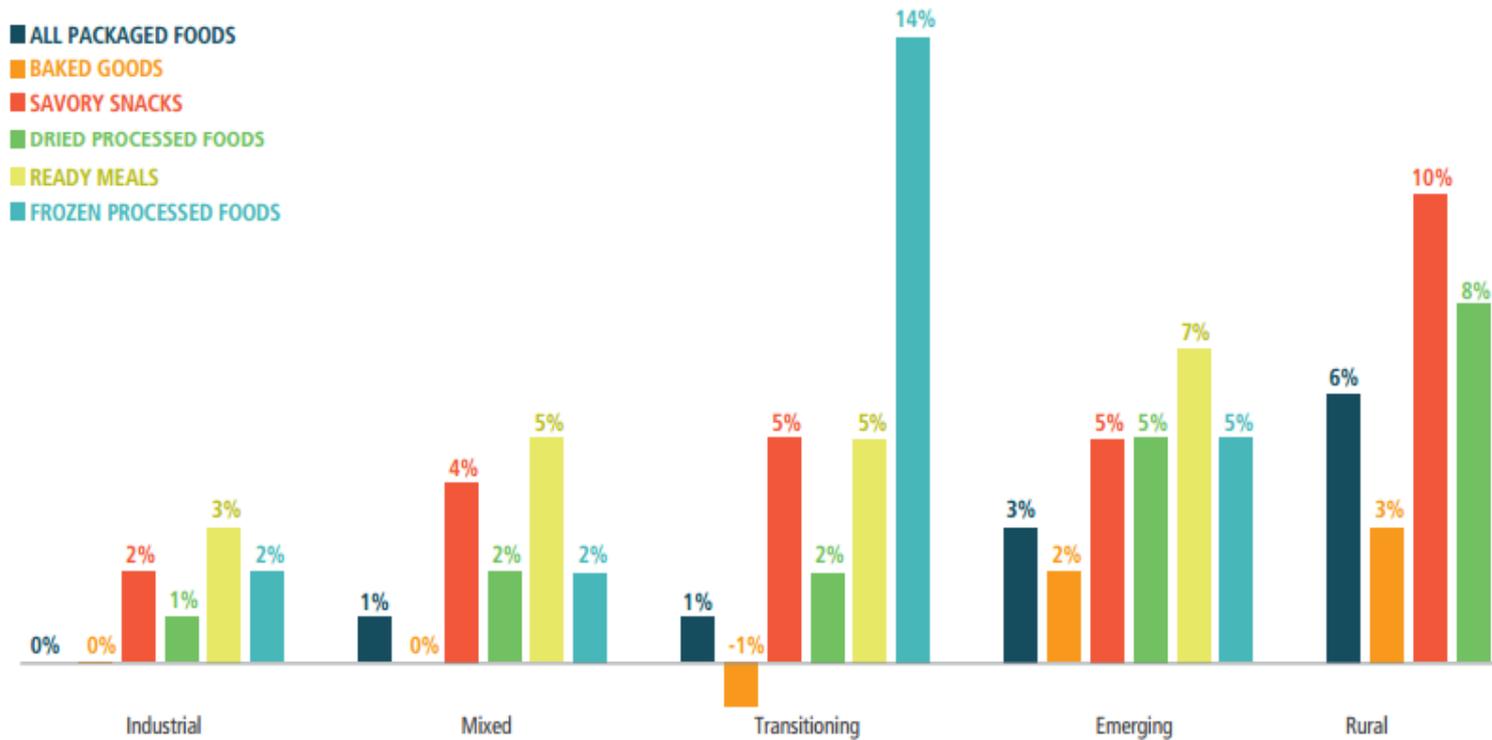
Own production Purchase: unprocessed Purchase: low processed Purchase: high processed





...Or with rising development

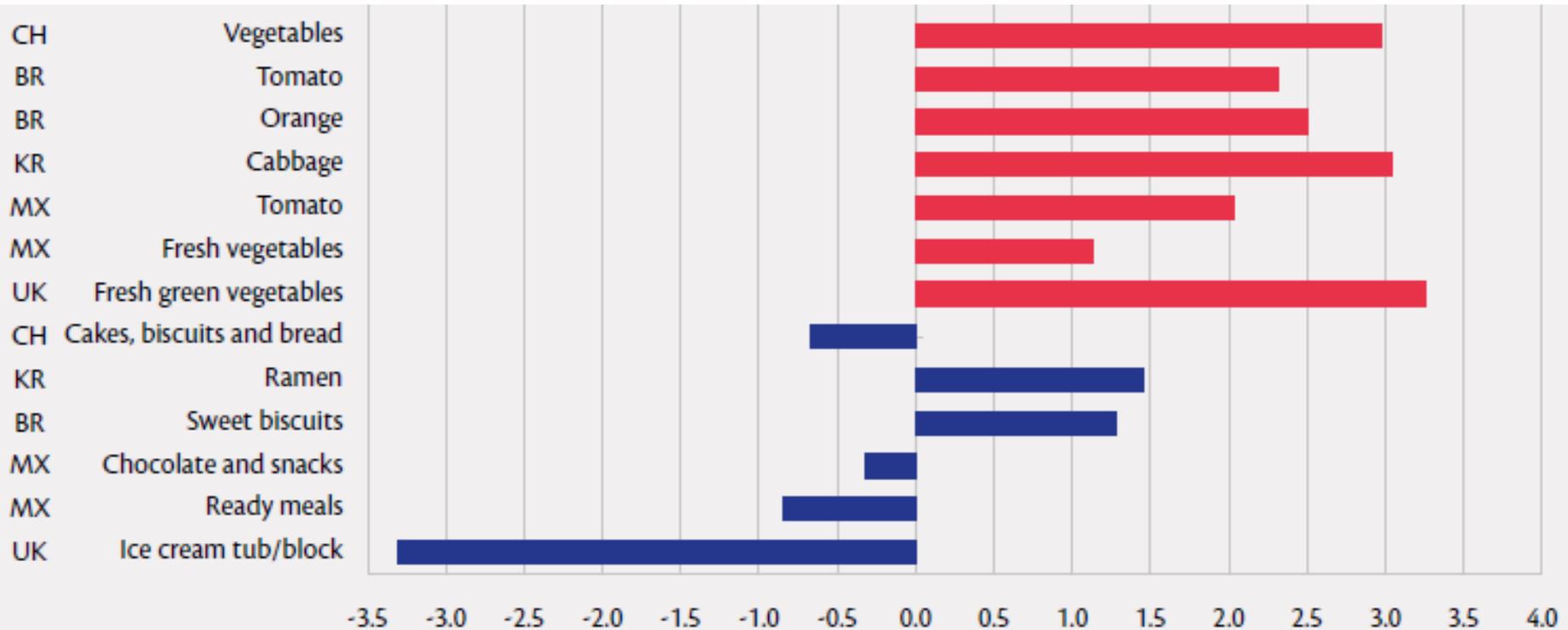
FIGURE 7.3 Change in processed food retail sales by food system type, 2000–2014





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

-  fruits and vegetables
-  highly-processed foods



Note: CH: China; KR: Republic of Korea; BR: Brazil; MX: Mexico; UK: United Kingdom

Source: Overseas Development Institute, Figure A, Wiggins and Keats (2015)



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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

Source: Miller et al. Lancet August 2016, cited by Lawrence Haddad





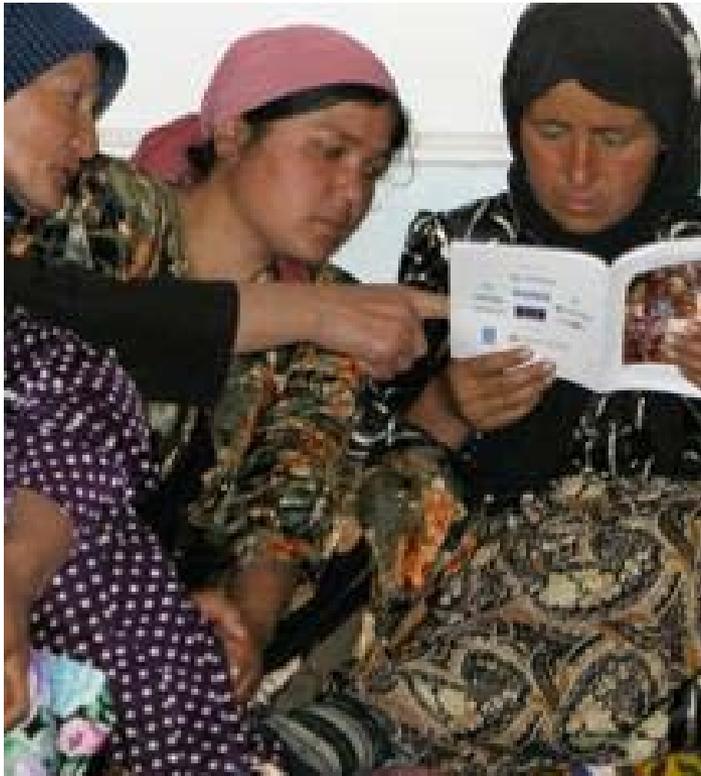
Income and nutrition

- Income = More dietary diversity and expenditure on food
- Income spent on better water, sanitation, healthcare, and girls' education
- Indirect relationship: 10% increase in farm income = 3% increase in food consumption
(Benfica & Kilic 2016)





Gender and nutrition



- Women's use of income for food and non-food expenditures
- Ability of women to care for themselves and their families
- Women's energy expenditure
- Tackling gender norms is possible



Market systems approaches for nutrition

- Move beyond staple crops
- Food labeling/advertising
- Fortification
- Processing and trade for nutrient-rich foods
- Integration of nutrition education
- Promote use of income for health, nutrition, WASH
- Promote women's control of income...avoid reinforcing gender norms
- Strengthen resilience of households and markets
- Support policies and guidelines that improve access and affordability of nutritious foods



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Your turn...

What is your vision of a nutrition-sensitive market system, that promotes healthy diets, and improved health and wellbeing?



Market systems that work for nutrition

“We need to nourish, not just feed, 9 billion people by 2030”

- Start with the nutrition and diet that you want to achieve, and **work back** to change food systems so that they are ‘fit for purpose’
- Nutrition needs to be included at the design phase
- Don’t overlook the impact of market systems on gender and incomes/expenditures
- Enabling environment is as important as program activities



Key takeaways

- Many sectors have to play a part in addressing malnutrition
- Acting alone unlikely to have large impact – we all have to work in harmony



“Speaking different languages”...

Be generous with one another, and assume good intentions...



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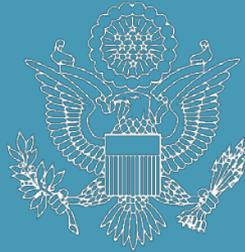
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