Food systems and diets: Facing the challenges of the 21st century
23 February 2017 | WHO | Geneva
Sandy Thomas, Global Panel; Lawrence Haddad, GAIN
Who we are

The Global Panel is an independent group of experts with a commitment to tackling global challenges in food and nutrition security.
<table>
<thead>
<tr>
<th>Panel Members</th>
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</table>
| **Akinwumi Adesina**  
President, African Development Bank |
| **Tom Arnold**  
Director General, Institute of International and European Affairs (IIEA) |
| **John Beddington**  
Co-Chair  
Former United Kingdom Government Chief Scientific Adviser |
| **José Graziano da Silva**  
Director General, Food and Agriculture Organisation (FAO) |
| **Agnes Kalibata**  
President, Alliance for a Green Revolution in Africa (AGRA) |
| **John Kufuor**  
Co-Chair  
Former President of Ghana |
| **Rachel Kyte**  
Special Representative of the UN Secretary General for Sustainable Energy, and CEO of Sustainable Energy for All (SE4All) |
| **Maurício Antônio Lopes**  
President, Brazilian Agricultural Research Corporation (Embrapa) |
| **Srinath Reddy**  
President, Public Health Foundation of India |
| **Emmy Simmons**  
Board Member, Partnership to Cut Hunger and Poverty in Africa/AGree |
| **Rhoda Peace Tumusiime**  
Commissioner for Rural Economy and Agriculture, African Union Commission |
## 2017 Global Panel’s Activities

<table>
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<tr>
<th>2017</th>
<th>Event</th>
<th>Location</th>
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<tr>
<td>16 March</td>
<td>Foresight report presentation at the <strong>World Bank</strong> with Panel Member <em>Emmy Simmons</em> and Dr <em>Lawrence Haddad</em></td>
<td>Washington DC, US</td>
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<tr>
<td>3 May</td>
<td>Event on Foresight and food environment brief launch with Panel Member <em>Mauricio Lopes, Embrapa</em></td>
<td>Brasilia, Brazil</td>
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<td>9-10 May</td>
<td>High-level event in Nigeria with launch of consumer behaviour brief + <strong>Federal Ministry of Agriculture and Rural Development</strong> launch of Nigeria’s Agricultural Sector Food and Nutrition Strategy 2016-2025</td>
<td>Abuja, Nigeria</td>
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<td>26-26 May</td>
<td>G7 meeting in Italy</td>
<td>Taormina, Italy</td>
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<td>July</td>
<td>High-level in-country engagement event in Mozambique and launch of urbanisation brief</td>
<td>Mozambique</td>
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<tr>
<td>September</td>
<td>High-level in-country engagement event in Bangladesh, with Panel Member <em>Srinath Reddy, Public Health Foundation of India</em></td>
<td>Dhaka, Bangladesh</td>
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<td>October</td>
<td>Attendance of the <strong>World Food Prize</strong> event and tentative launch of fifth Global Panel brief</td>
<td>Des Moines, Iowa, US</td>
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The Foresight project aims

- To inform planning, policies and investments
- To strengthen ability of food systems to support high quality diets & hence nutrition
The added value of this Foresight Project

- Placing nutrition and diets in the wider policy space
- Looking into the future to inform today’s decisions
- Drawing on the best science, evidence and advice
- Distilling complexity into priorities for action
The problem
Malnutrition is pervasive and increasing

- Malnutrition affects all 193 countries
- Malnutrition affects 1 in 3 people will rise to 1 in 2 people if current trends continue
- 800 million are hungry, 2 billion have micronutrient deficiency, 1.9 billion are overweight or obese
- Overweight/obesity rates are rising in every country
- Undernutrition rates decreasing too slowly
Malnutrition has severe consequences

• Burdens of malnutrition are high (and will get higher)
  • 45% of all under 5 deaths
  • stunted children 33% more likely to live in poverty as adults
  • in China, 16% of household income lost due to diabetes

• Low quality diets are the number one risk factor contributing to the global burden of disease
Most global burden of disease risk factors are linked to diet.
Diets do not automatically improve over time

Source: Masters (2016), Global Dietary Database
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
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
Urbanisation and Income drive types of food acquired
Data from Ethiopia, Uganda, Tanzania, Mozambique, Malawi and South Africa

Percentage of value of food consumed from different categories
- Own production
- Purchase: unprocessed
- Purchase: low processed
- Purchase: high processed

Source: Compiled by the authors, based on data in Tschirley et al. (2015)
What are food systems?

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

Food systems **GOVERN** the safety, nutrition quality and affordability of food
Food systems need to make it easier to make nutritious food choices

• Food systems not intrinsically geared towards nutrition
• While consumers have co-responsibility, they make choices in their immediate food environment
• How available, affordable, desirable and safe are their choices?
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
The Opportunity
Why now?

• 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**

• **SDGs** & The UN **Decade of Action** on Nutrition

• Low and middle income countries don’t have to take the same **long, damaging path** towards recommended diets as high income countries did
Nutrition policy is complex and challenging

It can be made less so:

• We provide tools to help link diet problems to food systems

• We show what works in the programme and policy space - and what is worth exploring

• We point out where the data and evidence base need to be stronger
<table>
<thead>
<tr>
<th>Food system area</th>
<th>Policy type</th>
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<tbody>
<tr>
<td></td>
<td>current “quality”</td>
<td>potential modified “quantity”</td>
<td>potential “novel”</td>
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<tr>
<td>Production</td>
<td>biofortification</td>
<td>more agricultural R&amp;D on F&amp;V, pulses</td>
<td>introduce nutrient productivity metrics</td>
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<td>Storage, transport and trade</td>
<td>trading standards for food composition for key foods</td>
<td>redefining sanitary standards to include diet quality</td>
<td>invest in community based technology to preserve nutritious foods</td>
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<td>Transformation</td>
<td>labeling; regulation of marketing; regulations on product formulation</td>
<td>leveraged start up funds for SMEs that are engaged in value chains for healthier foods</td>
<td>corporate tax rates that incentivize higher nutrition quality product lines</td>
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<tr>
<td>Retail and provisioning</td>
<td>public procurement in schools, hospitals</td>
<td>incentives to street vendors to use healthier ingredients</td>
<td>premiums paid to wet market retailers if they meet above minimum food safety standards</td>
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<tr>
<td>Food environment</td>
<td>taxes on “bads”; voluntary codes on product placement</td>
<td>food price subsidies on staples extended to pulses, F&amp;V</td>
<td>tax incentives for “nutrition retail zones”</td>
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Tool for navigating complexity

Identify diet quality goal

→ establish causes

→ link to food system elements

→ identify actions to take

→ align for coherence

→ leverage for sustainability

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<tr>
<th>Diet quality goal</th>
<th>Agricultural production</th>
<th>Transformation</th>
<th>Storage, transport and trade</th>
<th>Retail and provisioning</th>
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<tr>
<td>Increase intake of legumes/pulses</td>
<td>Agricultural research into new varieties to boost yield</td>
<td>Develop fast cooking bean flour</td>
<td>Train farmers in management practices to reduce loss to insect damage</td>
<td>Food price subsidies for legumes where consumption is low</td>
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Call to Action

Much is context specific, but there are common elements

1. Focus **food system policies** on diet quality for infants and young children
2. Improve **adolescent girl and adult women’s** diet quality in all policy making that shapes food systems
3. Ensure that food-based **dietary guidelines** ALSO guide policy decisions to reshape food systems
4. **Animal source foods** provide important nutrients. Policy support for these foods should be pragmatically evidence-based rather than driven by ideology
5. 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

6. Makes policies on product **formulation, labelling, promotion** and **taxes** a priority

7. Improve **accountability** at all levels – food system **metrics**

8. **Break down barriers within governments** for dealing with the multi-sector problem

9. **Institutionalise** high-quality diets through public sector purchasing power

10. **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.
Thank you

Download the report:
Glopan.org/foresight

Join the conversation:
@Glo_PAN @I_Haddad @SandyM_Thomas