

Why Should The Private Sector Be Engaged On Nutrition?

To achieve the Sustainable Development Goals:

“ Intensive global engagement in support of implementation of all the Goals & targets [is required], bringing together Governments, the private sector, civil society, the United Nations system & other actors & mobilizing all available resources. ”

- 2030 Agenda for Sustainable Development

The private sector is increasingly recognized by public sector actors as a key contributor to both social and economic development.

Nutrition offers opportunities for business to increase sales and profits in a sustainable way that contributes to both social and economic development.

“In the food and agriculture sector, net annual investments of US \$320 billion by the private sector could result in business opportunities across the food system totaling US \$2.3 trillion a year by 2030 in areas from food production, all the way to processing and sales.”

- Valuing the SDG Prize in Food & Agriculture

Strengths of Private Sector

- Private sector produces many food & non-food products and provides services that contribute to improved nutrition
- Private sector’s operating model requires scale, efficiency & cost effectiveness to achieve profit
- Private sector has extensive expertise that can be applied to solutions for improved nutrition

Private Sector Workforce & Impacts Of Nutrition

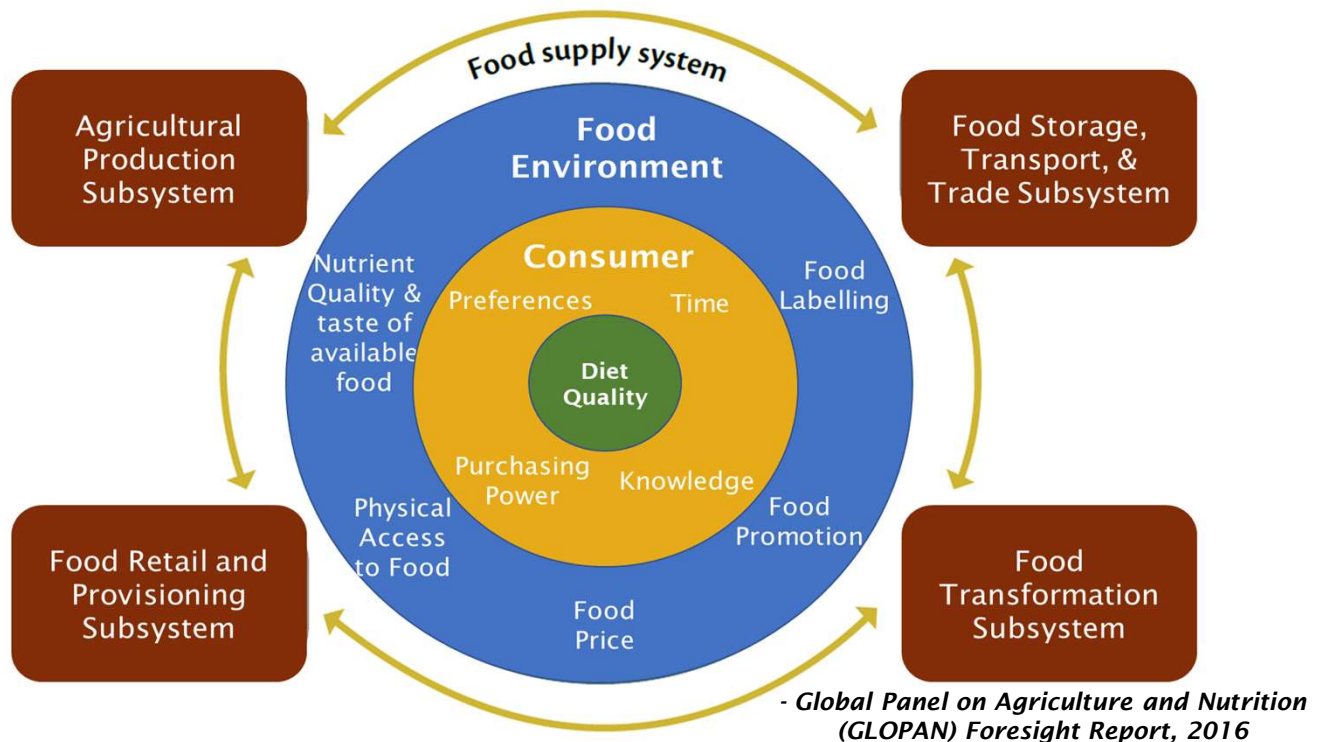
- Workforce nutrition can be broadly defined as a comprehensive programme, above and beyond what is mandated by local regulation, to address fundamental aspects of nutrition in the workforce, including breastfeeding support, nutrition education, access to nutritious food, and nutrition focused health checks.
- Implementing workforce nutrition policies which address breastfeeding support, nutrition education, nutrition focused health checks, and/or access to nutritious food can make improvements to the wellbeing of workers.
- The opportunities to reach consumers by leveraging the private sector as both suppliers and employers to improve nutrition are high.

Private Sector Engagement within Food Systems to Improve Diets & Nutrition

The private sector is involved throughout our food system, including production, supply chain, food processing, product formulation, and product marketing.

The food supply chain, food environment, and consumer behavior are inter-related and affect diet quality and nutrition. All three of these levels of our food system are tied to the private sector and the products they produce.

DRIVERS OF FOOD SYSTEMS



The private sector can help improve diets & nutrition through:



Product development and innovation, which can make nutritious food more affordable and desirable.



Demand generation & understanding of consumer behaviour & decision making, which can strengthen demand for good nutrition & healthy diets.



Quality management, packaging & food safety systems that operate efficiently & effectively along the food value chain & can help maintain product nutritional value.



Promotion of nutrition and healthy diets within the retail setting, which can make nutrition more visible, accessible, and aspirational to consumers.