

As It Happened

Zambia SUN Business Network Launch
Friday 7th November 2014 in Lusaka



Business Network
ENGAGE • INSPIRE • INVEST

Who did we hear from?



Musonda Mofu
NFNC

Janet Rogan
United Nations Zambia

Jeff Dykstra
Partners in Food Solutions

Patrick McManus
Irish Aid

William Chilufya
CSO SUN Alliance

Bright Chunga
Zambia Association of
Manufacturers

John Mendesh
General Mills

Jonathan Tench
SUN Business Network
Global Team

"Government can't do it alone"

"Taste is critical, it's not nutritious unless they eat it"

"A nutrition focus can help to drive business growth"

Group presentations



Basil Kransdorff

The e'Pap Journey: An African Solution Addressing Hidden Hunger

- Sold in 15 African countries, providing 160m food portions to the malnourished
- Pre-cooked using bio-available nutrients, helping to achieve nutrient repletteness



Graham Chilimina

Improving market opportunities through diversification & expansion into nutrition:

- Supporting clients in diversifying their agricultural products. E.g. Soya beans
- Improves food security and nutrition, reduces production risk and encourages soil improvement



Charles Musonda

Musika and rural markets: A Case Study

- Musika supports private investments that combine raw material origination, processing & product distribution
- It aims to facilitate market opportunities which increase access to improved nutrition in rural areas



Jane Berry

Nutrition products: Creating demand, improving distribution and sharing risk

- ColaLife studied Coca-Cola's techniques and applied them to the design, marketing and distribution of life saving diarrhoea treatment kits
- Similar techniques can be adopted in the development and distribution of nutritious foods

Government

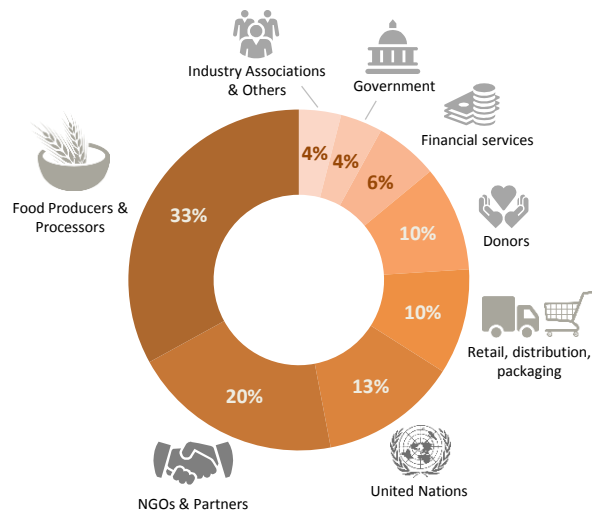


Dr Caroline Phiri

Implementing interventions to support improved nutrition:

- The Ministry of Community Development, Mother & Child Health is the primary implementer of nutrition activities in Zambia
- Collaboration between Government and the private sector must be strengthened

Who attended the event?



Investment panel



Know your numbers
Track your financial performance



Diversify
Reduce reliance on one product to minimise risk and increase market opportunities



Reach out for support
Funding and technical assistance is available from Donors, NGOs and other groups



What you said...

Expanding the nutrition market (food producers and processors)



Key discussion points:

- Distribution and expansion into rural markets is a challenge
- We can work together to increase market size
- Behaviour change and awareness is key to this market growth
- NGOs and Donors can assist in buying down initial risk
- Innovation is key to making nutritious products sustainable (e.g. increasing shelf life)
- Need to strengthen food sector associations & make affordable financing available
- Use the Network to leverage expertise from other members
- Emphasise the lifestyle aspects of nutrition; separate from medical treatment

Improving nutrition in the agricultural value chain



Key discussion points:

- Focus on R&D at the consumer level; product innovation for rural groups
- Encourage crop diversification to improve soil health and dietary variety
- Create demand and brand loyalty in alternative crops
- Enable selling of bio-fortified seed
- Need for stronger policy environment, food safety regulations and standards (e.g. changes in policy to reduce reliance on maize)
- Access to finance is a major challenge
- Encourage sharing of risk for smallholders
- Difficult to alter traditional farming methods

Business in the community: What more can we do to improve nutrition?



Key discussion points:

- Employee Wellness & CSR:
- Stock nutritional products in company cafeteria and provide nutritional information
- Provide age related nutritious foods to workers (e.g. relevant foods for new mothers to provide their child)
- Either sell these through the company (e.g. salary sacrifice) or provide at no cost
- Companies need to know the long term benefits of a healthy workforce to justify any investments
- Ideas include breastfeeding-friendly workplace practices and vegetable gardens
- Sponsor media campaigns and use ambassadors to promote nutrition

Partnerships in nutrition



Key discussion points:

- Need for a more open dialogue with govt.; SBN can provide this
- Be aware of potential threat from international competitors in nutrition
- Innovation and 'Zambia Owned' products can offset this risk
- Partnerships with investors need to be flexible when financing local ventures (e.g. seasonal financing & longer payback periods)
- More rigorous standards required to protect Zambian owned and manufactured products
- Potential for Ministry of Health or WHO to support a 'nutritious product' branding campaign for certain items

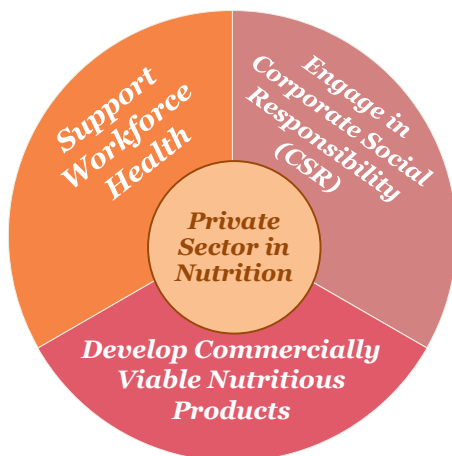
Policies, regulations and standards to support nutrition



Key discussion points:

- Fortification in Zambia: Clarity needed on govt. stance and timeline
- Initial fortification standards are out of date, private sector needs guidance on what may or may not be approved
- Policy environment needs to be more flexible in order to factor in technology and research developments
- Opportunity for govt. and private sector to work more closely together to refine and update nutrition related policies
- More stringent enforcement of labelling and branding standards is required

How you can get involved



What's next?

- Now that we have your thoughts and ideas, we are developing the long term plan and strategy for the SUN Business Network Zambia
- Thank you to those who registered your interest to participate in the Network
- Please let us know if you have any further ideas for the private sector's role in nutrition, or would like to become more involved in the Network
- If you would like any materials from the event, including the handout booklet, contact us at sbnzambia@gmail.com

