



Nutrition for Business Growth

Lagos Oriental Hotel, Victoria Island, Lagos, Nigeria

Thursday 21<sup>st</sup> April 2016, 09:00 – 17:00

### Introduction

On Thursday 21 April 2016, the Global Alliance for Improved Nutrition (GAIN) and the Scaling Up Nutrition (SUN) Business Network Nigeria welcomed 95 attendees at the official launch of the SUN Business Network (SBN) Nigeria business platform, in Lagos, Nigeria. The launch event featured engaging and extensive conversations around the problem of malnutrition in Nigeria, and how business, government and civil society organizations (CSOs) can work together to address the problem.

### **Official Opening of the Event**

The event was officially opened by the Master of Ceremonies, Mr. Oluwaseun Olaniyan. He began the proceedings by sharing that stakeholders across the world are increasingly recognizing that nutrition should be viewed as something that is fundamental for business, and that it is for this reason that the SUN Business Network has invited business people to the membership launch event. He stressed that businesses must recognize nutrition as a challenge and must recognize the role they must play in solving the problem. He highlighted that 45% of all deaths of children under 5 is caused by malnutrition, \$7 billion in additional funding is required every year to solve the problem and that Africa is losing 11% of its GDP to malnutrition. In summary, businesses are losing money because they are not focusing on nutrition.

He went on to highlight four themes that the program was hoping to address:

- How can business join the fight against malnutrition and what is the business case for investing in nutrition?
- How do we move to greater action?
- What can the SUN Business Network do to reduce the risk involved in investing in nutrition?
- How can business shape the way forward with regards to malnutrition?

Mr. Oluwaseun Olaniyan went on to say that there were a number of businesses who were early risers and that Dr. Angela Attah would be recognizing them during the course of the event.



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### Morning Session

#### Session I: Malnutrition in Nigeria, why do we need business to be part of the solution

##### Mr. G.O. Opara - Director, Federal Ministry of Agriculture and Rural Development

Mr. Agbara stated that the Ministry viewed nutrition from the perspective of food adequacy for a healthy and productive life. He added that malnutrition was both a case of over-nourishment and under-nourishment, and that undernourishment was most pervasive in Nigeria. He noted that the situation in Nigeria was particularly dire seeing that Nigeria alone contributed more than 5% of the global burden of chronic malnutrition and has more than 14 million malnourished children, he also noted that malnutrition was responsible for about 50% of all child deaths in Nigeria. Malnutrition has significant negative effects on economic development, particularly from the perspective of healthcare costs. Vitamins & minerals cost Nigerians about \$1.5 billion annually, and increased healthcare costs mean that there are less resources available for investment in other sectors that are critical to economic development. Adults that are sick don't give their best and this impacts negatively on national productivity and income. Agriculture in Nigeria is sustained by smallholder farmer families, a great percentage of whom are malnourished and are ageing very rapidly. In consideration of these factors, FMARD is working hard to implement policies to ensure food security. One key policy is to mechanize farming to ensure all-year production of key crops: the Ministry has a deliberate target of producing 20 million metric tons of food annually to enhance food safety and encouraging the downstream sector, particularly the processing of highly nutritious foods. Mr. Agbara noted that FMARD has developed a Nutrition Division headed by competent officers and has developed the Nigerian Agriculture Sector Food Security and Nutrition Strategy 2016-2025 which prioritizes areas the Ministry is looking at. One area considered in the strategy document is the promotion of bio fortified staples including orange fleshed sweet potato (OFSP) and vitamin A fortified cassava, they are also working with NAFDAC to enrich sorghum, a widely consumed staple with zinc, vitamin A and iron. In addition, FMARD is also implementing the Partnership for High Energy Foods, the National Aflatoxin Control Initiative and several national food surveys in collaboration with several agencies and social organizations. They are also collaborating at the federal level with the ministries of health, water resources and women affairs to evaluate the various national food and nutrition policies. He closed his remarks by emphasizing that Nigeria is a safe haven for private sector investors, and that there are opportunities across all stages of the value chain.



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## Panel Discussion I: Business Leadership in the Fight against Malnutrition in Nigeria

**Moderator:** Mr. Ike Kelikume, Lagos Business School

**Panelists:** Zouera Yousoffou (MD & CEO, Dangote Foundation), Professor Ngozi Nnam (Chairperson CS-SUNN; President, Nutrition Society of Nigeria), Jonathan Tench (Manager, SUN Business Network)

### Mr. Ike Kelikume – Opening Remarks

Mr. Kelikume anchors the agribusiness program at LBS, which began with support from the Bill and Melinda Gates Foundation and has run successfully for three years. Mr. Kelikume commented that Africa is the next frontier and agribusiness is going to be a major driver of its growth, but still there is a lot of work to be done. Extreme poverty often means a lack of food and according to the World Bank, there are over 805 million malnourished people in the world, of this number 791 million live in developing countries. On the other hand, those living in advanced countries throw away about 220 million MT of food, which is equivalent to a loss of \$400 million, higher than what it takes to produce food in the whole of Africa. Nigeria is a major producer of several crops including cassava, tomatoes, cashew nut, but lack of storage capabilities, processing capabilities and modern technologies severely limit our ability to competitively participate in these value chains, these issues have to be fixed to adequately tackle the issue of malnutrition.

### Professor Ngozi Nnam

*Ike Kelikume: As the Civil Society, What Role Do You See Businesses Play in Fighting Malnutrition in Nigeria?*

Civil Society, Scaling Up Nutrition Nigeria (CS-SUNN) is a coalition of civil society organizations that have an interest in nutrition and nutrition matters. There are a number of things that the civil society is doing to scale up nutrition and address malnutrition in Nigeria. First of all, the CS-SUNN carries out advocacy: this is done recognizing that the number one cause of malnutrition is ignorance, both on the part of the people and the government. One of the main objectives of CS-SUNN is to carry out advocacy to the government urging them to make a commitment to address malnutrition. The government has to make a commitment to commit funds to nutrition issues and must understand that nutrition is the bedrock for what is happening in the country. One of the CS-SUNN's particular focus areas is advocacy for better nutrition during the first 1,000 days of a child's life. This is critical as the first 1,000 days represents the period of brain development. She added that the future of the nation depends largely on individuals not on infrastructure, but most times the emphasis is on infrastructure. The CS-SUNN's advocacy cuts across



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both government and industry. They have local working groups in different states, and we get nutrition champions in those areas. Recently, they have been targeting first ladies of the different states as nutrition champions.

*Ike Kelikume: How can we bring together Government, Private Sector and Civil Society to tackle malnutrition?*

One of the reasons why the civil society is particular about nutrition is to ensure that the national economy does not collapse. Children are the leaders of tomorrow, and this is why the CS-SUNN has a particular emphasis on women and children. And by organizing workshops on several platforms like the SUN Business Network, they can convene business, government and CSOs to rally around the issues and identify actionable solutions.

### Zouera Yousofou

*Ike Kelikume: Briefly tell us what role does business play in reducing malnutrition in Nigeria?*

Ms. Zouera noted that the Dangote Foundation has recently changed its strategy to focus on malnutrition. The wider Dangote Group also has a big food business participating across several food sub-sectors. The biggest role of business is to make sure that produced food has the proper fortification levels. The commitment from the Dangote Group is to ensure that its products are fortified up to international standards, and on the Foundation side, they are using most of their resources to fight severe and acute malnutrition. Referring to Prof. Ngozi Nnam's comment on the first 1,000 days, Ms. Zouera said that the Dangote Foundation is getting ready to launch the biggest nutrition program that has ever been conducted in Nigeria. It will cut across the 13 Northern states that have malnutrition rates of 23% and above. The goal is to reach the million children that are suffering from acute and severe malnutrition and provide relief; this relief will come through various forms including: supporting platforms like the Community Management of Acute Malnutrition (CMAM), providing Ready-to-Use Therapeutic Foods (RUTF), and supporting interventions to improve the livelihoods of families with malnourished children.

She highlighted that the Dangote Group is starting a big rice project where the seeds are bio-fortified, and that there are already other forms of bio-fortified food crops (OFSP, vitamin A rich cassava for example) available on the market. Their goal is to get to the level in Nigeria where most processed foods are fortified, and this is what they are aiming for at the Dangote Group. It is not just about health, because even if you give the child a dose for polio, a few years later they could die because their nutritional profile was depleted, and when that happens we can't say we have accomplished what we set out to do. She also added that stunting is also a big issue, it's irreversible, but the question is: "how do we make sure this

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never happens and how do we reduce the incidence of stunting which right stands at an outrageous of 37% of Nigerian children, this is where the efforts of the Foundation are geared.”

*Ike Kelikume: Why should businesses go into agriculture knowing fully well that the sector is volatile?*

The kind of things we import in Nigeria are things we can actually produce here, and this is why the Dangote Group has started a rice project that will incorporate an out-grower scheme, our job is to support them with the right seeds, fertilizer and capacity. This is one concrete example where we are putting our money where our mouth is. Another example is tomato, where the Group is collecting the tomato from farmers and processing. Agriculture has to be viewed as a business, when the private sector gets involved things are generally done more efficiently. One thing that is surprising is that most of the crop-growing areas are the areas where the incidence of malnutrition is the highest, and the reason why is because most of the farmers sell 100% of their production to buy less nutritious processed foods.

*Ike Kelikume: How do we change the mindset of Nigerians, and how do we make them realize that there are opportunities in the agribusiness sector?*

Right now, agriculture the way it is practiced is not attractive, it is difficult and back breaking labour, if we want people to get interested in agriculture, we must convince them that it's a way to make a good living. We are trying to set up an RUTF factory in Nigeria, but there is no good peanut processing factory in Nigeria. It's about identifying some opportunities and having some champions going in to show that it's successful and viable. Another thing is that platforms like the Private Sector Alliance of Nigeria (PHN) and SBN can bring the private sector together to speak in one voice on issues related to health, nutrition and agriculture. If the companies who are members of PHN start doing things that show that investing in nutrition works, then other private sector companies would be even more interested in nutrition.

Platforms like PHN and SBN must also direct efforts to support regulatory organizations like NAFDAC to ensure adherence to fortification standards.

**Jonathan Tench**

*Ike Kelikume: Why the interest in bringing in the private sector into solving the problem of malnutrition in Africa?*

Reflecting on the SUN Movement's experience in bringing businesses together: over the last two years, we have recruited over 200 companies to the SUN Business Network, some of the largest multinationals in the food and beverage industry: Unilever, PepsiCo, Cargill for example. We have 12 countries within the nutrition movement, 6 of them in Africa, where national SUN Business Networks have been launched or are in the process of being established. There are some common themes between these countries,



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asides from national fortification initiatives, very few platforms are available for government and business to engage on issues of nutrition. A platform like this allows us convene businesses around Nigeria's malnutrition problem and allows us develop solutions to the issues. Businesses welcome the opportunity to come together and share their experiences around tackling malnutrition – it is important to have a collective force as the private sector working on nutrition. "One of the key things we hear from businesses is the need to share the risks of new investments in nutrition, particularly looking at low-income consumers, how do we convince consumers to reach down to BoP consumers, and we have colleagues from Ipsos here today: they have conducted a large survey around consumer awareness on nutrition, and we encourage you to stick around for that. This is the sort of critical value add that the SUN Business Network can bring, ensuring that dissemination of research resources to support businesses".

***Ike Kelikume:** What does business need to know about nutrition, and what is the business case for joining the SUN platform?*

There are two reasons why you should continue the conversation with SBN and join our platform. The first is shaping your company's agenda on nutrition. We can help you with examples, best practice and case studies or consumer research. And the second is that by joining you will help us to shape Nigeria's agenda for fighting malnutrition. The Government wants to ensure that all actors, including business, play a role in tackling malnutrition, and let's help shape this agenda and have a commonplace platform to engage with government.

## Session II: The SUN Business Network Nigeria Membership Platform and Recognizing Early Risers

***Dr. Angela Attah – Coordinator, SUN Business Network Nigeria***

Dr. Attah began the session by acknowledging the conversations and speeches in early sessions, she also acknowledged the CS-SUNN and their comprehensive advocacy agenda.

She noted that the wider SUN Network is about making sure that every stakeholder is involved, not just business. She added that: "We are bringing together different stakeholders to rally around the issue of nutrition. The representative of the Federal Ministry of Agriculture spoke to the Government's agenda on nutrition especially from the perspective of the Ministry of Agriculture. And asides from Government, the SUN network is working with donors and development finance institutions and there have quite a few of them in the audience today.

Dr. Attah highlighted that SUN Business Network started escalating its efforts in Nigeria in April 2015 when they started out engaging all their stakeholders, going from door to door, understanding needs and



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wants. From this activity it was clear there is a need for a dedicated platform for business. SBN Nigeria started by mapping businesses that are actually involved in addressing nutrition and developed a comprehensive map of business involved in nutrition. The mapping study uncovered interesting findings: for one, they found that highly nutritious products are unaffordable for the BoP, and that issue needs to be addressed. They also saw that not enough businesses are making nutrition a priority and thus it is the goal of the SBN in Nigeria to make the business case for investing in nutrition.

Dr. Attah added that some of these lessons have been built into the SBN Nigeria strategy. It is clear that consumer demand creation is a critical need for businesses to invest in nutrition. Most businesses complain that nutritious products are sitting on the shelf but nobody is buying them, so demand creation is key. Businesses also need support to de-risk new investments in nutrition. She said that during the course of the program, they will share what they have been developing for the past year, and to solicit the audience's input. The SUN Business Network in Nigeria has three key objectives: the first is to mobilize relationships, between government, donors, CSOs and the private sector; the second is to increase demand for nutritious foods and build consumer awareness on nutrition; and the third is to improve nutrition in the agriculture sector, essentially by focusing on the whole value chain, from farm to fork. The SBN also wants to support the Nigerian private sector by reducing uncertainty with market data; sharing best practices and toolkits. The Network also wants to help shape the contribution of business to Nigeria's policy on food and nutrition.

Dr. Attah stated that the SUN Business Network is looking to achieve a membership of at least 30 members by the end of the year (increasing membership year on year). These businesses understand why nutrition is important as a business agenda. She added that: "We are expecting our business members to commit to the nutrition agenda, to share details of what they are currently doing and to recruit fellow business members."



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Dr. Attah then went on to introduce and recognize the “Early Risers”; businesses that have signed up to join the SUN Business Network in Nigeria. They include:

1. AACE Foods
2. AgroVista Limited
3. BASF West Africa Limited
4. BioOrganics Nutrient Systems Limited
5. The Coca-Cola Company
6. Dala Foods Nigeria Limited
7. Louis Dreyfus Commodities Nigeria Limited
8. Melvyn Nickson Nigeria Limited (Hexagon Nutrition)
9. Montizen Limited
10. Moreson Nigeria Limited
11. Nigerian Breweries
12. Nutricima Limited
13. Sahel Capital Partners & Advisory Limited
14. TechnoServe

.....*End of Morning Session*.....

Please note: 6 more companies signed on to SBN Nigeria platform before the end of the event and include:

1. Dansa Foods Processing Limited
2. Harvest Plus
3. Lisabi Mills Nigeria Limited
4. Spectra Industries Limited
5. Unilever Nigeria Plc
6. Viva Synergy Resources Limited

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Afternoon Session

**Session III: Using Consumer Insights to Improve Nutrition in Nigeria: IPSOS Presentation**

*Maria Eletskeya and Belinda Lartey, Ipsos Healthcare, UK*

IPSOS is a market research organization, and in recent years, they over recent years have increasingly been collaborating with the public sector on projects around public health.

Ipsos partnered with the Bill and Melinda Gates Foundation on an extensive consumer survey seeking to uncover the drivers of malnutrition and understand the growing consumption power of the Bottom-of-the-Pyramid (BoP) population and the Nigerian population as a whole. The survey focused on several indicators including: food consumption, income expenditure behaviour, the likely impact of increased income, and the attitude and drivers of decision making in several key countries including Nigeria, Ethiopia and India. The research will be ongoing and the Gates Foundation is a catalyst funder, with the expectation being that the private sector will finance subsequent editions of the research.

The Ipsos team conducted ethnographic interviews and robust quantitative surveys; the sample size was 1,250 households in 12 states across the 6 geopolitical regions. Three levels of data were analyzed including: income expenditure on food; frequency of consumption; and food consumption in the last 24 hours.

The average Nigerian food basket is skewed heavily towards starchy staples followed by vegetables, drinks and then animal protein (fish and meat). In terms of frequency, traditional starches are also heavily consumed; while the least consumed food groups is fruits. One surprising discovery was that cocoa-based drinks were consumed more frequently than fruits, fish, meat, eggs and dairy, with starchy staples making up 45% of the typical Nigerian diet, cocoa-based drinks, tea and soft drinks making up 21% and dairy (milk) making up 8%.

Dr. Paul Ilona of Harvest Plus was the first to react to the survey results. He indicated that the results largely confirmed the anecdotal evidence that stakeholders in food and nutrition had, and was representative of the importance of providing dietary information to Nigerians.

The Ipsos team from their research identified five consumer segments that make up the Nigerian population:

- The Traditionalists: Accounting for 20% of the population, this group is geared towards consumption of traditional Nigerian foods.

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- The Scarcity Seekers: This group makes up 18% of the population and they view affordability and the filling nature of the meal as key considerations when making food choices.
- The Status Oriented: Accounting for 22% of the population, their food choices are based on their status in society. They are usually high income consumers and have more wiggle room when making their choices.
- The Convenience Oriented: They make up 14% of the population and the convenience of preparing the meal is one of the top considerations guiding their food choices.
- The Variety-Taste Seekers: They make up 25% of the population and more qualitative factors like taste and variety are the top considerations guiding their food choices.

The Ipsos research also uncovered that noodles are a widely consumed staple in Nigeria, especially among young children, thereby confirming anecdotal evidence that noodles are widely consumed in Nigeria. This point raised key issues for stakeholders at the event as there was a general consensus that noodles are naturally not highly nutritious. This brought about comments from the different stakeholders who highlighted that fortification of noodles should be a critical avenue for improving nutrition. One of the stakeholders, Dr. Chris Iskopouna, Ministry of Health and SUN Focal Point for Nigeria, highlighted that first and foremost there was a lack of awareness by consumers about nutrition. Dr. Paul Ilona responded that some work has been done to create awareness; however, the challenge now is that businesses are not creating enough products to meet demand. Belinda Lartey of Ipsos responded that indeed creating awareness should be a key agenda for businesses, and the challenge was how to uncover what issues are important to people and how you communicate in response to those issues. She also added that businesses need to focus more and more on BoP products to improve access to nutritious foods for low-income consumers.

Dr. Akintayo Adisa of BASF continued the conversation highlighting that we need a more sustainable approach to addressing the issue of fortification; one approach is to focus more on producers especially at the SME level to ensure that their products are being fortified. This is especially important as they are the ones closest to BoP consumers. Ms. Uche Okpanlawa of BioOrganics Nutrient Systems stated that one way to raise awareness would be to start from schools; raise awareness among children and they will be the ones to influence their mothers to begin purchasing fortified foods.

Ms. Ngozi Onoura, Project Director at CS-SUNN also added that there is the need for a coordinated effort among all stakeholders to address nutrition. She emphasized that businesses need to work with all sectors of SUN and engage on their ongoing activities, and that there needs to be funding for primary implementers of behaviour change communication (BCC) and that platforms like National Nutrition



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Networking Seminars (and SBN going forward) serve as a critical platform for bringing together various stakeholders to hash out the issues contributing to malnutrition in Nigeria.

The take home message from Ipsos's presentation was that there are several factors impacting food choices primarily age, location & setting (urban vs. rural) and income status, and that the Nigerian diet is very heavy on starchy staples, with very little diet diversity among low-income households. Everyone in Nigeria has a responsibility and role to play in improving nutrition of the population. Giving consumers the tools and knowledge to make good nutrition choices is important for raising awareness and creating demand for nutritious foods. What's more, providing people with a reason to believe in better nutrition aligned with their beliefs and values is crucial for success.

### Panel Discussion II: Business Investment in Nutrition in Nigeria

**Moderator:** Ndidi Nwuneli

**Panelists:** Alhaji Sani Dangote (Chairman, Dansa Foods), Ms. Jennifer Abuah (Head of Sustainability, Olam Cocoa Nigeria), Mr. Godwin Bamsa (R&D Specialist, Nutrition and Health, Unilever Nigeria Plc), Mr. Ralf Switi (Manager, SUN Business Network Zambia),

#### Sani Dangote - Opening Remarks

Alhaji Dangote started by saying that the Dangote Group and Dansa Foods view nutrition as very critical and important especially given data from World Bank that points to the dire nutrition situation and the youthfulness of the Nigerian population. He said that the potential of the Nigerian market is huge and from the Dangote Group, we believe that this is not something for only the NGOs to look at. It is good for business and also critical for society.

The Dangote Group has a partnership to start producing RUTF and by March 2017, they will have a product in market, they are also looking at producing Super Cereal, this is in addition to their existing products that are fortified and highly nutritious. His admonition to business was to look at nutrition from an economic perspective. Nigeria's population is large and young, and everyone has a role to play in this large market. Even the recent FX challenges present opportunities for companies to look inwards and source more locally, not only in Nigeria but also in other West African countries.

He also noted that for those in the beverage sector, there is a lot the Dangote Group can add. With the Dangote Group's concentrate plant in Calabar, Nigeria can become self-sufficient in its pineapple



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concentrate production by July. They are also developing a plantation and are sourcing extensively from outgrowers in other states. Also in Kano, the Dangote Group is undertaking a tomato project, and is developing its own farmland of 12,000 hectares and is developing an extensive outgrower scheme in close proximity to the farm. They are looking to do same in sorghum, soya and other key value chains.

**Ndidi Nwuneli:** *How can the SUN Business Network help you enhance your business?*

The SUN Business network can support businesses like the Dangote Group and Dansa Foods by creating a platform for business to share information.

### Godwin Bamsa

**Ndidi Nwuneli:** *What are the biggest challenges to Unilever's investments in nutrition and what will it take to spur Unilever to do more in the area of nutritious products?*

Mr. Bamsa began by stating that it is always a pleasure to partner with the SUN Business Network and that the benefits they have gained are quite invaluable. He noted that there are a couple of challenges that Unilever faces, first is the lack of knowledge and research. Most large businesses have moved away from just corporate social responsibility (CSR) initiatives; rather they have moved towards incorporating investments in nutrition into the core business model, and in most cases there is a dearth of information for making the business case for those investments. Sustainable sourcing for example is now critical for business survival and is no longer something being done for public relations or CSR sake.

**Ndidi Nwuneli:** *What can the SUN Business Network do for Unilever?*

Last year, Unilever decided to join the iron deficiency conversation, and began to fortify bouillon cubes with iron such that families can get almost up to 15% of their Recommended Daily Allowance (RDA) from the cubes. "We also started a behavioural change program in the South-west and South-east targeting 25,000 women and were able to show demonstrable behaviour change and we are now looking to scale this across the country. We don't have the on ground know-how, so we are partnering with the SUN Business Network, and they have been really resourceful in securing the partnership of the CS-SUNN in executing this project. If we create demand for nutritious products, then that's an automatic signal for return on investment, if there is sufficient demand, businesses will not need to be encouraged to invest in nutrition."

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**Jennifer Abuah**

*Ndidi Nwuneli: What are the challenges that Olam faces, and what do they do to improve nutrition?*

Ms. Abuah works with smallholder cocoa farmers, looking at food security and nutrition from the point of view of cocoa value chains. She has worked extensively with over 15,000 cocoa farmers across Nigeria, and one of the key challenges is that cocoa is not a rich man occupation. The average land holding is about 1-2 hectares, and the farmers are increasingly aging. There are about 400,000 cocoa farmers in Nigeria, and they have about 1.2 million dependents. They are poor and malnourished and this impacts on productivity. The challenge is how to incorporate interventions that address food security and nutrition into the cocoa value chain. One of the ways Olam has done this is through an event they had in Ilesa with a farmer group with about 2,000 members. The event called the Olam Healthy Living Fair helped address issues on malaria, sanitation, HIV, and also incorporated information on food and nutrition, cooking sessions, and affordable nutritious food options.

*Ndidi Nwuneli: What can the SUN Business Network do for Olam, or if you want to be specific, for the cocoa initiative?*

“Olam is not only active in cocoa; we are also active also across many different value chains. Through membership of the SBN, we have the opportunity to understand exactly what the issues are in relation to nutrition and food security and all of that can feed into the work we are doing with farmers in Nigeria. Information and data is another critical sphere where SBN can support Olam.”

*Ndidi Nwuneli: Can we have one of SME members who have already signed on to the SUN Business Network share their perspective on some of the unique challenges they face as SMEs?*

**Mr. Alao (Moreson Nigeria Limited)**

“We have been in business for 30 years and we pioneered soya maize extrusion for the animal feed industry, however competition from heavyweights has knocked us out of the market. We eventually undertook research and developed a nutritious food product called “Cerolina”. However, lack of affordable funding has limited the development of the company.”

**Ralf Siwiti**

*Ndidi Nwuneli: Tell us how you have made the case for businesses to join the SBN in Zambia and what value you have been able to add to those businesses?*

Mr. Siwiti began by stating that participation by attendees of the event does set an encouraging tone for the launch of the SUN Business Network in Nigeria. He emphasized that we should not look at what

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others have or have not done, but instead ask: “as businesses, what are you going to do about the nutrition situation in Nigeria.” “From the Zambian context, the key thing we observed is value proposition to business; in the beginning we had mixed messages on fortification, approaching nutrition as CSR among others. We had some traction and uptake, but it’s not as strong as today when we narrowed down to one value proposition. In engaging with businesses, we seek to find out what’s important to them and how we can add value.” Mr. Siwiti gave the example of an SME who started off with fortified noodles. The SUN Business Network Identified data as a need especially for SMEs, and was continuously looking at how to generate data to guide decision making for business. This applied to the SME, for whom the SBN did a market survey for, the data from the survey helped to guide product development and now the SME has gone into Super Cereals, and the uptake has been strong. Mr. Siwiti closed by encouraging businesses to see value in being part of the SUN Business Network.

**Session IV: SBN Nigeria Strategy and Key Areas of Focus**

***Dr. Angela Attah – Coordinator, SUN Business Network Nigeria***

Dr. Attah stated that the SUN Business Network was seeking to be the focal point for private sector engagement in Nigeria. The SUN Business Network has two workstreams going forward:

1. **Consumer Awareness & Demand Creation:** Under this workstream, the Network will be looking to:
  - Share consumer insights and train businesses on how to utilise such insight;
  - Facilitate the development and implementation of consumer awareness campaigns to promote behaviour change and drive demand for nutritious foods;
  - Facilitate and promote innovations for reaching at need populations with nutrition information and products (e.g. BoP consumers);
  - Promote responsible marketing of nutritious products.
2. **Nutrition in the Agriculture Value Chain:** Under this workstream, the SUN Business Network will be looking to:
  - Identify new opportunities for private sector investment along the value chain and broker investment deals in agriculture value chain opportunities;
  - Raise awareness of the economic implication of post-harvest loss;
  - Identify opportunities for and facilitating the development of workforce nutrition programmes within the agricultural value chain.



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### *Feedback from the audience on SBN strategy*

**Mr. Dominic Schofield (GAIN):** Mr. Schofield highlighted that he had heard some side conversations during the course of the day about the kind of companies that should be part of the Network. "Some of the conversations I have heard are that we need more companies from the financial industry involved in the Network."

**Mr. Oluwaseun Olaniyan (Master of Ceremonies):** "One thing we can add to the point on consumer awareness campaigns is to engage new alternative platforms for awareness creation. Product placement in movies, social media and entertainment channels can be a critical platform for creating awareness".

**Ms. Jennifer Abuah (Olam Cocoa Nigeria):** "When you talk about post-harvest loss, I think we should also be thinking about the other elements, it is not just loss that comes with food spoilage, it is also about the fact that the food doesn't get transported to where it needs to get to, there are serious infrastructural and distribution issues, such that people in the North or the middle belt don't get the food, not just because they are selling all their produce".

**Dr. Augustin Okoruwa (Project Manager, Post-Harvest Loss, GAIN):** "The post-harvest loss alliance is looking at 3 intervention areas: cold chain, crating & packaging and processing. We are focusing on fresh fruits and vegetables on this project".

**Mr. Paul Ilona (HarvestPlus):** There is the need to consider more nutritious crops. One thing that came out clearly from the Ipsos study is that in rural areas, where you have the most vulnerable populations, we should encourage farmers to produce highly nutritious crops and consume some of what they produce.

**Ms. Ndidi Nwuneli (Sahel Capital):** "Based on the panels we have had, I think sharing best practices on cluster engagement, and engagement with farmer families around nutrition would be really critical. And if there are frameworks that others can share that others can adopt, then that would be really helpful."

**Dr. Victor Ajieroh (Gates Foundation):** "Commenting on the first point on improving nutrition sensitive livelihoods in Northern states, when it comes to food systems interventions, there is the need to be flexible, and consider the interconnectedness of production areas in the North and markets in the South. For example, if you want to solve the tomato problem in the North, you must consider Mile 12 market in the South; because of that interconnectedness, we may want to be flexible around the regional focus of the agriculture intervention."

**Mr. Larry Umunna (Technoserve):** "It will be useful for the SUN Business Network to look to how to promote youth entrepreneurship in agriculture."



Nutrition for Business Growth

Lagos Oriental Hotel, Victoria Island, Lagos, Nigeria

Thursday 21<sup>st</sup> April 2016, 09:00 – 17:00

Mr. Oluwaseun Olaniyan (Master of Ceremonies): “We should also look at engaging the education sector and making sure that they are in line with the activities of the SUN Business Network to improve nutrition”.

Ms. Ore Onalaja (Nutricima): “On the wellbeing of the workforce, I know a lot of people who are trying to produce convenient nutritious foods for workers, but they want to fortify, and they call me looking for small pack premix sizes which are not readily available. We should look at promoting the creation of single-serve premixes for SMEs looking to fortify nutritious foods.”

Closing Remarks & Vote of Thanks

**Mrs. Roselyn Gabriel – Deputy Director, Food and Nutrition, Federal Ministry of Budget and National Planning**

The closing remarks were given by Mrs. Roselyn Gabriel from the Federal Ministry of Budget and National Planning. She noted that the conversations at the event point to the fact that nutrition is a smart investment and it can accelerate progress on key global health targets and advance economic development. From the ministry, they have been able to come up with a food and nutrition policy which was approved on the 20<sup>th</sup> of April, 2016 by President Muhammadu Buhari. The policy is particular about ensuring the incorporation of food and nutrition considerations into federal, state and local government development plans and budgets.

She went on to give the vote of thanks appreciating the SUN Business Network for identifying where businesses can support the national policies on nutrition. She also appreciated the “Early Risers” for being at the forefront of the nutrition agenda in Nigeria and implored them to invite their business colleagues to be a part of the network. She also appreciated the moderator, and the business leaders present at the event, saying that: “together, we will make a difference.”

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