



## WHAT **PRIVATE BUSINESSES** CAN DO TO MAKE HEALTHY DIETS AVAILABLE AND AFFORDABLE AND ACHIEVE #ZEROHUNGER

Companies and private enterprises need to positively influence the food environment to help provide affordable healthy diets and achieve #ZeroHunger. Whether you're a food manufacturer, financial institution, media house or provide food to staff, you can make a difference, regardless of the size of your business – start with these actions.

### **MAKE NUTRITIOUS FOODS AVAILABLE**

Food companies and manufacturers need to develop and provide affordable and nutritious foods to consumers and aim to provide greater dietary diversity and quality. Nutrition needs to be prioritised along the food chain by limiting the levels of saturated fats, trans fats, added sugars and salt in existing food products, as well as developing new products with better nutritional value that respond to public health concerns.

### **LABEL CORRECTLY**

Food companies and manufacturers should provide consumers with adequate and understandable product and nutrition information and avoid nutrient claims ("high in," "enriched/fortified with") that may not reflect the overall nutritional quality of a product and may instead misinform consumers, e.g. the level of sugar in breakfast cereals can be excessive even if vitamin and fibre levels are good.

### **ADVERTISE NUTRITIOUS FOODS**

Food companies and manufacturers need to phase-out advertising and promotion of foods high in fat, sugar and/or salt, especially to children and adolescents, and avoid other promotional tactics such as nutritional claims or store discounts that affect purchase decisions.

### **SPREADING INNOVATIVE TECHNOLOGIES**

It is crucial that important advancements in innovative technologies for the breeding of safe and nutritious varieties of crops are shared, particularly with low-income countries. Private businesses also need to foster the transfer of knowledge to improve storage, preservation, transport and distribution technologies, and infrastructure to reduce seasonal food insecurity and food and nutrient loss and waste.

### **PROMOTE FINANCIAL INCLUSION**

If your company operates within the financial sector, you can support local economies in their efforts to produce diverse, nutritious foods by putting financial tools in the hands of economically marginalized communities and exploring ways to provide credit or money to households for farming inputs from local markets.



**OUR ACTIONS ARE OUR FUTURE.  
HEALTHY DIETS  
FOR A #ZEROHUNGER WORLD.**

## **PARTNER WITH ACADEMIA**

Academia are incubators of knowledge and innovation that can be channelled towards efforts to make healthy diets available and achieve Zero Hunger. They are home to the world's future change makers. Strategic partnerships with academia and research institutions can generate significant and relevant information to assist businesses in addressing the challenges posed by hunger, obesity and other forms of malnutrition.

## **SPREAD THE WORD**

Media houses, or any business with a communication network, can leverage their reach to educate the public about healthy diets, while helping to draw attention to issues related to hunger, obesity and other forms of malnutrition.

## **CHAMPION FOOD SAFETY**

Food businesses and manufacturers must strive to achieve better food safety and quality along the food chains, especially in low-income countries. The risks of innovative technologies and industrialized systems to human and environmental health must be assessed and taken into consideration, for example any negative health consequences such as antimicrobial resistance stemming from a dependency on an excessive use of chemical inputs that are used to ensure high productivity or prevent disease.

## **PROMOTE HEALTHY DIETS TO STAFF**

Big enterprises need to recognise the benefits of offering nutritional counselling, courses, talks, publications on nutrition or gym memberships to staff, or building on-site fitness centres and recreation areas. Smaller businesses can review the food choices offered in on-site cafeterias, encourage staff to exercise during breaks or even request that nutritious foods are available in vending machines.

## **REACH OUT TO FAO**

Join the leading global businesses who have partnered with us to develop technologies, share their expertise, provide help and assistance aimed at creating a world with nutritious and diverse foods, for present and future generations. Find out more [here](#).



Working for  #ZeroHunger



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