

Wednesday , 14 October 12:30– 14:00

Iran Room

### Engaging private sector in nutrition: A look at food value chains and the SUN Business Network #71

#### ORGANIZERS

WFP

Global Alliance for Improvement Nutrition GAIN

United States

**Abstract:** It is well recognized that business has tremendous potential to positively influence nutrition, however, at country level, governments often lack information about how to engage business in scaling up nutrition and what concrete contributions could be requested of private sector in this process. Businesses influence the goods we purchase, the services we are provided with and the environments we live in. Particularly in the case of food systems and the businesses that operate therein, ensuring this is a positive influence for nutrition rather than a negative one is of critical importance. There are now global calls to better understand the roles and responsibilities of business in nutrition. This side event will use value chains as an organizing framework for distinguishing between different actions businesses can take to make our food systems more nutritious. Nutrition-sensitive value chains are, in their own right, also an area with recognized potential for positive impact, but where models of success that can be adapted by countries is lacking. Through a panel of business leaders, which are working at different stages of food value chains, the side event will provide an inventory of actions countries and businesses can take together to improve nutrition. For businesses as well, the Side Event will offer the opportunity to learn more about the SUN Business Network and how it is facilitating more active business engagement in building nutritious food systems

**KEYWORDS:** Private Sector, Value chains, SUN Business Network, Nutrition-sensitive

**Languages:** EN

**Summary:** SUN Business Network, WFP and GAIN hosted a side event at the 42nd session of the Committee on World Food Security (CFS) in Rome, Italy. The event, entitled “Engaging private sector in nutrition: A look at food value chains and the SUN Business Network,” showcased different value chain approaches that businesses and their partners are using to support healthier, more nutritious food systems. Panelists discussed utilizing the genetic diversity of germplasm to produce nutritious varieties of pulse crops, micronutrient enhanced fertilizers to improve yields and combat micronutrient deficiencies, reformulations of food products and fortification during processing, and consumer-based approaches around flavor and taste preferences, nutrition education and social marketing.

The event highlighted the need to position improved health outcomes for consumers at the center of any agriculture or value chain-based approach, whether it is to combat undernutrition or reduce overweight and NCDs. The importance of an enabling environment that fosters innovation, while ensuring affordability and access to nutritious foods among the poor was also a common theme. At the global level, private sector investment was also recognized as a significant contribution to financial flows, especially in the face of decreasing share of official development assistance.

Lastly, building trust was recognized as a pre-requisite for working in multi-stakeholder partnerships along the value chain and for finding solutions to the challenges and complexities that arise. Strong partnerships with governments in particular are needed, acknowledging as well the important role of the public sector in establishing rules and accountability mechanisms.

Multi-stakeholder platforms like SUN and CFS will provide essential forums for building this trust and increasing knowledge of success stories along the value chain moving forward.

Panelists included: Gordon Bacon; CEO of Pulse Canada; Charlotte Hebebrand, Director General of the International Fertilizer Industry Association; Klaus Kraemer, Director of Sight and Life; Birgit Schleifenbaum, Director Natural & Sustainable Discovery, Flavors at Firmenich and Liz Buckingham, Nutrition and Gender Advisor at the Secretary’s Office of Global Food Security, U.S. Department of State. The panel was moderated by Martin Bloem, Senior Nutrition Advisor of WFP, and Marc Van Ameringen, Executive Director of GAIN, delivered welcoming remarks.