

# **Changing consumer behaviours to influence the food system**

**CAADP Nutrition Capacity  
Development Workshop  
26 Feb 2013**

# The Challenges

- Competition between commercial (profits) and nutrition,
- Uptake by government and scale-up of different strategies,
- Cultural norms that drive consumption of different foods,
- Awareness on the linkages between agriculture and nutrition so as to tackle perception issues,
- How to incorporate consumer research into nutrition..??
- Traditional farming (that was diversified) vs Modern farming (fewer crops)- how to get to farmers with the different message,
- CAADP- to increase production; and how to bring in nutrition that requires diversification,
- Capacity of workers to transform knowledge into practice for HH,
- Financial resources
- Incorporating nutrition education into the school curriculum,
  - Basic nutrition knowledge missing
- How to ensure government to appreciate basic facts on food and nutrition (e.g school feeding) and invest in this,

# The possible strategies/practical solutions

1. Integrating nutrition education and training in all sectors and at different levels),
2. Campaigns on Nutrition BCC (in the short term), (and indicate evidences, where available)
3. Need to understand (and have right messages) for the different audiences we are dealing with (e.g. consumers, governments, education system..)
4. Programmes to empower communities (e.g. social safety nets),
5. Adopting best practices from the private sectors (e.g. marketing strategies),
6. International Bodies (e.g UN) to ensure pledges from Governments on Nutrition,
7. Need for Evidence-based approach for nutrition, documentation of good practices, lessons learnt, study tours for high level government officials... (including commercial value for nutrition),
8. Awareness on food safety,
9. Nutrition Marketing, integrated in value chain approaches,

# Conditions/drivers/incentives

1. **Involve and build on government structures from the beginning of initiatives,**
2. **Government needs to be in the lead and** Need for accountability, (and partners to support). There is need to also follow-up on declarations, strategy documents etc)
3. Need for interministerial and intersectoral coordination (including social sciences) and monitoring & evaluation, (e.g steering committees, ag-nut networks)
4. Mainstream nutrition issues into government policies, strategies and investment plans (including: Work with MoA in not only producing but also marketing foods, Budgeting line from Government for Nutrition in all sectors),
5. Activities need to be demand driven,
6. Research and diversification multiplication of seeds,
7. Capacity building,
8. Community involvement,