

# Alliance for Food & Health

*Finding a Better Way – Together*

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# The Problem & Opportunity



- Global losses from obesity total roughly \$2.0 trillion, or 2.8% of world GDP.
  - Similar in magnitude to losses from smoking & armed violence/terrorism.
- SDG 3: Improving health & wellbeing.
  - Target 3.4: By 2030, reduce premature mortality by 1/3 & promote health & wellbeing.
  - WHO targets:
    - 25% mortality reduction from cardiovascular diseases, cancer, diabetes or respiratory diseases.
    - Reduce sodium intake, high blood pressure & obesity.
- Reducing NCDs is central to achieving SDG & other goals.





- [illegible]



# The Problem & Opportunity

- WHO & governments are taking action.
  - WHO guidelines & convening power.
    - International Agency for Research On Cancer (IARC) evaluation of carcinogenicity of red/processed meat.
    - WHO Global action plan for the prevention and control of noncommunicable diseases.
    - WHO regional guidance, especially from PAHO.
  - National government policies include:
    - Sugar/sin taxes.
    - Traffic light labeling.
    - Marketing restrictions.
    - Ingredient restrictions.





# The Problem & Opportunity



- Current policy faces challenges:
  - Will they achieve their public health goals?
  - Do they strengthen health systems?
  - Are they based in science?
  - Will they have any negative consequences for the economy, food security, nutrition, or trade and investment?
- How to engender greater collaboration among stakeholders and across sectors?
- Key Challenge: Finding truly effective approaches to improve public health.





# A Possible Way Forward



- Build stronger links among ag/food sectors, nutrition experts & public health community to engage, communicate & share information.
  - Improve stakeholder sharing of scientific & technical information.
- Create a safe space for private sector, NGOs, academics & governments to collaborate on addressing nutrition-related health issues.
  - Approach acknowledges complexity.
  - Seeks synergy & avoids blame.
- What is the instrument?





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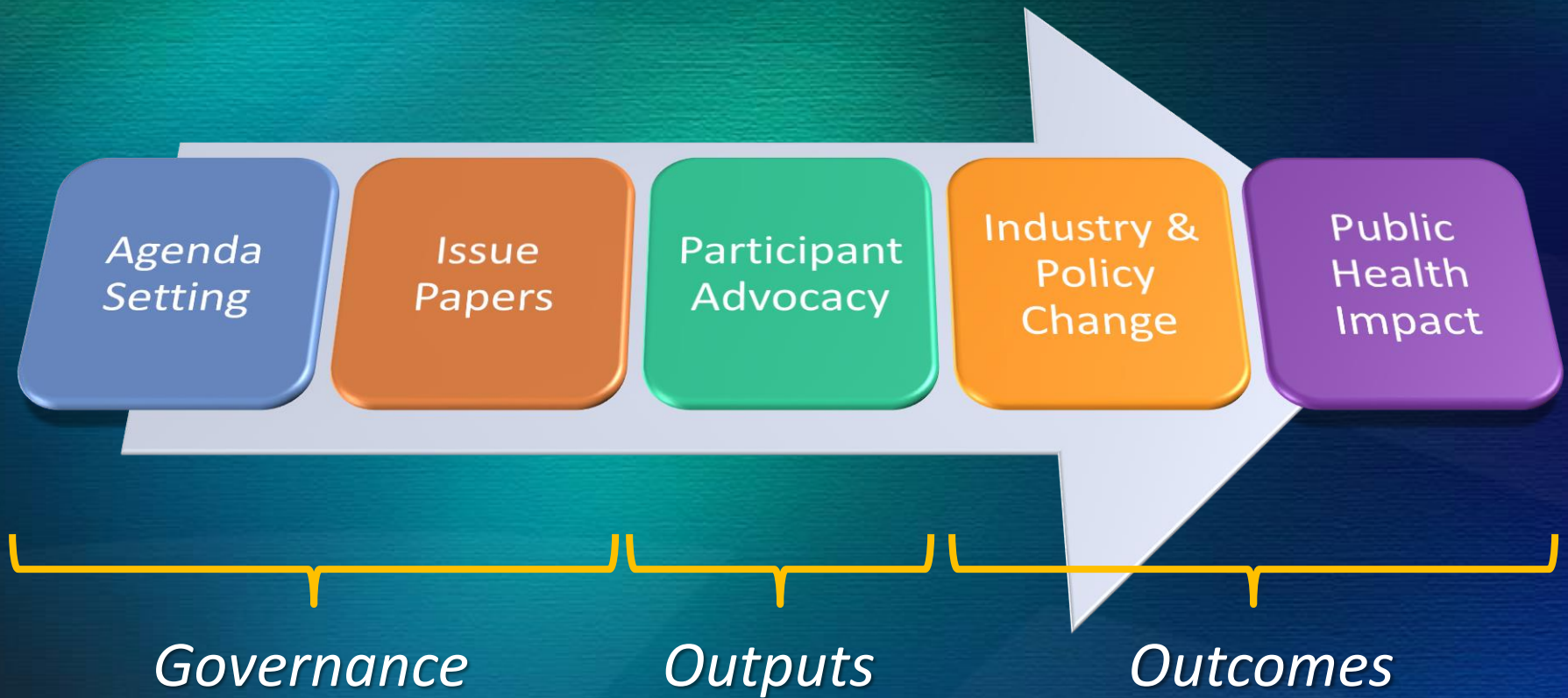
- Focus: Nutrition/food related health issues.
- Method: Facilitate collaboration among the public health community, nutritionists, food & agriculture industry on scientific, economic & policy issues.
- Actors: Industry, NGOs, governments, international organizations, academia, & scientific bodies.
- Goal: Suggest innovative & effective policies/initiatives to promote public health related to food & drink.



# Alliance for Food & Health



- How we make a difference....





# Alliance for Food & Health



- Seeks to work with other initiatives whose work informs the NCD debate.
- To prevent duplication, the emphasis is not primary research.
- Focused on ways to best use current knowledge from diverse sources synergistically.
  - However, might highlight knowledge gaps needing further research and/or other policy actions.
- Will not lobby.
  - Stakeholders to advocate AFH recommendations as extension of own work.



# Alliance for Food & Health



- Why is AFH different?
- Highly diverse stakeholders.
  - Food, public health, agriculture, scientific & official.
  - Shared desire to solve problems.
- Commitment to science, evidence & balance.
  - Membership, leadership & substantive.
- Designed to inform the debate on the issues.
- Based on trust in the process/each other.
- The Vision: Finding a Better Way – Together.



# Alliance for Food & Health



- AFH draws from participant diversity & common mission.
- Specific actors benefit:
  - NGOs: Better ways to address critical health issues & secure industry buy-in.
  - Governments: More effective policies.
  - Industry: Engage with other stakeholders to find actionable ways to improve public health & support social license.
  - Academia & Scientific: Contribute deep expertise to resolving critical issues & identify emerging research needs.





# McLarty Associates

- McLarty Associates is an international strategic advisory firm.
- **Our work** lies at the nexus of business and diplomacy. We understand the complexities of international markets and help our clients navigate the strategic and operational challenges they face around the globe.
- **Our clients** are generally Fortune 200 companies with substantial global footprints, but we also advise emerging companies venturing abroad for the first time. We have been delivering measurable results for our clients for over eighteen years, and many of our clients have been with us for nearly that long.
- Since 1998, MA has built a **global team of over 70 seasoned international specialists** with expertise in all the major markets of the world. Our team is multilingual and multicultural, having lived in over 50 countries.





# Thank you!

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