

Changing consumer behaviours to
influence the food system

Agriculture-nutrition linkages in Malawi - 1

- **Agriculture Sector Wide Approach (ASWAP):**

- FS & risk management (incl. diversification);
- commercial agriculture;
- sustainable agriculture land and water management.
- Cross-cutting issues gender & HIV/AIDS. *But nutrition???*



- **Approach for ag-nutrition:** Learn, grow, harvest, process & eat

- **Nutrition education** → women and men involved

- **School health and nutrition** - part of school curricula and student clubs. Very practical.

- **Production system** must be diversified from maize to other non-cereal products, including livestock - farm calendars

- **Dietary diversity:** promote all food groups every day, fuel efficient stoves, and sanitation and hygiene



Agriculture-nutrition linkages in Malawi - 2

- **Challenges:**

- Scale;
- Putting projects into action / walk the talk;
- idea that food security = enough staple food;
- low funding for food diversity and nutrition compared to maize



- **Lessons:**

- Mindsets do change but gradually / takes time
- joint approach and teamwork (e.g. accept that another ministry may have to manage some of the resources);
- starting to mobilize resources
 - there are funds available but need to demonstrate results to attract them
 - government resources: Malawi is dedicating 18% of budget to agriculture



Promoting Orange Flesh Sweet Potato

- 1

- **Through exploiting its multiple roles in the food system, OFSP can make a difference for vitamin A deficiency**
- **Step by step approach since mid-1990's:**
 - 1) Confronting conventional wisdom (e.g found texture is problem for consumers, not color)
 - 2) building evidence base (Southern Africa ahead / home of first studies)
 - 3) addressing bottle-necks
 - 4) scaling up
- **Integrated conceptual framework :**
 - 1) access to beta-carotene rich sweet potato vines
 - 2) demand creation and empowerment through knowledge
 - 3) ensure sustained adoption and use through market development
- **Essentials for the agriculture side:**
 - good varieties (incl. taste) → several varieties already developed
 - access to planting materials;
 - knowledge about pest & disease management



Promoting Orange Flesh Sweet Potato

- 1

- **Investment needs on nutrition side:**

- community-level nutrition education (cost varies depend on context);
- group-based work;
- men matter (control land & influence diet choices);
- extension need quality job aids



- **Essential messages:** good for health, but not a silver bullet

- **Marketing more complex:**

- need to understand existing chains and relative prices
- health messages linked to orange color
- Need to understand consumer preferences

- **Reaching out to urban consumers**

→ diversified uses and processed products

- Even further opportunities with **sweet potato leaves**



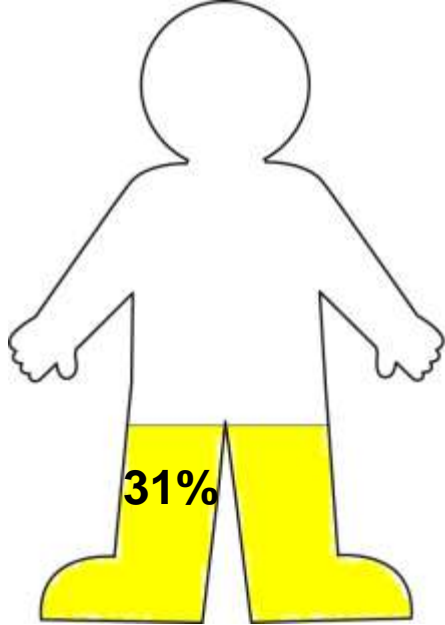
- Opportunities for integration with health centers (e.g. pregnant women clinics receiving sweet potato vines) and other agriculture projects

Home-Grown School Feeding - 1

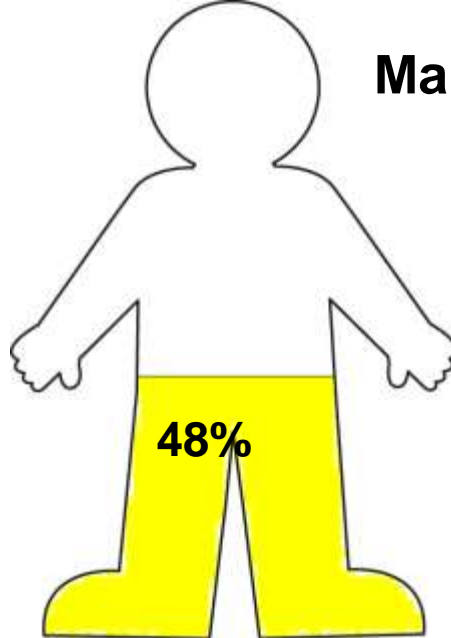
- All governments have school feeding; USD 75 billion/year
→ it's a market
- School-feeding: a child-centric approach
- Key safety net in different types of crises (food, financial, wars, natural disasters)
- Transition from WFP support to government-run programmes
→ local sourcing + more local foods in line with local diets
- Objectives of HGSFP :
 - Promote local development and food & nutrition security
 - Link local small producers to markets (schools) and stimulate agriculture production and development
 - Education objectives: enrolment, attendance and retention, learning, gender
- Trade-offs between quality, diversity, price, local procurement, etc.
- The **menu planner**: linking the menu to the small-holder + education tool for teachers, kids and planners love it



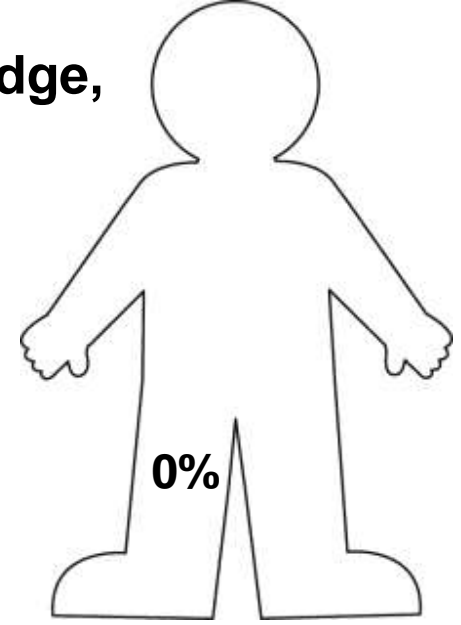
**Maize porridge,
500 g.**



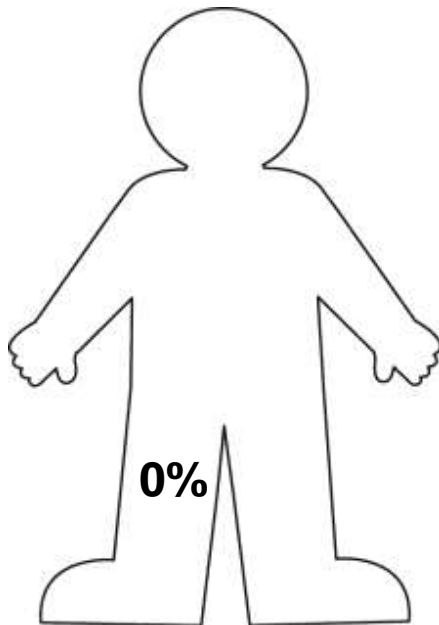
Energy 2000kcal



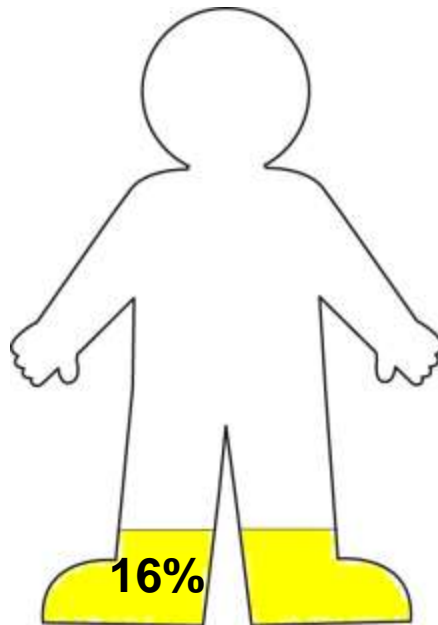
Protein 28g



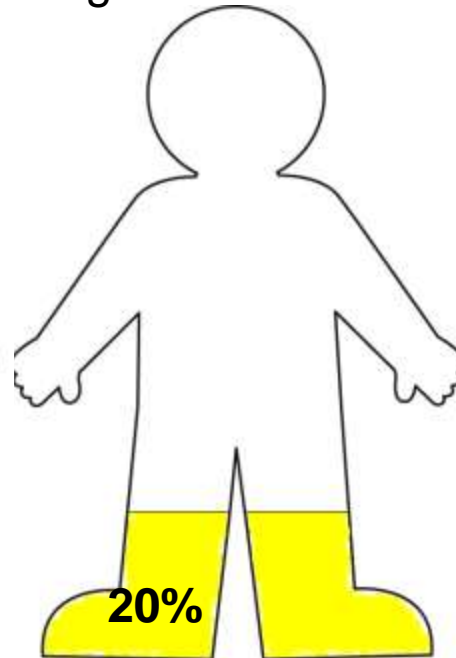
Vitamin A 700mcg



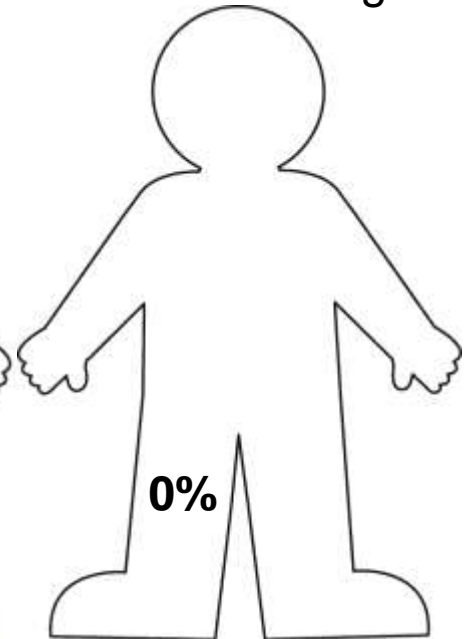
Vitamin C 45mg



Iron 37mg

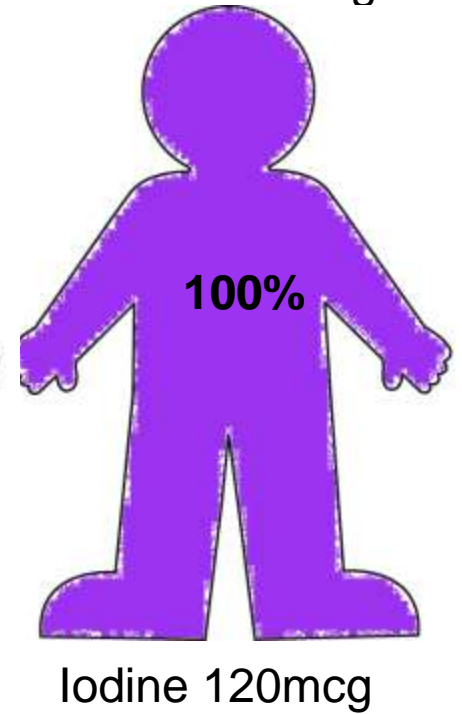
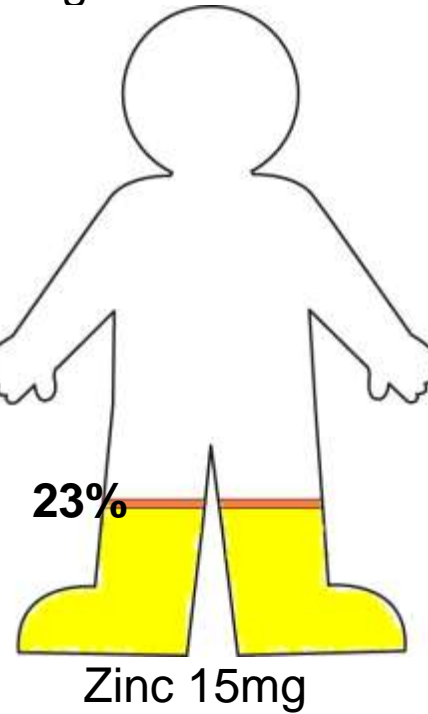
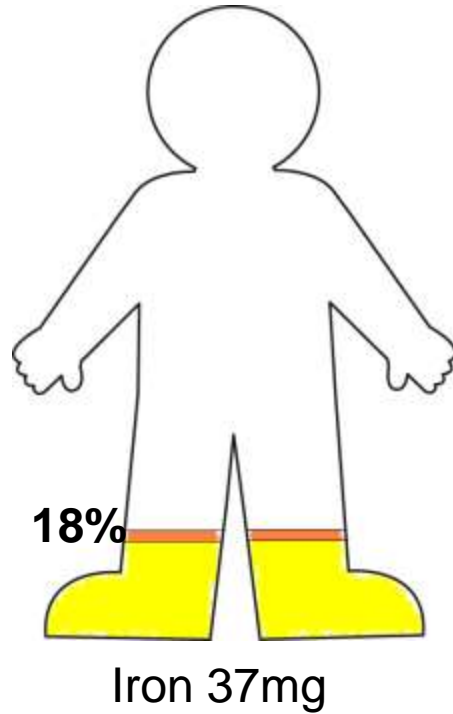
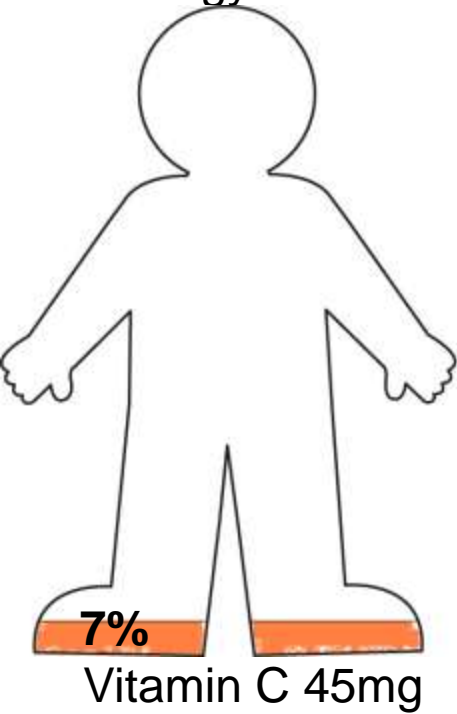
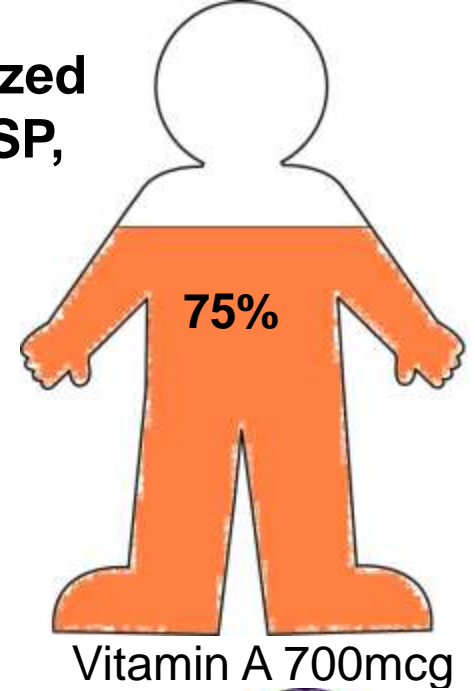
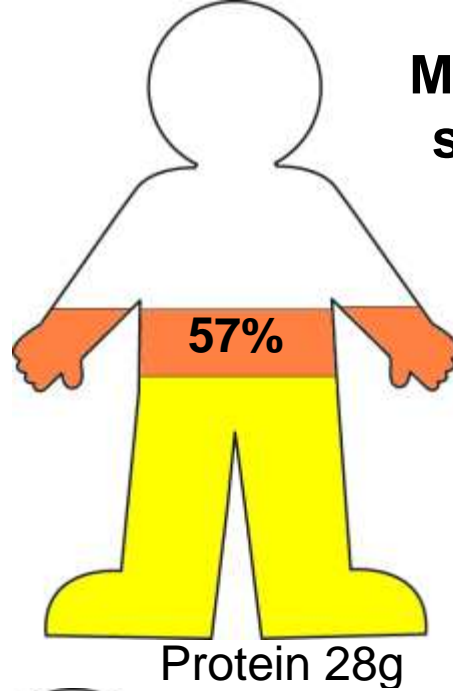
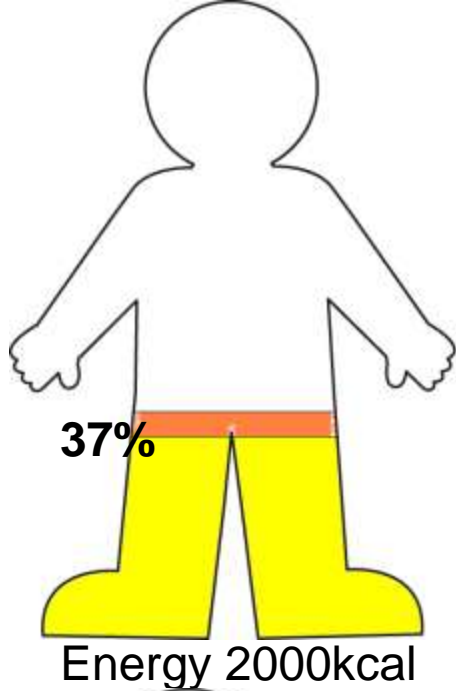


Zinc 15mg



Iodine 120mcg

**Maize, iodized
salt & OFSP,
100 g.**



Home-Grown School Feeding - 2

Mozambique highlights:

- National HGSF programme and phasing out WFP support gradually
 - **School feeding programme in food-insecure districts**
(100% geographical coverage) - includes WFP: local procurement of staples, links to small-holders + fortification and deworming
 - **Testing of decentralized food procurement models** (testing HGSF in 4 different agro-ecological zones - more diversified basket)
- School nutrition policy: 1) Provision of nutritious and diversified meals; 2) Nutrition education ; 3) School gardens
- Challenges: ensuring quantity and quality of food purchased from smallholder farmers; capacity of government to manage, implement and monitor HGSF
- But huge opportunities: markets for local farmers; synergies



Botswana highlights:

- Transitioned out of WFP support in 1990's
- Since 2003, gradual shift to decentralized procurement and use seasonal produce (presidential initiative in 2008) → Farmers change from producing staple food to other crops
- Local procurement → less need for storage of fresh produce; less money on transport, Creates jobs and increases income for local farmers
- Challenges: transition from centralised to decentralised system when district capacities are limited; climate constraints

Challenges - 1

Demand (consumer) side:

- Difficult to change people's tastes and preferences and to meet consumer expectations for taste
- Cultural background / religion / social trends → food habits and caring/feeding practices of young children
- Behavior change takes time / attitude to new products
- Knowledge gaps regarding nutrition and food preparation
- Aggressive marketing of convenience foods of poor nutritional value
- Communities have competing needs that compromise dietary diversity (e.g. if high preparation time)
- Time constraints
- Food policies (e.g. production subsidies, etc.) which can negatively impact on consumption patterns
- Socio-economic situation of households

Challenges - 2

Supply side:

- Limited availability and accessibility of foods with good nutritional value
- Instability in supply of food
- Affordability / cost of nutritious foods
- Food safety in supply chain
- Weak extension services
- Heavy focus on non-African species and staples (adding nutrients artificially)
- Costs of diversifying production and processing

Solutions - 1

Demand side:

- Nutrition awareness-raising and education at all levels (mass media, social media, politicians, local leadership, households), including cooking programmes and community demonstrations
- Food price regulations
- Regulations on advertising (e.g. punitive taxation for “immoral” advertising)
- Marketing techniques to raise nutrition awareness and promote healthy diets:
 - “Catch” consumers young and follow them through the years (ECD, primary, secondary) Integrating nutrition in school curricula – new concepts introduced early in life
 - Get the right person to promote foods with youth (e.g. youth for youth)
 - know your consumer + take into consideration their preferences when planning your production and marketing strategy
 - Adapt your targeting and packaging to address certain communities

Solutions - 2

Supply side

- Increasing production and processing to increase availability and reduce prices of diverse crops
- Food processing to ensure convenient preparation of nutrient-rich foods
- Food assistance programmes – cash or food
- Fortification / bio-fortification of widely used and affordable foods (for biofortification, use local varieties to ensure acceptability)
- Invest in extension and training / equip extension workers
- Promote indigenous species (including through research and development)
- Controls on food imports
- Community ownership, participatory approaches → Stakeholder ownership at community, household, individual levels to take responsibility of their health
- Innovative approaches that show value
- Integrate research components in our projects to keep improving

Recommendations related both to demand and supply

- Research on food consumption patterns to inform policies
- Political commitment – countries need to be held accountable in terms of budget allocations
- Developing strategies with communities based on technically sound principles, incorporating indigenous foods and knowledge systems