



**ACCELERATING
THE END OF HUNGER
AND MALNUTRITION**
— A GLOBAL EVENT —



Food and Agriculture
Organization of the
United Nations



INTERNATIONAL
FOOD POLICY
RESEARCH
INSTITUTE

TOWARDS HEALTHIER & SUSTAINABLE FUTURE FOOD SYSTEMS

Emerging Insights from Food System Innovations

Ruerd Ruben



RESEARCH
PROGRAM ON
Agriculture for
Nutrition
and Health

Led by IFPRI





Food System Approach

- ❑ Linking production to consumption/nutrition
- ❑ Dovetailing technical with behavioural change
- ❑ Focus on critical drivers of change
- ❑ Involving public, private & civic actors
- ❑ Matching local to global outcomes

→ ***From problem-solving to systems solutions***



Multiple Levels

Country

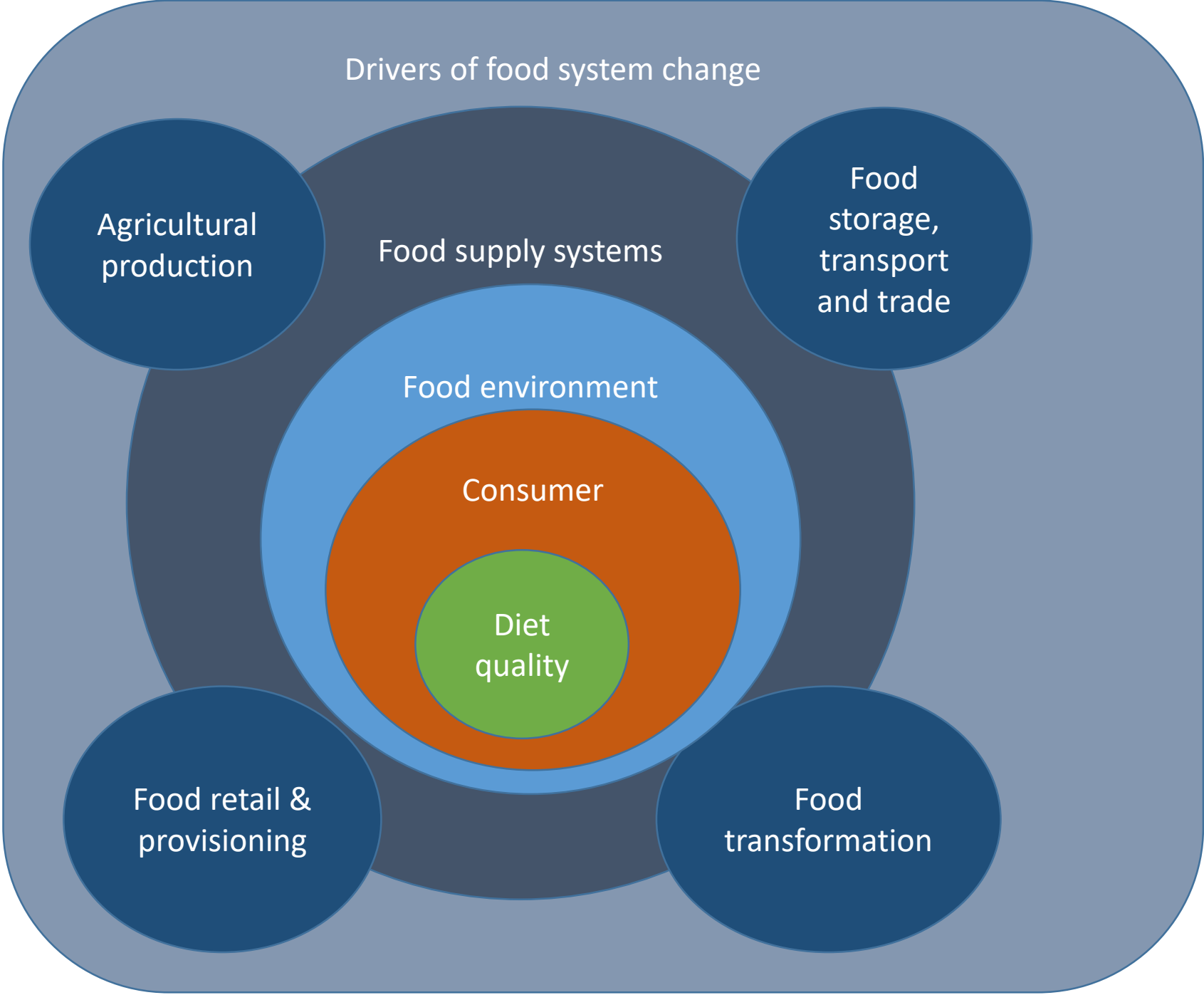
Region

Village

Neighbourhood

Family

Intra-household



Multiple Agents

Government

Producers

Traders

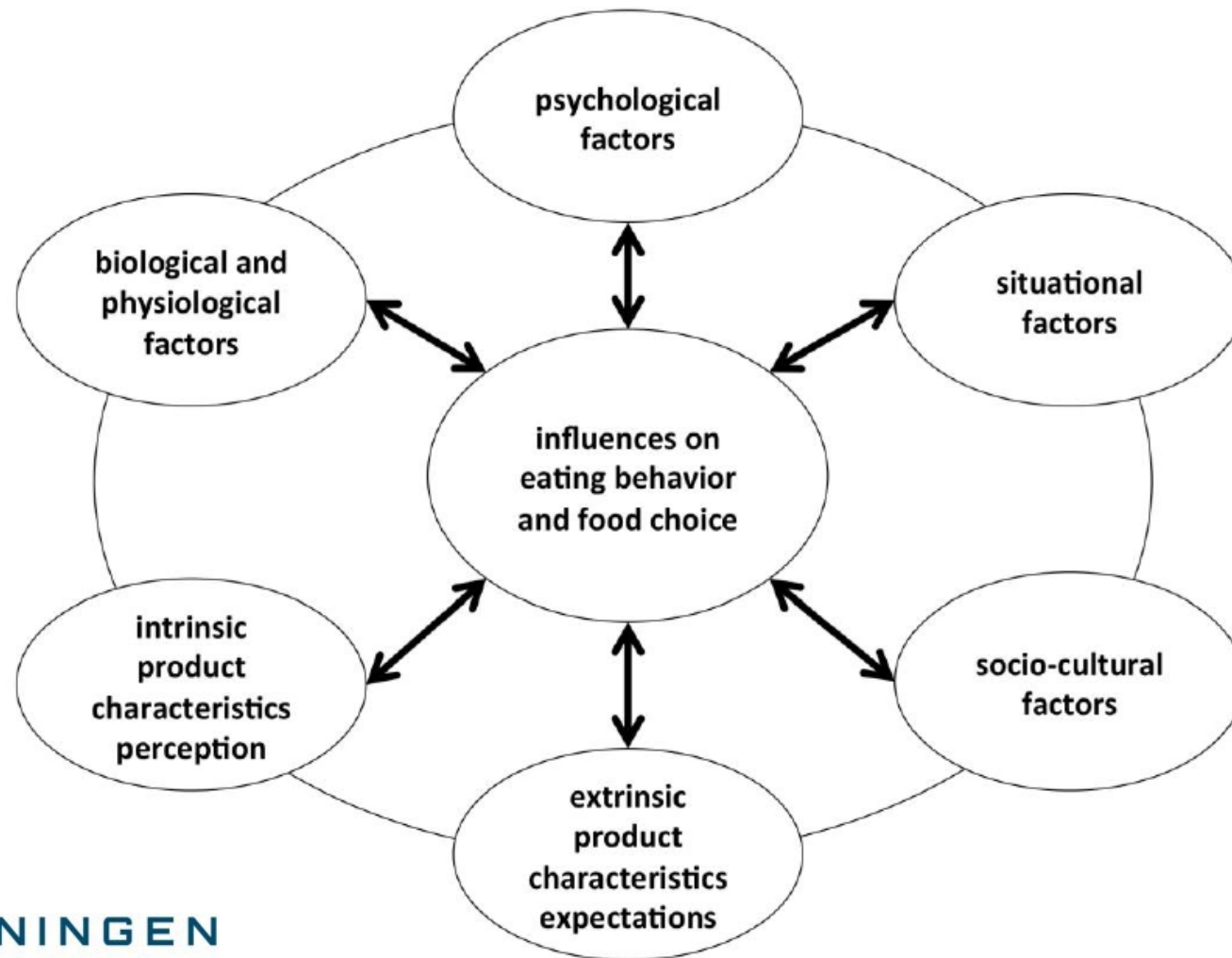
Retailers

Households

Persons



Diverse Motives for Food Choices

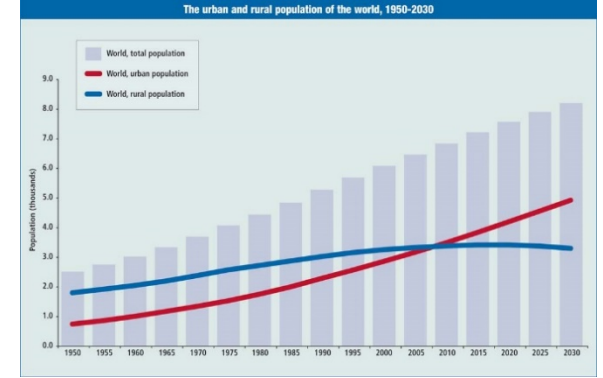


Eating Motivations

- Liking
- Habits
- Needs
- Physical well-being
- Convenience
- Pleasure
- Tradition
- Nature concerns
- Sociability
- Price
- Physical appeal
- Weight control
- Affect regulation
- External demands
- Social image



Main trends & challenges



Connectivity

- Supermarket expansion & out-of-home consumption
- Food prices & market volatility
- ICT revolution in agri-food value chain

Resource intensity

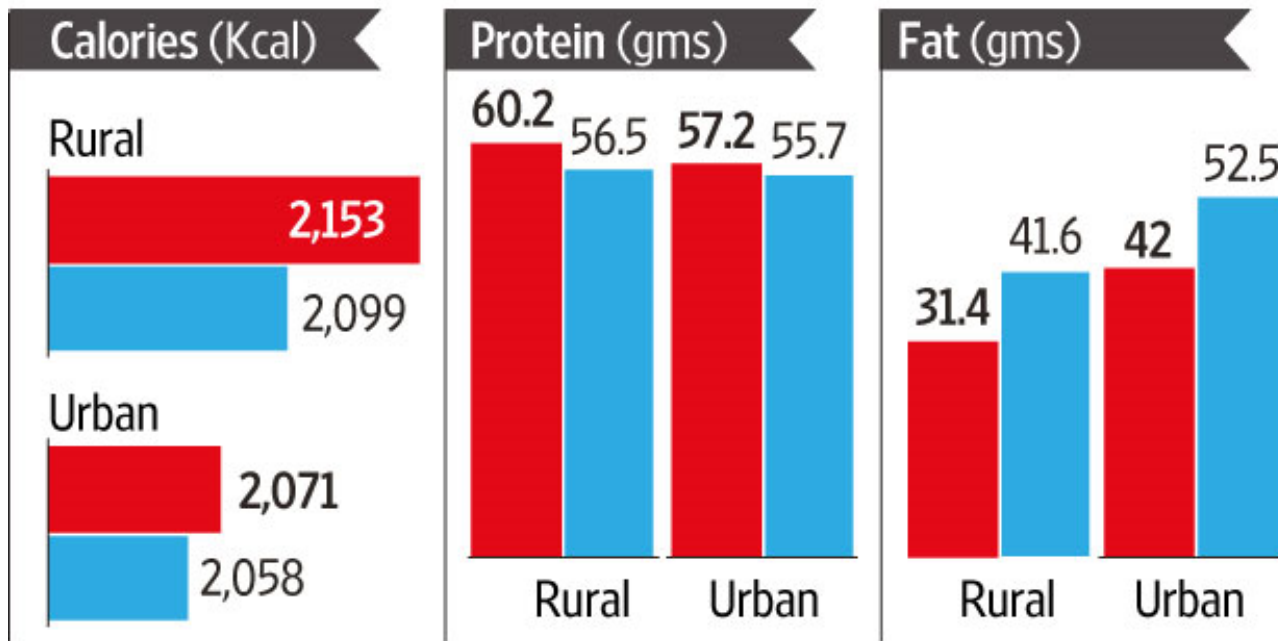
- Rapid urbanization & growth of megacities
- Climate change and yield gaps
- Dietary changes & protein transition



Changing Rural & Urban Diets

THE RURAL-URBAN DIVIDE

■ 1993-94 ■ 2011-12



Figures indicate per capita intake per day

Source: NSSO

Slowly reducing share of staples

Strong increase intake of (ultra)processed food

Moderate increase in fruit & vegetables

Rising demand for animal-based food

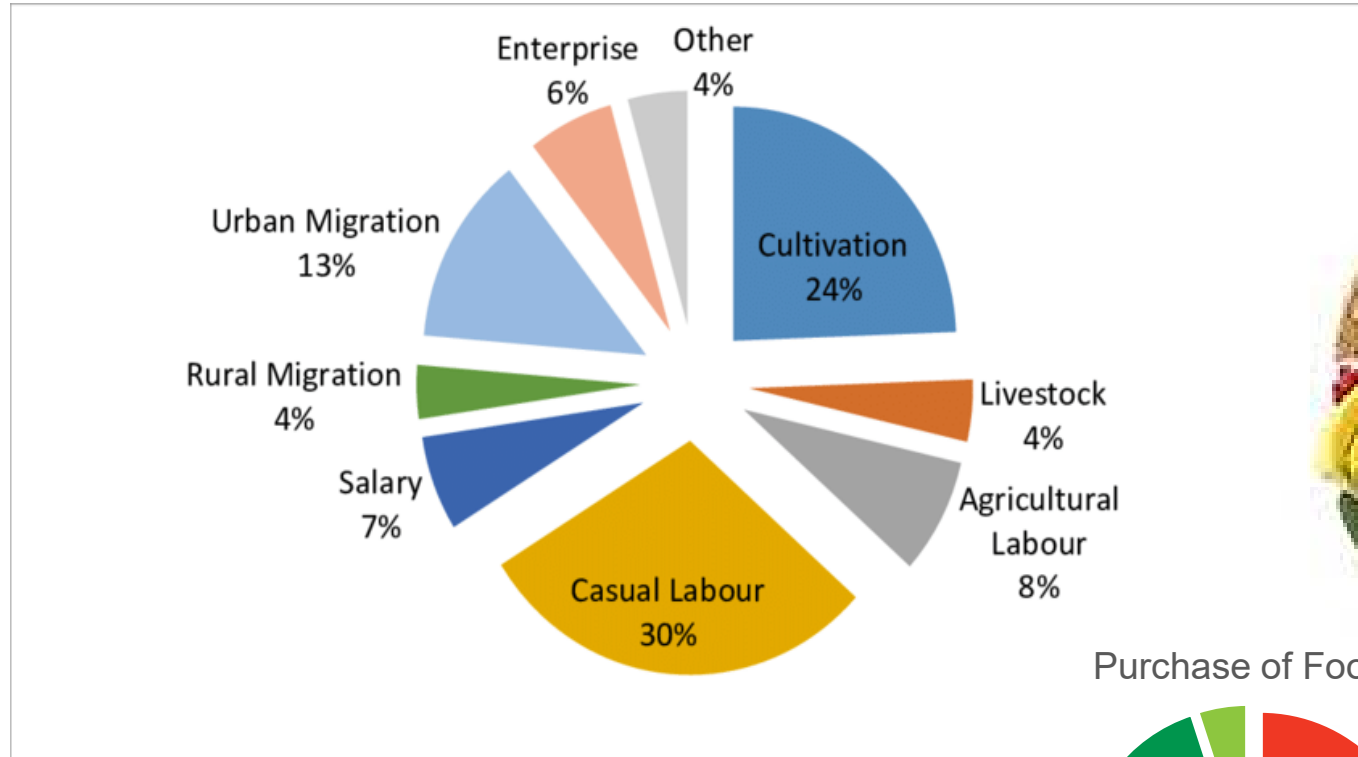


Multiple Markets

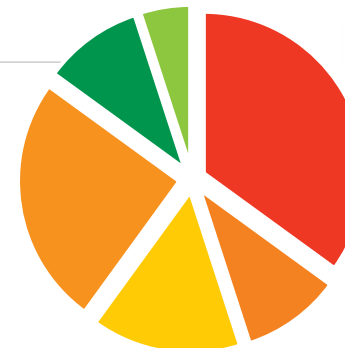




Food purchase from multiple income sources



Purchase of Food



- Open market
- Street vendors
- Corner shop
- Supermarket
- Fastfood
- Out-of-home

Income & market diversification
may support dietary diversity



Nutrition-sensitive & circular Value Chains

- Packaging & storage for reducing loss and maintaining quality
- Reducing lead time & extending shelf life
- Efforts at the start of the value chain give returns at the end
→ agency coordination required
- Also promising for local vegetables varieties with high nutrient content





From institutional to home consumption

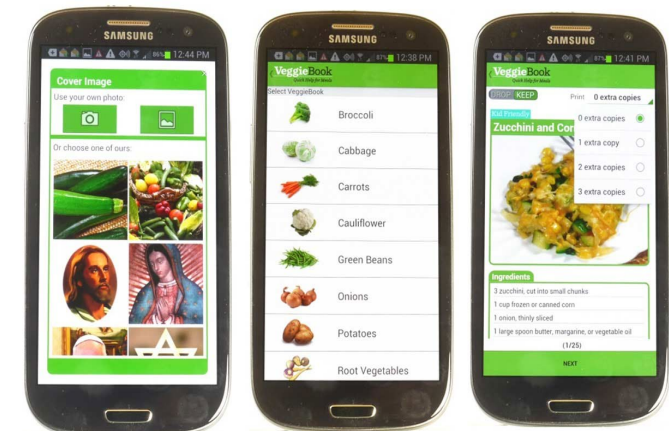
- School meals , hospital & prison canteens, company restaurants
- Support school enrollment and workplace attendance
- Direct nutritional effects (social protection; rapid hospital recovery)
- Spillovers to household behaviour





Personalized nutrition

- Nutritional labelling (Organic, Sustainable, Fair, GMO)
- ICT opportunities: internet shopping & home delivery (+ gender empowerment)
- Tailoring food supply to individual demands and needs (vouchers; Veg-on-Wheels)
- Individualized messages: Bar / QR codes in health apps , prompting healthy food





Pull & push policies

- Nudging consumers towards healthier food choices
- Retail environment influences 'easiness' of food choices
- Moderating intake of candies and soft drinks (barriers)
- Taxing sugar and fat content (or: provider-get subsidies)





Public – private partnerships

Public Policies

- Price & non-price support for healthier food
- Focus on availability, safety & easiness
- Community platforms for procurement of healthy foods

Private Contracts

- Long-term contractual delivery agreements
- Involvement of all supply chain agents
- Mainstreaming sustainability & fairness (living wage)



Outlook & Future Challenges

1. Tailoring food supply to consumer's motives & social norms
2. Public role for shaping a conducive (urban) food environment
3. Business partnerships to uplift food standards
4. Citizen platforms to enhance neighbourhood participation
5. Experiments towards food systems co-innovation

Thanks for your attention

