

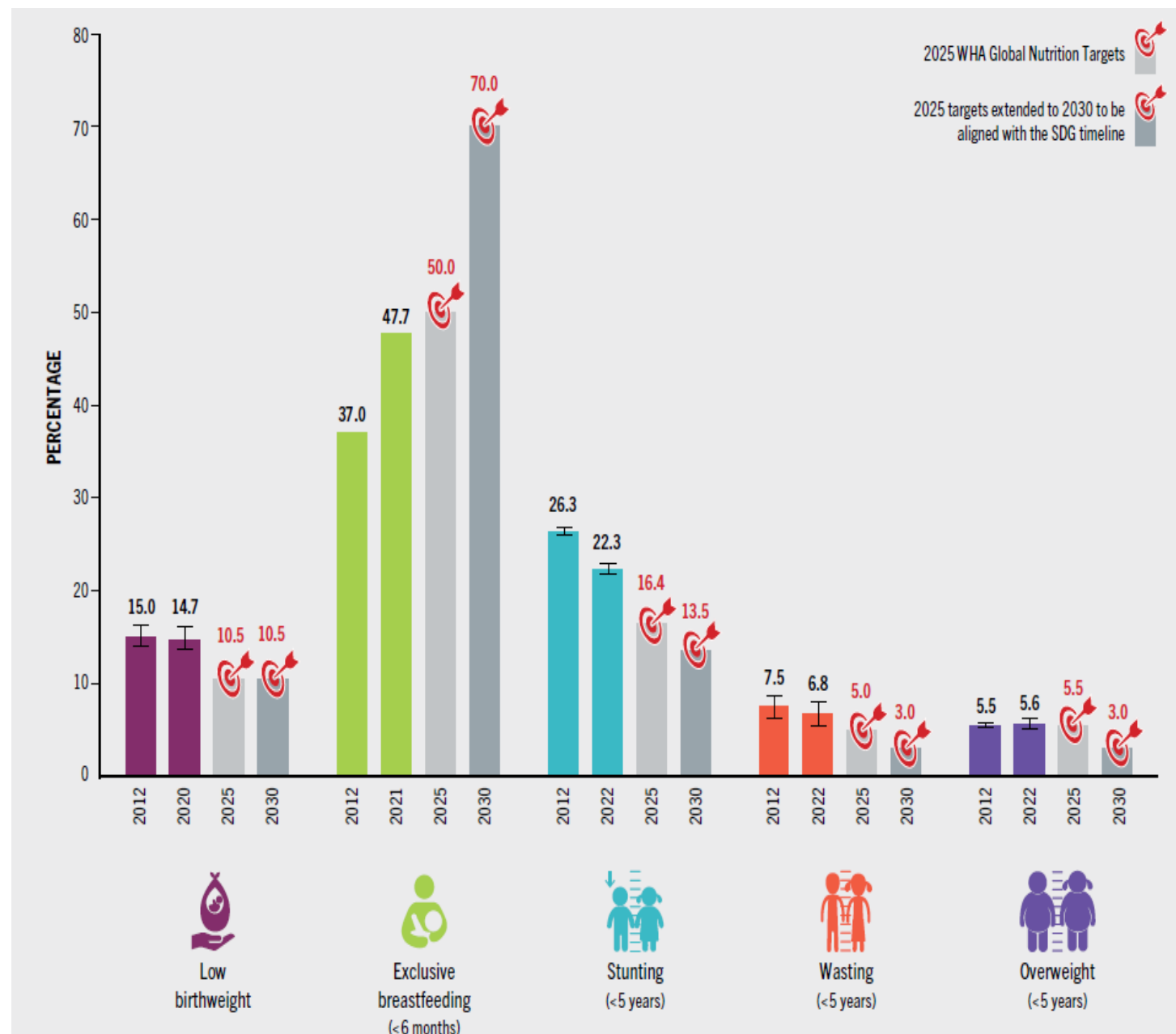
***Healthy diets from sustainable food systems:***  
**What are they and what can industry do to enable them?**

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## Context

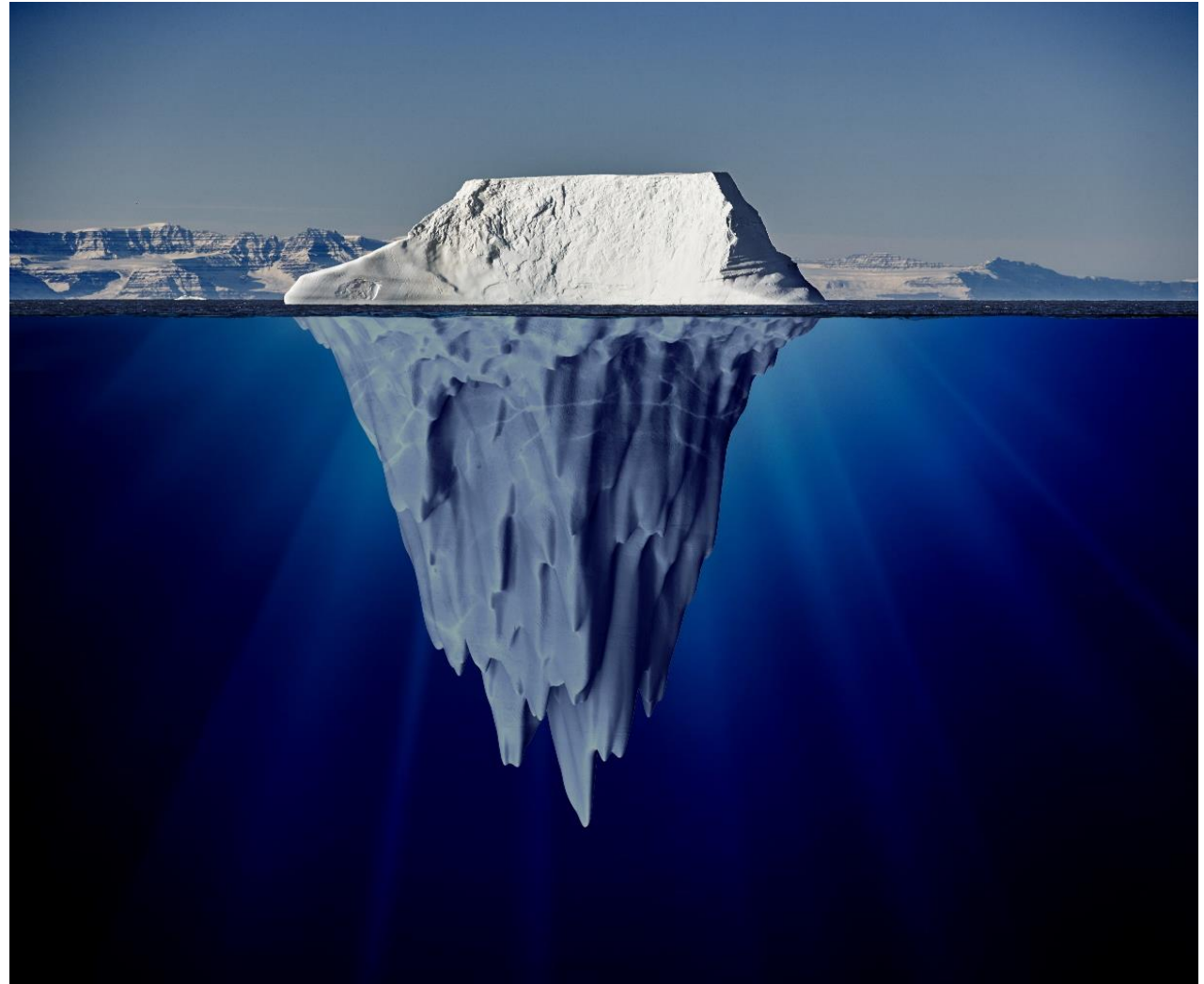
The world is off track to meet most of the globally agreed nutrition goals



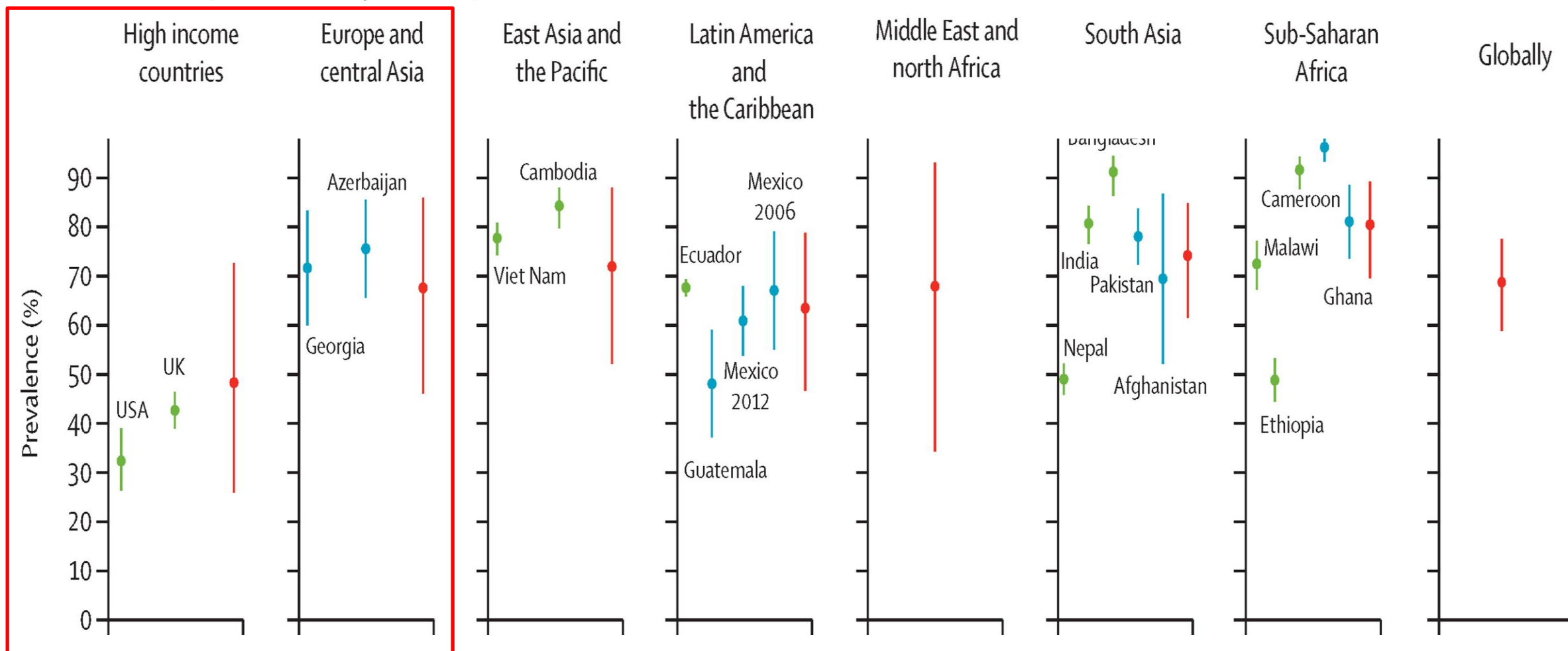
# Indicators measure are only the tip of the malnutrition iceberg

1.6 billion women and pre-school aged children are deficient in one or more vitamins and minerals

This affects most countries, including high-income



# Global and regional micronutrient deficiency prevalence among women aged 15–49 years: *estimates modelled from available data for Iron, Zinc, Folate in 20 countries*



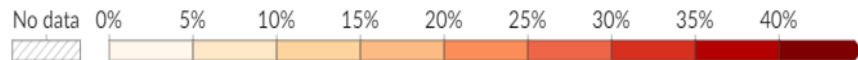
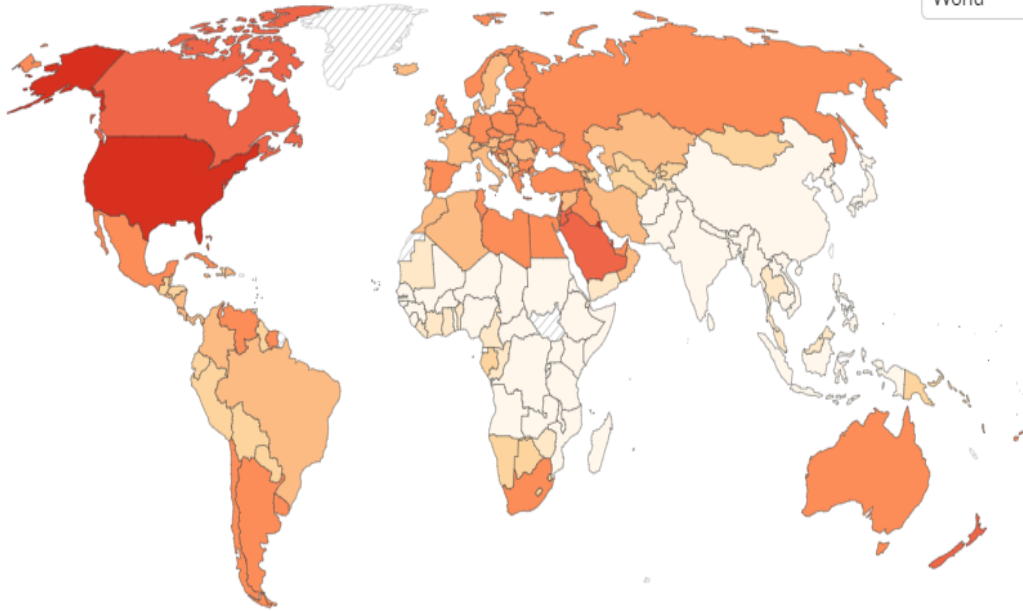
# Obesity is increasing in all world regions

## Obesity in adults, 2006

Estimated prevalence of obesity, based on general population surveys and statistical modeling.

Our World  
in Data

World



Source: WHO, Global Health Observatory (2022)

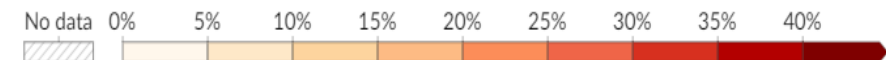
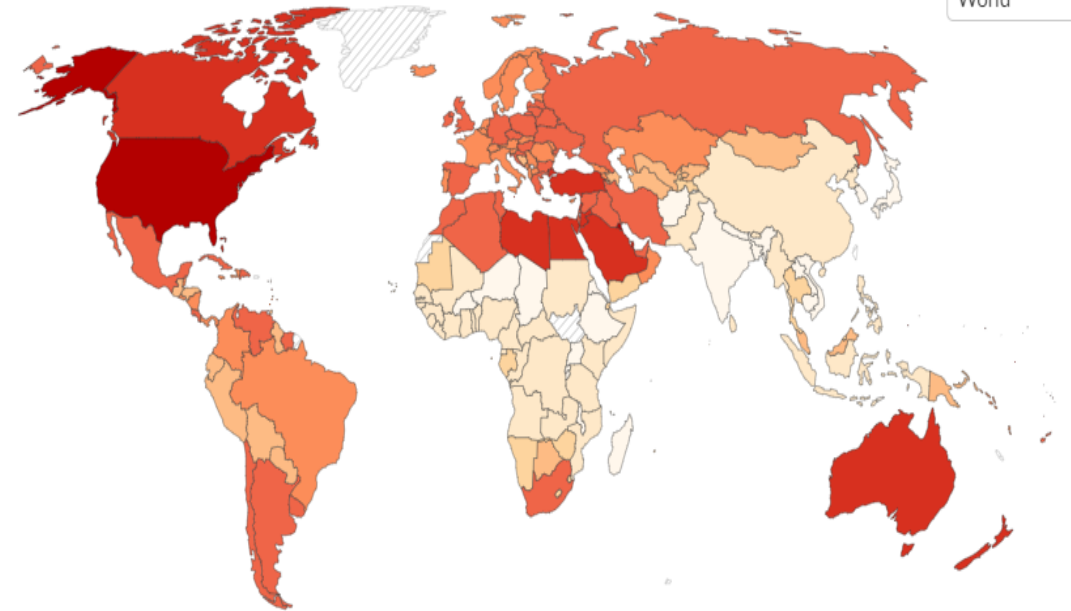
OurWorldInData.org/obesity • CC BY

## Obesity in adults, 2016

Estimated prevalence of obesity, based on general population surveys and statistical modeling.

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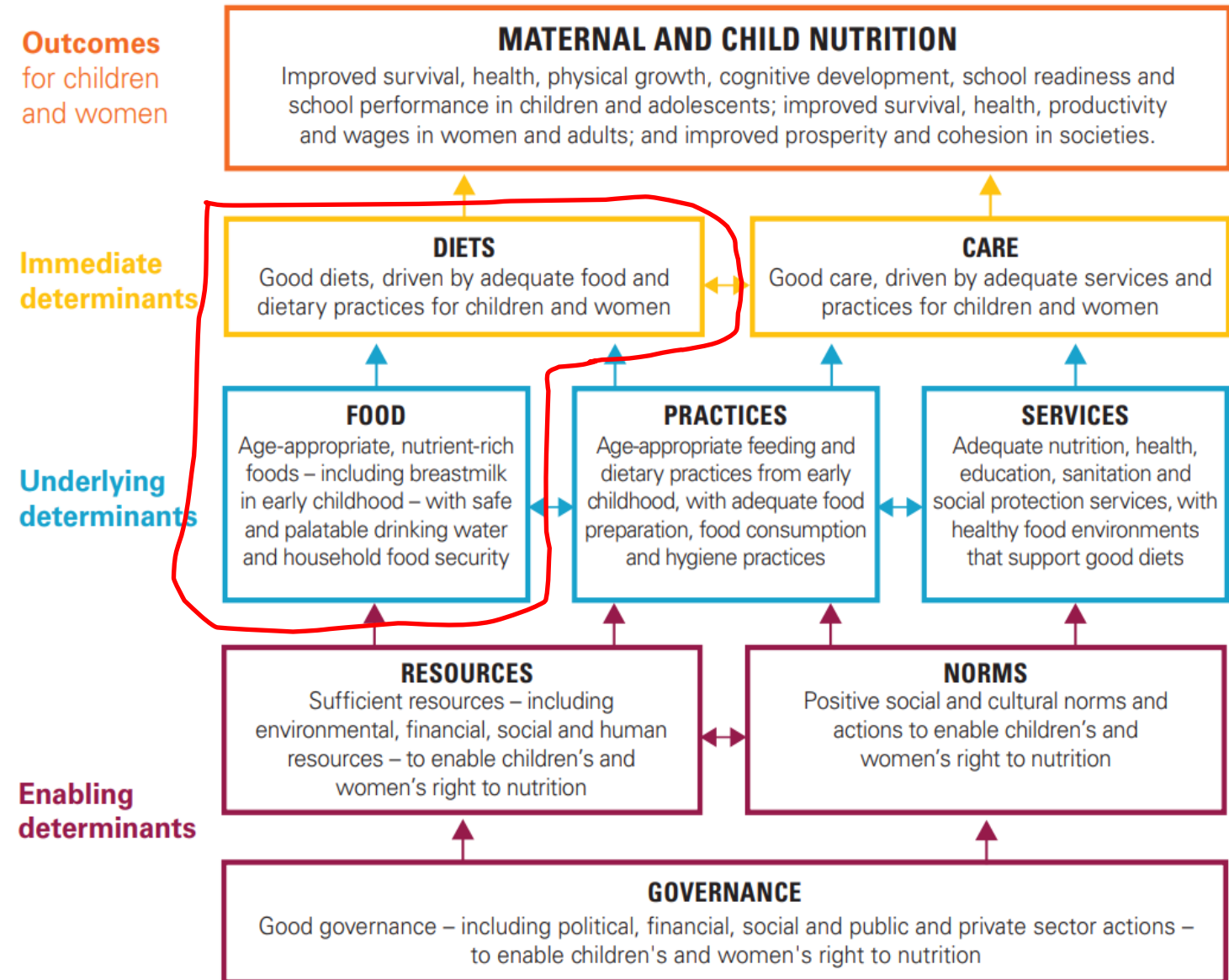


Source: WHO, Global Health Observatory (2022)

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All forms of malnutrition have multiple causes....

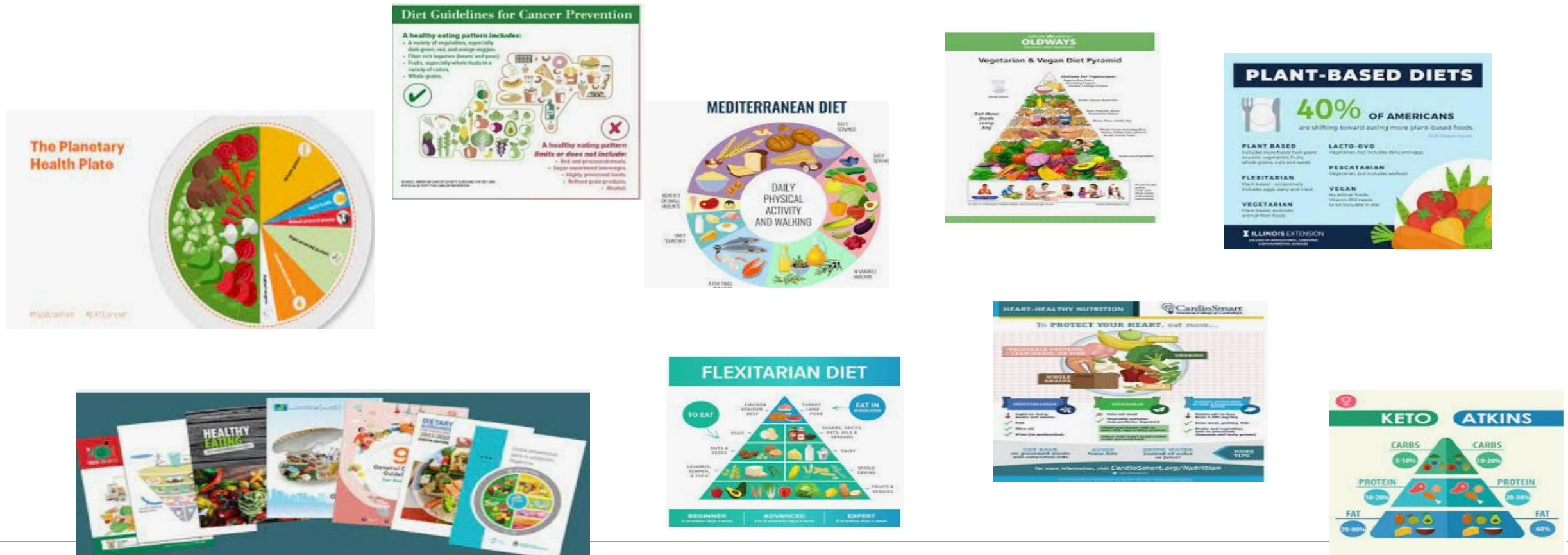
Unhealthy diets are a common cause of them all





# What is a healthy diet?

## ...mixed and sometimes contradictory messages in public media and even in scientific publications



# To achieve consensus, we must separate:

## ***“Healthiness of diets”***

- A set of core underlying principles of what constitutes *healthy* for the human body
- ***Universal***

## ***“Dietary patterns”***

- The way in which foods are combined into diets over time
- ***Highly contextual***
- Influenced by availability, affordability, preferences, culture, traditions, religion etc.
- May be motivated by social, environmental or other considerations of food production



# How does that translate into what we eat??

## *“Dietary patterns”*

The combinations of foods consumed over time and in context

National food based dietary guidelines

- Developed based on local considerations – preferences, traditions, availability, affordability etc
- Used to inform consumers
- Should be a tool for policy making
- Recipe for industry priorities



Fruit, vegetables, nuts and seeds an important part of a healthy diet as sources of essential nutrients (adequacy)

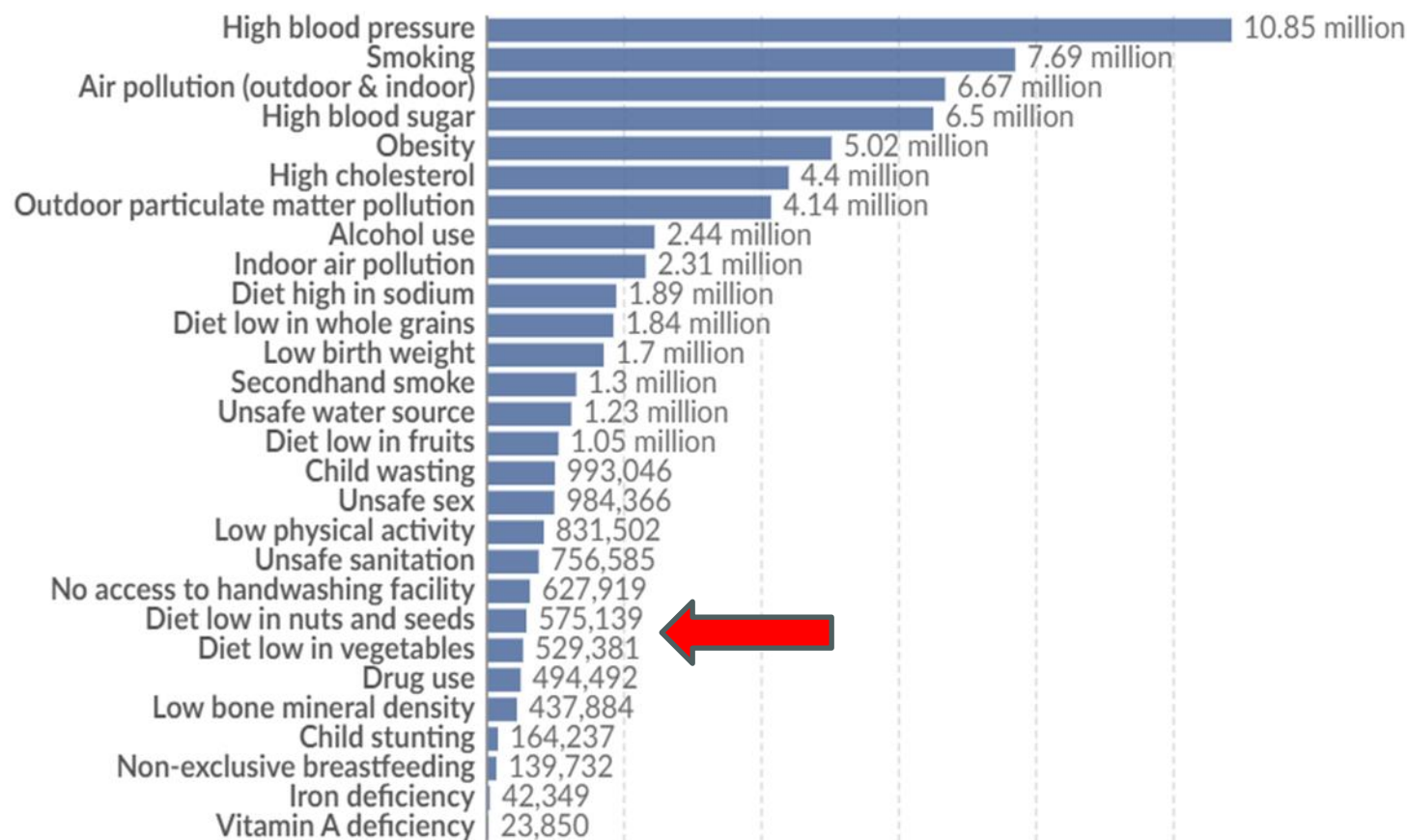
Low consumption is itself a risk factor for morbidity and mortality

## Deaths by risk factor, World, 2019

The estimated annual number of deaths attributed to each risk factor. Estimates come with wide uncertainties especially for countries with poor vital registration.

Our World  
in Data

[↻ Change country or region](#)



Source: IHME, Global Burden of Disease (2019)

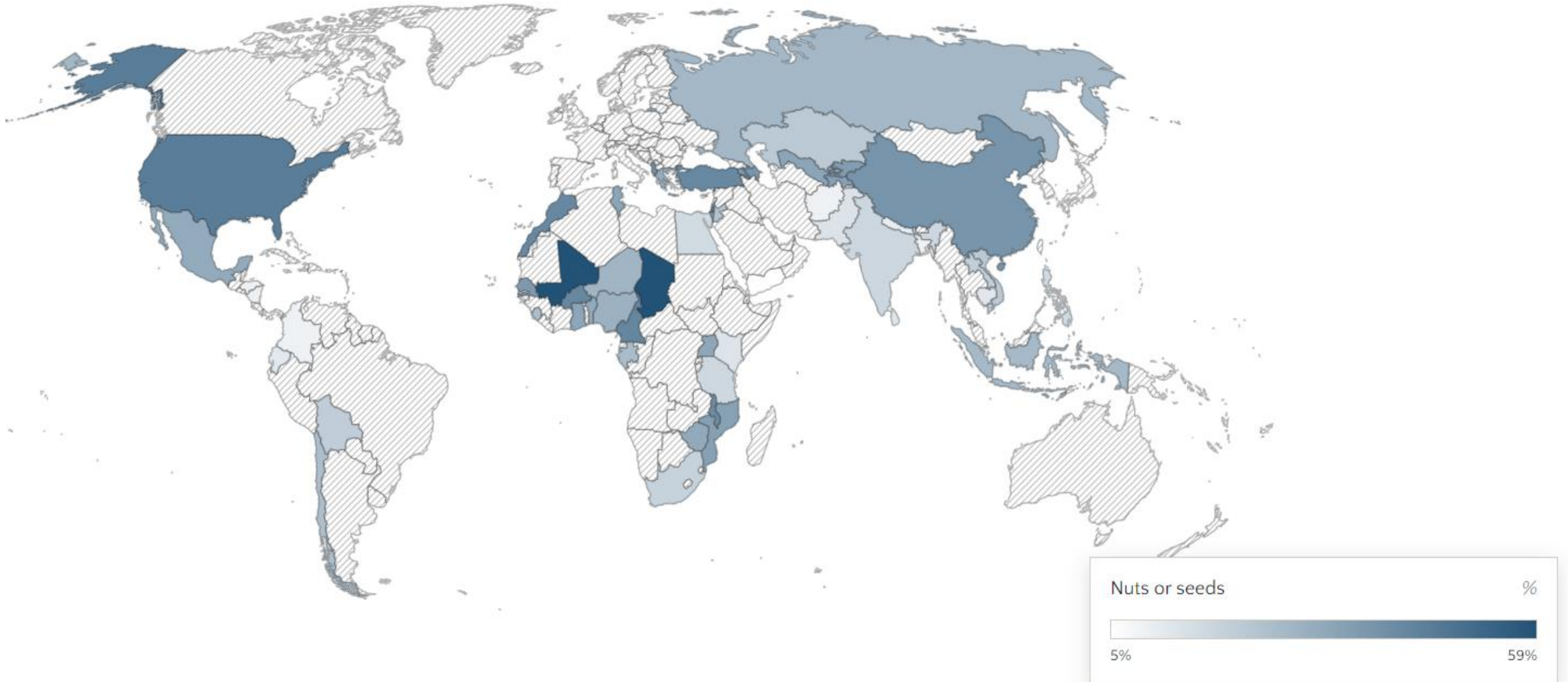
OurWorldInData.org/causes-of-death • CC BY

Note: Risk factors are not mutually exclusive: people may be exposed to multiple risk factors, and the number of deaths caused by each risk factor is calculated separately.

# Some reflections on Frucom in the context of healthy diets from sustainable food systems



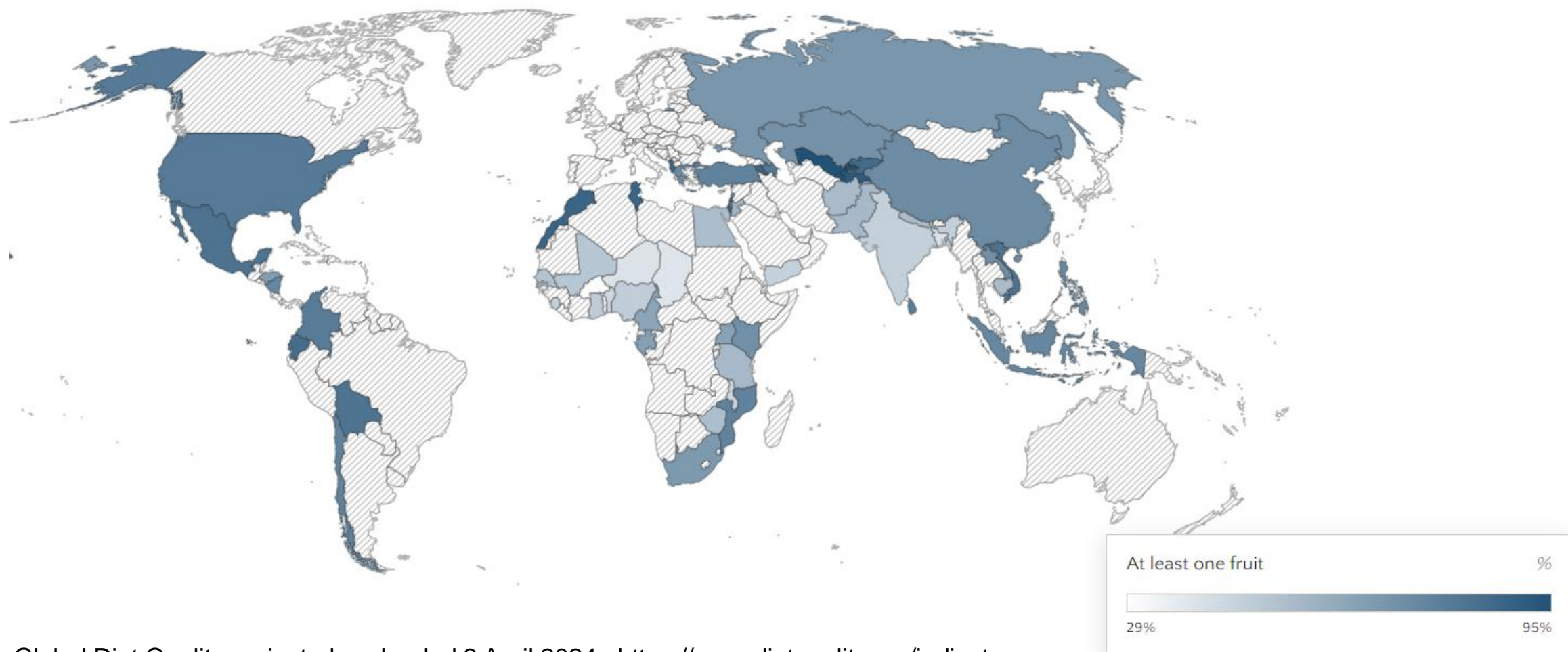
# Consumption of nuts and seeds is low in most countries for which data are available (*and data are missing for many countries!*)





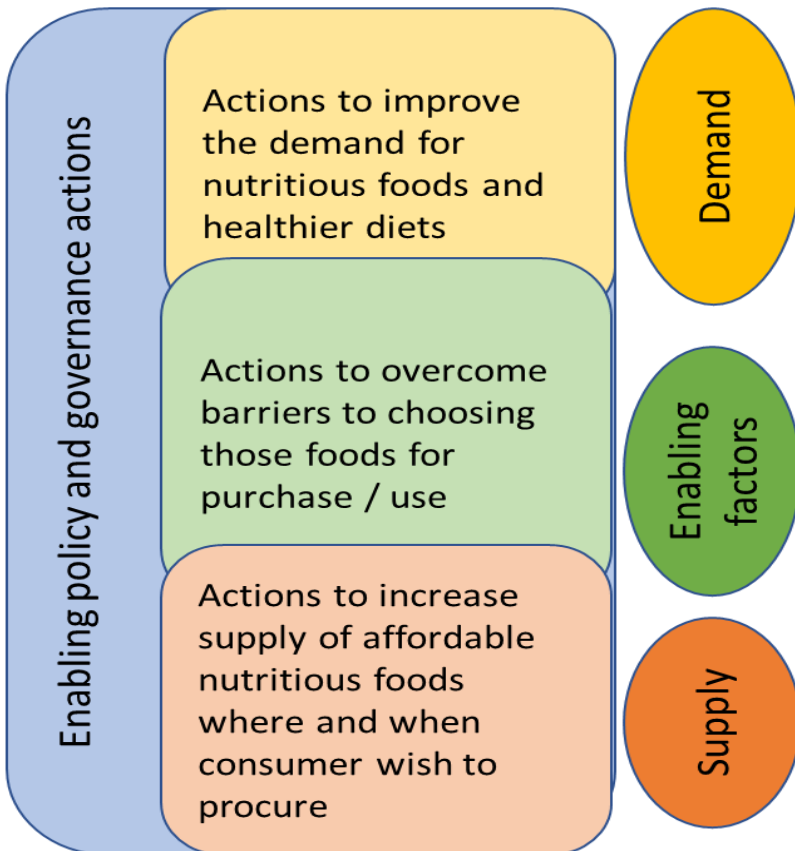
# Proportion reporting consumption of at least one fruit

*– data on dried fruit consumption are not systematically collected/ reported*

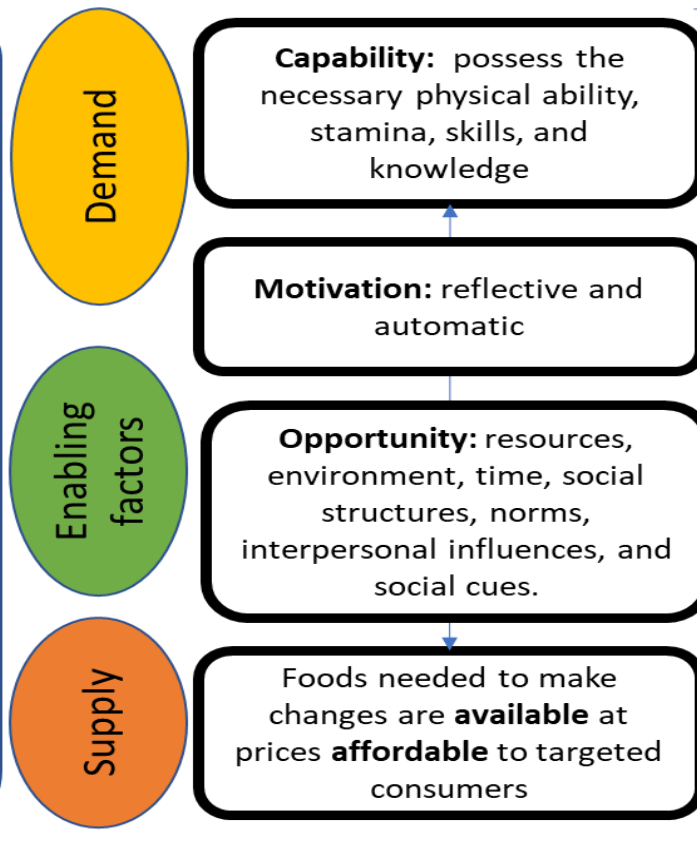


# Changing dietary patterns is complex

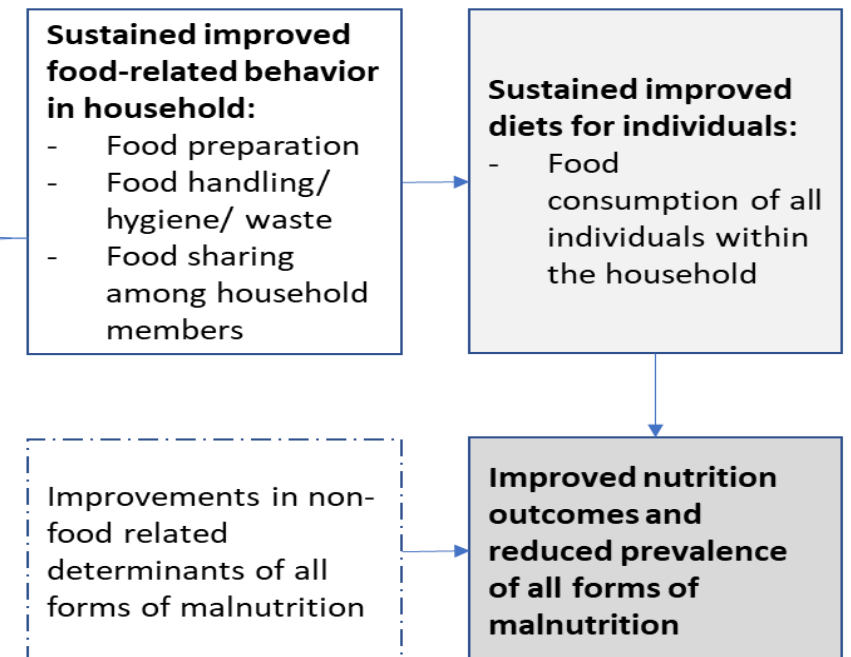
## Policy and programmatic actions to improve food systems:



## Food purchase/use decisions influenced by:



## Food-related decisions within the household favor healthy diets and improved nutrition:

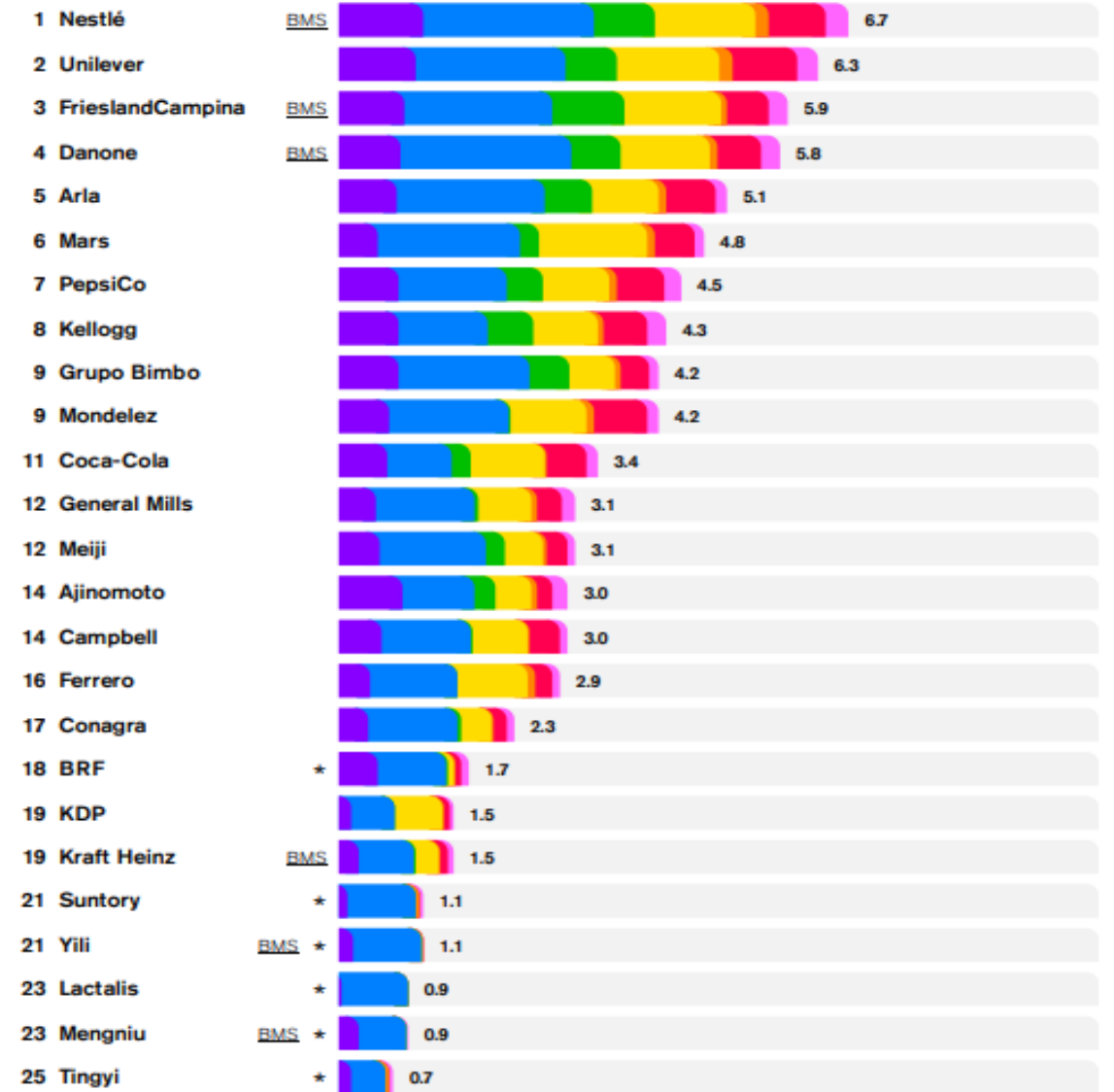




# Industry is needed to...

..enable consumers to make needed dietary shifts towards healthy diets and sustainably produced foods

- Prioritize nutritious products
- Enabling business policies and practices
- Data sharing can contribute to data consumption gaps



Governance



Products



Accessibility



Marketing



Lifestyles



Labeling



Engagement

# Several specific examples



- *Evidence-based:* Latest evidence inform advertising and labelling
- *Aspiration:* Marketing portrays aspiration for healthy diet and nutritious foods
- *Convenient:* Where and when low-income consumers shop
- *Market segmentation:* Available and affordable products for low-income consumers

# Enormous opportunity to contribute to dual aims of healthy diets and sustainability

## Reduced food loss and waste

- Freezing
- Drying
- Canning

- Set and achieve specific FLW targets
- Support efforts enabling use of frozen, dried, canned foods in procurement countries

Thank you

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