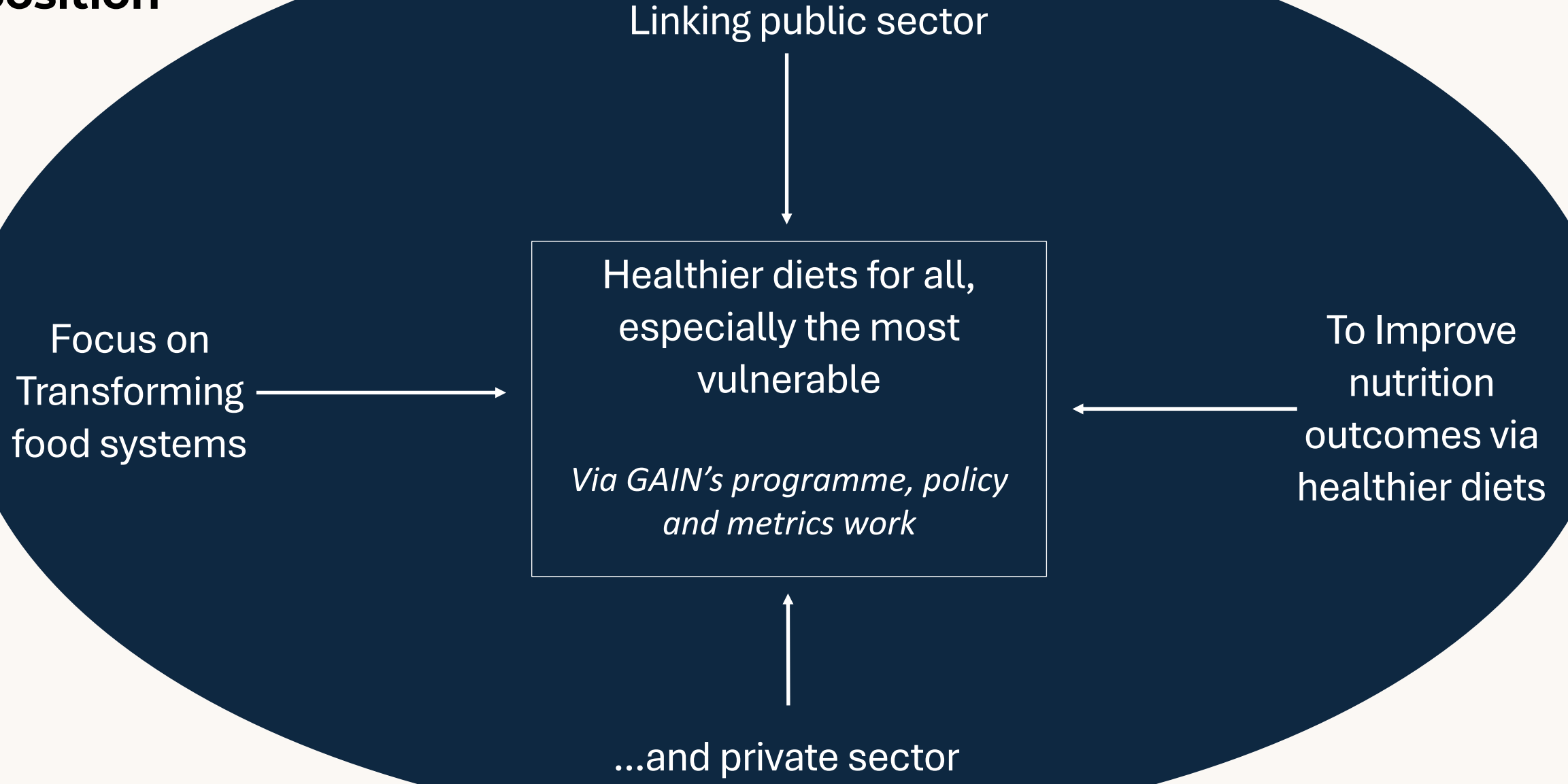


# **Opportunities for public-private action in mainstreaming nutrition in agriculture, food systems, and rural development investments**

**Lawrence Haddad**  
**Executive Director**  
**The Global Alliance for Nutrition (GAIN)**



# GAIN's strategic position



## What we want the private sector to do

Supply more nutritious foods in marketplace

Supply more nutritious foods in workforce

Supply more nutritious foods to public sector programs

Supply less unhealthy foods in marketplace

## How we incentivise the private sector using development funding

- Blended finance for SMEs producing, processing, distributing, and selling nutritious food, de-risks returns for private investors.
- TA to SMEs supplying nutritious foods & build pipelines of SMEs in nutritious food space
- Build demand for nutritious foods

- Work with companies and business networks to champion investing in healthier diets for their workforces. In rural and urban settings.
- Aligns nutrition of workers with company bottom lines. More productivity, fewer turnover, absenteeism, accidents

- Work with governments, businesses and schools to include nutritious foods in procurement criteria (e.g. pulses, or fortified or nutrient-enriched foods) which can be supplied by local businesses
- Work with social protection policy designers to stimulate local production of nutritious foods

- Work with youth campaigns to alert them to the dangers of unhealthy food and how to avoid them
- Create campaigns for eating that blend left and right brain approaches
- Develop science-based metrics that incorporate healthy and unhealthy food components

## GAIN Example

- N3F: The Nutritious Foods Finance Facility
- SUN Business Network
- Food Culture Alliance

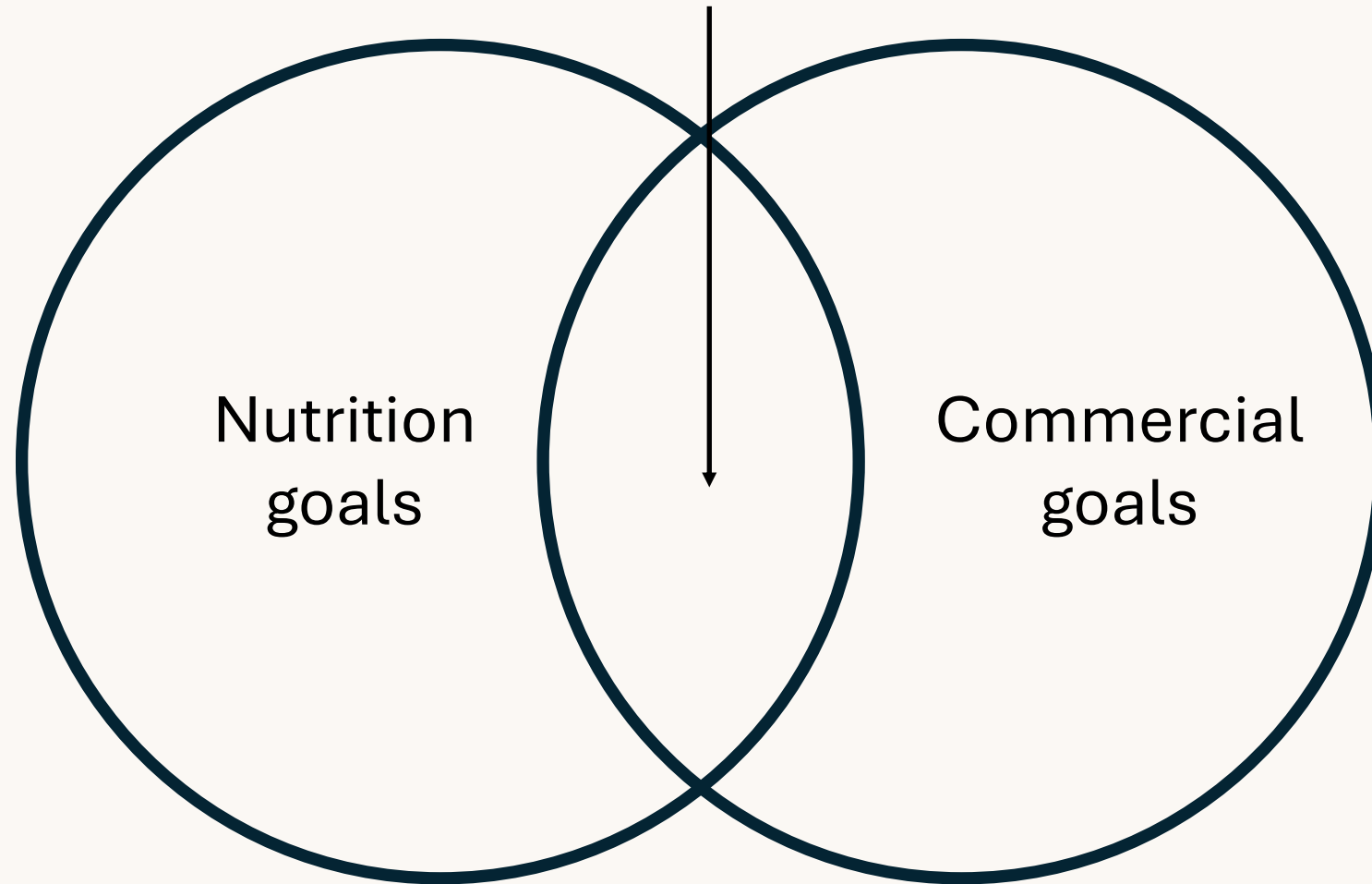
Workforce Nutrition Alliance in countries and globally

Various social protection programs in Africa and Asia under Nourishing Food Pathways program

- Act4Food youth campaign
- “Emo-demo” campaigns
- Global Diet Quality questionnaire & The “Nutritional Value Score”



A space waiting to be populated  
with great investments



# Thank you

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 Global Alliance for Improved Nutrition

