



**IFBA Comments for the Online Consultation on  
“Maximizing the Impact of the UN Decade of Action on Nutrition”**

The International Food & Beverage Alliance thanks the FAO and the UNSCN for the opportunity to provide comments on the development of the Work Programme of the UN Decade of Action on Nutrition.

We welcomed the UN General Assembly resolution proclaiming 2016-2025 as the Decade of Action on Nutrition as a call for global action in tackling the critical issues of poverty, malnutrition and NCDs.

We believe nutrition has a central role to play in achieving global well-being. We also believe that business has both an incentive and a responsibility to be part of the global effort to reduce malnutrition and improve nutrition.

We recognize the important and unique role the food and non-alcoholic beverage industry has to play in global nutrition and have been doing our part to help consumers worldwide achieve healthy and sustainable diets. We are formulating and innovating products that support the goal of improving diets – reducing key nutrients of public health concern, adding nutrients to reduce micronutrient deficiencies and promoting food components and food groups beneficial for good health, such as fibre, whole grains, fruits, vegetables and low-fat dairy. We are providing nutrition information to consumers to help empower them to make informed dietary decisions tailored to their needs and lifestyles; restricting marketing to children; and promoting balanced diets and healthy lifestyles in our workplaces and in the communities we serve.

As food and beverage companies that both depend on food production for its raw material and seek to deliver nutritious foods and beverages to consumers, IFBA members are committed to sustainable agriculture and the transition to a sustainable food future – innovating more food choices by using fewer natural resources. More effective management of inputs to agricultural production (soil health, land use, water, pest management, etc.) is critical to support improved environmental impacts. Adoption of new technologies and practices will also help to optimize efficiencies, reduce post-harvest waste and improve overall sustainable production. Companies are also working with their suppliers and smallholder farmers, including female farmers, to promote sustainable supply chains, helping to increase farmer knowledge and yields, improve their livelihoods and build thriving communities.

The lack of water, sanitation and hygiene is one of the greatest obstacles to poverty alleviation and economic growth in many countries. All people must have access to a safe food and water supply. IFBA members are committed to ensuring that consumers and the communities in which IFBA companies operate have safe and affordable water supplies. We are investing in innovative processes and new technologies to promote efficient and sustainable use of water for economic development and supporting programmes worldwide that provide access to safe and clean water and improve sanitation and hygiene behaviours.



Achieving the full impact of nutrition on health and the sustainable development goals requires a whole-of-society approach and collaboration among governments, civil society and the private sector.

Experience has shown that collaborative multistakeholder actions represent not only one of the most cost-effective ways to address public health challenges, but are, in fact, the only way to tackle these global complex issues. We have committed our resources and expertise to do our part.

### **Critical activities to be included in the Work Programme**

- A successful decade: For the purposes of defining and prioritizing the appropriate interventions, we believe it is important that the drafters of the Work Programme define what a successful decade will look like.
- A holistic approach: Nutrition crosses all sectors and all stakeholders. Success in addressing the challenge of malnutrition depends not only on food security and agriculture, but also on education, health and social development.
- Government leadership: Achieving collaborations that engage non-State actors requires a systematic approach, a sustained alignment of efforts based on an agreed set of actions and an enabling environment, led by governments.
- Clearly defined roles and responsibilities: Clear rules of engagement and defined expectations, roles and responsibilities of each non-State actor is critical.
- Evidence-based strategies and policies: Interventions must be supported by strong scientific evidence of what works and why. We need to understand what types of policy initiatives are likely to be most effective and cost-effective.
- A flexible set of interventions: Given the unique needs of different countries, the Work Programme will require a comprehensive set of interventions, capable of being modelled to meet countries' needs.
- Best practice models: We must all work to identify and share good practice from around the world and increase access to knowledge and innovations that will inform and enhance the effectiveness of the interventions. A database of case studies and best practice models could be gathered and analyzed to determine the appropriateness or scalability of certain interventions in different settings and regions. Public-private partnerships and commitments that have already been developed, for example, the Global Alliance for Improved Nutrition (GAIN) and the SUN Business Network, offer the potential for further scaling.
- Behaviour change: Promoting change and raising awareness of the importance of good nutrition among all consumers through public education campaigns and in schools and communities is critical and will require a collective effort by all stakeholders.
- An accountability framework: With clearly defined roles and responsibilities for all stakeholders, specific indicators, and a robust mechanism to monitor policy development and implementation and assess the effectiveness of the interventions. We all share a collective responsibility to address this global challenge and believe all stakeholders must have a hand in the development of accountability mechanisms.

INTERNATIONAL  
FOOD & BEVERAGE  
ALLIANCE

- Interim targets: We recommend the Work Programme include interim targets and a commitment to conduct updates, say every 3-4 years throughout the Decade to ensure ongoing progress and to allow for an accelerated process if necessary.

We look forward to working with all stakeholders and exploring new collaborations as we all work to end hunger and eradicate malnutrition worldwide.

11 October 2016