



Partnering for Healthier Food Systems & Nutrition: SMEs and Food Regulators in Focus

STAKEHOLDER NUTRITION DIALOGUE

Pakistani Entrepreneurs as Advocates for Nutrition:
Inputs for Nutrition for Growth (N4G) Summit 2025

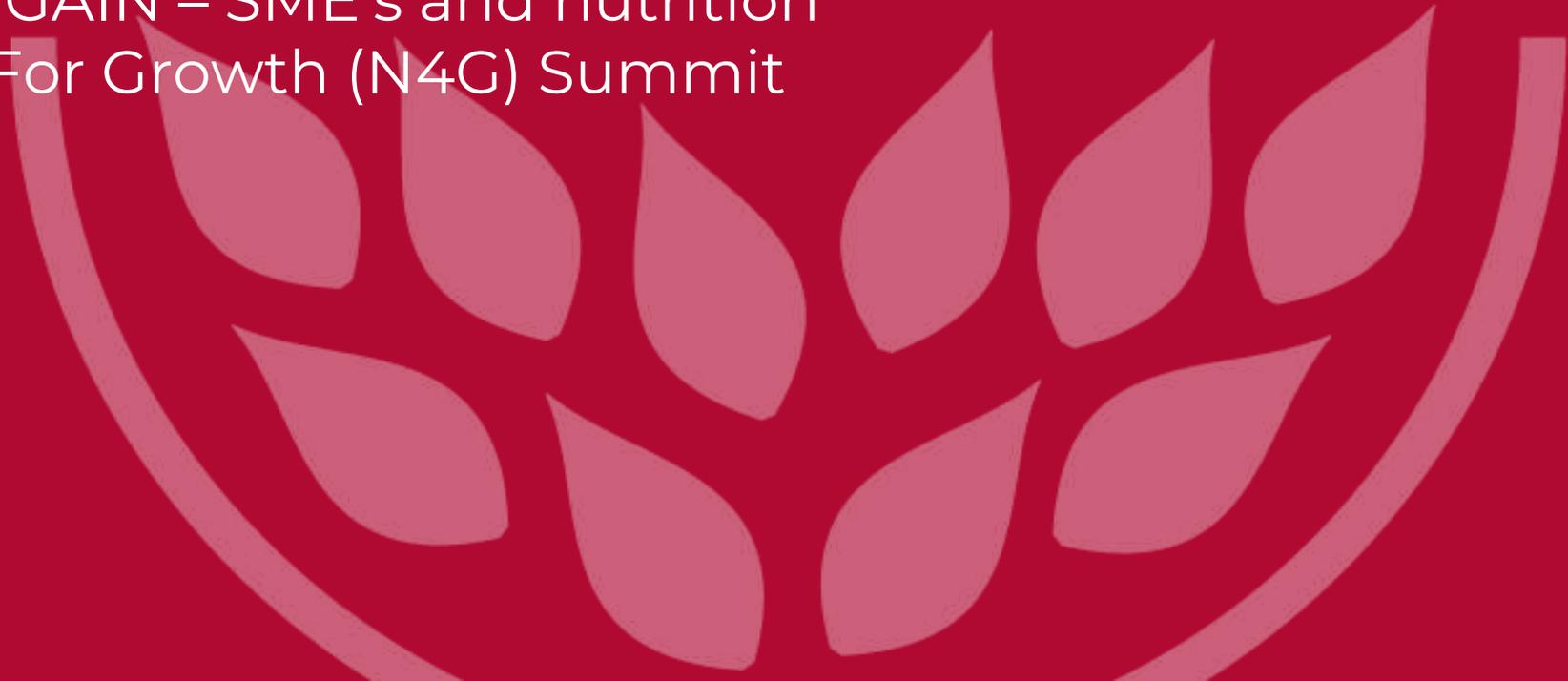
December 28, 2024 | Avari Hotel, Lahore, Pakistan



FAIZ RASOOL

Head of Policy & Advocacy – Global Alliance for Improved Nutrition (GAIN)

Flow

- Global Alliance for Improved Nutrition- GAIN
 - Food Security Snapshot- Challenge
 - Food Systems and Importance of Food Systems Transformation
 - SMEs Work at GAIN – SME's and nutrition
 - The Nutrition For Growth (N4G) Summit
 - Summary
 - Q & A Session
- 

THE GLOBAL ALLIANCE FOR IMPROVED NUTRITION (GAIN)

GAIN is a global, Swiss-based foundation – launched at the United Nations General Assembly in 2002 to tackle the human suffering caused by malnutrition.

OBJECTIVES:

GAIN mobilizes public-private partnerships and provides financial and technical support to deliver nutritious foods to those most at risk of malnutrition.

GAIN's work to "Improve the Consumption of Nutritious and Safe Foods" is based on three strategic objectives:



Increase **consumer demand** for nutritious and safe foods.

Increase **accessibility** to nutritious and safe foods.

Strengthen the **enabling environment** for designing, implementing, and scaling up effective programs.

Pakistan Food Security Snapshot

Current Situation, Priorities & Challenges

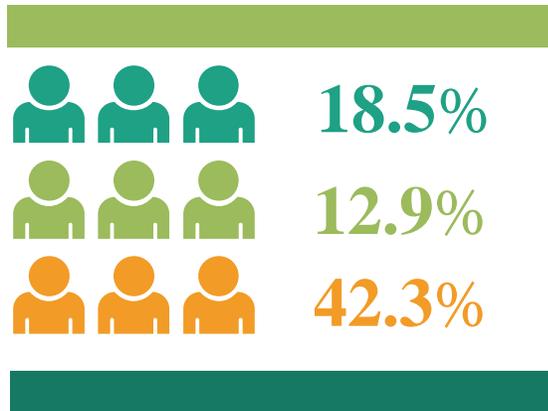


THE CHALLENGE (FOOD SECURITY)

Globally

- ➡ **3.1 Billion/ 42 percent** – were unable to afford a healthy diet in 2021.
- ➡ People unable to afford a healthy diet actually fell by **52 million** from 2020 to 2021.
- ➡ In 2022, an estimated **148.1 million** children under five years of age (22.3 percent) were stunted, **45 million** (6.8 percent) were wasted, and **37 million** (5.6 percent) were overweight.

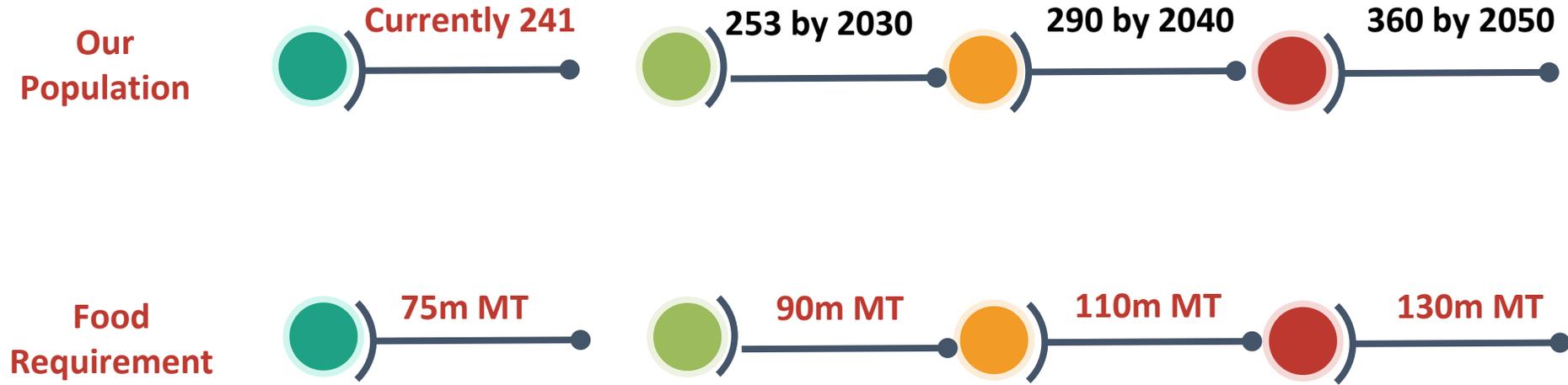
Pakistan



- Undernourished People (42.8 million)
- Severely Food-Insecure People (29.9 million)
- Moderately or Severely Food-Insecure People (97.9 million)

RISING FOOD DEMANDS IS ALREADY PRESSURIZING OUR NATURAL RESOURCE BASE

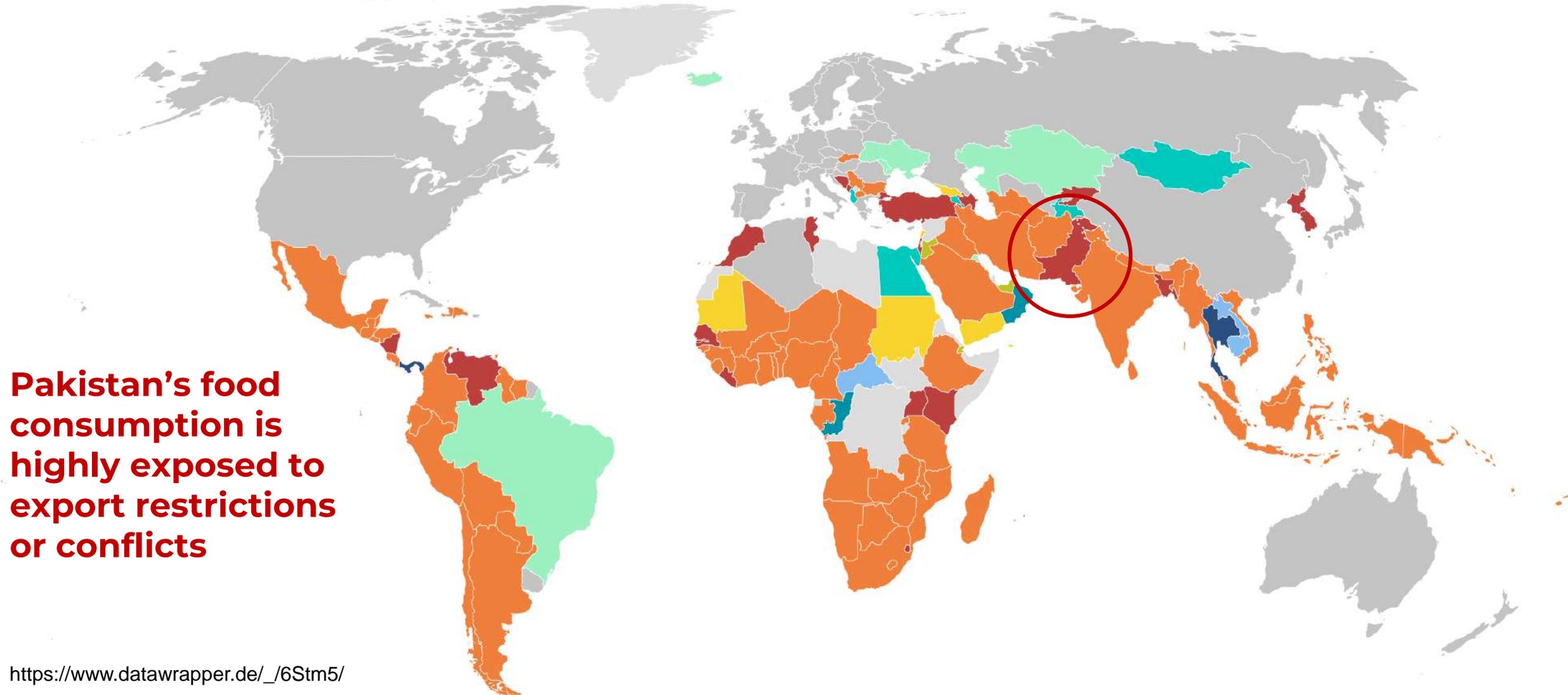
POPULATION(IN MILLION), FOOD REQUIREMENT & AND URBANIZATION TRENDS:



In 2022 Pakistan had the most people affected by disaster

 Pakistan	Flood	33.0 million	 Bangladesh	Flood	7.2 million
 Congo (Democratic Rep.)	Drought	26.0 million	 China	Drought	6.1 million
 Ethiopia	Drought	24.1 million	 Niger	Drought	4.4 million
 Nigeria	Drought	19.1 million	 Burkina Faso	Drought	3.5 million
 Sudan	Drought	11.8 million	 Philippines	Storm 'Nalgae'	3.3 million

1 - Extremely High - Food consumption directly exposed to conflict and low stocks 2 - Extremely High - Food consumption directly exposed to export restrictions and low stocks 3 - Very High - Food consumption directly exposed to conflict 4 - Very High - Food consumption directly exposed to export restrictions 5 - High - Food consumption exposed to export restrictions or conflicts 6 - High - Large Increase in Food Cost compared to GDP expected 7 - High - High Risk of Food Price increase due to last month changes 8 - Moderate - High Risk of Food Price increased driven by the last 12 month changes 9 - Moderate - No immediate risks but Fertilizer supply compromised x - Minor Risk



Pakistan's food consumption is highly exposed to export restrictions or conflicts

The percentage of the Pakistan population unable to afford a healthy diet is increasing

Unlike Bangladesh and India

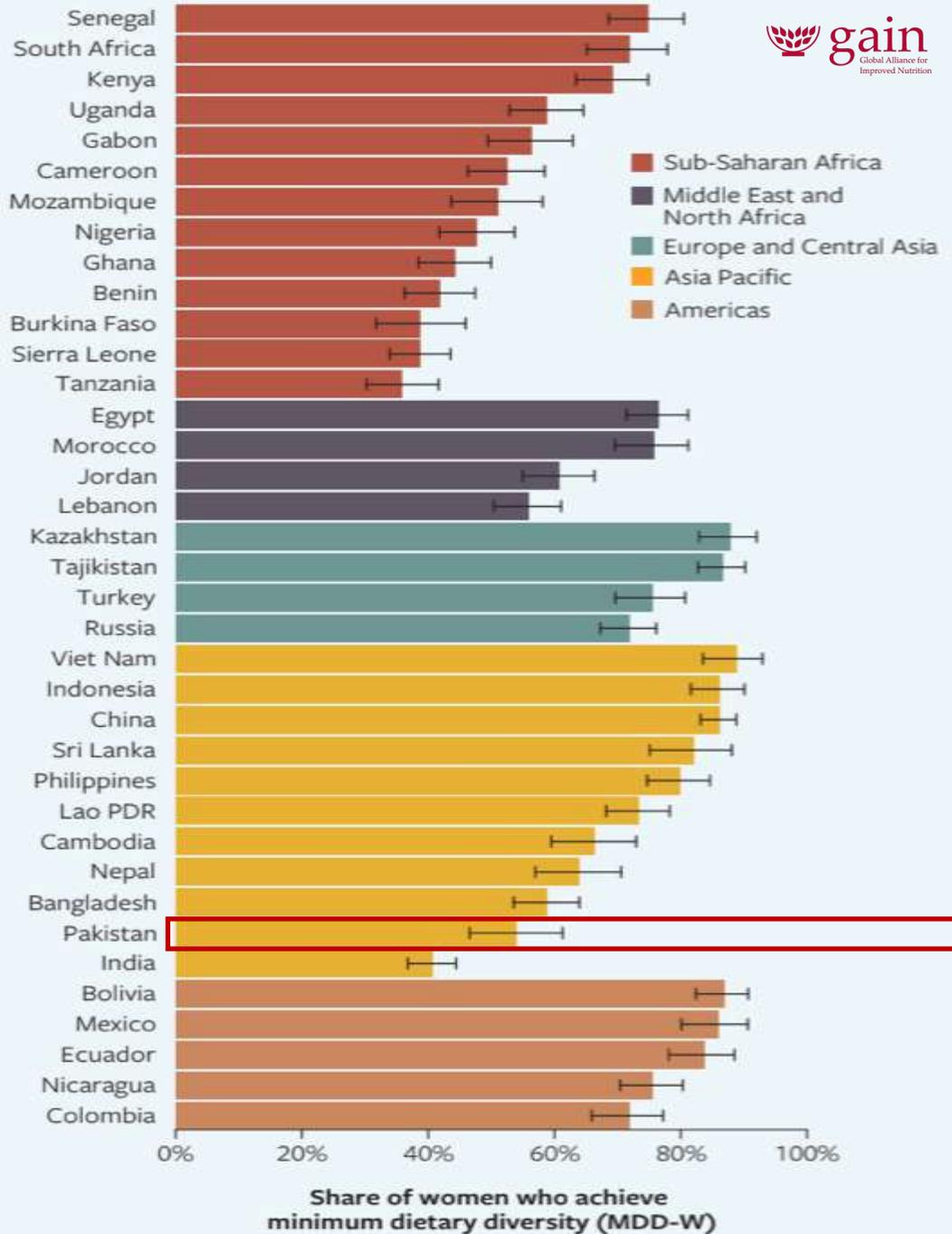
Regions/ subregions/ countries/ territories	Cost of a healthy diet					People unable to afford a healthy diet									
	2017	2018	2019	2020	2021	2017	2018	2019	2020	2021	2017	2018	2019	2020	2021
	(PPP dollars per person per day)					(%)					(millions)				
Bangladesh	2.882	2.971	3.024	3.064	3.201	75.3	72.5	70.8	68.7	66.1	121.8	118.7	117.1	115.0	111.9
India	2.824	2.830	2.877	2.970	3.066	78.8	73.2	71.4	76.2	74.1	1 066.8	1 001.9	986.9	1 064.0	1 043.0
Pakistan	3.408	3.395	3.460	3.685	3.893	81.0	79.8	81.4	83.5	82.8	175.3	175.4	181.8	189.7	191.6

MEASURING WHAT THE WORLD EATS

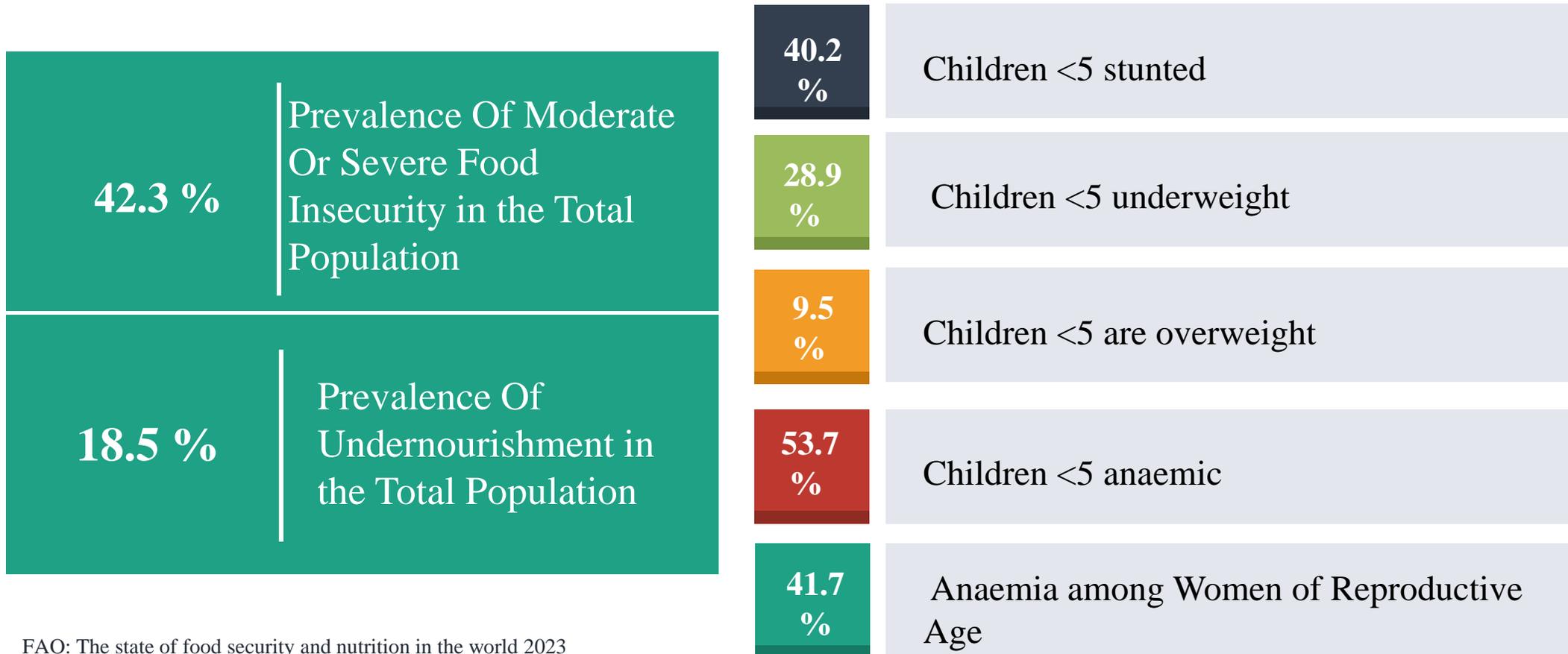
INSIGHTS FROM A NEW APPROACH



Pakistan women have low diet diversity compared to rest of Asia



PAKISTAN FOOD SECURITY AND NUTRITION SNAPSHOT



FAO: The state of food security and nutrition in the world 2023

NNS- 2018, Pakistan National Nutrition Survey

82.8% (>192million) of people in Pakistan are unable to afford a healthy diet

STRATEGIES TO PROMOTE RESILIENCE IN FOOD SYSTEMS

INCREASE DIVERSITY IN FOOD SUPPLY

Diversity is the antidote to fragility

- Diversity in crop production
- Diversity in where grown
- Diversity in who grows food

MAKE STAPLES MORE NUTRITIOUS

Staple consumption is protected during crisis

- Increase supply of biofortified foods
 - (Iron/zinc lentil)
- Increase coverage of fortified foods
 - Opportunities in Wheat flour (no data), Salt (voluntary not mandatory)

BUILD NUTRITION INTO SOCIAL PROTECTION

Pakistan's Food Distribution Networks (FDN) have limited impact on women's and children's nutrition

- Introduce social and behaviour change communication
- Link to local production and local markets

BETTER BALANCE OF DOMESTIC & IMPORT SUPPLY

Imports are disrupted during crisis

- Increase diversity in length of supply chains
- Reduce export restrictions in time of crisis
- Local facilities for pre-mix to fortify foods

Food Systems Transformation



FOOD SYSTEMS & IMPORTANCE OF FOOD SYSTEMS TRANSFORMATION

FOOD SYSTEMS

A **Systematic approach** to think about a **broader set of valued outcomes** such as **nutrition and health, livelihoods, and planetary health**; to think about a **broader set of factors** that can influence these **outcomes**, and to think about synergies and trade-offs between all of these.

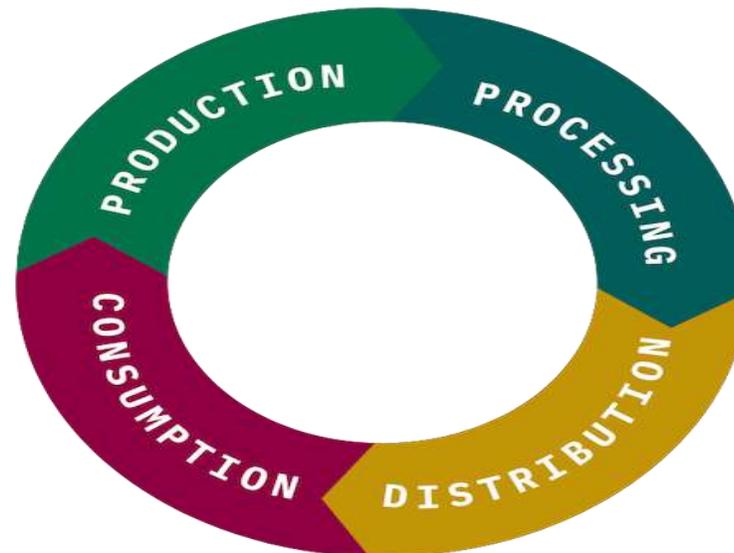
What is a food system?

1. Production

- Preparing soil and planting seeds
- Harvesting crops
- Breeding and raising livestock
- Breeding and raising fish

4. Consumption

- Purchasing food
- Storing food at home
- Cooking
- Eating
- Composting

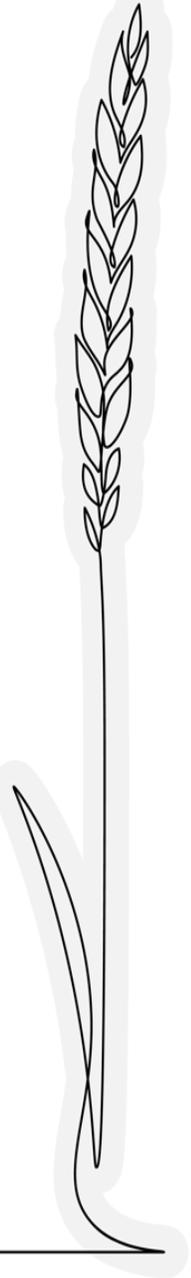


2. Processing

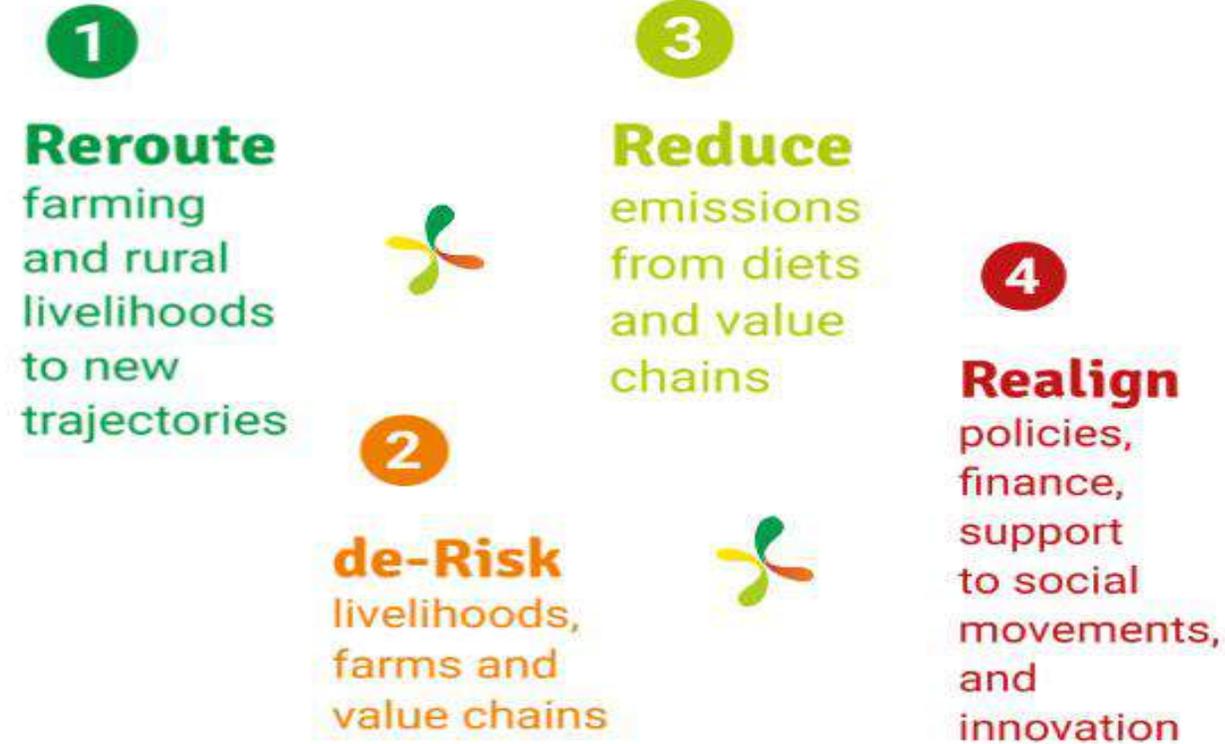
- Storing harvests
- Butchering meat and poultry
- Catching fish
- Milling grain
- Cleaning fruits and vegetables

3. Distribution

- Selling food at local market
- Shipping to regional or international locations
- Distributing via wholesalers or community programs



FOOD SYSTEMS TRANSFORMATION





Food Systems Dashboard

The Food Systems Dashboards

**A Tool for Holistically Examining
Country Food Systems**





Describe Diagnose Decide

200 + indicators 230 countries & territories

Diagnose citation:

<https://journals.plos.org/plosone/article/comments?id=10.1371/journal.pone.0270712>

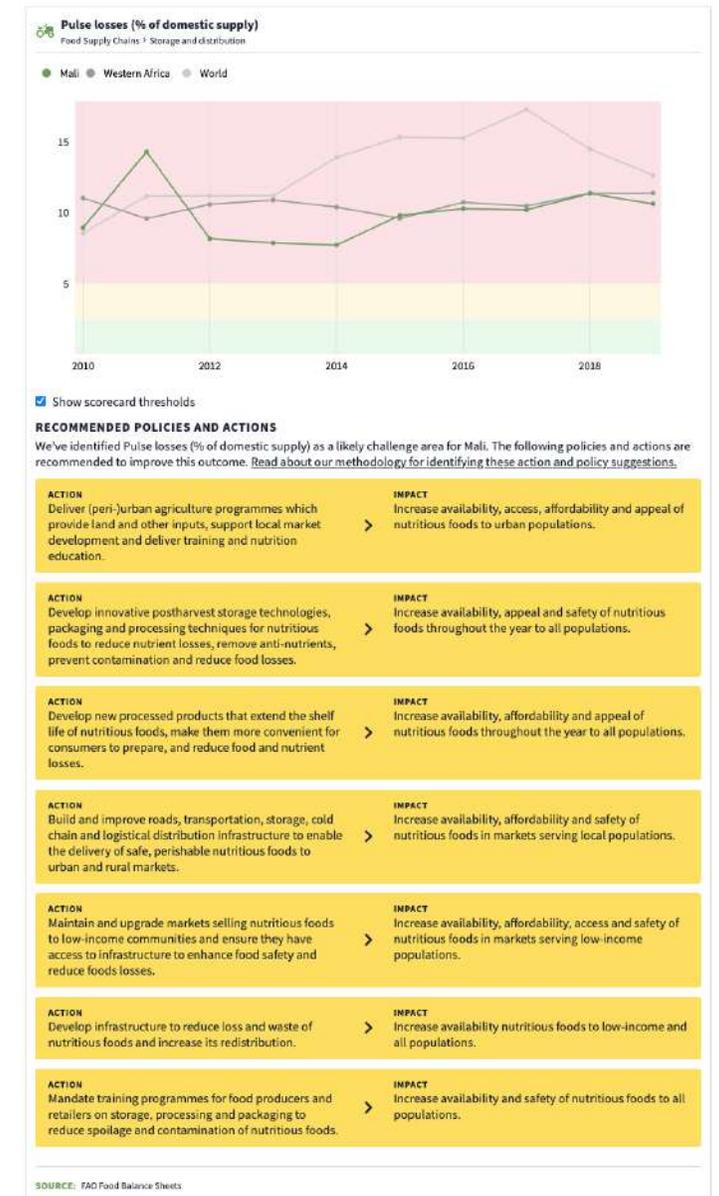
Decide citation:

<https://www.gainhealth.org/sites/default/files/event/publication-42-policies-and-actions-to-orient-food-systems-towards-healthier-diets-for-all.pdf>

DIAGNOSE AND DECIDE SCORECARD

- Drivers**
 - Average threats soil biodiversity
- Food Environments**
 - Affordability of a healthy diet: ratio of cost to food expenditures (CoHD_{fxep})
 - Cost of a healthy diet (CoHD)
 - Cost of an energy sufficient diet (CoCA)
 - Cost of legumes, nuts and seeds relative to the starchy staples in a least-cost healthy diet (CoHD_{lns_ss})
 - Dietary energy in food supply
 - Share of dietary energy from cereals, roots, and tubers (3-year average)
 - Supply of fruit
 - Supply of pulses
 - Supply of vegetables
 - Retail value of ultra-processed food sales per capita
- Food Supply Chains**
 - Cereal losses (% of domestic supply)
 - Fruit losses (% of domestic supply)
 - Pulse losses (% of domestic supply)
 - Vegetable losses (% of domestic supply)
- Outcomes**
 - Prevalence of undernourishment
 - Adult obesity (BMI >= 30)
 - Adult raised blood pressure (systolic and/or diastolic blood pressure >= 140/90 mmHg)
 - Anemia in women 15-49 years
 - Infants and children (6-23 months): Minimum diet diversity (MDD)
 - Overweight in children under 5 years
 - Stunting in children under 5 years
 - Wasting in children under 5 years
 - Agricultural land change during the last 10 years
 - Average proportion of natural vegetation embedded in agricultural lands
 - Average species crop richness
 - Per capita biodiversity impact of food consumption
 - Per capita nitrification of food consumption
 - Per capita GHG emissions of food consumption
 - Per capita water use linked to food consumption
 - Total ecological footprint of consumption (higher = worst)
 - Total ecological footprint of production (higher = worst)
 - Adult Underweight (BMI < 18.5) - Female
 - Adult diabetes prevalence
 - Prevalence of moderate or severe food insecurity

Legend:
Unlikely Challenge Area (Green)
Potential Challenge Area (Yellow)
Likely Challenge Area (Red)
Missing Data (Grey)



Pakistan's new Subnational Food systems Dashboard will help plan for improved resilience



Ministry of National Food Security
& Research



Food Systems
Dashboard

Inauguration of

PAKISTAN SUBNATIONAL FOOD SYSTEMS DASHBOARD

Monday, 4th Sep 2023

Transforming Pakistan's Food Systems

Pakistan Agricultural Research Council (PARC)

M/o National Food Security & Research



 COLUMBIA CLIMATE SCHOOL
Climate, Earth, and Society



Food and Agriculture Organization
of the United Nations



Muhammad Mahmood, Federal Secretary, Ministry of National Food Security & Research

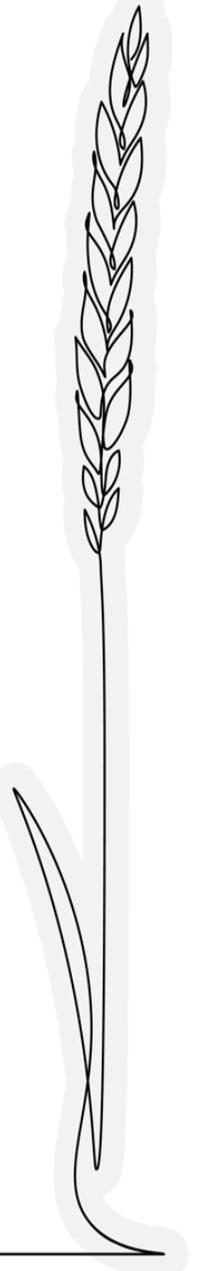
September 2023

PAKISTAN PRIORITIES TOWARDS FOOD SYSTEM TRANSFORMATION

Public Priorities – A food systems approach

Food Security: Stable and adequate food supply, and access to affordable and nutritious food.

- **Improved Access to Safe And Healthy Diets:** A new initiative by the Prime Minister.
- **Sustainable Agriculture and Crop Diversity:**
Enhance agricultural productivity while minimizing negative environmental impacts.
- **Climate Resilience:** Mitigate impacts of climate change on agriculture.
- **Technology Adoption and Supply Chain Improvement:** Support the adoption of modern technologies and Food Loss & waste-FLW reduction.
- **Nutrition and Health:** Promote better nutrition and dietary habits.
- **Market Access and Trade:** Improved infrastructure, trade agreements, and quality standards.
- **Policy and Regulation:** Reviewing and updating agricultural and other relevant policies and regulations
- **Linking research, data, innovation,** and extension for a sustainable food system



SME WORK AT GAIN

A snapshot of GAIN programmes on SME development.



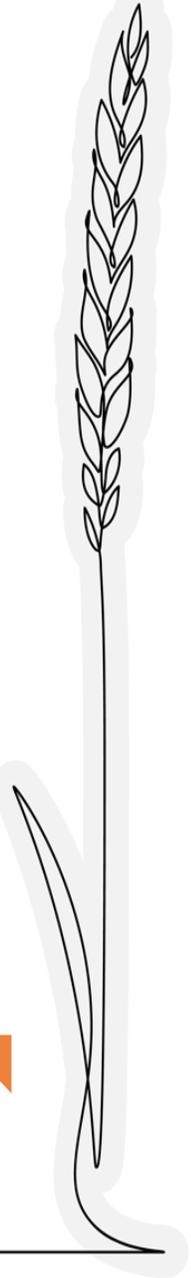
Introduction to GAIN's SME Development Approach

SMEs focused on nutritious foods play a critical role in the broader food system.

- ***Their ability to contribute*** to better diets at a population level depends on their capacity to grow and scale.
- ***Key barriers to SME growth include:***
 - *Limited access to finance.*
 - *Unfavorable regulatory environments.*
 - *Gaps in technical skills and knowledge.*
- ***Overcoming these challenges can lead to:***
 - *Increased job creation.*
 - *Greater availability of **Nutritious, Desirable, and Affordable foods**, especially for low-income communities.*



Over the last decade, GAIN has provided business development services to more than 1,000 SMEs, offering support at both the individual company level and collectively for groups of businesses.



SMEs and Nutrition

2 Billion

People do not consume sufficient minerals and vitamins for health growth (GNR 2018)



of all businesses in the agri-food sector are SMEs (World Bank 2020)

3 Billion

People cannot afford a healthy diet and an addition 1 billion may be at risk (FAO 2023)



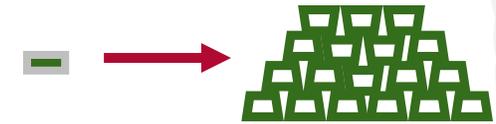
of Africa's animal-source foods, fruits and vegetables (food rich in minerals and vitamins) are produced by SMEs (GAIN 2019)

\$39 – 50 Billion

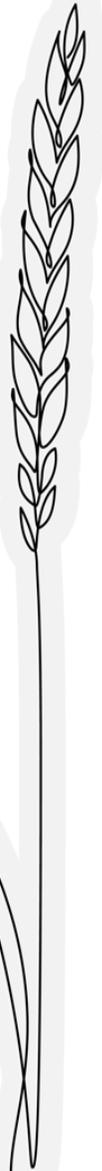
is needed every year to close the finance gap and to reach the nutrition targets of SDG 2 (GNR 2021)



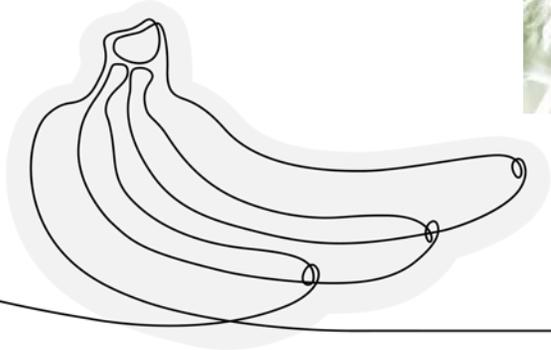
SMEs are (too) **small for banks** and (too) **big for microfinance** financing (GAIN).



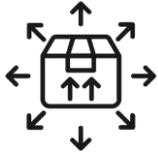
Every 1 dollar invested in nutrition generates **16 dollars** in returns (WHO 2019)



ADDRESSING SME NEEDS



FOUR PRIORITY NUTRITION OUTCOMES



Increased access to nutritious foods through wider distribution, improved affordability, variety, and desirability.



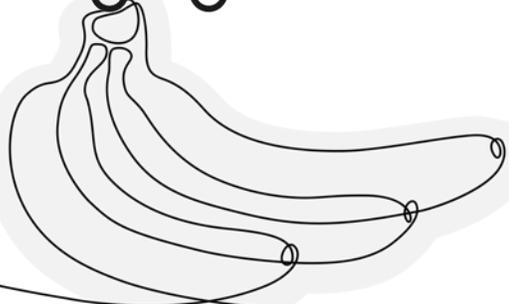
Increased supply of nutrients and reduced harmful elements through improved reformulation.



Increased food safety and reduction in contaminants during production.



Reduced environmental impact of the food supply chain through **decreased food loss during production.**



SCALING UP NUTRITION BUSINESS NETWORK (SBN)

The SBN facilitates and coordinates the mobilization of the private sector at global and national levels to better contribute to and invest in improving nutrition – aligned to, and in support of SUN Country national nutrition strategies.



Purpose

Reduce malnutrition in all its forms by mobilizing business to commit to and invest in improved business practices for improved nutrition

SBN does this by?

Bringing together the private sector, government, and others to work with and support businesses, in joint, practical actions that shape sustainable local food systems and help improve nutrition

Goal

Improved business practices for nutrition, maximizing private sector contribution to safe, healthy, and affordable diets for all



KEY ACTIVITIES



Enhance

Enhance the **technical capacity** of MSMEs to produce and process safe, quality and nutritious foods



Improve

Improve **access to finance and technical assistance** for MSMEs to enable them to invest in production, processing, transport and consumption of safe, quality priority nutritious foods



Increase

Increase **consumer awareness and demand** for priority foods required for improved dietary diversity for children aged 6-23 months and women of reproductive age



Convene

Convene the wider business community to **strengthen nutrition action**



Enable

Support the development of a **supportive policy and regulatory environment** for SME investment in nutrition



Leverage

Leverage large national businesses to implement **workforce nutrition** programmes

Engage Women and Youth Entrepreneurs (cross-cutting theme)

Encourage and support inclusive business growth, employment, and skills development to empower women and youth-led businesses and workers to enable greater contributions to nutrition and food systems transformation

**83 Years of combined
experience in food and
nutrition security**

1,600 Members

Mobilized in 25 countries

1,200 SMEs

supported to formulate
nutrition-oriented goals
for their businesses.

200

Links/partnerships facilitated
between SBN members and
other partners.

48

meetings with relevant non-
business stakeholders to foster
their contribution in addressing
malnutrition were organized
during the past 6 months

40

Government departments
sensitized on the roles of SMEs
in addressing malnutrition
during the past 6 months

19

New tools, guidance
documents, or best practices
disseminated to businesses in
the past 1 year.

+20

National and regional Pitch
Competitions organized

+ \$500,000

raised by SMEs through Pitch
Competitions

+100

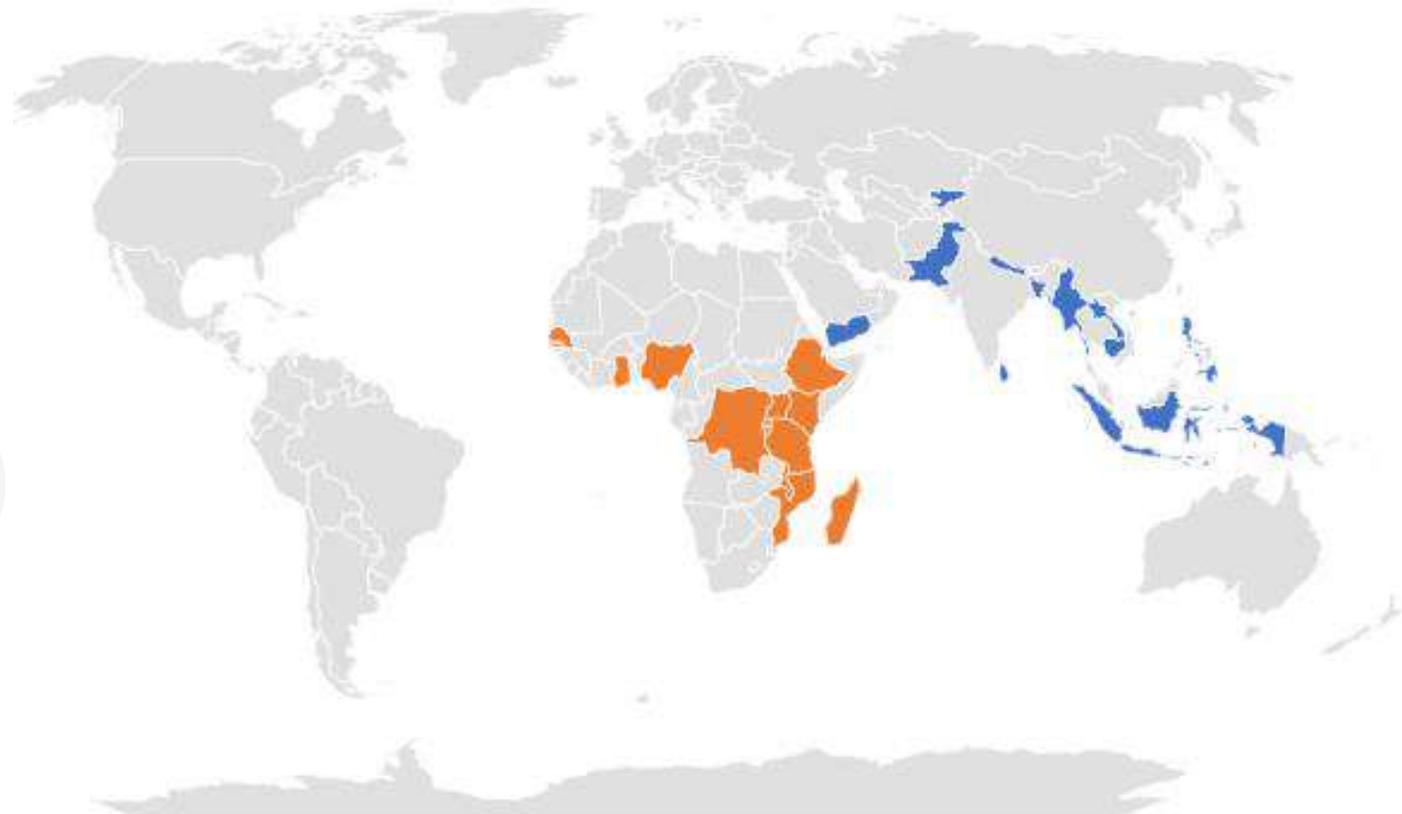
Tailored technical assistance
packages provided to SMEs

33

Member convenings
organized during the past
6 months

SBN's REACH

Over **1,600** SBN Members of whom **1,200** Are SMEs supplying **+100** Varieties of nutritious foods to **+100M** People (Estimated) across **25** Asian and African countries.



38%  Asia
62%  Africa

THE NUTRITION FOR GROWTH (N4G) SUMMIT

- Prompted by the 2012 London Olympics, The Nutrition For Growth (N4G) Summit is the flagship international conference on global nutrition hosted every four years by the paralympic/Olympic host country.
- N4G brings together governments, International Organizations, Philanthropies, Businesses, NGOs and other key stakeholders at a global and regional level to elevate nutrition as a key development agenda and accelerate progress against malnutrition.

The N4G Summit offers a unique platform for sharing successes and solutions and building commitments for nutrition for growth, and nutrition for... good!



Summary

- Pakistan is highly exposed to shocks
 - Pakistan's food systems are vulnerable to shocks
 - This affects the nutrition of individuals and hence their future resilience to shocks
 - Food systems data is vital
 - SMEs/Businesses and GAIN
 - You are part of N4G
- 

Question & Answers

Thank you

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