

The role of business in scaling up nutrition - live discussion

Panel of experts on Thursday 6 June, 1pm-2.30pm (BST) to discuss how business can help address the impacts of undernutrition

Sponsored feature (sponsored by DSM)

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Guardian staff [HannahGould](#) 06 June 2013 10:50am Recommend Hi everyone, Looking forward to a lively discussion with a fantastic panel this afternoon. Our experts will join us at 1pm (BST). In the meantime, feel free to leave any questions for our panel here now.

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Guardian staff [HannahGould](#) 06 June 2013 12:59pm Recommend Looking forward to a great discussion today, we're due to kick off in just a few minutes. Just some quick points before we get going: 1) If you'd like to reply directly to a particular comment, hover over it and a 'reply' button will appear in the bottom right hand corner. 2) It's really helpful to refresh the page every so often to keep on top of new comments. 3) Feel free to make use of the hyperlink button which will appear under your username when you're typing. 4) Finally, there's no pressure to have all the answers, but feel free to chip in wherever you can. Panel, don't be shy in asking each other questions! **How about the panel (and anyone else joining) introduce themselves in a quick sentence or two, just so we can put people to avatars.**

Guardian contributor [Louise_James](#) 06 June 2013 1:02pm Recommend Hi this is Louise James from Accenture Development Partnerships. As an organisation that works across the private, public and civil society sectors we believe business has a key role to play in addressing challenges around nutrition

Guardian contributor [Fokko Wientjes](#) 06 June 2013 1:02pm Recommend looking forward!



Guardian contributor [mfreemangain](#) 06 June 2013 1:05pm Recommend Hi this is Matt Freeman from the Global Alliance for Improved Nutrition (GAIN). Very happy to participate today!

PattiRundall 06 June 2013 1:06pm Recommend How can the Guardian hope to have a truly balanced and objective discussion on this important topic when it is funded by DSM - a major manufacturer of ingredients in breastmilk substitutes? Infant and young child feeding during the first 1000 days is one of the most critical issues when talking about 'scaling up nutrition.' Its essential that discussions such as this are not biased in any way by such funding.

Guardian contributor **franwest** 06 June 2013 1:10pm Recommend H- Francis West from Save the Children here. We're involved with the Enough Food For Eveyone IF Campaign. The Campaign will be holding a huge rally on Saturday in Hyde Park from 2-5 (the Big IF). Hope you can all come along!



Guardian staff **HannahGould** 06 June 2013 1:13pm Recommend Thanks to everyone for joining a timely and important discussion, as today the [latest Lancet report estimates](#) malnutrition is the underlying cause of death for at least 3.1 million children and accounts for 45% of all deaths among children under the age of five.

Guardian contributor **franwest** 06 June 2013 1:19pm Recommend @HannahGould - Hi Hannah. Absolutely. This makes it even more important that donors, foundations and national governments commit to funding costed, vetted national nutrition plans at the Hunger Summit on June 8th.

Guardian contributor **Fokko Wientjes** 06 June 2013 1:20pm Recommend @HannahGould - most important is: the issue of undernutrition is solvable! We need the connect between Governments, Civil Society, Science and the private sector. DSM and WFP have proven in various occasions

Guardian contributor **Fokko Wientjes** 06 June 2013 1:17pm Recommend Support World Health Organization in promoting breastfeeding. Fully endorse and support WHO and other organizations that promote breastfeeding. Breastfeeding is an unequalled way of providing ideal food for healthy growth and development of infants and is also integral part of the reproductive process with important implications for the health of mothers!

Guardian contributor **Louise_James** 06 June 2013 1:17pm Recommend As you say both the Lancet report and the copenhagen consensus show the strenght of the numbers, yet there is still relatively small amount of funding going to nutrition. We need to be making a stronger case around why this needs to be tackled, including the impacts on GDP etc to encourage a stronger focus on these issues that in particular affect so many children



Guardian contributor **mfreemangain** 06 June 2013 1:22pm Recommend @Louise_James - we also need to make a stronger case about how poor nutrition impacts many of the broader global health challenges. Estimates that poor nutrition is the underlying cause of 11% of the total disease burden.

Guardian contributor **Fokko Wientjes** 06 June 2013 1:24pm Recommend @Louise_James - Malnutrition is responsible for the loss of billions of dollars in productivity, in effect stunting not only citizens, but also economies. It is estimated that 11% of GDP in Africa and Asia is lost to malnutrition every year, with productivity losses to individuals estimated at more than 10% of lifetime earnings. Together we need to convince the G8 leaders to take action NOW. UK is showing leadership!

Guardian contributor [franwest](#) 06 June 2013 1:26pm Recommend @Louise_James - Hi Louise. I agree entirely. Our recent report Food for Thought has a compelling argument in this sense. Chronically malnourished children are on average nearly 20% less literate than those who have a nutritious diet. We think that investment in nutrition is not only the right thing to do, it is a down-payment on future prosperity. And this investment is more important now than ever before. With mortality rates falling rapidly but fertility rates declining at a lower rate, developing countries will experience an increase in the size of their working-age population in the next few decades. Many countries will have 2 people of working age for every dependent. This presents them with a critical window of opportunity to boost economic development, known as the 'demographic dividend'.

[joshuadeyre](#) 06 June 2013 1:19pm Recommend @PattiRundall, surely it's a good thing to have DSM involved in the debate seeing as they are responsible, as a manufacturer of nutritional supplements, for ensuring the children consuming their products get the required nutrients. We'll never get anywhere if the organisations who make these products and have the financial clout to make a difference are locked out of these discussions - they have a vested interest in making products that address the issue as it will help them increase their profits.



Guardian staff [HannahGould](#) 06 June 2013 1:21pm Recommend A question from Elisabeth for our panel: **What will be the true incentives for companies to really tackle a large-scale nutrition improvement strategy over the next decade? Do their incentives clash with government priorities?**

Guardian contributor [Louise_James](#) 06 June 2013 1:26pm Recommend @HannahGould - Consumer pressure is likely to increase on companies, especially given now the opportunity that social media presents.

Guardian contributor [Fokko Wientjes](#) 06 June 2013 1:29pm Recommend @HannahGould - there are many pilots, what is really needed is large-scale interventions. There is no clash, but rather a lack of solid alignment & collaboration between the actors. For upscaling is needed (1) awareness by consumers (2) distribution, especially the 'last mile' (3) quality producers, to assure products in the market are meeting nutritional standards



Guardian staff [HannahGould](#) 06 June 2013 1:32pm Recommend @Louise_James - Does the citizen have an important role then, in holding business and governments to account on nutrition?

Guardian contributor [Louise_James](#) 06 June 2013 1:37pm Recommend @HannahGould - Hi Hannah yes I would say they would. I understand that in Brazil they have a very effective strategy around nutrition which was largely as a result of a strong social movement

Guardian contributor [franwest](#) 06 June 2013 1:48pm Recommend @HannahGould - yes they do. and to support that role, transparency is absolutely key. That's why the IF Campaign thinks that all national nutrition plans should be on the SUN website along with regularly updated progress reports on implementation and results. More broadly, the campaign also believes that greater transparency in companies' financial reporting, and on their social and environmental impacts, should help investors, consumers and citizens to challenge or engage with food companies to help address problems.

Guardian contributor [Louise_James](#) 06 June 2013 1:22pm Recommend It is also important that we highlight

the importance of a systems approach i.e working with the governments different ministries such as health, agriculture, education etc to have a holistic approach

Guardian contributor **Fokko Wientjes** 06 June 2013 1:31pm Recommend @Louise_James - absolutely; it is a matter of synchronizing actions. We see drive for food security in countries, boosting agricultural output. This offers a major opportunity to also include nutrition security in this same agenda. That way 2 major issues are dealt with: food security and nutrition security

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Guardian staff **HannahGould** 06 June 2013

1:39pm Recommend @Louise_James - Thinking holistically. How can business help in with scaling up health and care? Obviously adequate food is one thing but the spread of diarrhoea for e.g. leads to undernutrition...

Guardian contributor **Louise_James** 06 June 2013 1:47pm Recommend @HannahGould - Hi Hannah Business has the advantage of scale so that is one thing they can bring both at national and in some cases global level. They can also think about how they put pressure on governments to take more of a systems approach.

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Guardian contributor **mfreemangain** 06 June 2013

1:27pm Recommend @Elisabeth - very few companies are likely to contribute in a large scale way to nutrition through philanthropy alone. Companies who are really contributing to scalable and sustainable impact are and will do so through core business. The challenge for all of us as development actors is to better define how business can engage and how they can do so responsibly.

Guardian contributor **franwest** 06 June 2013 1:44pm Recommend @mfreemangain - Agreed. Some companies are addressing the issue through core business. There are obvious places most businesses can start however- to support exclusive breastfeeding until 6 months, they can provide maternity leave in line with the International Labour Organization (ILO) minimum recommendation of 14 weeks of paid leave but working towards best practice of 18 weeks.

Guardian contributor **Louise_James** 06 June 2013 1:54pm Recommend @franwest - Agree re the importance of an enabling environment at work both in terms of maternity leave but also for when women do return to work a safe, private place to breastfeed should they want to continue breastfeeding

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Guardian staff **HannahGould** 06 June 2013

2:05pm Recommend @Louise_James - Great point!

Guardian contributor [franwest](#) 06 June 2013 2:07pm Recommend @Louise_James - yep- absolutely



Guardian staff [HannahGould](#) 06 June 2013 1:30pm Recommend Panel: can you talk us through any examples of ways businesses are already partnering with other sectors to scale up nutrition?

Guardian contributor [Fokko Wientjes](#) 06 June 2013 1:33pm Recommend @HannahGould - DSM and WFP are teaming up to improve the nutritional content of the food basket. We are reaching 15 M today, and aim to reach 30 M by 2015.

Guardian contributor [Louise_James](#) 06 June 2013 1:36pm Recommend @HannahGould - we have been involved in supporting Project Laserbeam which is a cross sector partnership between business, NGO's and the UN on tackling child under nutrition. This has been specifically focused on Bangladesh and Indonesia.

Guardian contributor [Fokko Wientjes](#) 06 June 2013 1:39pm Recommend @Louise_James - Project Laser Beam is a holistic approach in which also DSM participated; focus on nutrition, hygiene, livelihoods. We have shown successes in both Indonesia & Bangladesh, so looking at fortified rice as a means to bring nutrition to larger populations



Guardian contributor [mfreemangain](#) 06 June 2013 1:39pm Recommend @HannahGould - National Food Fortification Alliances across Africa and Asia are bringing millers, food/condiment companies, bakers etc. together to implement fortified staples impacting millions. <http://www.gainhealth.org/programs/gain-national-fortification-program/national-fortification-alliances>

Guardian contributor [franwest](#) 06 June 2013 1:53pm Recommend @HannahGould - Save the Children is working with GSK to research a new affordable nutrition product combatting of malnutrition. A joint GSK-Save the Children project team in Kenya is investigating the development of a low-cost nutritional product for the poorest families.



Guardian staff [HannahGould](#) 06 June 2013 1:41pm Recommend A question from Elise d'Hauthuille: **"How do we hold the food industry accountable for hard selling us food that makes us sick? Apparently, the dorito was scientifically engineered to be addictive, down to its shape which touches the tongue in the places most sensitive to salty and spicy..."**



Guardian contributor [mfreemangain](#) 06 June 2013 1:49pm Recommend @HannahGould - Hi Elise, check out the Access to Nutrition Index for

one way that food companies are being publically reviewed.

Guardian contributor **franwest** 06 June 2013 1:58pm Recommend @HannahGould - Hi Elise. We think food companies need to be held to account when their practices lead to harm- you can read our report here that includes a chapter on the marketing practices of breastmilk substitutes: http://www.savethechildren.org.uk/sites/default/files/images/Superfood_for_Babies_UK_version.pdf We also think that businesses have a huge contribution to the nutrition agenda and support these positive contributions through the Scaling Up Nutrition Network and partnerships with companies such as GSK and Unilever.

Guardian contributor **Fokko Wientjes** 06 June 2013 2:00pm Recommend @mfreemangain - businesses have a role to play. The input has to be properly evaluated, which has been done by this index. The top strategic priority of major multinational food companies, ranking high on the index, is to improve nutritional value of food. Congratulations with the index as it gives transparency

PattiRundall 06 June 2013 1:45pm Recommend Of course businesses have a role to play - but only AFTER policies have been formed. There will always be unintended consequences of all interventions - so their input has to be properly evaluated and that's almost impossible when they are taken on as 'partners'. Since the top strategic priority of major multinational food corporations is to change traditional food consumption patterns in developing countries and to teach the world to snack on 'slightly better for you' junk foods - exploiting all the concerns about micronutrient deficiencies and moving populations to ultra-processed foods. In my view it is irresponsible and foolhardy to involve them too early. They do have a role - but later when policies are set.



Guardian staff **HannahGould** 06 June 2013

1:55pm Recommend @PattiRundall - This seems to be along the lines of a comment Helen Gray submitted in advance: "The private sector has much to contribute with resources, research, and innovation - but policy decisions must be made by public health bodies, governments and departments of health, with advice from health professionals, scientists and researchers. The private sector should not be driving policy decisions, but should be able to support and participate in the implementation of policies." It would be interesting to see what the panel think about these points.

Guardian contributor **Fokko Wientjes** 06 June 2013 2:05pm Recommend @HannahGould - indeed; policy decisions must be made by public health bodies, governments and MoH. The clearer the framework, the better all other actors can support implementation, by providing innovation, research, products and solutions; all within a proper M&E framework.



Guardian staff **HannahGould** 06 June 2013 1:46pm Recommend Focusing on a point made in the blurb above: How can public-private partnerships work? Do our panel have any experience in such collaboration they could share?

Guardian contributor **Fokko Wientjes** 06 June 2013 1:51pm Recommend @HannahGould - PPP should be built on a shared vision, with individual responsibility to deliver in line with the shared vision. This alignment on the vision is critical successfactor! Further to that it is essential the team feels comfortable working with each other; not us v them, but US

Guardian contributor **Louise_James** 06 June 2013 1:57pm Recommend @Fokko Wientjes - Agree with what you say about the importance of a shared vision. We also believe that whilst it is important to have enough of a shared vision and therefore common objectives it is also fine and good to be clear about objectives that aren't common as long as this is transparent.

Guardian contributor [franwest](#) 06 June 2013 2:05pm Recommend @HannahGould - We have recently announced a strategic partnership with GSK. Partnerships are a response to the scale of the challenges we face- we feel that through sharing expertise, resources, reach and influence we have a better chance of tackling some of the leading causes of childhood deaths. That doesn't mean that there aren't risks to both organisations and we have had to be very clear on both sides about these and what our red lines are. You can read more about our experience here: <http://www.businessfightspoverty.org/profiles/blogs/gsk-save-the-children-partnership-from-ambition-to-action>

[PattiRundall](#) 06 June 2013 1:54pm Recommend On the issue of engagement to encourage maternity leave - remember this is a rights issues and something that governments have a responsibility to tackle. see this interesting WHO Bulletin article showing the impact of such legislation - <http://www.who.int/bulletin/volumes/91/6/12-109363.pdf> The WHO recommendation is exclusive breastfeeding for 6 months followed by continued breastfeeding alongside family foods for two years and beyond - or as long as mother and baby want! The baby food industry is happy to talk about 6 months while undermining continued breastfeeding with ridiculous and misleading claims and promotion for a whole new range of fortified and often sweetened formulas for older babies which look identical. Very clever



Guardian staff [HannahGould](#) 06 June 2013 2:02pm Recommend Panel: **How important is the targeted approach, getting the right solution in the right places?**

Guardian contributor [franwest](#) 06 June 2013 2:06pm Recommend @HannahGould - this is important- scaling up does not mean just translating one model to a completely different context irrespective of local conditions

Guardian contributor [Fokko Wientjes](#) 06 June 2013 2:07pm Recommend @HannahGould - successful implementations meet local requirements & needs, as it increases acceptability by local consumers

Guardian contributor [Louise_James](#) 06 June 2013 2:08pm Recommend @HannahGould - Hi Hannah business needs to be careful to ensure that they consider the local context, culture and traditions when scaling products across different geographies. So yes they can provide scale but it needs to be appropriate for the different consumers so localisation if needed of products

[ManfredEggersdorfer](#) 06 June 2013 2:09pm Recommend @HannahGould - We have to really understand what the issue is, and define a clear solution using local solutions, ideally. It's imperative that any project employ strict monitoring and evaluation methods to track progress.



Guardian staff [HannahGould](#) 06 June 2013 2:16pm Recommend @Louise_James - This looks like an example of where business and other sectors have an opportunity to collaborate then? Business working with NGOs and anthropologists for example who will have a better understanding of the situation on the ground.

Guardian contributor [Louise_James](#) 06 June 2013 2:25pm Recommend @HannahGould - Absolutely civil society has a very valuable role to play in helping businesses to understand the communities, helping give the communities as a consumer a voice. Business can benefit by the increased local understanding that local NGO's/CBO's may have. Plus we musn't forget about local businesses, social entrepreneurs etc

Guardian contributor [saskiadepee](#) 06 June 2013 2:03pm Recommend @HannahGould - This is Saskia de Pee, Technical Advisor on Nutrition and HIV/AIDS with the World Food Programme. Re yr qst about experience with PPP - WFP has very good experience with the partnership with DSM which has enabled us to diversify the food basket and include more nutritious product for specific target groups - Especially DSM's technical know-how has been very helpful here.

Guardian contributor [saskiadepee](#) 06 June 2013 2:05pm Recommend @HannaGould - Targeted approach is very important because societies differ and consumers in these societies are of different socio-economic status, living under different circumstances, with varying nutritional needs and accessing foods in many different ways

Guardian contributor [Fokko Wientjes](#) 06 June 2013 2:10pm Recommend @saskiadepee - WFP and its implementation partners have very strong insights into local eating habits. That is a key component in our collaboration

Guardian staff [CarolineHoltum](#) 06 June 2013 2:06pm Recommend In starting to tackle nutrition, businesses are stepping into the role that has traditionally been played by NGOs and governments. This of course presents challenges (and opportunities). To the NGOs & public service representatives - how are you approaching this new way of working?

[PattiRundall](#) 06 June 2013 2:09pm Recommend On the issue of the ATNI assessment some readers may want to check out our alternative view here:
<http://info.babymilkaction.org/pressrelease/pressrelease12mar13> We all want companies to improve their practices and stop harming health, but we see the report as a whitewash - rewarding companies for the wrong things and focusing just on policies rather than on-the-ground independent monitoring of whats actually happening. You can see from the media coverage which presents the most dangerous companies (Nestle et al) as the " best large firms worldwide when it comes to offering products that address both the problems of obesity and poor nutrition, says a new report, out today." (USA Today) This sort of report sadly diverts our attention away from whats so urgently needed - strong legislation with independent monitoring.



Guardian staff [HannahGould](#) 06 June 2013 2:09pm Recommend From Helen Crawley: "Why is more emphasis not put on supporting families to access a local diverse diet to meet their nutritional needs rather than the use of unsustainable processed products (that ultimately make profit for someone)?"



Guardian contributor [Fokko Wientjes](#) 06 June 2013 2:15pm Recommend @HannahGould - it is not 'either- or'; we both need to put emphasis on access to local diverse diet as well as meeting nutritional needs NOW. Undernutrition is identified as the root cause of 3.1 M deaths among children, we can't have that continue when we have the know how to stop this



Guardian staff [JennyPurt](#) 06 June 2013 2:12pm Recommend I'd be interested to know what role technology and digital innovation can play in sustainable nutrition? So both how it can help for example, to create healthy eating movements in countries where obesity is high, but also on

the delivery front in developing nations where it may difficult to access rural communities? Thanks, Jenny

Guardian contributor [Louise James](#) 06 June 2013 2:18pm Recommend @JennyPurt - Hi Jenny fully agree new technologies present a real opportunity for example around the ability to get health etc messages via the mobile network given the high penetration of mobile in developing countries. Also interesting to see the development of apps in markets such as Europe and the US where consumers can scan their shopping basket to understand where the products are sourced from.

Guardian contributor [Fokko Wientjes](#) 06 June 2013 2:18pm Recommend @JennyPurt - very good point; awareness of consumers both of under- as overnutrition is critical in breaking malnutrition. Wrt the delivery to rural areas it is not only information, but also physical distribution that is the challenge



Guardian staff [HannahGould](#) 06 June 2013 2:19pm Recommend @JennyPurt - Is there also a role for technology in data collection here? With a lack of usable data on nutrition for e.g, how can we see what works and move forward with solutions?

Guardian contributor [franwest](#) 06 June 2013 2:21pm Recommend @JennyPurt - Think this needs to be explored much more. The role of technology in health sector is quite well-established- using mobile phones to track disease surveillance, drug stockouts at health facilities and training and support of community health workers, for instance. I'm sure there's much more we could be doing with nutrition. No concrete answers though.

Guardian contributor [Louise James](#) 06 June 2013 2:22pm Recommend @HannahGould - We are currently working on a report based on some research which shows the increased role and potential for technology to help address development challenges including around areas of health, education, finance etc.....watch this space



Guardian staff [HannahGould](#) 06 June 2013 2:27pm Recommend @Louise_James - Interesting... You'll have to keep us posted!

Guardian contributor [saskiadepee](#) 06 June 2013 2:12pm Recommend @CarolineHoltum - This is very much in synergy, everyone consumes food and obtains most of their nutrition from these foods. The public sector aims to ensure that the needs of those most at risk of malnutrition are also covered whereas the wealthier segments of the population rely much less on the public sector but need nutritious foods as well. Treatment of malnutrition is mainly done by the public sector, but prevention and ensuring adequate nutrition needs all of us

Guardian contributor [saskiadepee](#) 06 June 2013 2:17pm Recommend @HannahGould - to Helen Crawley - the State of Food and Agriculture report 2013 which was just released this week describes very well how the food-value chain evolves with economic development and what this means for agriculture, small scale farmers, food processing sector, rural and urban populations etc. see: <http://www.fao.org/publications/sofa/en/>

[UNSCN](#) 06 June 2013 2:21pm Recommend Haddad in a recent blog supported the idea of independent impact assessment of private sector performance to reduce malnutrition. Have you heard about INFORMAS? <http://www.fmhs.auckland.ac.nz/soph/globalhealth/informas/> It will collect and collate country-level data on public and private sector actions, and the impact of those actions on

improving food environments, improving population diets and reducing obesity and NCDs Would Private sector a) provide full information to an independent body? b) accept conclusions of an independent body? c) change corporate behaviour if asked?

PattiRundall 06 June 2013 2:30pm Recommend @UNSCN - good question. They rarely if ever accept IBFAN's monitoring and usually want to be involved in setting criteria and where and when research is done!

ManfredEggersdorfer 06 June 2013 2:31pm Recommend @UNSCN - DSM supports approaches that are evidence-based and coming from independent bodies; we would follow advice from such bodies including adapting corporate behaviour..

PattiRundall 06 June 2013 2:22pm Recommend *Profits and pandemics: prevention of harmful effects of tobacco, alcohol, and ultra-processed food and drink industries.* <http://www.thelancet.com/journals/lancet/article/PIIS0140-6736%2812%2962089-3/abstract>



Guardian staff **HannahGould** 06 June 2013 2:25pm Recommend Hi everyone, Thank you for all your contributions so far, it's been a really informative conversation. We have about five minutes left, but do feel free to hang back. To wrap up, I just wondered what our panel consider the main opportunities and challenges for business in scaling up nutrition?

Guardian contributor **Louise_James** 06 June 2013 2:30pm Recommend @HannahGould - Hi Hannah for business there is no doubt that there can be a good business opportunity for market growth in a responsible way. However there is a challenge regarding scale and role of businesses in scaling up via their products rather than via the funding route



Guardian contributor **Lauraru** 06 June 2013 2:27pm Recommend Individual businesses are partnering with NGOs on nutrition projects but are there examples of competitor companies working together on a much wider basis to really scale up the work on sustainable nutrition? Laura



Guardian contributor **mfreemangain** 06 June 2013 2:33pm Recommend @Lauraru - Hi Laura, at the Nutrition for Growth Summit on Saturday 10 companies will announce an intention to do exactly that - through a Business Platform for Nutrition Research. All about shared learning to promote good nutrition for low income consumers who need it the most!

Guardian contributor **Louise_James** 06 June 2013 2:34pm Recommend @Lauraru - Hi Laura the aim of the SUN (scaling up nutrition) business network is to bring companies together to address malnutrition. Our own perspective is that there is a challenge to find the right "pre-competitive" space where companies are keen to collaborate

Guardian contributor **Fokko Wientjes** 06 June 2013 2:35pm Recommend @Lauraru - interesting question. In designing partnerships we look for complementary competencies. So you will

find more collaboration in the value chain
Reply

helengray 06 June 2013 2:35pm Recommend Helen Crawley makes a very strong point: local, affordable, sustainable food resources -- such as breastfeeding and appropriate complementary food -- should be emphasised *first*, with commercial nutritional additives used selectively as needed. Commercial additives should not be the first focus of public health nutrition policy! Save the Children has had great success with programs in Bangladesh which teach mothers about safe and nutritious complementary foods (alongside breastfeeding). They've made a very real difference by simply helping community projects which teach basic nutrition and hygiene, using local resources.
www.phdinparenting.com/blog/2012/9/26/getting-results-for-maternal-and-child-health-in-bangladesh.html

PattiRundall 06 June 2013 2:39pm Recommend Just noticed this in the World Public Health Nutrition editorial on micronutrients - Go Forth and Multiply www.wphna.org/worldnutrition

In Europe, the biggest manufacturer of vitamins is DSM. In 1902, the company started out as Dutch State Mines. In the 1980s and 1990s the Dutch government sold off its shares in the company, then already into chemicals. In its third phase Royal DSM, as now known, is a multinational corporation with 23,500 employees in 200 locations, with annual sales close to €10 billion. In 2002 the Swiss-based pharmaceutical company Hoffman-la Roche, until then the biggest manufacturer in the vitamin business, sold its vitamin business for €2.5 billion to DSM, whose positioning is as 'a global, science-based company active in health, nutrition and materials'. Its slogan is 'Brighter science, brighter living™'. 'Health' and 'nutrition' is mostly synthetic fortificants. DSM corporate promotion states 'Every day half a billion people take DSM vitamins; but there are still 6.5 billion who never take any'. Annual sales in China are planned to double from a current €1.5 billion, to €3 billion in 2015. The two appealing pictures above, of children in Latin America and Asia with bowls in hand, are from DSM promotional literature.