

Creating Shared Value through biofortification and micronutrient fortification

At Nestlé, we believe we can do business in ways that deliver both long-term shareholder value and benefits to society. We call this approach Creating Shared Value (CSV).

Our commitment to enhance the lives of people, while securing the future of our business, is leading us to work closely with partners to identify the most critical issues relating to nutrition, rural development and water, and actively look for ways in which our expertise, scale and resources can make a difference.

The Food and Agriculture Organization of the United Nations has stated that: “a growing number of developing countries must shoulder a ‘double burden’ of malnutrition: the persistence of under-nutrition, especially among children, along with a rise in overweight, obesity and diet related chronic diseases”.

We are working hard to ensure that Nestlé and its products become known as part of the solution.

For example, with the growing realisation that micronutrient fortification is a critical component of bridging the micronutrient gap for both adults and children, especially in developing countries, we have launched a new research programme that seeks to use conventionally bred crops that are naturally rich in micronutrients.

By cross-breeding varieties that are rich in micronutrients with high-yield varieties we can produce high-yielding, highly nutritious crops. For instance, cassava that is rich in vitamin A is being bred in Nigeria and Côte d’Ivoire, while rice rich in iron and zinc is being developed for Madagascar. These will be integrated within future product lines as an alternative to fortification. By sourcing conventionally bred staple food crops which are bio-fortified, we hope to increase the quality of raw materials used in production while promoting the planting and consumption of plant foods rich in vitamins and minerals by rural populations in developing countries.

We are also using our extensive nutritional research capabilities (we invest more in nutrition research than any other private sector organization) and more than 140 years’ experience of enhancing the nutritional profile of food products to ‘renovate’ our product portfolio.

Using information from local governments and international health authorities, we have identified the different nutritional gaps in people’s diets in specific regions. Using this data, we are fortifying many of our products with micronutrients – especially in the most commonly occurring deficiencies such as iron and vitamin A.

But fortifying our products is only effective if they reach the people who need them most – so they must be enjoyable, nutritious and affordable.

We market a growing number of Popularly Positioned Products (PPPs), high quality food products that provide nutritional value at a price people can afford. By fortifying our PPPs with micronutrients we are helping address deficiencies where they are most prevalent.

Our efforts to target micronutrient fortification where it’s most needed have been underscored by the Nestlé Nutrition Institute’s work to promote scientific research into public health issues.

Micronutrient and bio fortification are just two of the ways we can help address the double burden of malnutrition through the products we provide, the advice we offer and our involvement in nutrition-related initiatives with other organisations.

Through our products, research, communications and social projects, we are committed to help encourage people to eat more mindfully and promote the preparation and consumption of fresh, healthy foods.

Link to high resolution pictures:

<https://mft.nestle.com/easyshare/fwd/link=8tQzNLGZVYgPmGngGrupeC>



Bio-fortification of cassava at Nestle's Experimental Farm in Yamoussoukro, Cote d'Ivoire. Scientist Melanie Polman assesses the crop.



Bio-fortification of cassava at Nestle's Experimental Farm in Yamoussoukro, Cote d'Ivoire. Agronomist Frederic Oura examines plantlets with farmer Kan Firmin Kouakou.



Iron- and iodine-fortified *Maggi* cubes on sale in an open market in Nigeria, helping address micronutrient deficiency.



Bear Brand milk – fortified with vitamin A, iron, zinc and vitamin C – on sale in a supermarket in the Philippines.

Multimedia

Micronutrient fortification & case studies

<http://www.nestle.com/nhw/improving-products/micronutrient-fortification>

Consumers in emerging markets

<http://www.nestle.com/csv/nutrition/emerging-markets>

Micronutrient fortification of Maggi products, Nigeria

<http://www.nestle.com/csv/case-studies/AllCaseStudies/MicronutrientfortificationofMaggi>

Nestlé India - Health Camps for micronutrient awareness

<http://www.nestle.com/csv/case-studies/AllCaseStudies/Nestle-India-Health-Camps-micronutrient-awareness>

Links to social media accounts

youtube

<http://www.youtube.com/user/NestleCSV>

Facebook

<https://www.facebook.com/pages/Nestl%C3%A9-Creating-Shared-Value/166552360346#!/pages/Nestl%C3%A9-Creating-Shared-Value/166552360346?fref=ts>