

Systems for healthier food consumption:

Behavior and foresight perspectives

4 Nov. 2016, Food systems workshop, Wageningen,
Thom Achterbosch



Objective: shed some light in darkness?

- Examine key drivers in food systems towards balanced and sufficient diets of urban populations in low income countries:
 - drivers underlying food consumption choices (purchase and food intake)
 - consumer behaviour and value chain perspective
 - leverage points for nutrition-driven innovation and policy reform;
 - quantitative foresight on aggregate indicators of nutrition security dietary quality;
- Share research examples from/across various disciplines that will address the gap between current and a sufficient and balanced diet.

A large, irregular yellow paint splatter shape is centered on a white background. It has several smaller yellow droplets scattered around it, particularly towards the top and right edges.

Zero Hunger is Yellow

Do you have new
perspectives, ideas, anything!
Contact us and share!

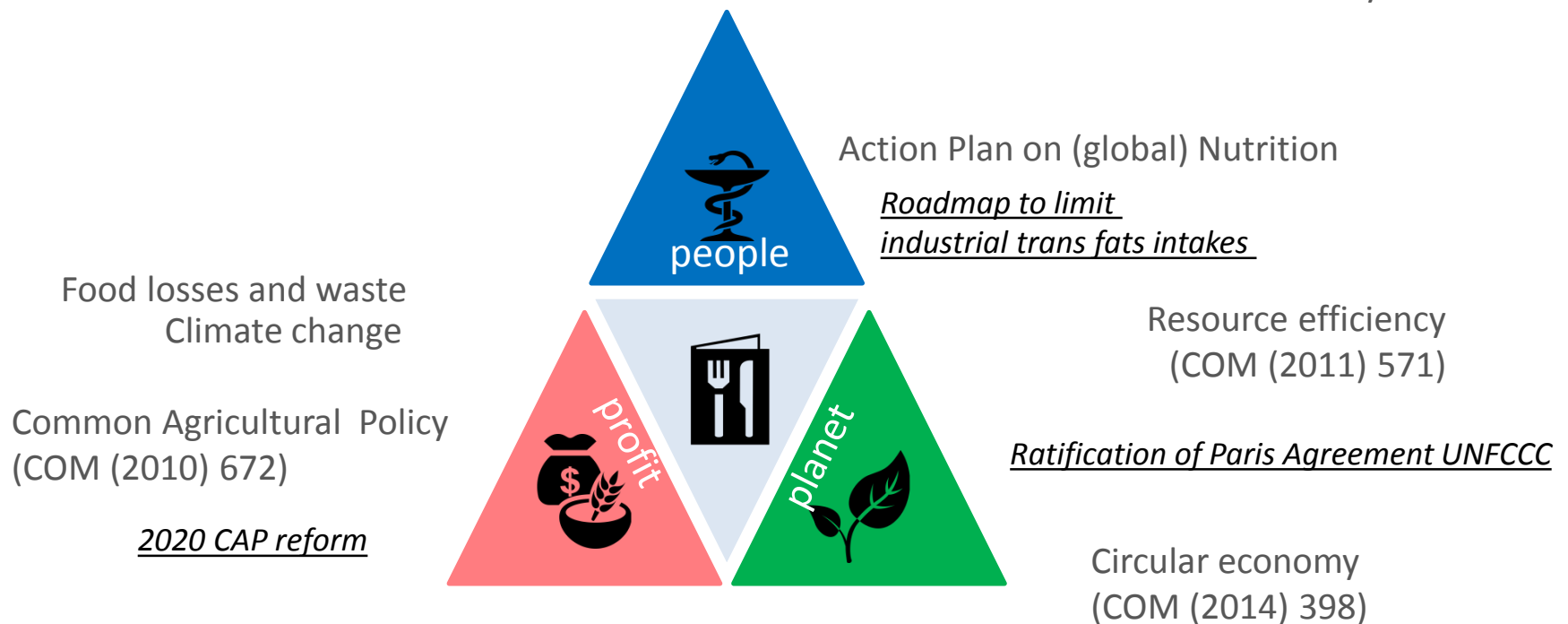
www.wur.eu/zerohunger

Setting the scene



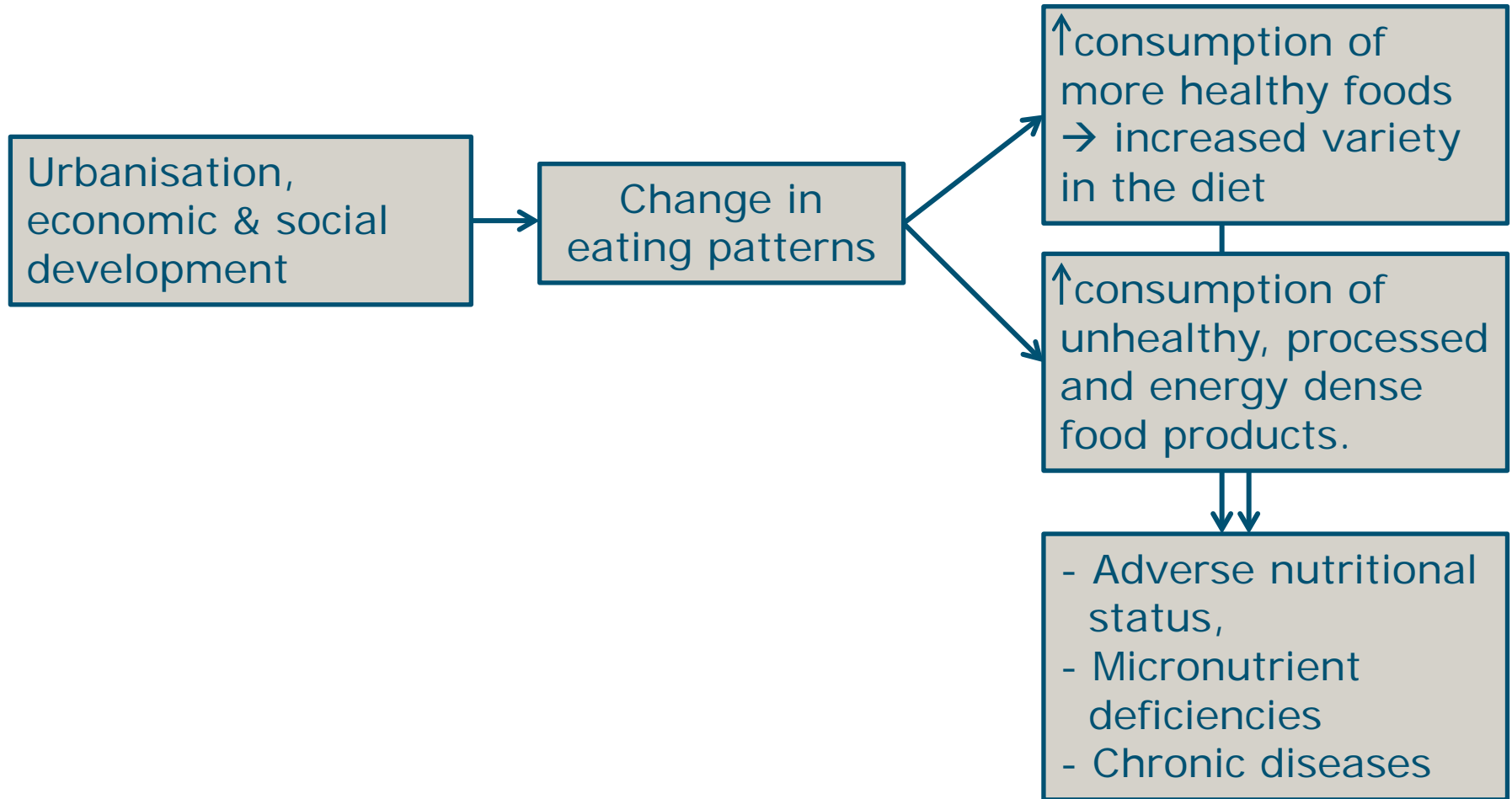
EU policy view on diets & food system

EU Action Plan on Childhood Obesity 2014-2020



Arguing for European diets to become more environmentally and economically sustainable, and more healthy and nutritious

LMIC perspective: Nutrition transition



Balanced and sufficient diets?

Quality

What is the **composition** of a balanced diet?

Quantity

Protein

Energy

How much? What are the **cut-offs**?

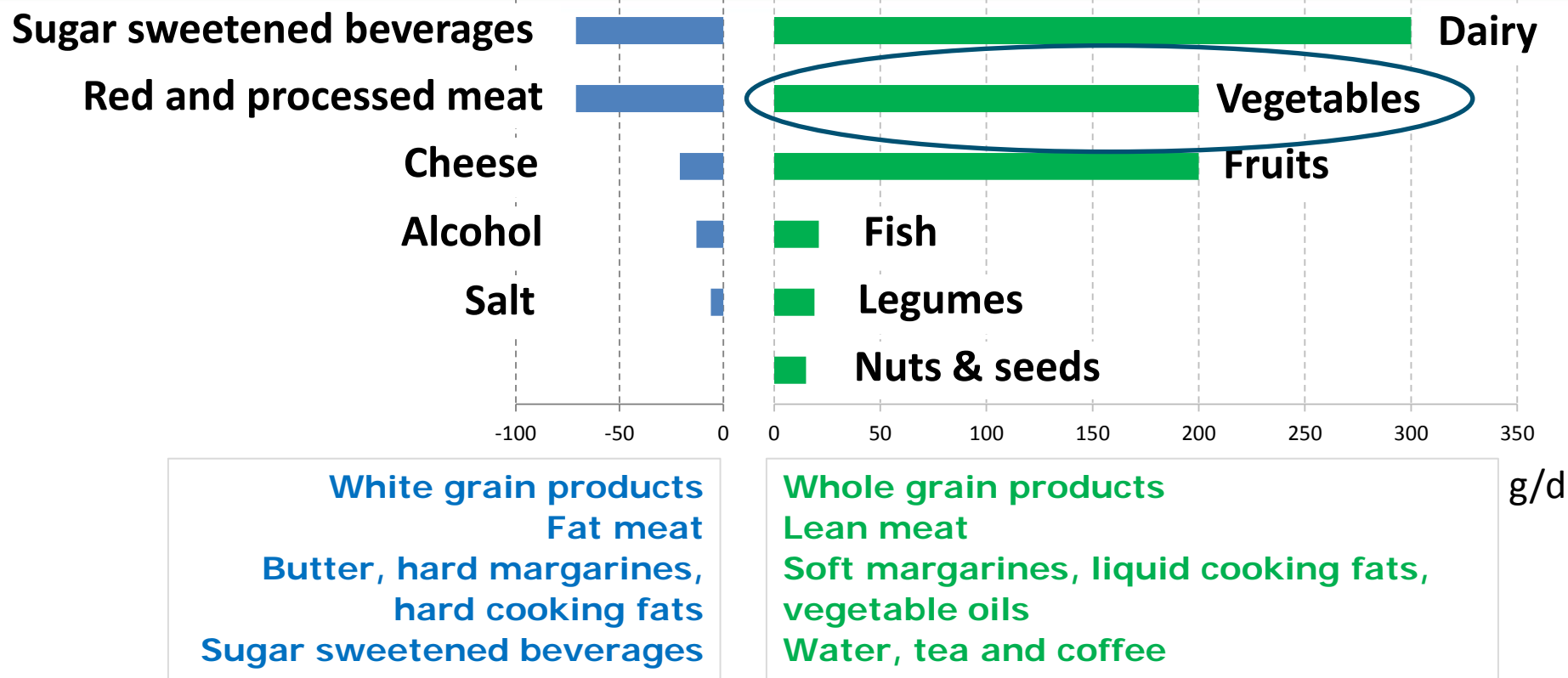
Dietary
recommendations



Indicators of
diet quality

Common set of guidelines

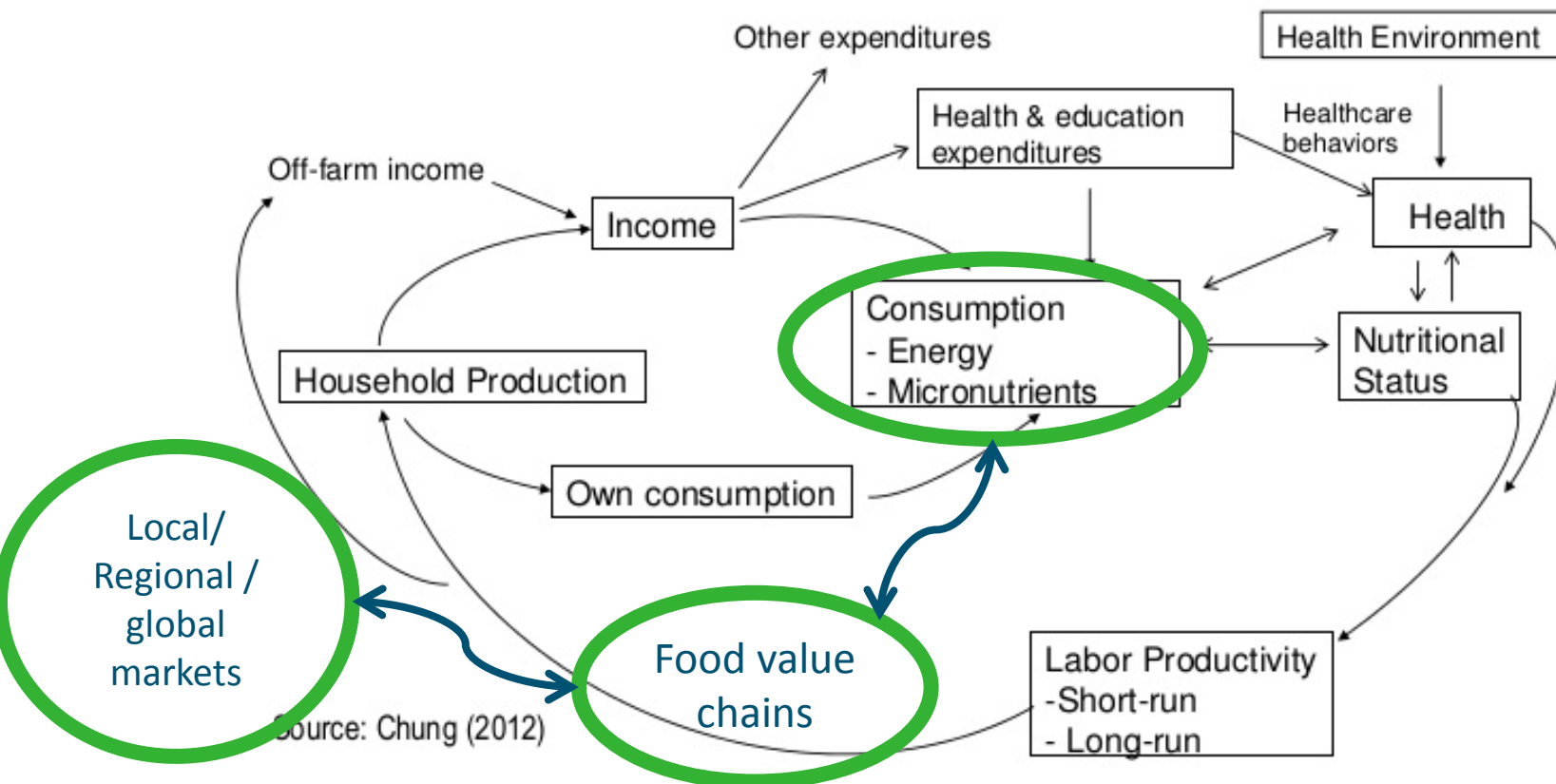
Food based



Agriculture – nutrition linkages

add a consumer choice and value chain perspective

FRAMEWORK FOR ANALYZING AGRICULTURE NUTRITION LINKAGES



Innovating the consumption of vegetables



Setting the scene



Setting the scene 2

Examples from going work

Ireen Raaijmakers
Marijke Kuiper



Questions for discussion & exchange

1. How would you define “nutrition-driven food systems”, based upon all the speakers so far?
2. What type of “metrics” do you design in your own research? Or what do you take them from shelf?
3. How to involve value chain/food system actors and stakeholders in strategies with a sustained impact towards a consumer choice environment that is supportive of a balanced and sufficient diet?

- What is a healthy diet? And how has it evolved under the “nutrition transition”
 - Get close to consumer! Going beyond the diet composition: meals and preparation!
 - Vegetables, poor intake data,
 - The multifaceted role of processed foods in the Nutrition transition
- Perspectives differ around malnutrition issues and target groups
- Trade-offs around the future diet (2050): sustainable / health / economy?
 - How can foresight contribute to transformative change with actors

Urban food systems for healthier consumption

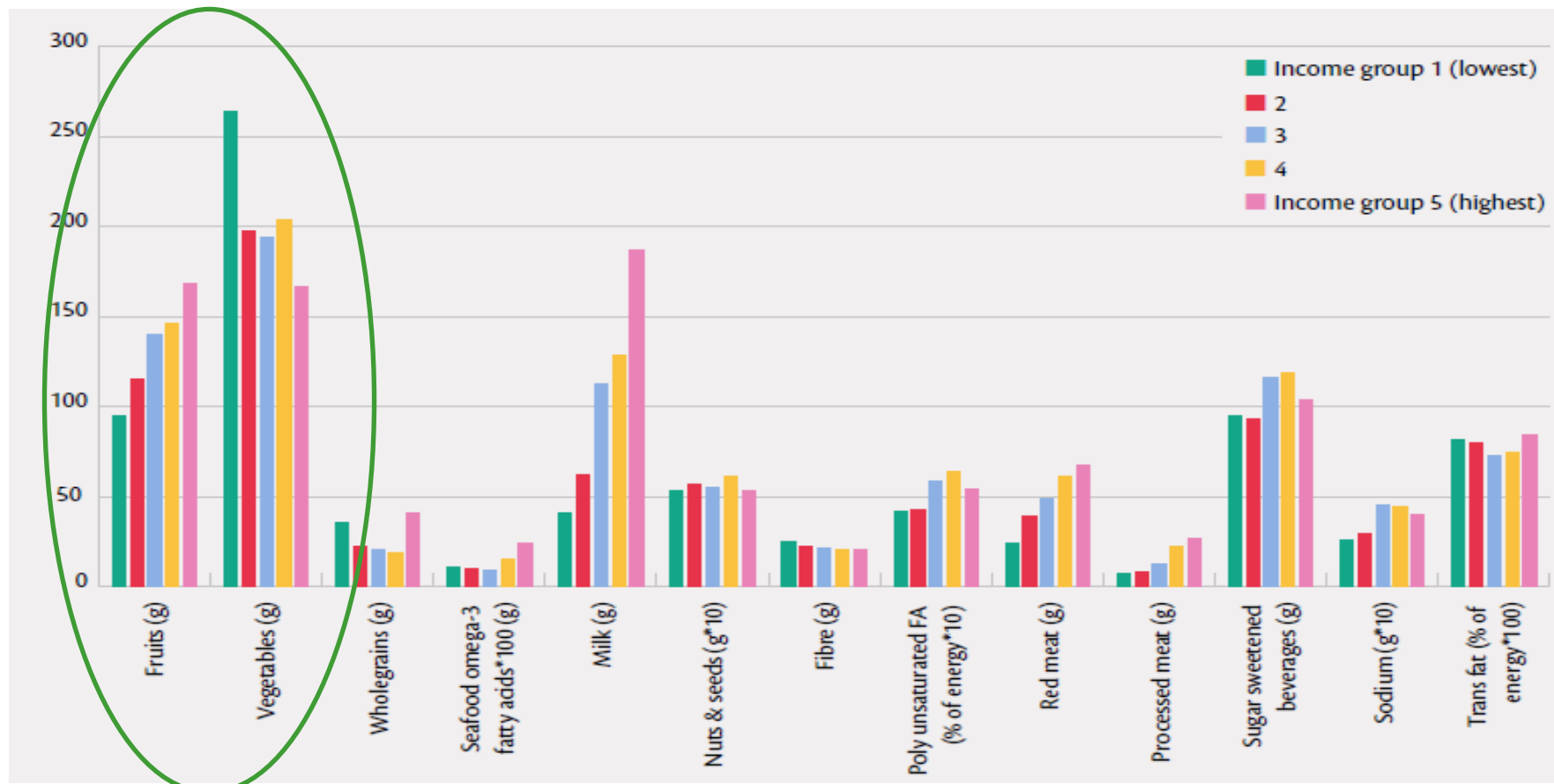
Wageningen UR – Global food & nutrition security

04 November 2016, Ireen Raaijmakers, Thom Achterbosch, Gemma Tackx



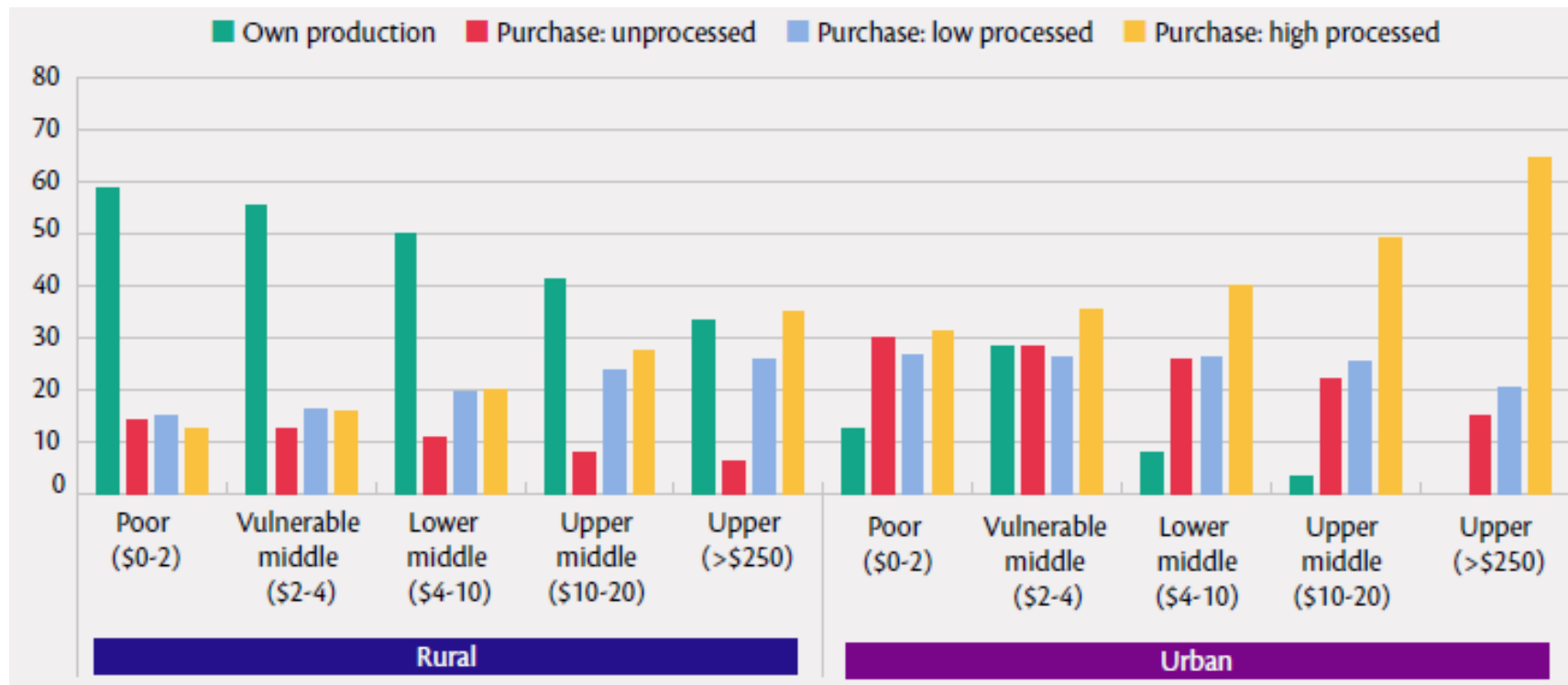
Declining vegetable consumption

■ Consumption of foods by national income group, 2013

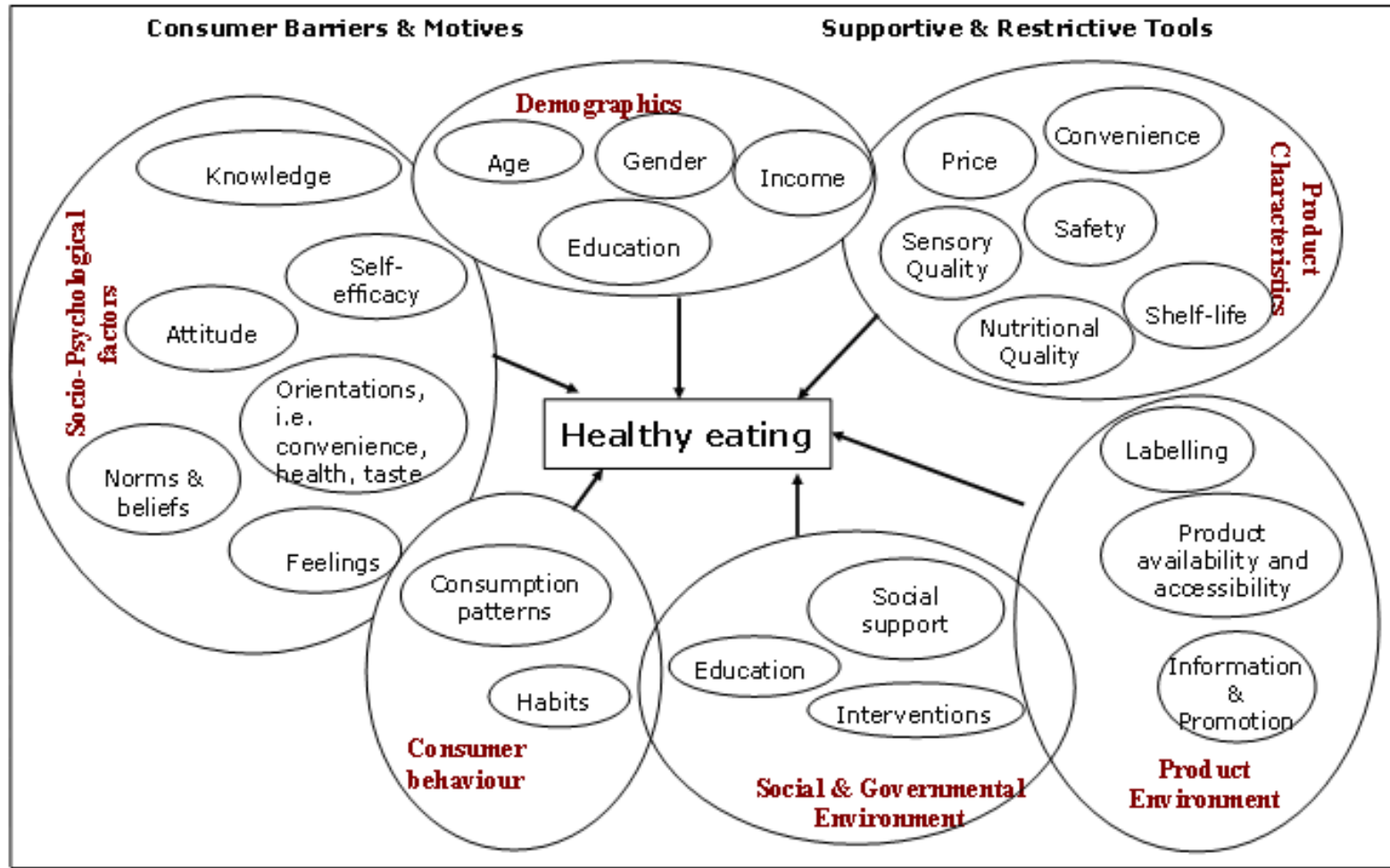


The rise of processed foods in Africa

- Percentage of value of food consumed from different categories: Ethiopia, Uganda, Tanzania, Mozambique, Malawi, South Africa



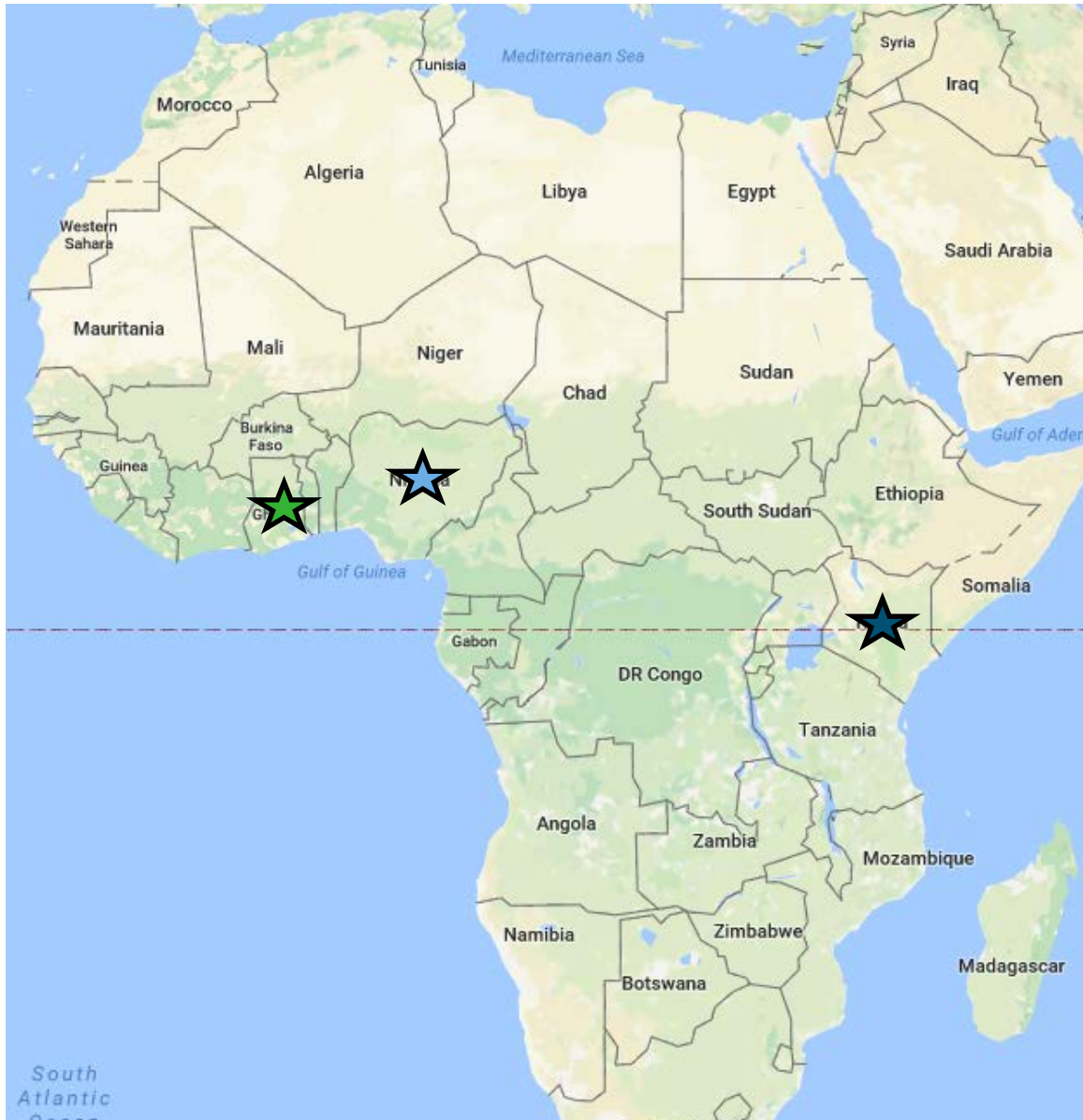
Importance of consumer behaviour



Importance of consumer behaviour (2)

- Insights on consumption behaviour is needed in order to develop, offer and design food and nutrition interventions that:
 - Better fit the diverse range of consumers
 - Eventually lead to a higher intake of healthy food products.
- Currently, there are hardly any insights.

Urgent need for new metrics



★ Enrich proposal

★ URBCONS

★ NWO-ARF

Nigeria

Vegetables
Nutrition security
Choice motives
Value chain actors



Kenya & Ghana

Vegetables
Intake
Real-time
Choice motives



End

Project information

<http://www.wur.nl/nl/project/Dietary-transitions-among-urbanizing-consumers-1.htm>

Email ireen.raaijmakers@wur.nl





FOODSECURE

FOR POLICIES THAT MATTER

FoodSecure Scenarios and Results – a Quick View

Marijke Kuiper
presenting joint work with

Lindsay Shutes, Hans van Meijl, Andrzej Tabeau, Diti Oudendag, Monika Verma, Michiel van Dijk, Martine Rutten, Frans Godeschalk and Thom Achterbosch (Wageningen Economic Research)

Elke Stehfest (Netherlands Environment Agency)

Hugo Valin (IIASA)



Website: foodsecure.eu
Conference blog: foodsecureblog.wordpress.com

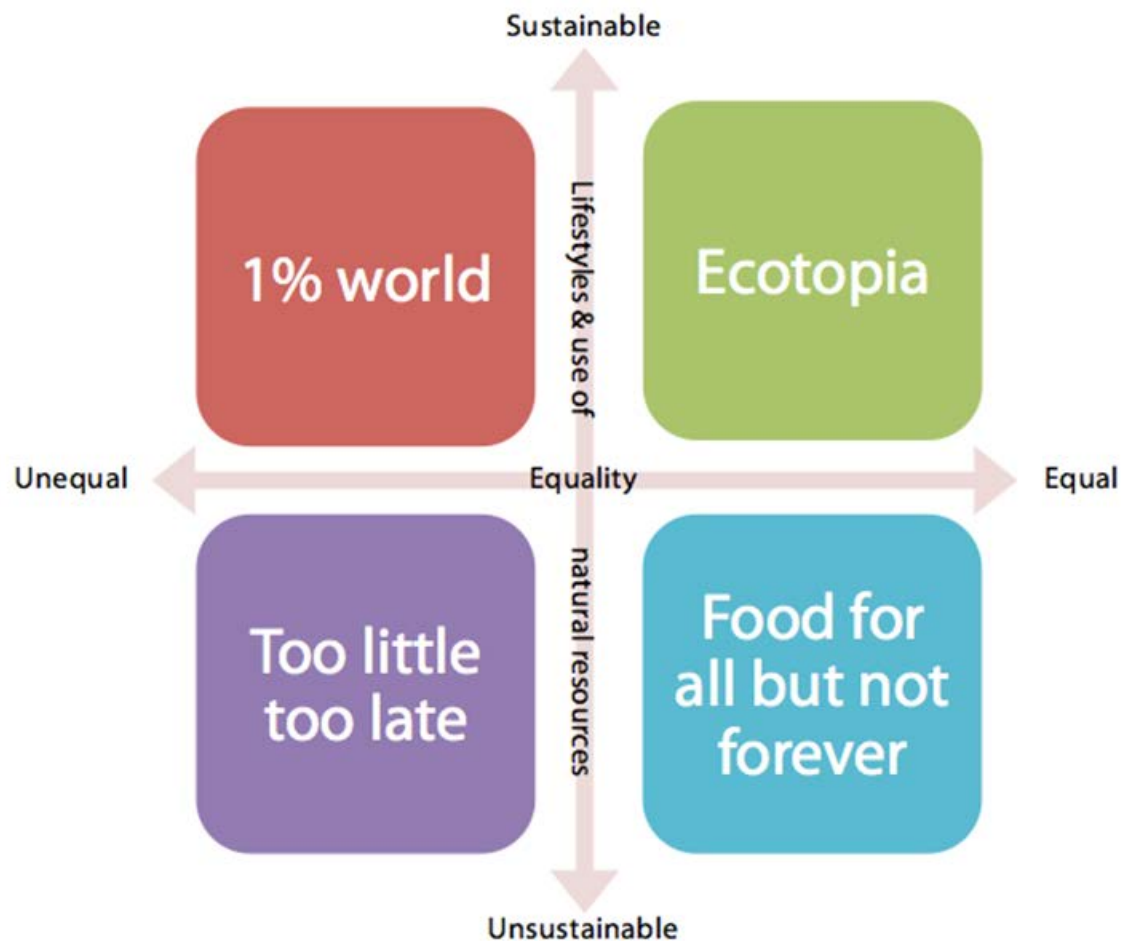
Twitter: [@foodsecureeu](https://twitter.com/foodsecureeu)
[#FOODSECURE](https://twitter.com/foodsecureeu), [#FSFC16](https://twitter.com/foodsecureeu)



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FOODSECURE scenario storylines

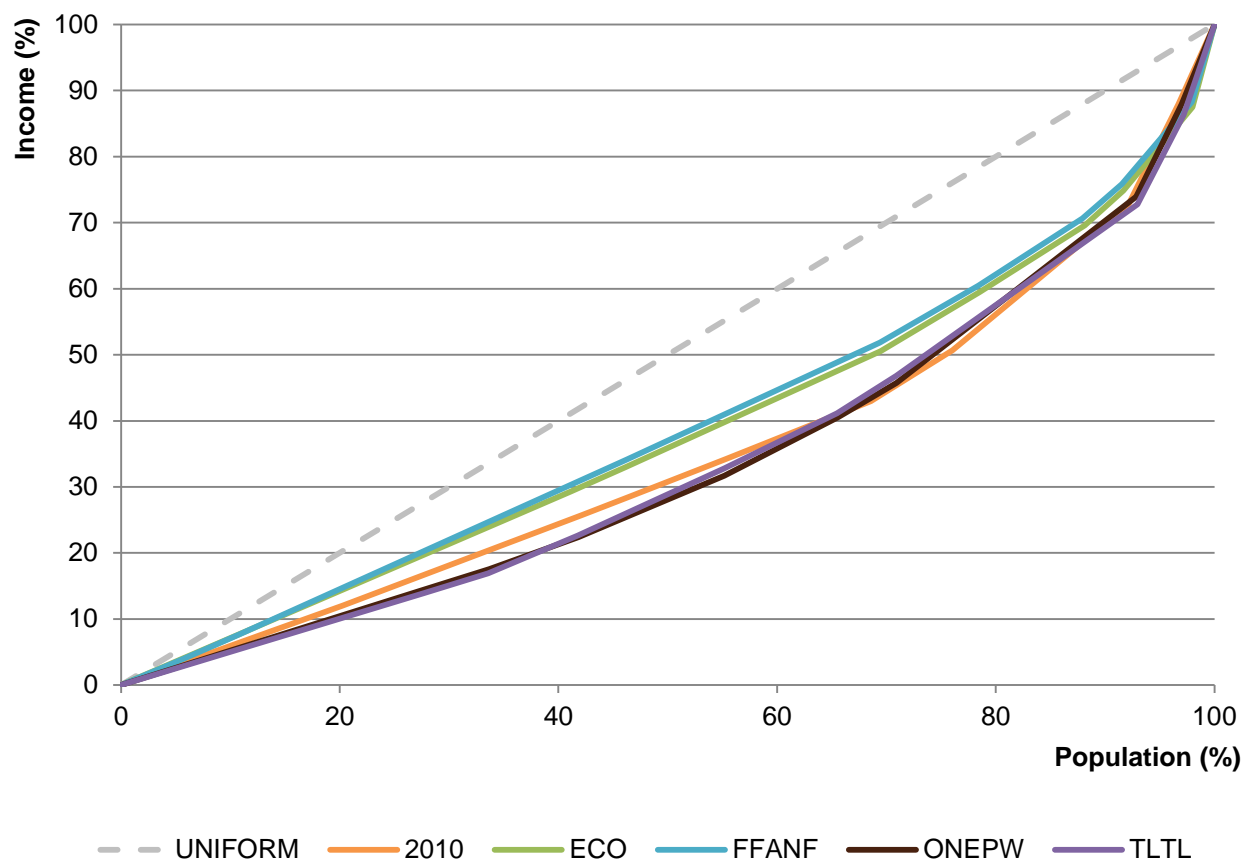


FOODSECURE
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Education (and rural-urban migration) makes growth more equal in ECO and FFANF

Lorenz curve Ghana, education and migration

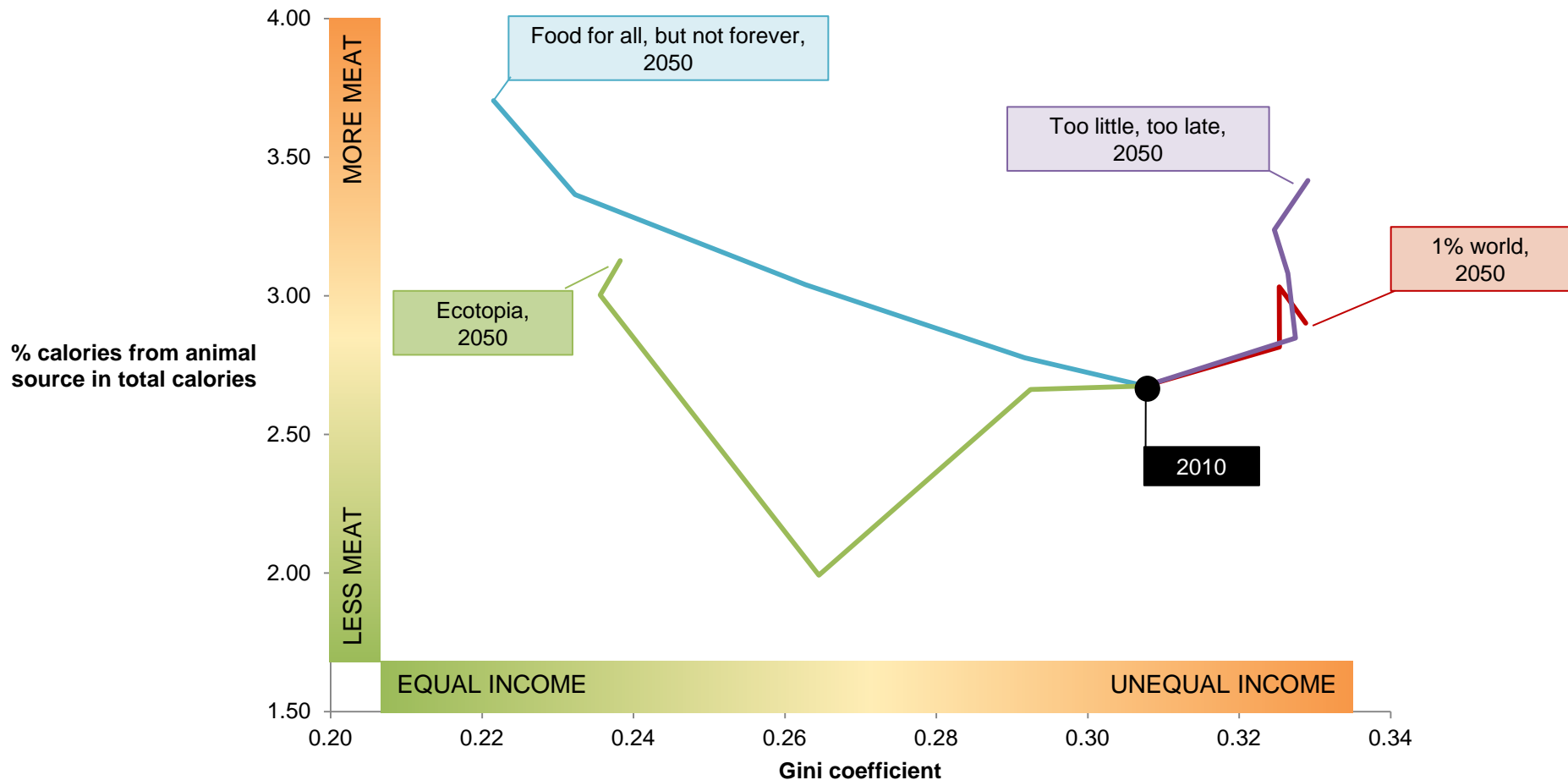


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Equality and sustainability (&diet?) objectives may be conflicting

*Inequality and % of calories from animal sources
(Ghana, 4 contrasting projections from 2010 to 2050)*



MAGNET - a modular global CGE model

