

# NOURISH MOVEMENT CASE FOR ACTION

## New Priorities for our Global Food System

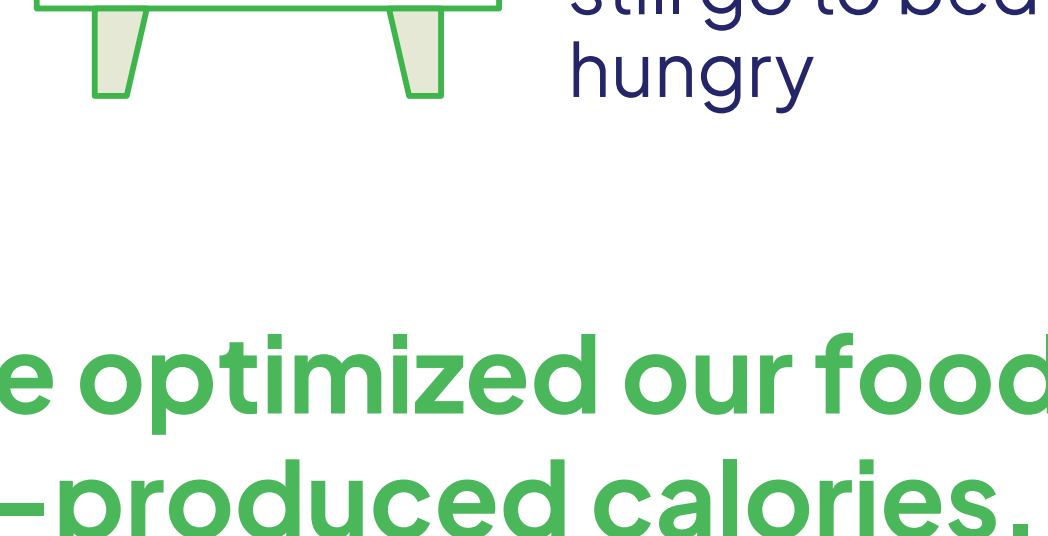
We are both under-nourished and over-fed, and by working to solve one problem, we are creating an even bigger one.

**Good news: we're making great strides in reducing undernourishment**

The rate of undernourishment has gone from



But we still have an unacceptably big problem:



**Bad news: we're still not nourishing the world**



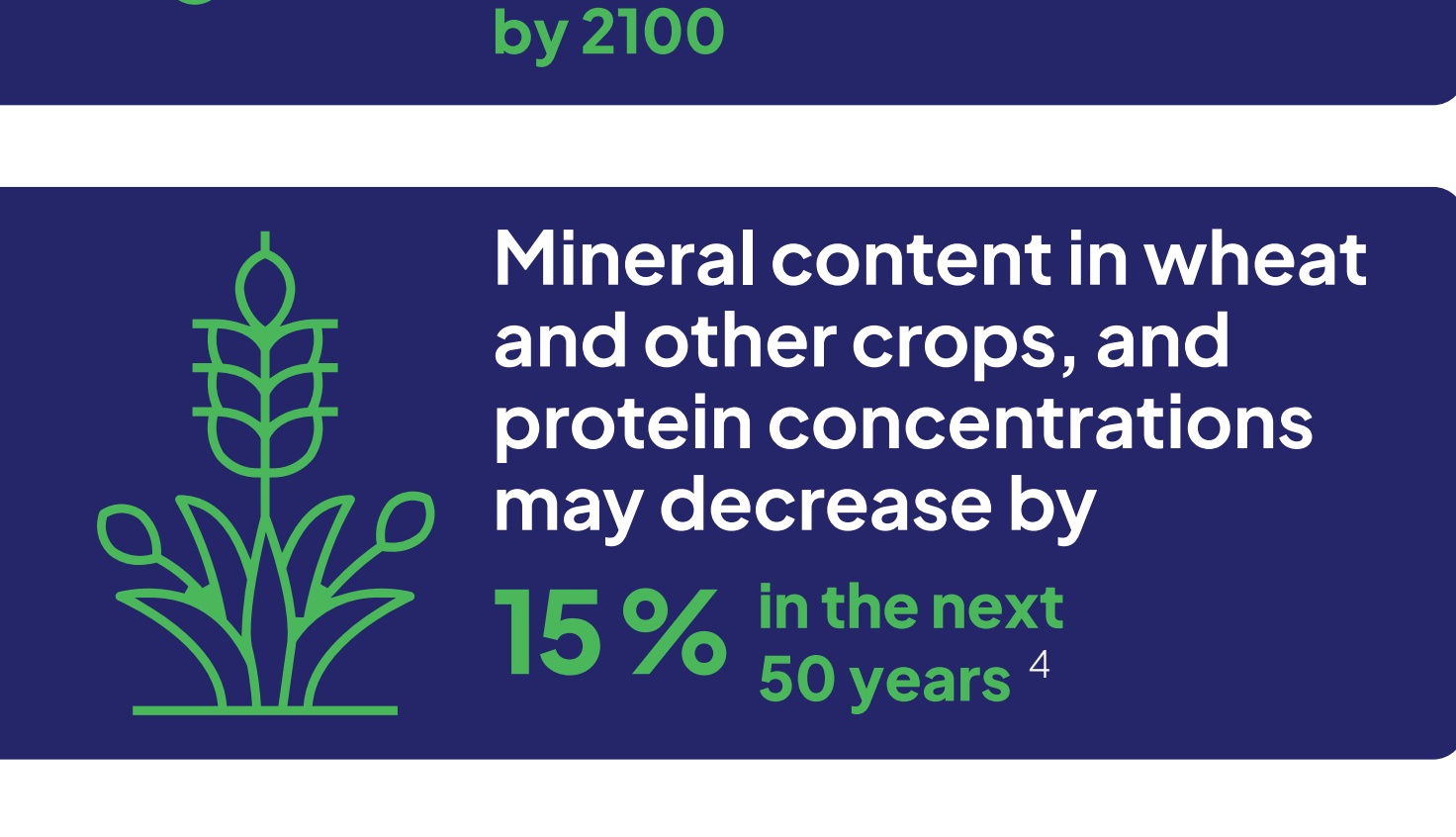
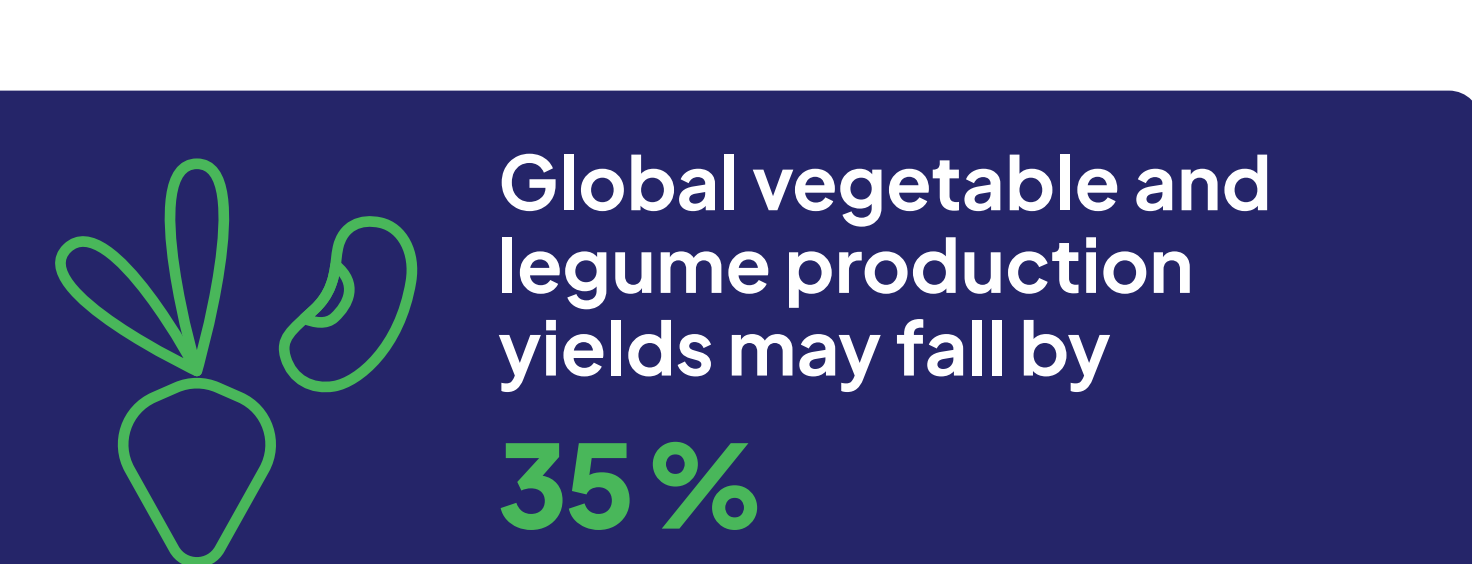
**We've optimized our food system for low-cost, mass-produced calories. Now we need to optimize it for health.**

**Designing for human health must also ensure planetary health.**

**We need to reduce the impact agriculture and food production have on the planet...**



**... because climate change will impact the quantity and quality of health foods**



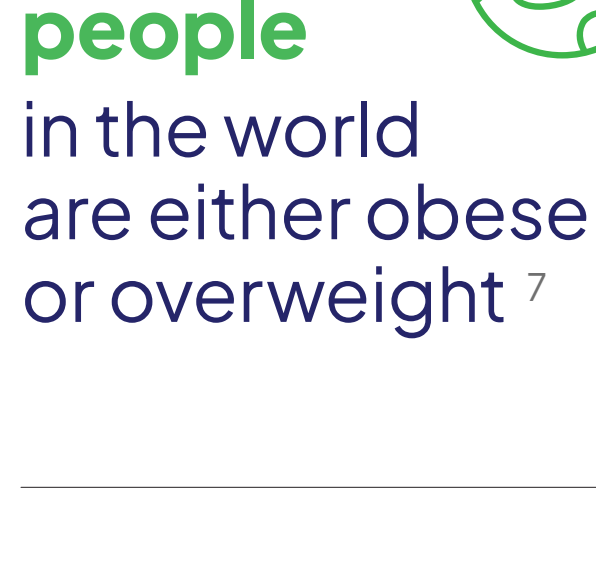
## OUR CASE FOR ACTION

### 1 We're facing a far deadlier global pandemic than COVID-19 but it is happening in slow motion and receives far too little attention and collective action given the scope of the problem.

**Our diets are killing us and they're making us less resilient**



**The bigger pandemic is "globesity" — one caused by poor diet and lifestyle**



**GLOBESITY**  
is a "top 3 social burden," on par with smoking, armed violence, war and terrorism<sup>8</sup>

**Poor diet and lifestyle are leading to out-of-control healthcare costs**

Diabetes alone will be a

**\$2.2T problem**  
by 2030



**Diets are too high in calories and too reliant on ultra-processed foods that don't nourish health**

Ultra-processed foods account for

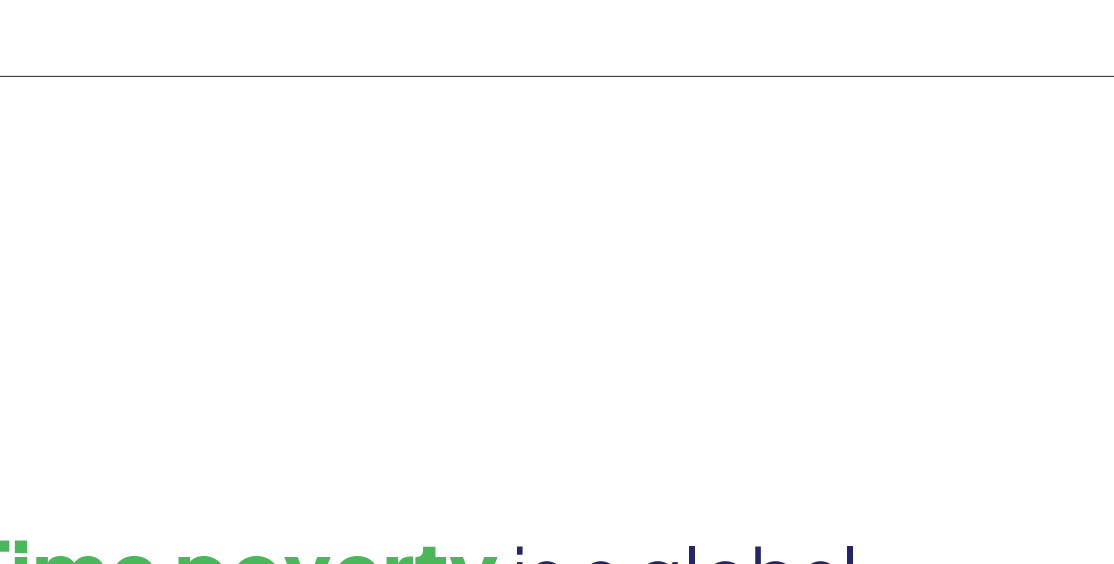
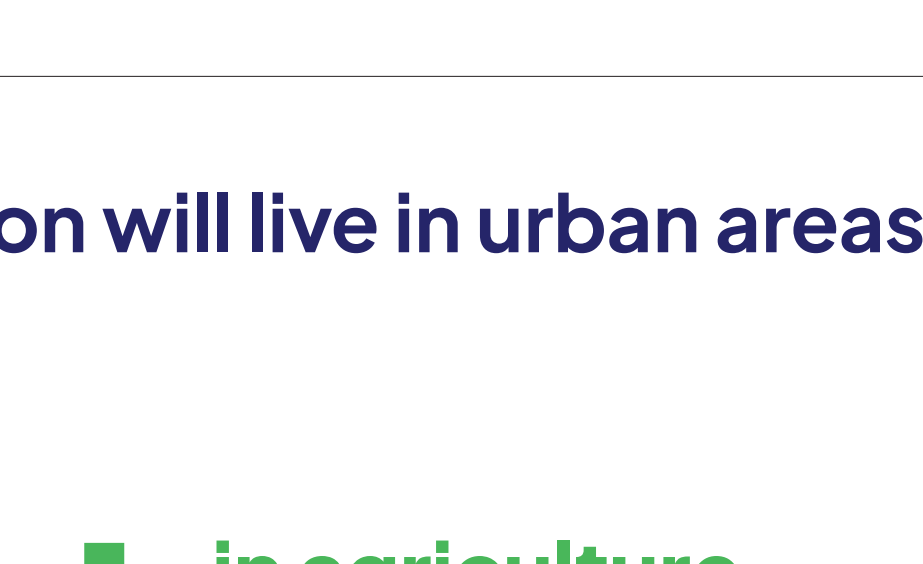


**PEOPLE WHO EAT MORE ULTRA-PROCESSED FOODS HAVE HIGHER RISK OF OBESITY, DIABETES, CARDIOVASCULAR DISEASES, DEPRESSION, CANCER, RENAL AND LIVER DISEASES<sup>11</sup>**

— Marion Nestle, New York University

### 2 Population growth, urbanization and aging are accelerating the globesity pandemic.

**By 2050:**



**> 2/3 of the population will live in urban areas**

Urbanization brings

**↑ in processed, prepared & fast foods**

**↓ in agriculture workers<sup>13</sup>**

**Time poverty** is a global force driving unhealthy convenience foods

Rapidly urbanizing cities in the developing world face a 'double burden':

**undernourishment and obesity**



In parts of Africa and Asia, the number of overweight children is 2 to 4 times higher than underweight children<sup>15</sup>

**Aging population brings metabolic changes and diet and lifestyle related chronic conditions<sup>16</sup>**

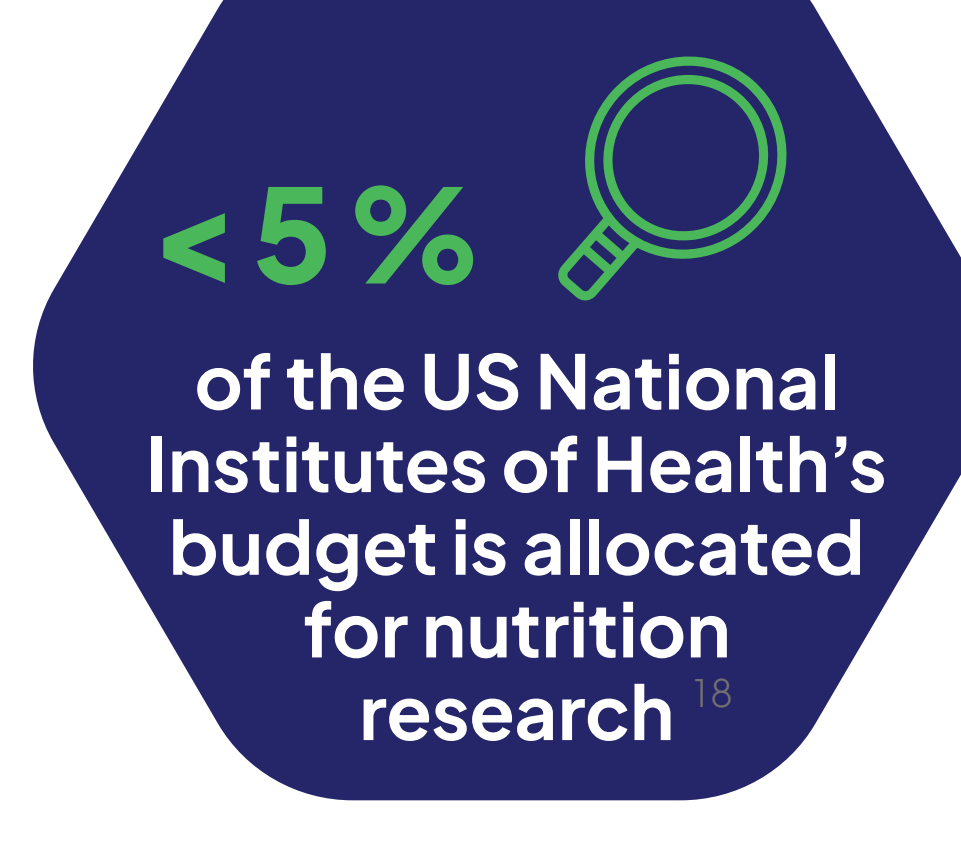
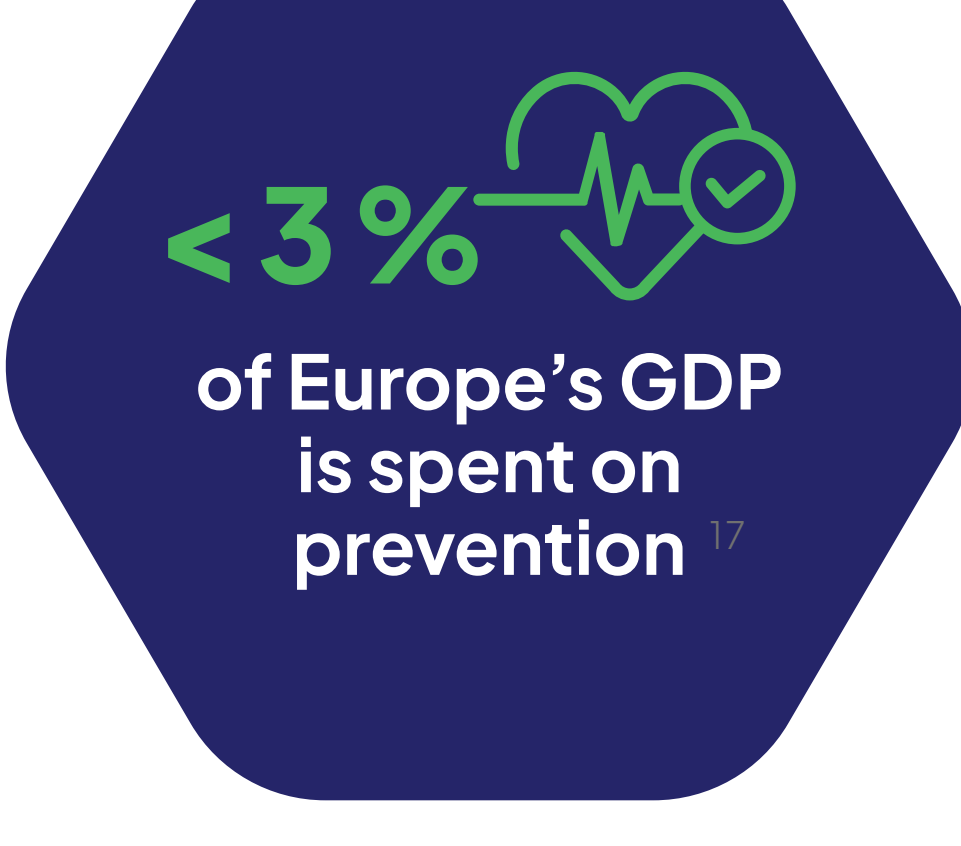


Share of population over age 60 will be

**2X** over 1950 level

### 3 Food and health exist in separate universes and rarely collaborate in credible ways. This must change.

**Consumers with bad diets become costly patients, but they're not treated that way by global healthcare systems**



**We're only scratching the surface with existing approaches**



The "Rule of Halves" study reveals that only 6% of the global population with diabetes achieves desired outcomes from pharmaceuticals<sup>20</sup>

### 4 Pockets of incredible innovation in food and nutrition interventions exist today, but often lack visibility, partners, incentives and business models needed to scale.

**Nutrition-based interventions, combined with lifestyle approaches, show incredible promise**

**One U.S. study found:**



**Leaders have expressed the need for a different approach**

**"WE HAVE ACHIEVED REAL, QUANTITATIVE HEALTH OUTCOMES FROM OUR FOOD AS MEDICINE INITIATIVES, BUT HAVE DONE SO IN A CONTROLLED ENVIRONMENT WITH DONOR FUNDING.**

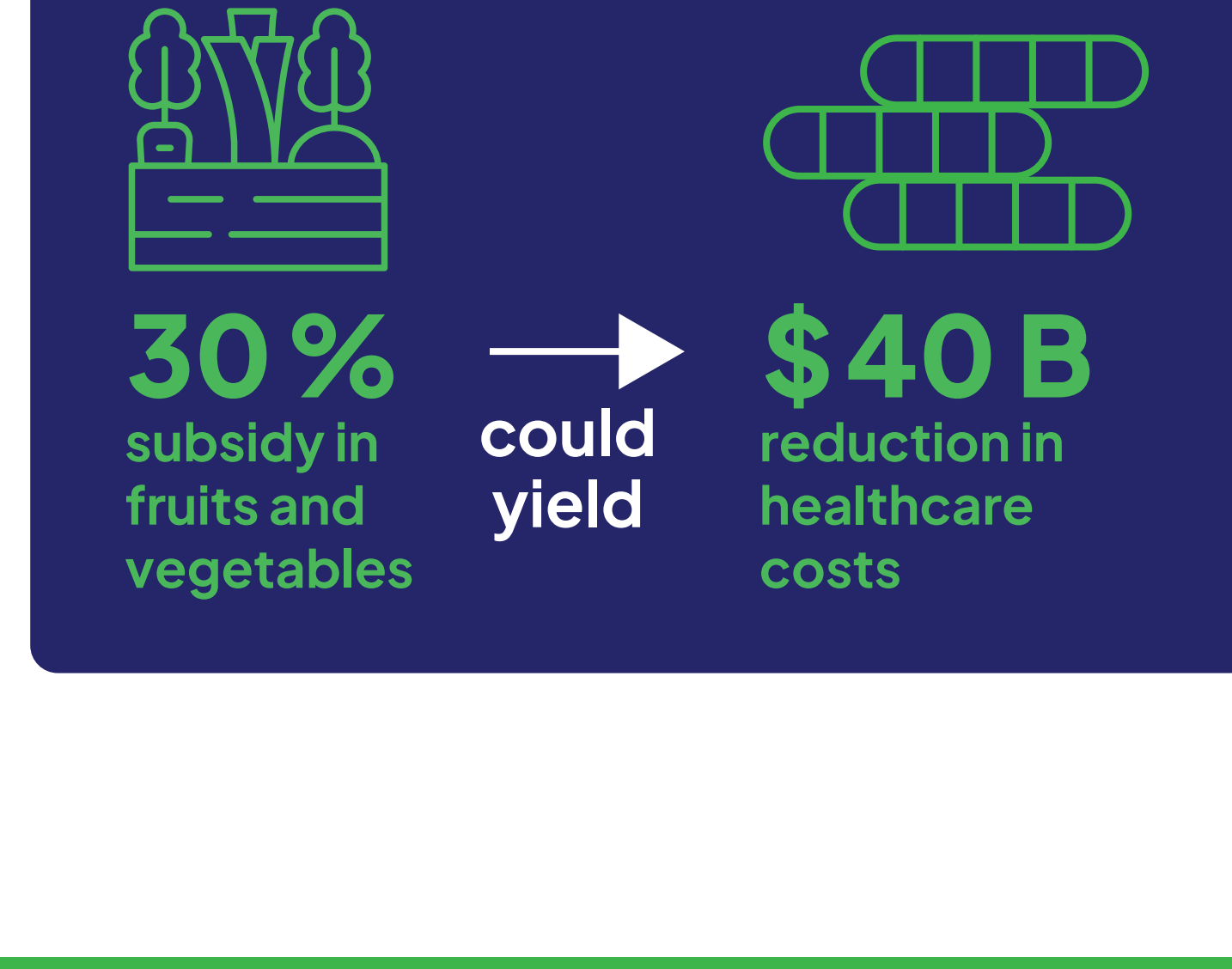
**SCALING WHAT WE DO WILL REQUIRE RADICALLY DIFFERENT THINKING, PARTNERSHIPS WITH OTHER ECOSYSTEM PLAYERS (LIKE RETAILERS, AND FOOD COMPANIES) AS WELL AS DIGITAL APPROACHES TO IMPACT CONSUMERS AT SCALE.**

**WE NEED TO BE WILLING TO EMBRACE DISRUPTIVE BUSINESS MODELS.**

— Allison Hess, Vice President, Geisinger

### 5 Tackling these challenges has the potential to unlock tremendous economic benefits and should be viewed as part of a broader ESG mandate for the private sector and beyond.

**The opportunity for meaningful societal benefits is tremendous.<sup>22</sup>**



**Healthy companies need healthy workers:**



## A new kind of collaboration and innovation is needed. Now.

**"WE HAVE KNOWN FOR A LONG TIME THAT NUTRITION TAKES MANY SECTORS AND DISCIPLINES TO ERADICATE THE MULTIPLE BURDENS. THERE IS NOTHING NEW TO THIS. WHAT IS NEW IS HOW WE CAN DELIVER ON THE 17 [SDGS], WHICH CALL ON THE WORLD TO APPROACH DEVELOPMENT DIFFERENTLY, THROUGH SHARED ACTION.**

— Dr. Jessica Fanzo, United Nations Food & Agriculture Organization (FAO)

**"THE NEXT 30 YEARS ARE THE MOST IMPORTANT 30 YEARS IN THE HISTORY OF FOOD AND AGRICULTURE.**

— Jack Bobo, Nourish Movement Steering Committee Member and Director of Global Food and Water Policy, The Nature Conservancy