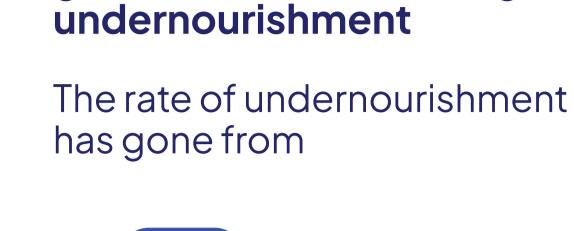


## **New Priorities for our** Global Food System We are both under-nourished and over-fed,

and by working to solve one problem, we are creating an even bigger one.



Good news: we're making

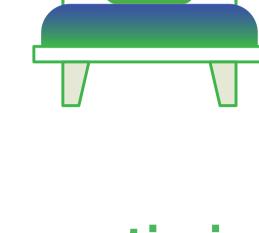
great strides in reducing







But we still have an unacceptably big problem:

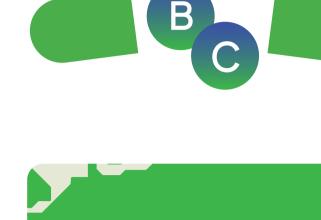


people still go to bed hungry

>2B people lack essential

nourishing the world

Bad news: we're still not



micronutrients



## be the most populated countries by 2050.<sup>2</sup>

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 ... because climate change will

production have on the of health foods planet...

1/3

impact agriculture and food



yields may fall by 35% by 2100

impact the quantity and quality



We're facing a far deadlier global pandemic than

COVID-19 but it is happening in slow motion and

The bigger pandemic is "globesity" —

receives far too little attention and collective

action given the scope of the problem.

may decrease by

is a "top 3 social burden,"

on par with smoking, armed

Mineral content in wheat

and other crops, and

protein concentrations

Global vegetable and

legume production

## OUR CASE FOR ACTION

one caused by poor diet and lifestyle and they're making us less resilient ~2B #1 people risk in the world factor are either obese

Our diets are killing us



for mortality

violence, war and terrorism<sup>8</sup> or overweight 7



healthcare costs





DEPRESSION, CANCER, RENAL

**AND LIVER DISEASES** 11

Poor diet and lifestyle are leading to out-of-control

G8

people

cannot afford

a healthy diet 14

If that were GDP,

diabetes would

be the next G-8

country 9

the average Marion Nestle, New York University American 10

Ultra-processed

foods account for



By 2050:

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

57%

calories

consumed by

Population growth, urbanization and aging are accelerating the globesity pandemic. Yet 3 B

Global



population

will reach

~10B<sup>12</sup>

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

and obesity

conditions 16

0

undernourishment

fast foods



Aging population brings metabolic changes and diet

and lifestyle related chronic

higher than underweight children 15 Share of population over

age 60 will be

X over 1950 level

In parts of Africa and Asia, the number

of overweight children is 2 to 4 times

convenience foods

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

of Europe's GDP

is spent on

prevention



We're only scratching the surface with existing approaches

of the US National Institutes of Health's budget is allocated for nutrition

research

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

more research

funding for pharma

than food, across

both regions

The "Rule of Halves" study

reveals that only 6% of the

global population with diabetes achieves desired outcomes from pharmaceuticals 20

Pockets of incredible innovation in food and

nutrition interventions exist today, but often

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

1.5 M poor health could costs US subsidy in reduction in days

healthcare

costs

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

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

Sources: https://ourworldindata.org/hunger-and-undernourishment <sup>2</sup> https://www.fao.org/3/CA1553EN/ca1553en.pdf

INCORECTION

MOVEMENT

4 https://ehp.niehs.nih.gov/doi/10.1289/ehp41 <sup>7</sup> https://www.who.int/news-room/fact-sheets/detail/obesity-and-overweight

<sup>17</sup> U.S. National Library of Medicine - National Institutes of Health

18 Ibid 19 Ibid

<sup>11</sup> https://www.newsweek.com/2021/12/17/americans-are-addicted-ultra-processed-foods-its-killing-us-1656977.html <sup>12</sup> https://news.un.org/en/story/2015/07/505352-un-projects-world-population-reach-85-billion-2030-driven-growth-developing <sup>13</sup> https://ourworldindata.org/urbanization <sup>14</sup> https://ourworldindata.org/diet-affordability 15 https://www.economist.com/the-world-ahead/2021/11/08/obese-children-will-outnumber-the-underweight-for-the-first-time?utm\_medium=social-media.cont

lack visibility, partners, incentives and business models needed to scale. **Nutrition-based** interventions, combined with lifestyle approaches, show incredible promise 49% 50% 16% One U.S. study found: reduction in reduction in increase in healthcare hospitalizations medication adherence 21 costs 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, 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.

yield

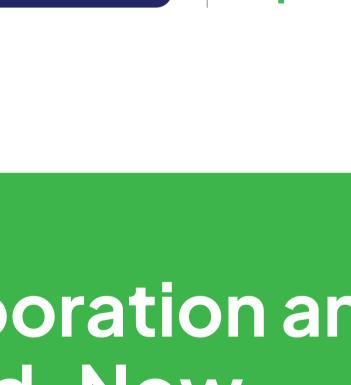
fruits and

0

vegetables

The opportunity for meaningful

societal benefits is tremendous: 22





employers

\$500 B

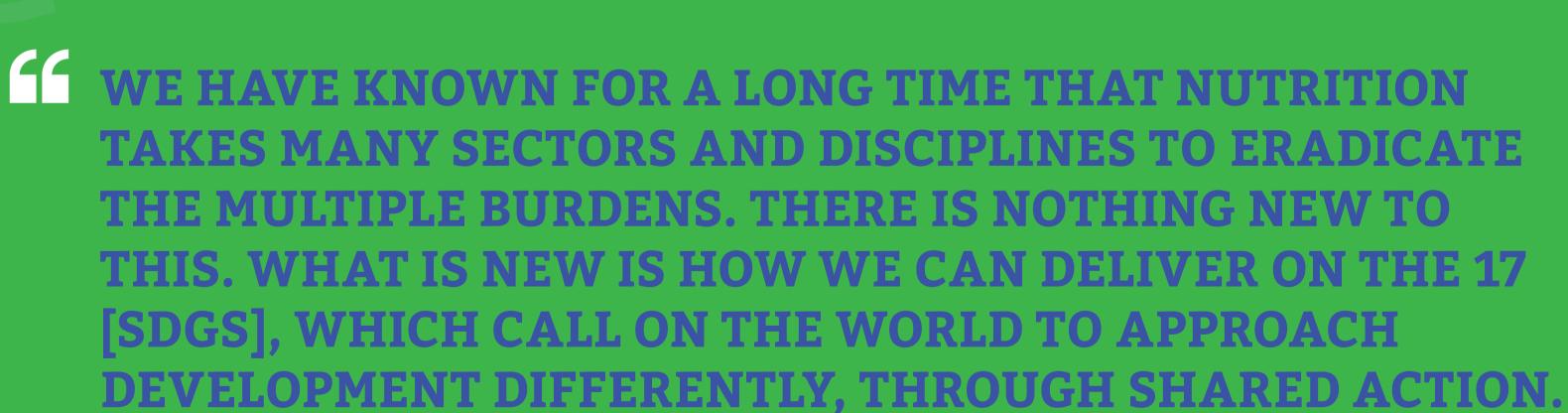
Healthy companies

need healthy workers:



in lost

productivity



- 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.

> FOR MORE INFORMATION OR TO **GET INVOLVED, GO TO** WWW.NOURISHMOVEMEMENT.ORG

<sup>20</sup> https://www.citieschangingdiabetes.com/content/dam/cities-changing-diabetes/magazines/CCD-briefing-book.PDF <sup>21</sup> https://jamanetwork.com/journals/jamainternalmedicine/fullarticle/2730768

8 https://www.mckinsey.com/~/media/McKinsey/Business%20Functions/Economic%20Studies%20TEMP/Our%20Insights/How%20the%20world%20could%20be tter%20fight%20obesity/MGI\_Overcoming\_obesity\_Full\_report.ashx 9 https://www.kcl.ac.uk/news/spotlight/global-cost-of-diabetes-set-to-double-by-2030 <sup>10</sup> https://www.newsweek.com/2021/12/17/americans-are-addicted-ultra-processed-foods-its-killing-us-1656977.html ent.np&utm\_source=twitter&utm\_campaign=editorial-social&utm\_content=discovery.content 16 https://www.who.int/news-room/fact-sheets/detail/ageing-and-health

**CONNECTING INNOVATORS AND THEIR** INNOVATIONS TO EMPOWER HUMAN HEALTH THROUGH FOOD—SUSTAINABLY <sup>3</sup> https://news.un.org/en/story/2021/03/1086822 <sup>5</sup> https://eatforum.org/eat-lancet-commission/eat-lancet-commission-summary-report/ <sup>6</sup> https://eatforum.org/eat-lancet-commission/eat-lancet-commission-summary-report/

<sup>22</sup> https://chlpi.org/resources/mainstreaming-produce-prescriptions-a-policy-strategy-report/