



Nestlé

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Transcript of Session 4

00.00.03

Maria Lavanos Cattai: No one minds waiting for a minute.

Pause and Chat

00.00.21

Maria Lavanos Cattai: I tell you though in order for us to make sure that we finish on time, I'm going to make a small announcement, I've been told that you all get a great present after your - you all get a great present of something which you're not supposed to do but you will do which is eat a lovely box of Swiss chocolates from Nestlé. And you mustn't forget to take your box with you when you leave, clear to everyone?

I think it's been proven scientifically hasn't it Paul that chocolate is one of the great pleasure of life.

Paul Bulcke: It is.

Maria Lavanos Cattai: Isn't it?

Paul Bulcke: It is confirmed.

00.01.05

Maria Lavanos Cattai: It's confirmed, that's what I thought, apparently there is some neuro receptor in the brain which is - no I'm not joking which is particularly - right, am I right? That's particularly - I will not make an analogy either to alcohol or to other matters, but the one that received that pleasure from chocolate is very, very good for you.

00.01.30

So we are going to - you won't forget that when you leave, apparently it's in the lobby, so you have to go all the way out to the lobby to get your present.

00.01.43

Ladies and gentlemen we're going into the fourth session and our fourth session is actually a very troubling one. I say troubling because it's one of those where somehow the good and the bad are confused into the same - very often the same area and the same person even. It is called, Translating Greater Food Production Into Better Nutrition and Quality Diets.

00.02.17

One of the issues is that nutrition itself has become a somewhat isolated discipline, either focussed on basic research or on feeding programmes that reach limited numbers of people. So during this session perhaps we should look at the connection between rural development and nutrition and what needs to happen in order to concentrate on the elimination of hunger, even though of course rural development is part of it. But this session will concentrate more on the nutrition - aspects.

00.02.55

I think all of us are aware that when we say the word malnutrition most people think we're thinking of under nutrition. But there is also malnutrition that I think we should look at which is just plain, in the old sense of the word mal - bad, nutrition, not good nutrition. And so I'd very much like if you would address those kinds of issues, understanding that the ones that we previously have addressed are part of it.

00.03.25

To look at this in alphabetical order again and please raise your hands, are our agenda setters. They are Niels Christiansen who you all know, Vice President of Public Affairs at Nestlé. Vankatesh Mannar, Founder and President of the Micronutrient Initiative. Pradhu Pingali, Head of Agricultural Policy and Statistics at the Bill and Melinda Gates Foundation. And Kraissid Tontisarin who at the Mahidol University of Thailand former head of nutrition and consumer protection at the Food and Agricultural Organisation.

00.04.05

Our discussants are Robert Black, Chairman of International Health and Johns Hopkins University, Martin Bloem, Martin there you are, Head of Nutrition at the World Food Programme. Osman Galal, Professor of Nutrition at UCLA and Secretary of the International Union of Nutrition Sciences. Irwin Rosenberg, there you are Irwin, University Professor and former chairman of the Department of Nutrition at Tufts University. Noel Solomons Director of the CeSSIAM Institute in Guatemala and Patrick Webb who is Dean for Academic Affairs and Professor at the Friedman School of Nutrition, Science and Policy at Tufts University.

00.04.57

I'm going to begin with you Professor Pingali. You are a well know agricultural expert and nutrition - so you know all these things. So tell me why if we take last sessions, we are seeing some agricultural productivity raising in many of the world - let's leave the parts out that are not doing so well, but in general I think the impression was that we are seeing rising agricultural productivity.

Why does not that correlate - why does that not correlate directly with good nutrition, why are we still seeing such high levels of malnutrition?

Prabhu Pingali:

Actually the answer is it does and it doesn't. So I think it's important that we ...

Maria Lavanos Cattai:

That's when you ask somebody yes or no and they say Yo.

00.06.02

Prabhu Pingali:

But it's important for us to understand why it does and it doesn't correlate. Imagine if you did not have the agriculture productivity growth that we had in Asia over the last 40 years. Where rice, wheat, maize productivity growth, which took place dramatically in Asia. If you did not have that imagine the level of hunger and malnutrition we would have had today.

00.06.30

It would have been - for my own country India, we started in 1960 at around 40% of the total population are hungry and today we are under 20%. So that's huge progress that has been made. And much of it as come through increased productivity, increased supplies, more stable supplies, a drop in food prices and agriculture being an engine of growth which then led to improved incomes and increased diversity of diet.

So, we have seen enormous positive benefits that have come about for hunger reduction, nutrition

improvement and that's come through agriculture growth.

00.07.14

Now, having said that I still come from a country which has the largest number of hungry people in the world. I still come from a country where malnutrition rates are very; very high, starting rates are very, very high. So the question is why do you still see that despite seeing productivity growth taking place?

Several reasons for that - one, we've not invested enough on crops that are important to poor people. And so we've not made as much investments on sorghum and millet and c.....

Maria Lavanos Cattai:

Instead of what?

00.07.57

Prabhu Pingali:

Well we've done a lot of investment in wheat, rice and maize. But we have not invested in crops that poor people eat in very marginal production environments. And those are the areas where you see much concentration of hunger and malnutrition taking place.

00.08.14

Secondly, because governments have invested so much on the three big staples what happens is that the incentives for investing in diversity of diets and the diversity of production in fruits, vegetables is limited, because all of the incentives are to increasing cereal production systems and governments haven't moved back from that to encouraging more flexibility in production.

00.08.44

There is a third reason for it and that is - in many countries access to food is still a big problem, even with prices falling dramatically over the 40 years period, except for the last few months. And that access problem as been there because overall capita income growth has still been fairly low for large numbers of countries and for large populations. And that has had an access problem.

00.09.14

But then there are two big issues which I think we should remember when we talk about the prevalence of malnutrition. And it's important for us to know that even in middle class India malnutrition rates are high.

Maria Lavanos Cattai:

And do you mean malnutrition in the sense of under nutrition or do you think malnutrition in the sense of bad nutrition?

Prabhu Pingali:

In the second, the bad nutrition sides.

Maria Lavanos Cattai:

Right, you've got that two don't you - we'll come back on that one.

00.09.41

Prabhu Pingali:

And so even in middle class India malnutrition levels are high. And that is something that's really ...

Maria Lavanos Cattai:

What does that come from?

00.09.49

Prabhu Pingali:

Yes, that's what I am going to day. There are two reasons for that and the first reason - I don't have any data to say that one is higher than the other but I

clearly believe these are the two. One is very poor status of women in the household. And because of that you find women having the last access to food, and being generally weaker ...

Maria Lavanos Cattai:

You mean in terms of quality of the food?

00.10.20

Prabhu Pingali:

In terms of both quantity and quality. And generally women tend to be of lower health quality, weaker and if you have pregnant women who don't have enough access to food then that then leads to underweight babies, etc. And you create this chronic cycle around malnutrition.

00.10.40

Now the second reason is that while we've invested quite a bit on increasing productivity, we've not invested in creating safety in the way food is prepared and eaten. So you don't have clean water, you don't have the sanitation facilities and the other public health facilities altogether in order to digest the nutrients in a way that contributes to your overall health. So you're seeing higher levels of food but poor water quality, you're not going to see the uptake being very positive.

So those are areas that I think we really need to address as we look ahead.

00.11.27

Maria Lavanos Cattai:

I think this is - so what you're bringing up is something that also you have seen as well in - in Thailand, although there might be a very different social and cultural situation between your two countries, this idea

that you have put forward that even in the middle levels there is problem of incorrect or - not appropriate nutrition. You've put this also down to the fact that perhaps women are not held in a certain level. Is it possible also that part of that is a lack of education to women in the preparation of food and so on? Is that part of it?

00.12.17

Why are we not gaining, why are we slipping further back, why is it that you have both societies in one place in Thailand, those who are under nourished, those who are over nourished and a lot of malnutrition or bad nutrition in the middle?

Kraisid Tontisarin:

Yes, in fact if I may bring you to the global scenario first.

Maria Lavanos Cattai:

Yes, please do so.

00.12.42

Kraisid Tontisarin:

When we are talking about malnutrition it was mainly in the past about nutrient deficiency - meaning hungry, under weight and height for children, including low birth weights. But nowadays those problems have been decreasing, but slowly - but rapidly in many countries.

00.13.06

Instead we have over weight and obesity with chronic diet related disease, including diabetes, high blood pressure, cancer, cardiovascular disease. These are highly prevalent among low and middle income society. So Thailand, India, all developing countries are now facing with this situation.

00.13.33

If we look at the global picture as has been mentioned many times about 840 million people are hungry. And at the same time about 178 million of children under five are suffering from stunting and 140 million suffer from under weight. At the same time around 2 billion population are at risk of suffering from micronutrient deficiency, including vitamin A, iron, iodine and maybe zinc and others. And at the same time - about 1.6 billion adults, over 15 years of age are over weight. Among those 400 million are suffering from obesity.

00.14.30

So what we are talking about now, as you used the term bad nutrition, means under nutrition and also over nutrition. One term that has been used recently is the double burden of malnutrition, a co-existing of under and over nutrition. In the same individual, the same household, the same community. You probably - you see some mothers, a very big lady but the baby was very tiny. So that's a double burden of malnutrition.

00.15.03

So it's a big, big problem. And I'd like to elaborate a little bit more. Nutrition is a very nice topic to talk, but when it comes to action - nobody has responsibility that's why I'm very pleased that Nestlé pick up this as the one theme for shared value, that we can do something.

Maria Lavanos Cattai:

How can you do something - for instance in Thailand what kind of programmes would you think that that country should undertake and what kind of programmes are you suggesting at FAO - you suggest for them?

00.15.36

Kraisid Tontisarin:

The programme that we have been very successful with is we use people at a centre for development. And we also have to provide basic services, make it available everywhere in a cheap way but with reasonable quality. At the same time have huge social mobilisation to reach the unreachable. You see nutrition is a matter of everybody; it's a matter of equity. So you have to be able to reach the unreachable people.

00.16.11

By doing that we have far - social mobilisation, having volunteers. One volunteer per ten households. That volunteer will bring pregnant women; bring children under five to get service. In terms of breastfeeding, proper complimentary feeding and basic health services packages.

00.16.32

For pregnant women they will also get antenatal care services, nutrition education, health education and also for high risk pregnant women they will be transferred to get proper care and safe service delivery.

So with this programme intact malnutrition can be reduced quickly, within five years.

00.16.52

Maria Lavanos Cattai:

Well tell me - and maybe to all of you, will it be in the next years easier, and I say easier with a lot of quotation marks around it to reduce hunger per se and under nutrition than it will be to attack the problem of bad nutrition? As the world is becoming more and

more as I understand in China as well moving towards the bad nutrition with its chronic disease consequences, is it going to be harder and what would we need to do that. If you could look at that at the same time that you're looking about how to eliminate the hunger part and at least overcome that rather appealing figure still of 800 to 900 million that we don't manage to feed.

00.17.40

I'm going to go around to all of you, but just to keep some of those dichotomies perhaps in mind as we go through the session. Vankatesh, perhaps I can turn to you next and ask you a little bit about some of the issues I know that you have written about and you have given me even some of your material on. Let's look at what you call insuring a comprehensive nutrition security. What does that exactly mean? You talk about an affordable diet of high nutrition quality. Are we able to deliver that or are we still at the very beginning of delivering simply hunger alleviation so to speak?

00.18.26

Vankatesh Mannar:

Maria, as you know the focus until quite recently was on ensuring food security for all, the fact that everyone gets enough to eat and that has been the real emphasis as we've seen from earlier discussions as well. But I think we really need to be moving to what I would say - a comprehensive nutrition security that not only ensures adequate quantities of food intake, or optimal quantities and adequate intake of essential nutrients, both macronutrients and micronutrients the essential vitamins and minerals.

00.19.00

So we are trying to move from a situation of just ensuring survival which was the first priority - to moving to see that everyone gets the optimal level of these micronutrients that ensure proper growth and development in children, make sure that they grow into healthy adults and productive adults.

00.19.24

So that's a whole shift which we need to make happen. And I think we have the solutions on hand, it's not that we need to do more research to get those solutions, they are already on hand.

Maria Lavanos Cattai:

We know what to do; your problem is delivering is that?

00.19.39

Vankatesh Mannar:

It's a question of delivery and scale up and reaching those who are not reached today. So I'm absolutely confident that it's possible and it's possible within a very short time frame. If we really set our minds to it, we should see huge differences, even within the next five to ten years.

00.19.54

Maria Lavanos Cattai:

I understand and please correct me if this is not true that our efforts at alleviating hunger or addressing hunger should no longer be done in a sequential manner - with what you're saying, but they should be done at the same time? Is that the general understanding today and is that possible?

00.20.13

Vankatesh Mannar:

I think it's possible at several levels. I recognise that there's the new problem of over nutrition that needs to be tackled and I recognise that. But we still have this huge persisting problem of under nutrition.

Maria Lavanos Cattai:

Right, but we can do that at the same time; we can deliver both a quality and the quantity today. We do not have to look at what we might call survival nutrition; we can go beyond that today?

00.20.37

Vankatesh Mannar:

I think it's definitely - we are at that point in many countries, to look really at the quality of foods and make sure that the entire population benefits from this.

Maria Lavanos Cattai:

And if I could just - go ahead you want to interject just for a minutes go ahead.

00.20.54

Next Speaker:

Well exactly that, it's not just - it is the quality of foods but it's not just the quality of foods it's quality of knowledge and understanding about the importance of the diet, the importance of care practices. And you're absolutely right, increasing numbers of emergency response interventions are not just delivering any old food, they are seeking to tailor the right foods to specific nutrient deficiencies and now increasingly adding components of preventive care as well as knowledge transference. We don't have to wait.

00.21.23

Maria Lavanos Cattai:

We don't have to wait. Vankatesh let me ask you just before I turn to you Niels, the obligations of the public

sector is to ensure optimal public health, probably with nutrition. And then there is - within each country and I'm not talking just about large companies, international companies, but within each country there are the interests also of the private sector in food and so on. Are you having difficulty reconciling those or is it working out well?

00.22.00

Vankatesh Mannar:

No, I don't have difficulty, in fact I'm personally convinced that especially in the area of good nutrition the private sector has a huge role to play. Especially as we see in most countries, in emerging economies the increasing shift from people buying food that has been processed at some point. So there is a component - an industrial component that's coming - in ensuring that people get food of the right quality.

00.22.25

And - so obviously there is a growing need for - and role for the private sector. Where I'm less confident based on my own experience in many of these countries is the capacity of the public sector to play its role effectively because we ...

Maria Lavanos Cattai:

In what way?

Vankatesh Mannar:

We do need the governments to set the necessary framework for specifying or mandating or regulating certain essential ...

00.22.56

Maria Lavanos Cattai:

Now wait a minute that's a question that I want to ask you. Do you see government's role or education or the

private sector, where do you see the lead role in ensuring or in incentivising or in promoting good nutrition - whatever science says it is?

00.23.17

Vankatesh Mannar:

I - see it as a joint role and responsibility because the private sector has huge strengths both in terms of technology, marketing, and advocacy. Government has its role in mandate and credibility that it brings ...

Maria Lavanos Cattai:

But is it its job to mandate what is or not ...

Vankatesh Mannar:

No in certain cases - like we've seen the iodination of salt for example. It happened because governments ...

00.23.41

Maria Lavanos Cattai:

Well that was a positive example, how about an interdiction example?

Vankatesh Mannar:

An example that hasn't worked so well?

Maria Lavanos Cattai:

No interdiction that is - setting norms or standards for what ingredients and so, how do you see that?

00.23.56

Vankatesh Mannar:

Okay, I think that's where - I do see governments playing a role in setting those norms and standards. It may or may not be regulated; it may be a voluntary requirement. But government does have to play that role and private sector has to respond must more.

Maria Lavanos Cattai:

So Niels how would you see it from the private sector side?

00.24.17

Niels Christiansen:

Well I think there are two sides to improving nutrition, where particularly food companies can play a role. First of all in terms of working with their suppliers, we as mentioned before work with about 600,000 farmers globally and increasing their incomes is one of the major ways that nutrition has improved.

00.24.38

Really I think the improvements in India are primarily due to economic development. The new centre in Abidjan that we'll be opening in two days is aimed at improving productivity of farmers, particularly in grains. But also improving productivity of farmers with cash crops, coffee and cocoa by introducing new varieties of both cocoa and coffee to replenish the current stocks.

00.25.11

We've had a programme with the UNDP in Pakistan talking about women to train lady livestock workers to learn dairy farming and then go back to their villages and teach tens of thousands of women dairy farming. We've done this both in India and in Pakistan. This has a dramatic impact on the role of women. And so it is possible through very pragmatic programmes of identifying where economic need is and opportunity to collaborate with other organisations and bringing this about. But that's the supply side.

00.25.49

On the consumer side, certainly we've learned lessons from C K Prahalad at dealing with the bottom of the pyramid. And there is a very strong move to develop products, particularly aimed at the base of a pyramid. For many years we've had for instance the Magi cube

that is an iodised bullion cube that we produce 25 billion of these a year in West Africa. It goes to the poorest of families in West Africa. And there is a very conscious effort to develop new products that are both nutritionally superior and affordable. This is exploiting a business opportunity, but a business opportunity where it's possible to improve the nutrition of many, many people.

00.26.44

So in consumer products, yes much reformulation is going on. There needs to be much education too, because in the end it's consumer demand that drives purchasing. And based on our knowledge of what good nutrition is, and studies that are done, for instance in the US Gerber Company does a study of toddler feeding and found that the French fry is the number one vegetable fed to toddlers.

Maria Lavanos Cattai:

I thought it was ketchup, but it's French Fries is it?

Niels Christiansen:

I think you're going back to the Reagan era.

Maria Lavanos Cattai:

The number on vegetable fed to children.

00.27.20

Niels Christiansen:

But based on that women - parents want to give the best to their children. If they're giving the knowledge of what really children should be fed we can make improvements very much based on education.

Maria Lavanos Cattai:

I'm going to go to our discussants now, but I want to start with the science first. How good are we at the science? How much do we really know right now and

are there areas that have been changing over the last years?

00.27.48

Patrick Webb:

Well things have changed a lot and the science is remarkably well developed in terms of specific individual nutrients, how they behave, how they operate or the lack there of - interaction among nutrients. But we're - there is still a way to go, we've developed trans fats, in a sense we know what needs to come out and we know what needs to go in.

00.28.11

But we do come back to this issue of delivery in education, what consumers want, what they know they should have - behaviours are driven not just by science. They are driven by colour and taste and convenience and peer pressure and many other things. So we have to analyse science with ...

Maria Lavanos Cattai:

And by a long evolution in our past in favouring certain things.

Patrick Webb:

Including values.

Maria Lavanos Cattai:

Prabhu you wanted to?

00.28.36

Prabhu Pingali:

I agree with Patrick that the science is much, much better on what micronutrient deficiencies there are, etc. But I think we are lagging a lot in terms of the data on the incidents and the spatial spread of the different micronutrient deficiencies. Much of this data comes from small sample surveys that are then exploded

across the whole country. So we need to get much better at targeting these populations.

Maria Lavanos Cattai:

I think everyone really wants to come in on this one, so we are going to go right around, please just jump right in, go ahead?

00.29.14

Next Speaker:

I wanted to come back to the science in regard to the double burden of disease. And I think one aspect that we now are beginning to understand better is that the under nutrition occurring in utero foetal growth restriction, early childhood, very early childhood stunting is actually not only causing the short term problems of increasing mortality but causing long term problems. So relating to the obesity that happens later or the diet related chronic diseases that happen later in adulthood.

00.29.49

So those conditions - early on are really critical to target. So we talk about the critical window in pregnancy and the first two years of life to really target the nutritional interventions because of both the short term and the long term consequences?

Maria Lavanos Cattai:

Are we getting that across to our populations? Yes or no?

Next Speaker:

What's the question sorry?

Maria Lavanos Cattai:

Are we getting that kind of knowledge effectively across to our consumers.

Next Speaker: I think no.

Maria Lavanos Cattai: No?

00.30.19

Next Speaker: I think no, we are not getting - I would like to add something very important that you mentioned. Pregnancy I mean the foetus and the first two years any nutritional trauma during that period is irreversible it's a very important piece of information. And that's what causes later chronic diseases. In other words, if we have a healthy nutrient child starting from pregnancy till the first two or three years we are going to have a reduction in chronic disease.

00.30.55

Maria Lavanos Cattai: And how about the other thing - the other way, how do we address that in the hunger parts of the world?

Next Speaker: I am not going to talk about hunger ...

Maria Lavanos Cattai: That's all right go ahead.

00.31.08

Next Speaker: The reason is against the word hunger, because malnutrition and under nutrition is a temporary hunger, temporary hunger. The best word I think we should use is food security; you need food security of each individual. It's the right of each individual to be food secure, whatever this means, quantity, quality, having all this. I mean the reason for that is we are taking about food onion, wheat and once it enters the mouth it is no more food. It is protein, lipid, iron, zinc, etc.

00.31.51

So if we have all these ingredients outside as food and it enters, but the outcome is iron deficiency anaemia, although there was iron in the food, there is a biological in the gut transaction taking place. It doesn't mean that everything - nutrient that comes in the mouth would be absorbed. And that is what we don't know exactly. Each individual has its own other - if we have any method to look at what happens to each of these nutrients then we can have a much, much better approach.

Maria Lavanos Cattai:

How do you manage this at the World Food Programme?

00.32.33

Martin Bloem:

Well I think just to come back to what Bob just said, I think a year ago the Lancet series came out with what they called the nutrition series.

Pause and Chat

00.32.44

Martin Bloem:

So that's an extremely important series. So we just said okay is the knowledge there at the population level? I don't think so, because for example the paper which was just described by Bob was an extremely important message that if you don't act at minus nine months until 24 months actually you have lost a case. And so that has changed dramatically the way WFP thinks about how to deal with mal - under nutrition.

00.33.14

And actually I know that education is important, but I do think that poverty is still the main factor of why actually children are not growing well because poor people have no access to animal products and animal products are essential for young children. And that is actually quite evident.

00.33.32

And of course if you have no access of animal products you can do it artificially with vitamins and minerals. So what we need at this particular moment is what we know already in the West. You know we know that we can go to every supermarket and buy the right food for our young children between six months and 24 months. And we know exclusive breastfeeding is important and we give the right food to pregnant and lactating mothers.

So it is more a rights issue than a knowledge issue to me. I mean a knowledge issue from the perspective of science.

Maria Lavanos Cattai:

But that's from the perspective of those who know -

Martin Bloem:

No, no I understand that ...

Maria Lavanos Cattai:

Not necessarily from those who are consumers.

00.34.08

Martin Bloem:

Of course, but you're talking - you know what is The World Food Programme doing and the World Food Programme deals with food, food trends, versus cash trends, versus - end product. So we feel that it is extremely important that the private sector comes in.

Because eventually we would like to work with local farmers, local production and we would like to buy everything locally or giving the population we deal with cash so that in fact they can buy the right products.

00.34.35

Well at this particular moment the private sector does provide the right products for the lower segments of the society. So even when you give them knowledge - to the mothers they cannot buy the right products, because it's very difficult to actually make the right complimentary food, or the food which is essential for example the treatment of malnutrition.

Maria Lavanos Cattai:

How do you correct that?

Martin Bloem:

Well in fact you need specific products for these young children.

Maria Lavanos Cattai:

No I understand that, but how do you correct it in the market place?

00.35.10

Martin Bloem:

Well the only way to do it is in fact that you have local companies or internationally companies who can actually create markets so that actually at least the - C and D segments of the society can afford it. Then we can buy as WFP then those products. So that we can deliver to the E segments of the society because they can never afford of course to buy these products.

So we need whole new business models, together with the private sector to create in fact availability and accessibility to these new products.

00.35.40

Maria Lavanos Cattai:

I'll come back to you sir, can I just bring in our other discussants who haven't had a chance yet. Go ahead Professor Irwin.

00.35.51

Irwin Rosenberg:

Well I do want to respond to a couple of the points that were made earlier. First of all on the issue of science and do we have the adequate science with which to do the appropriate intervention. Yes we have made a great deal of progress in understanding nutritional utilisation and metabolism. But I think that one of the issues which has been emphasised, I think very well throughout the day is that many of these problems whether we're talking about - rural development, or whether we're talking about water have - important local or regional realities.

00.36.41

And the way in which malnutrition may be presenting itself and the way in which we might approach the control of malnutrition, let's say whether it be micronutrient deficiency, iron deficiency or vitamin A deficiency is not going to be all together the same in different settings with different food patterns and so forth.

00.37.11

And so I think that issue of local approaches, there's even an interest in the idea of so called positive deviants - that we look in locations not for those patterns that result in severe malnutrition, but those patterns that result in the better outcomes. And learn from those people. And I think that's - a place where a

number of things come together. The role of the woman and some of the wisdom that she has accumulated that we can use in our communications. And then also the specificity of interaction, this is both the challenge and an opportunity I think in the notion of - shared value that there will have to be many, many different partnerships done in different locations.

00.38.17

Fortunately I think a company like Nestlé already has a very wide global interaction and experience, where some of those specific approaches to nutritional problems whether in complimentary feeding or otherwise can be - can be localised. And I think that's an important thing which will require continuing, ongoing research.

00.38.45

Maria Lavanos Cattai:

Yes I think this is one question I'd like to ask you all, every time I have been in a room where they are discussing nutrients over the last - oh easily 30 years, we always say, yes, yes we have the science right and then all of a sudden a few years later, something else - a new knowledge comes around. So it would be interesting to hear from you, what else maybe you think we don't know if that's such a possibility to say that we don't know. But before we do, let me ask you Noel in Guatemala can you translate a lot of what has been said here in your experience from Guatemala?

Noel Solomons:

Yes. Now moving on -

Laughter

Maria Lavanos Cattai:

That was an honest answer, now we go on.

00.39.28

Noel Solomons:

I have a pent up thing to say and I'm avoiding now two of your questions.

Maria Lavanos Cattai:

Let it out sir, let it out sir.

00.39.32

Noel Solomons:

Two of your questions, one is about the science; I think the science is excellent. And let me see after I say what I'm going to say if it relates to Guatemala. Because - well specifically about Guatemala, one thing Guatemala would avoid - would like to avoid is being hurt from the outside against its own will and control.

00.39.52

And I'm a physician and across the States - I bet you people thought you were getting a panel of nutritionists, but six of us on the stage are physicians. So ...

Maria Lavanos Cattai:

Raise your hands.

00.40.03

Noel Solomons:

Okay, you didn't know that - but we try and look like nutritionists some of the time. And our Hippocratic oath says first do no harm. So my challenge to creating shared values is to examine in dialogue with Nestlé as to whether or not - because some of the shared value comes as initiative from Nestlé as part of what you do. To make sure that in doing good you're not also doing harm and good at the same time. So that's how a physician would begin to look at it.

00.40.33

But in terms of what you're written it's important that is this is your first report, you've got your names, you've got your signatures, there's Paul's, there's Peter's you've said some things that are worthy of examining and maybe we get back to Guatemala here and it says, assess access to affordable nutritious foods, especially in the world's emerging economies, not in the poorest of the poor. That was the concern earlier of Joachim and of Jeff, but of emerging economies.

00.41.04

It says, initiatives to make nutrition and food affordable and available to lower income consumers around the world - income consumers, consumers with income. So I think that in understanding - creating shared value you're taking not about all of the poorest of the poor but of people with income, people who could be consumers and societies that are emerging. So I want to reflect on that.

00.41.29

Guatemala fits that particular notion. It fits a notion where we don't have the most desperate of poverty we're not a V....., we're not a Haiti, we're a Guatemala and that is a place where consumer products. The last word I'd like to look at is the final one. Lower income consumers can afford nutrition foods and beverage products, not produce but products. And this is about the making, selling, tailoring if you will and promotion of products.

00.42.00

So with respect to Guatemala I think Guatemala is one of the - Thailand would be another one, Brazil would be another one - a perfect case scenario for where

commercialised food, that's already being sold and distributed, combined with the value of those who produce it and produce the produce for the products can be looked at in the comment of, are we doing well? Are we doing no harm? And how can we do certain things better?

00.42.28

Maria Lavanos Cattai:

Well is there anything that you would like to - or any of you would like to suggest to us in terms of the way that companies can inter react with exactly what you have said, how they can manage this?

00.42.42

Next Speaker:

Maria, my piece is that in many countries, even in the emerging economies and even some of the poorer countries a bulk of the population can pay for these nutritious foods and supplements. So in many countries it could be 60 or 70% of the population who can pay. So what we need to do and what we need the private sector to do is to make sure that these people have access to these products and supplements at an affordable price, and the necessary information so that they can buy it for themselves.

00.43.10

So that - that proportion of the population is off the hands of the government which can then focus on the bottom 20 or 30% where it really needs to ...

00.43.20

Maria Lavanos Cattai:

This sounds very good, but it's been in my experience in middle income countries that somehow or other the information to the consumer from the government or

from the public authorities or the educational authorities isn't getting through. They don't - when they have the ability to choose don't always choose the best nutrients. And when they start to demand the best nutrients, companies such as Nestlé immediately gear up very strongly to be able to very strongly to be able to give it to them. And they even offer it to them when they don't want necessarily to have it. So how do you make those things reconcile please? Yes who would like to take a stab at that - we'd go around, go ahead.

00.44.06

Kraisid Tontisarin:

I think it's a matter of demand and supply. If we create proper demand about a so called healthy diet that would be good for pregnant mothers, for infants and young children and also for the general population, then the demand will increase. At the same time I think of agriculture and the private sector dealing with food should have so called nutrition orientation in production of so called safe and nutritious products.

00.44.32

In agriculture, for example the demand of fruit and vegetable has increased as a consequence of public creation of demand. The same thing like with fish, they say oh fish is good for your health so the demand of fish as ...

Maria Lavanos Cattai:

We're just told we shouldn't be eating fish because there are not enough of them, but go ahead - that was the last session.

00.44.50

Kraisid Tontisarin:

What I'm saying is that - create proper demand based on knowledge and understanding what's good for your health. And at the same time agriculture and industry should have nutrition orientation objectives to product those foods or diets.

Maria Lavanos Cattai:

It would be nice if education and knowledge were sufficient - and my question to is are they? Please everyone want to jump in on this, Niels you wanted to say something and yourself Prabhu, all of you, start.

00.45.18

Niels Christiansen:

Well I do think that sometimes we under estimate the instincts and aspirations to buy of lower income populations. I mean I spent 7 years working in the poorest neighbourhoods of Bogotá Columbia on food supplementation programmes trying to improve diets. And all I have to say is we watched the progression of what women bought when they went from a dollar a day to a dollar and a quarter a day, they were adding animal protein for instance to the diet.

00.45.50

So it's perhaps at a higher level where you start to get problems of obesity. But in fact, I mean the companies today who are anticipating the future are attempting to develop products which are both lower in cost and have superior nutritional profile. We call this a Popularly Price Products and for instance we have - we have developed a whole line of milk that goes from super premium down to basic where the basic milk is 75% of the cost of the standard milk and the premium milk is perhaps double that.

00.46.30

And we've done that by engineering the fat content in the milk, but then adding iron, it's all iron fortified as well as vitamin D and a vitamin pack. So it is possible with - not necessarily science but food technology to create products that are both cheaper and with higher nutrition. And as again C K Prahalad said, this is being done for business reasons, where good business and good nutrition go together, because it's an untapped market.

Maria Lavanos Cattai:

Yes, you all wanted to come in so go right ahead, start Martin.

00.47.05

Martin Bloem:

Yes, I would like to give an example from Bangladesh where the Danone is working with Grameen Bank and I thought this was a very interesting example where in fact the private sector works with - a big NGO and with different groups. And this is a business model, this is again no charity and Danone actually has to get their best - you know experts to look into a new different business model.

Niels Christiansen:

They stole them from Nestlé.

Martin Bloem:

Well maybe, I just know only the story of Danone. But what is interesting ...

Laughter

Maria Lavanos Cattai:

We didn't hear that.

00.47.42

Martin Bloem:

... That they had to find also and this is like a milk product, to find also a different form of financing this whole new business. So they had a new form of stocks in fact that people didn't get only profit, but they could also get profit back into an improved nutritional status of that population. And I thought this is very interesting, yes - in the crisis we have now of course not many people maybe will be interested in this kind of investment. But I think we have to think in the long term to different business models and I am convinced that there are many people in the world, who maybe will take a little bit less profit but would like to see then a different form of profit. So it's an interesting experiment.

Maria Lavanos Cattai:

Yes, I think you all wanted to jump in here, yourself as well - but go ahead start.

00.48.31

Next Speaker:

One of the things that we are seeing now in many developing countries, not just emerging, even poorer developing countries is the rapid rise of supermarkets and supermarkets as a way of delivering food. Now here is an opportunity that the private sector can really come in and create this shared value concept, because if the big retail chains can figure out a way in which they can get the produce, the fruits, the vegetables, etc, from small holders and feed that into the supply chain then you are creating income growth for the small holder sector. You are creating the engine of growth for that sector.

00.49.18

But at the same time you're reducing the real prices associated with a diverse diet for urban consumers and also for rural consumers. And you know whenever the discussion on supermarkets comes up people think that that's somehow not related to agriculture development. But it is fundamental to much of what we're doing today.

Maria Lavanos Cattai:

Robert did you want to say anything - did you want to come in - did I miss this side as well - all right let's go along this side and I'll come back to this side. Osman Galal why don't you take it up?

Osman Galal:

Our session is chaos.

Maria Lavanos Cattai:

It's organised chaos, Osman.

Osman Galal:

I think as you rightly mentioned the education I would say either is not complete, or is ...

Pause and Chat

00.50.09

Osman Galal:

The education, the so called nutrition education either it's not complete or the messages are not received. You are depending heavily that this food, this supplement would improve health, I'm talking about developing countries. The concept of health in a developing country is not like ours. They have a different concept.

00.50.33

For example, let me give you an example - a heavier baby is much better than an under weight baby - so we

preached for ages to breastfeed the child and they never breastfed the child, not never - I mean it doesn't - the percentage of breastfeeding doesn't go up. The reason for that is they have a heavier child without breastfeeding. So what we are talking about is nonsense, it's not right. Because you are saying that breast milk is the best food, blah, blah, blah, blah and all this but they have actually seen the child heavier and a healthy child is a heavier child.

00.51.11

In our concept the heavier child is not healthier child. We changed the message, do you know what happens if you don't breastfeed? Nothing - I am going to feed him, I have formula it is not a problem, no he's not going to learn at school. Then they start to tremble - why, there is a shift from only talking about health, now we're talking about health and the cognitive function of the child later.

00.51.39

Then breastfeeding did increase, in other words it seems - that's my opinion, if we want to have a positive education plan there must be a mild arm twisting in that education system. Let us take what happened in the United States regarding smoking. We didn't say just smoking is bad and it causes cancer, no we started that half of the bus used to smoke and the other half did not. Then we stopped that, in the aeroplanes there was a part that you could smoke - in other words there is an arm twisting element.

00.52.22

In other countries, let us take Poland maybe - there isn't this arm twisting, you just say smoking is bad, it

causes cancer - on the package of cigarettes it says that you die if you smoke so we have to change.

00.52.34

Maria Lavanos Cattai:

Right, but a lot of that arm twisting was also civil society and groups and people from different parts of our society, not just the government that changed peoples' approach and preferences in this respect. Did you Noel?

00.52.54

Noel Solomons:

Yes, when you put a position in the States they start talking about health. But I want to continue in my physician mode to talk about really essentially what's important about food. And from a health, medical point of view the first thing is safety, above all, I mean because if it's not safe you die immediately. And then it needs to be nutritious, because if it's not nutritious you die soon. And then it needs to be healthful, because if it's not healthful than you'll die sooner than you would have. And if you're lucky it's going to be tasty, beautiful, appealing, sexy and others ...

00.53.27

Okay, now where is my discussion with - and Niels knows the discussion, industry when we have names like Danone and Unilever and Craft thrown around vis-à-vis Nestlé where is their competition. It's about the tasty, appeal, sexy of the food. Now here's the question, can food be safe, nutritious, healthy and appealing at the same time? And it's not a frivolous question, because if you think about it those things that make food tasty, like sweetness and saltiness and

fattiness and so forth are exactly the things that make it unhealthy.

00.54.03

So how do we harmonise these two things, because harmonising them would be a win, win situation. We physicians with all of our concerns would be happy if people could eat a healthful diet like that guidelines and people like here in the first row would be happy if people sought their product because it really was tastier and more attractive than the soon to be no more mentioned names.

And I think that were the science and technology need to meet is in that harmonisation of making ...

Maria Lavanos Cattai:

Or is it also education and I don't know - schools - ?

00.54.38

Noel Solomons:

No I would rather eat something that tasted like salt but didn't have sodium listen guy you don't need that much salt.

Maria Lavanos Cattai:

So you're on the technology under this all right.

Noel Solomons:

I'm a hedonist in that respect.

Maria Lavanos Cattai:

All right, Irwin?

00.54.47

Irwin Rosenberg:

But on the matter of education - education clearly is a very important element in approaching the problem of control of something like malnutrition. On the other hand just as is the case with rural development it takes

then a multiple series of approaches to control something or to make improvements. You need agronomic, you need water control, you need an understanding of fertilisation and land use and so forth.

00.55.33

In the case of malnutrition we do need education; we need to help people purchase the right products and use - organise the right kind of diet. But - and here - but we need other things as well.

Maria Lavanos Cattai:

Like?

00.55.54

Irwin Rosenberg:

We've talked about adding to foods some of those nutrients which are lacking in the local dietary or food supply. Now that may happen because innovative companies put some of those nutrients into those foods to meet some of the specific needs that are not being met by the diet in that location. It may also - those needs may be met by government making policy decisions, as was the case with iodine fortification as is the case in some other kinds of fortification of vitamin D with milk in some locations or iron in some foods that are actually mandated and added to staples in a way that adds to education as a way of delivering those nutrients to the food supply.

00.57.07

Maria Lavanos Cattai:

So you're arguing for multiple vectors of -?

00.57.10

Irwin Rosenberg:

And I'm saying that again the concept of creating shared value is very much one that will depend on the intelligent interaction of - of the private sector, of the

company, government, being in touch with consumers
...

Maria Lavanos Cattai: The research establishment, academia and consumers.

Irwin Rosenberg: And I think that this is one where I think control of malnutrition requires all those levels.

Maria Lavanos Cattai: We're going down from here, we'll go down this way, we'll start with Vankatesh.

00.57.50

Vankatesh Mannar: Very quickly we did a survey recently in Sub Saharan Africa in 36 countries looking at processed foods and processed staple foods to what proportion of them are actually fortified with some nutrient - you'll be surprising - not surprisingly a very small proportion of them are actually fortified. And this is the point that I have been trying to say, that to expect the private sector to come up on its own and start adding nutrients or making products more nutritious will not happen on its own.

Maria Lavanos Cattai: You think it has to be mandated?

00.58.17

Vankatesh Mannar: Not mandated, but there has to be some form of interaction between the government and the private sector to agree on something that can be done even on a voluntary basis, but to get them to do it - if you expect them to just figure it out on their own and start fortifying foods that's going to happen.

Maria Lavanos Cattai:

00.58.37

Robert Black:

Martin, I'm sorry Robert first.

Maria when you asked us earlier about did we have the science, do we know enough? I think we stopped short in the answer because we assumed or maybe the general context was do we know enough about the nutrition science, the metabolism, the role of nutrients. There is a science of the delivery of interventions, implementation science. And I think this is one where we have learned some things, we know a lot about how to promote breastfeeding, there have been very good success stories with promoting exclusive breastfeeding using peer counselling, group or individual peer counselling.

00.59.10

We know that just putting something a poster isn't very effective but we know there are other ways you can influence that behaviour.

00.59.17

In regards to products, we don't have very much information in the public sector, but obviously the private sector that is their business. This is what they do every day, they sell us things. We need to capture that expertise from the private sector for the benefit of children for example with the complimentary foods, the things that we need to be able to have utilised at an affordable price with good nutrient content, high quality and it would be nice if it tastes good too.

And so you know this is a shared value, we actually can learn a lot.

00:59:51

Niels Christiansen:

Why capture - why not partner rather than capture, I mean you've introduced a we they which may not be so necessary. Why don't we use the product that has been developed as a vehicle to the end and still have a Nestlé, then Unilever or Craft name on it.

All talking together

01:00:10

Maria Livanos Cattai:

I think that's what you were both saying. Yes go ahead Martin.

Martin Bloem:

Just quickly yeah that's exactly what the World Food Programme is doing. We work with a lot of private sector partners for development of new products, testing new products and they have actually so much more expertise than of course we even can get through consultancies to help us actually to do more experiments. But we are far from there. You know we need more assistance in fact to move actually somebody said the pace of development is still too slow.

01:00:41

Maria Livanos Cattai:

It's too slow.

Martin Bloem:

Yeah.

Maria Livanos Cattai:

Patrick and then we're going to go for some questions.

01:00:47

Patrick Webb:

Yeah just very quickly. When Darfur, when I had his job, when the Darfur crisis exploded in everyone's faces other than the people who were already facing it, neither education nor private sector were issues, were part of it.

Maria Livanos Cattai:

It was irrelevant to them yes.

01:01:03

Patrick Webb:

Those situations, and there are very large numbers of them, are off the table in that sense. They're critically important for what Martin was saying. You know there we discovered in doing needs assessment that endemic goitre, it was just widespread, it was everywhere. And it was not at a point where iodised salt you know if you brought it in it was going to - you had to distribute iodised oil capsules.

01:01:29

But I just want to - I have been working recently in Burkina and Haiti as Noel was saying and in those cases I just want to give one example. You know formal education is very important. Those are countries not like Darfur but they're places where formal education is absolutely - absent. But targeted knowledge about what practises you should do is even better than that.

01:01:55

But thirdly being able to put those into practice is the optimum. That's the ideal that we have to aspire to and West Africa, Burkina being in West Africa, West Africa of all sub-Saharan Africa is the only region that is potentially likely to reach MDG #1 Target 1, the undernourishment goal which is about total energy

supply in the country. And yet across that region wasting has been increasing during that same period. So simply more food being available is not sufficient to address certain types of nutrition problems and we need to acknowledge that.

01:02:32

But knowledge itself unless we can put it into practise doesn't matter. I was just in Burkina asking women's groups what they - about colostrum feeding in the first few hours after birth, about exclusive breast feeding for the first six months, about appropriate nutrient dense foods for complimentary feeding of children, and everyone I talked to knew the answers to give back to me. They knew, they had heard the knowledge and they knew the answers. They simply were not doing it and we need to find out much better about what are the constraints, what are the opportunity costs within this.

01:03:06

Maria Livanos Cattai:

So the part we may not know is not necessarily the science but the delivery of the science to the public. I think Prabhu wanted to say one thing and then Kraisid. Yes go ahead. Two minutes and then - 30 seconds for you. Go ahead.

01:03:21

Kraisid Tontisarin:

I just would like to share information about education and learning. We have to link these together. Just recently I have been involved in over a year project in 27 schools in Bangkok covering more than 13,000 students. So we are facing with under and also over nutrition. We use nutrition as indicator. And then we

have a - we create an environment that no - sub drink be allowed in the school. At the same time we also try to look for so called healthy snack food. There I think industry can play a role by providing healthy snack food.

01:04:00

At the same time we also promote physical activity by promoting innovative thinking, how to run those activities in school. And it has been a difficult process because obesity has been rising quickly. You can control under nutrition easily, I must say that in schools. So what I'm saying is that we need learning and education together, learning by doing, and at the same time we also look to healthy snacks and create environment that students can learn.

01:04:36

Maria Livanos Cattai:

Questions. Think of them, raise your hands and in the meantime take the microphones to the people who have raised their hands. And Prabhu wants to say something before. Go ahead Sir.

01:04:44

Prabhu Pingali:

I'm not a nutritionist and so I'll say something which is heretical to the nutrition community. I think when we use the word malnutrition it doesn't capture the breadth of the problem because every time there's a group like this and we use the word malnutrition, we very quickly go off into a discussion of healthier diets and eating better and avoiding obesity and all of that, extremely important issues.

01:05:15

But what it does is it leaves me feeling but wait we have all these hungry people who are undernourished and they also have micronutrient deficiencies and we don't have a way of targeting that population with better policies, better technologies such as bio fortification, and also the way the private sector can come and target that population.

01:05:37

So I wish we can break the session up into two and say can we target the really vulnerable populations and say what can we do about them. And then can we talk about the broader goal of healthy diets, healthy living, reducing obesity overall etc.

Maria Livanos Cattai:

I'm going to come back to Noel who is shaking his head violently over there.

Prabhu Pingali:

I realise this will happen.

01:05:57

Maria Livanos Cattai:

We'll come back and ask him if he's in agreement. So keep that thought Noel and we'll take some questions first. Peter Mara (?) could you stand up so they can get you on the camera.

01:06:07

Peter Mara (?):

I don't know whether I have a question or I frame it as a statement or a comment, but it strikes me looking at the debates today, something is like a read threat from water to rural development to nutrition. And it's of course in my reading it's expectation to governments, to public policy frameworks which I hear from different

sides, also from this panel now. And somehow I ask myself why is what seems to be logic and possible obviously not happening.

01:06:38

So if we are in that framework then obviously you are all welcome to politics. When what is logic and possible is not happening...

Maria Livanos Cattai:

Is not always achievable.

01:06:51

Peter Mara (?):

... then we are in a political area. And I think it is important maybe to think in terms of political process more than just in the conviction of the argument. What are the alliances? What are the mobilisation forces? What is the political process which generates majorities in order to make logic and good arguments prevail?

01:07:22

And here I just want to pick up something and I agree with many of the skeptical points Peter Brabeck made on climate change, but there is one lesson to learn from climate change. The international panel has transformed knowledge into legitimate knowledge because it brought science and governments and experts from different countries together, engaged them in a process and at the end of the process everybody believed that this was a legitimate process, so it became politically acceptable knowledge.

01:08:02

And I would think that this might be an interesting model to think about in all those areas which we have been frustrated during the day, where expectations

towards politicians and governments and political frameworks exist and obviously do not - are not responding.

01:08:23

Maria Livanos Cattai:

Thank you Peter. Can you put the microphone - first Lisa, take it Lisa go ahead. And then pass it to Jane afterwards. But we're going to start over here. Please go ahead.

01:08:35

Bob Thompson,

University of Illinois:

Two questions. The first, how do we get nutritional deficiency diseases back on the global health agenda? I worked on this issue all the four years I was at the World Bank and big pharma had completely hijacked the global health agenda. It was all about either developing vaccines to prevent diseases caused by pathogens or cure diseases that had been caused by pathogens, but yet the nutritional deficiency diseases were rampant through the developing world. And somehow people like you all who are up there and Nestlé need to figure out a way to get this extremely important part of health back on the global health agenda in the development community.

01:09:21

Second a number of you have talked about education, education of the public. As a former Dean of Agriculture I observed that the average undergraduate animal science graduate had more nutrition training than the average MD, that many med schools don't even have a course in nutrition and at most it's one. But yet you six who are of that profession up there,

you are the most important or most frequently consulted experts on nutrition advice to your clients. Is there a way that we can make the case to the medical schools to more adequately get nutrition education in the curriculum because you are the most important source of information to most of the public world around.

01:10:16

Maria Livanos Cattai:

I'm going to ask you all afterwards to answer all the questions you want. Please take a few notes on these questions and the ones you really want to address. Lisa you have the microphone.

01:10:27

Lisa Newton,

Fairfield University,

Programme and Applied Ethics:

She's got one too so we're all okay. This is the first panel I've been near in a very long time talking about food that hasn't mentioned organic. I don't know if that was deliberate or if it just hadn't got there yet because we've been studying organic farming not just for the nutrition of non-chemical food but also for the protection of the environment, keeping the bees, keeping wildlife barriers, wildlife surrounds. And we were taking off on it's kind of an interesting pursuit but do we have any interest of that here at all?

Maria Livanos Cattai:

Well we'll ask them. Jane.

01:11:18

Jane Nelson:

Firstly a quick comment on the sort of alliance around nutrition. There is the Global Alliance For Improved

nutrition which I think is fairly fledgling which the Gates Foundation and others have helped to establish and I think trying to get more companies involved in that might be an outcome of today's meeting. But the quest for someone on the panel is about school feeding programmes and whether you might want to comment. It seems to me that there's great opportunity to use school feeding programmes not only to get more children into school but to sort of address the nutrition issue. And that seems to be an area where companies could engage even if it is more through their philanthropic activities.

01:11:52

Maria Livanos Cattai:

Now there were a series of questions to ask so whoever has the microphone stand up and then we'll pass the microphone onto the next hand up. Go ahead please.

01:12:02

Joachim Von Braun:

If you click on Google nutrition 2008 you get 61 million response reactions. If you click it for 2006 you get 44 million. So nutrition is more talked about in Googlish by a factor of 50% and I think that's good. But I think the debate is not results oriented enough and I'm afraid that also applies for your panel Maria.

01:12:42

The biggest nutrition issue in the developing world is the under two nutrition. May I ask the panel to come up with solutions. Niels is there is a project in Nestlé equivalent to the \$100 computer to come up with a \$2 healthy pleasurable diet for the family of five which has

a dollar a day meaning \$5, so affordable given the age pattern and so on.

01:13:20

I think I would like to push the panel towards result orientation, under two and affordable but healthy.

Maria Livanos Cattai:

Thank you Joachim. You all heard yes the challenge to all of you here. All right next question please. Yes go ahead.

01:13:34

Dan Silverstein:

I have a private sector business consulting firm here in New York named Heuristic Management. My question is specifically for you Maria.

Maria Livanos Cattai:

Oh I'm not answering questions, I'm posing.

Dan Silverstein:

Well I'd appreciate it if you'd answer this one. I'd like to know who selected you to be the moderator and I'd like to thank that person because I think you've been really outstanding today.

Applause

01:13:57

Maria Livanos Cattai:

That's very kind of you thank you. Don't embarrass me. Next question please. At the back yes please.

01:14:09

Male:

If this is true that the window of opportunity we have at that under two, then I think that the role of public policy is extremely relevant and perhaps the mistake we have made is to associate hunger and the nutrition just

with agriculture. And I think that the whole debate worldwide tends to equate hunger with agriculture.

Maria Livanos Cattai:

What would you equate it with? Public policy?

01:14:41

Male:

I would equate with public policy and this is a function of different actors. It's not just the Minister of Agriculture, it's the primary responsibility of health and nutrition and I think that this is absolutely missing in our debate. And even now when we talk about food security we tend to talk about availability of food, how to produce better. And the problem we have now is that when we talk about the world food - hunger or the world food summit or whatever it is run by the Minister of Agriculture. And I think that we are missing here something which is extremely relevant, public policy for under two.

01:15:22

Maria Livanos Cattai:

Well we'd have to ask those who have been involved in public policy how we can get other ministries or other parts of public policy to be a part. Is there a question at the back? I thought I saw a hand, yes.

01:15:34

Steve Rockland (?),

Accountability:

I've been very struck of the three pillars of the shared value strategy on water, on local development and now on nutrition. You know obviously there are distinctions and that's not surprising. What's a little bit more intriguing is the overlaps of the panels in the areas in which they've been allocating some common

strategies and common policy solutions. And I think that's very, very interesting and my question I think would be oriented to you Niels.

01:16:04

In thinking about how this creates implications for the way that you pursue your shared value strategy of whether you start joining up the three pillars both internally for Nestlé, and also using that as a demonstration effect for others, for governments and others, that would be able to see the linkages as well. Thanks.

01:16:22

Maria Livanos Cattai:

Thank you very much. Are we all right on questions or is there still someone - yes right up here. That will be our last question then.

01:16:33

Liz Turner, SUSTAIN:

And so this is a question I think for private sector, but just the discussion going on about nutrition education and promotion and looking at the opportunity to try and develop markets for low cost nutritious products. So I think it's looking at you know what seems to work, what doesn't seem to work, what role do you think the government and the civil society might have in that working with industry.

01:17:04

Maria Livanos Cattai:

Thank you very much. Well I think you all heard the challenge, you haven't come up with some indications of how we go forward on this or if you wish some solutions. I'm always worried about the word solutions because it looks absolutist but what I think you're

talking about is what are the processes that we can get results oriented from our discussion. So you've all taken notes. Well this is going to be our last round so raise your hand - sorry.

01:17:34

Noel Solomons:

I was shaking my head when we were....

Maria Livanos Cattai:

I was going to begin with you Noel because you were shaking - your head from the last round so why don't you start Noel this round here.

01:17:49

Noel Solomons:

Well this is not a solution but answers are directed to Prabhu and to Joachim. And they relate to the considerations as to whether or not the groups of your central interest which are really poor, people who only have \$5 a day, are relevant to creating shared values. There are two CS acronyms here, we have CSR and CSB. And CSR is corporate social responsibility. That's the old paradigm and I think that is the paradigm that affects that group. There is the new paradigm which is out there which again I relate to the words in your own document, to those with emerging, those with income.

01:18:31

Now you earlier talked also about not raising enough food for the poor, the barleys, the millets, the sorghums. And there is this kind of classical circular unfortunate that we make it food for the poor it becomes stigmatised by being identified with the poor. And the poor won't eat it because it's stigmatised and the rich won't eat it because that's what the poor eat.

Those are very good foods. If we could counter stigmatise them with a positive aspect people would eat sorghum and millet and be healthier both if they were poor and non-poor.

01:19:02

But my final answer to I guess both of you is that we're moving to the same diet, the diet of those who used to be poor and the diet of those who used to be rich is a quality diet. The eventual, excuse the expression Maria, solution is that one diet does fit all if it is a quality diet that can be afforded by the people when their incomes have risen and when their education or their behaviour as Patrick would prefer it, has been directed to that.

01:19:29

So quality diet is probably the key words on this document and it's a solution for overweight and underweight and for all social classes when they get beyond the social class that limits them.

01:19:42

Maria Livanos Cattai:

You will pick the questions that you wish to answer. You don't have to answer them all, just the ones you'd - who would like to go next? Who would like to try next? Very good, Osman.

01:19:53

Osman Galal:

First of all the response of the issue of the first two or three years of life including pregnancy. They are crucial; I mentioned that at the very start. Any nutritional trauma is irreversible so if I have any budget, any money I would put it on the first two, three years of life including pregnancy. When I say

pregnancy that means the mothers. That's very crucial and I ignore - not ignore at least my concentration would be on that.

01:20:26

The second issue which has been risen and that is the MD the nutrition know how, is not so whatever. I was trained as a paediatrician. I had no problem to alleviate any malnutrition or a nutrition problem from any child coming to my clinic. When I shifted to the community my biological know how did not work, zero. This is very important. The reason for that there is a distinction between the biological know how and social science know how.

01:21:03

Now I concentrated on biological know how as a paediatrician in the clinic. When I went to the community and population of culture, beliefs, attitude, behaviour, which is not at all in my education. So if you want to have a graduate who can work with population this science of social science should be integrated in medical school. It's a difficulty.

01:21:32

The last point is that we are part of the INS, we are trying I don't know whether you know the WIC programme in the United States or not, trying the WIC and the modification of WIC in some of the countries in the Middle East and I think it's going to work.

Maria Livanos Cattai:

Thank you very much. I should go - Kraisid you're next.

01:21:54

Kraisid Tontisarin:

I like to tell some real - to respond of several comments. As you know nutrition is a broad topic. It's a link between food and health and food have to link with agriculture. So one can see that it's starting from agriculture to provide food supply and then to food with quality and safety aspect, and then people consume and use that food as a nutrient. At the same time it requires health protection and promotion. So it's a broad issue.

01:22:29

If we are going to talk about nutrition we may have to focus. For example I have experiences in dealing with how to reduce low birth weight and how to reduce malnutrition under two. Of course we have to start with proper antenatal care services. It's a health service plus food so that you get infant with proper birth weight. And then at the same time newborn infants require breastfeeding, complementary feeding and also require some basic health package, immunisation, clean drinking water and so on and so forth. And not just only breastfeeding also require complementary feeding which is food also. So it's very complex.

01:23:18

To be in good nutrition we have food, we have health to support the body, to be in good nutrition and wellbeing. So at the same time we need growth monitoring and promotion. If a child has a growth problem we have to do something medical or food. And at the same time if a child is overweight we may have to think about reducing fat.

01:23:49

So essentially we are dealing with a complex issue. But when we are coming to solve the problem we have to focus on it. It can be a project, it can be a programme. The most important thing is how to use nutrition as indicator and take action accordingly in the project and the programme. And also have nutrition orientation in any project and programme as well.

Maria Livanos Cattai:

Thank you very much. Results oriented please. Robert.

01:24:17

Robert Black:

I just wanted to address the school feeding question. I think we can't duck it because it's a very common one. In the Lancet nutrition series last year we took a position. It wasn't a popular one but it was one that said that school feeding programmes are not primarily nutrition programmes. They may have benefits, they do in fact I believe have benefits for education, and in food in secure areas and populations they may be still a wise thing to do to keep kids in school, to have other educational benefits.

01:24:48

The problem though and where it becomes a more complicated story is that we've been saying, I think virtually everyone on this panel has said, focus on the first two years of life. And when you have school feeding programmes sometimes that becomes the nutrition programme.

01:25:04

And I give an example of India that has had a feeding programme for children who are three, four years old, five years old, ignoring the first two years of life. It's

virtually a national programme in India and it's wrong, it's mis-targeted. And so it can get even worse if you talk about school age. These are irreversible problems by the time you're two years old.

Maria Livanos Cattai:

Martin. Yeah you can interrupt - you're interrupting.

01:25:31

Noel Solomons:

The chilling experience which Bob didn't mention where they analysed this school feeding programme found that its major effect was to create obesity.

Robert Black:

Right. That is the other issue. I didn't want to get too controversial on that because I think...

Maria Livanos Cattai:

No we should. We should. No, out of controversy comes results. Martin.

01:25:49

Martin Bloem:

Yeah just to build on what Bob just said and also what Mr Medrano said. You know I think it's extremely important that we focus much more on you know shift the field and actually look at public policy. You know a part of my task is actually that I'm involved in HIV Aids programming in UN 8. And at this particular moment every person who, whether you live in South Africa or Latin America, has the right for the first line of treatment of Aids. And that was like unthinkable five years ago but that's happening now.

01:26:30

And you think about what we know now, that in fact minus nine months to two months is so essential, it has so much long term negative impact on obesity,

chronic - cardiovascular diseases but also shorter on mortality as well as of stunting, low productivity you name it. I don't understand that we don't have the ethics yet that we say that age group is so important, we as the whole world will provide all these children with the right strategies, including the right food.

Maria Livanos Cattai:

What would it take - to make it happen.

01:27:04

Martin Bloem:

Well for example if you take you know World Food Programme. If you look at the food component it costs about \$125 US to give a child 18 months the right complimentary food. It's not that much. A one year treatment of ARVs is for example a little less than \$100. So and this is just one time in people's lives. So I think I absolutely agree with Mr Medrano that I think this is not agriculture, in fact we know the solution. It's a much more technological solution to the problem.

01:27:35

Maria Livanos Cattai:

Martin can you change the World Food Programme in that respect?

Male:

And if not when I resign.

Martin Bloem:

Yes of course we could.

Laughter

Maria Livanos Cattai:

The answer is that you'll try.

Martin Bloem:

Yes.

Maria Livanos Cattai:

Irwin.

01:27:53

Irwin Rosenberg:

Since Martin and Patrick Webb are both either present and former directors of the nutrition programme of the World Food Programme I think it is useful to observe that that's really quite a recent phenomenon. The fact that the World Food Programme now has such a concentration on nutrition and the quality of the foods, not just the delivery of foods, is I think an example of the fact that we are in some places making some real progress.

01:28:29

And to your point Bob yes I think we have a great deal to do more with putting nutrition and malnutrition however you may define it, on the international agenda. I can't explain why it's been so easily displaced but perhaps concentration on drugs and pharma and so forth have been part of that.

01:29:00

On the matter of the fact that it's said that veterinarians know more about nutrition than doctors do, I think that's a cute phrase but I don't think it's really accurate. Veterinarians would be out of business immediately if they couldn't recommend a diet which they can impose on the pets.

Maria Livanos Cattai:

Because the pets can't answer back but humans can choose.

01:29:36

Irwin Rosenberg:

But I think there has been progress in the education of physicians. I think what there needs to be a great deal more progress in is the application of that education which is only one of the many disabilities within our healthcare system is the non-application of nutritional things.

01:29:57

And the last point I'd make is this. I think it is really important to emphasise those first two years of life as had been stated. The so called Barker Hypothesis which has been referred to indirectly is that foetal life and low birth weight has implications which will be represented throughout life, including late life chronic disease. And therefore the healthy pregnancy and the healthy birth weight and the healthy growth during the first year are terribly important.

01:30:45

What's the appropriate focus for that? Some of those that Martin has mentioned but really I think the concentration on the young woman in that society who will be the mother, who will be the pregnant person, who will be the nurturing person in the household. That investment in her education, in her health, in her nutrition and her nutrition knowledge would be perhaps the most important thing to focus on for that age group.

01:31:22

But as important as that age group is it is only I would argue the most dramatic location of the vulnerable groups. I think that we are far enough along in our understanding of the relationship between nutrition and health that we can be thinking even beyond that age group including the growing population of another vulnerable group such as the elderly.

Maria Livanos Cattai:

Thank you very much Irwin. Prabhu.

01:32:00

Prabhu Pingali:

Maria you asked a question early on for which there was no answer so let me give my shot at it. And you asked what progress should we see in hunger and nutrition over the next few years.

01:32:16

I would say we will see dramatic improvements in hunger reduction and reductions in malnutrition on the underside, under nutrition side, for Asia, for Latin America over the next decade. Africa will still continue to be an area where we will see high incidents of hunger and micronutrient malnutrition there. And that's something we need to be concerned about, certainly something the Gates Foundation is really concerned about as we look ahead.

01:32:56

In terms of responding to Joachim's question on what to do about the under two, I have a solution which has nothing to do with any nutrition interventions. And I think if we invested massively in female literacy and women's education, if we invested massively in clean water and sanitation we will reduce the under two malnutrition rates dramatically. And I just can't understand why the nutrition community does not wave big flags on these two interventions that are so essential to be made. And that's very important.

01:33:43

And I agree with Pedro Medrano that agriculture is not the only way to come to nutrition solutions. Nutrition is too important to be left to agriculturalists. Nutrition is

too important to be left to physicians. Nutrition is certainly too important to be left to economists but where you are going to see nutrition improvements is through poverty reduction. Where you see poverty reductions you'll see improvements in nutrition.

01:34:18

We've already heard from Mark Cackler earlier that much of the poverty is in rural areas as in populations that depend on agriculture. Now agriculture comes into nutrition primarily as an engine of growth and poverty reduction for these populations. And therefore as nutritionists you should look at agriculture, not so much as a way of increasing food but as a way of improving incomes.

Maria Livanos Cattai:

Thank you very much Prabhu. Patrick.

01:34:52

Patrick Webb:

And of course nutrition is too important to leave to nutritionists. We have to - it's for everyone. I actually want to answer one of the questions that was - or propositions posed earlier about life without packaged foods.

Maria Livanos Cattai:

That was a web cast question yes.

01:35:08

Patrick Webb:

And you know I think it's important that we do come back - it relates a little bit to the organic agriculture issue as well but you know we mustn't let people go away thinking that somehow packaged food is bad, is inherently bad. And I just - from two angles.

01:35:26

From seeing in Haiti for example in quite remote poor areas of Haiti smallholders, individual women or men buying essentially packaged foods on the market as the main meal of the day, essentially because it's more cost effective to do so. Because the fuel needed to cook a full meal is simply too expensive. And so we have to look at the opportunity cost of time, the opportunity cost of not just the food itself but what preparing a good meal means to someone who has no time and no income.

01:36:04

And secondly is an issue with food safety. There is even in Haiti a perception that, and it's not always correct but at least a perception especially when there are aflatoxin outbreaks in local maize or other microtoxin contaminations that packaged foods particularly those delivered in supermarkets are somehow safer. And I've heard that many times from rural mothers. That's a pretty important perception and it's something that could well be built on. Certainly we need to make it true but it does build into the fact the need that food safety itself is a food security concern of the very poorest consumers. And it's becoming more and more so around the world and I think we need to respond to that.

01:36:53

Finally for Joachim's point. Absolutely and I concur with Irv that under two's are absolutely critical, not at the exclusion of anyone else certainly, nutrition is a lifelong inter-generational project, it's not an individual time band problem. But as I was saying about educating, enhancing knowledge on colostrum, breast feeding and so on; maybe this is a domain for the

communications technologies you were talking about, cell phone use. Instead of e-health we should look at m-nutrition and try and find ways to make it not just educational but informational, exciting as well. But we need to get these kinds of messages to people in ways that they will be able to act on them. And I think that remains the constraint.

Maria Livanos Cattai:

Thank you Patrick. Vankatesh.

01:37:47

Vankatesh Mannar:

I'd just like to raise the question of nutrition on the global agenda. And we've seen that notwithstanding all the evidence we have on the impact on health, on growth, on productivity, and notwithstanding the economic arguments as well. As many of you know the reason Copenhagen Consensus which ranked the top ten development interventions, five of them related to nutrition.

01:38:08

But still we have a situation today where global international investment in nutrition programming is about a tenth of what the world is spending on HIV Aids. I mean that gives the - really the issue of positioning and I would propose that rather than promoting nutrition on its own, what we should do is to promote nutrition as one of child survival, child development, maternal health, productivity. And we have to insert ourselves into these agendas.

01:38:38

We have major meetings on child survival. We are a huge international meeting on child development. Barely a mention of nutrition. Why don't we get

ourselves into those agendas and that's the only way we can really raise the profile and the level of investment both internationally and at a national level in nutrition.

01:38:54

Maria Livanos Cattai:

Thank you very much for that. We're getting to some - yes thank you. Niels will you close our - I think we've come to the end. Would you close our session?

Noel Solomons:

... we till 5.30.

Maria Livanos Cattai:

Well it's all right but every time you say something it opens up a wonderful dialogue all over again so as we're coming to the end.

01:39:18

Noel Solomons:

If you allow me - and remember Niels has about four or five questions that were directed to industry or to Niels - so you have a 25 minute closing act.

Maria Livanos Cattai:

No, no, no. No fear.

01:39:32

Noel Solomons:

But what I did want to say with regard to micronutrient deficiency which has come up in this last round. And that is the impression is that developing countries have widespread micronutrient deficiency and that developed countries, and read UK and the Netherlands, do not. And I think that's not a correct perception.

01:39:56

The reason we don't see deficiencies Bob is because they don't have the environmental stress, the diarrhoeas, the poor sanitation. But in a study that has now been accepted for publication, we did a survey among adults in Mexico, Guatemala, Scotland and the Netherlands on adult intake of foods. And because Europe is reticent not only of GMOs but also to fortify commercial foods their intakes in Scotland and the Netherlands were poorer than those in Mexico and in Guatemala where fortified food is quite accessible and unregulated if you will. And at the same time the foods are relatively high in variety.

01:40:40

So that the reason the Guatemalans get deficient is because they're sick all the time with their environmental stresses, their diarrhoea, their parasites and so forth, but not necessarily because they have a lower intake in the diet.

Maria Livanos Cattai:

That's interesting. Niels will you close our session today. This fourth session I meant.

Niels Christiansen:

Well I'm not going to make it 25 minutes.

Maria Livanos Cattai:

Certainly not. You have four minutes maximum.

01:41:01

Niels Christiansen:

Nor can I answer all the questions that have been pointed in my direction. But I just wanted to deal with three questions that were asked. There was one question from the back of the room about why don't you integrate these three areas of water, rural development and nutrition. And I'll have to say in the

selection of our panellists and the selection of our advisory board and having an agriculture economist on the nutrition panel here was an attempt to begin to do that.

01:41:36

One of the advantages of going from academia, from nutrition into business was we can't separate things. We have a whole business that goes from supply chain to manufacturing to consumer products where we can't separate and if we did we would - our business would suffer. So I want to thank Prabhu Pingali and also Patrick Webb for some seminal work they did in trying to link agriculture, rural development and nutrition, and hope we continue this conversation.

01:42:10

Second of all the question about education. We do believe a lot in education. We have about 30 programmes around the world teaching good nutrition that we sponsor to about 11 million children and we are intending to double this, we made an announcement last night to create a truly global programme. We also sponsor a programme called Water Education for Teachers that reaches about a million children that's sponsored by Nestlé waters, that water yes is an important part of the diet.

01:42:52

Regarding the impact on our supply chain also, I think we mentioned earlier that to the milk villages in Pakistan and India we have installed clean water sources with all the schools and sanitary facilities. But now we're experimenting with the third component which is nutrition education and our target group is girls between the ages of 14 to 16.

01:43:25

And the reason they've chosen this in consultation with the nutrition experts of the region is that they're going to get married very soon and it's too late if we wait after that. They need to learn as much as they can about nutrition before they get married so that when they have children then it's really possible to impact diet.

01:43:50

And then I want to close on the question about can't we design a less expensive diet for the under twos. And I have to say this is something that means a great deal to me personally. I spent the first ten years of my career studying how to improve the diets of mothers in the third trimester of pregnancy and children up to the age of three in Bogotá, Columbia in the poorest neighbourhoods there. And how that can be accomplished and what the real solutions are to that is something that has been on my mind for many years.

01:44:33

And I'll have to say that this is also something that goes back to the roots of Nestlé. Nestlé was founded as a company based on an infant cereal to save the life of a baby when Switzerland was a poorer country than some countries in Africa. So in creating shared value the idea came from the origins of the company and founded precisely on this age group.

01:45:03

Where are we going from here in this area? I mentioned earlier the popularly priced, popularly positioned products aimed at bottom of the pyramid and there are two particularly strong areas in this. One is milk which I mentioned earlier. Lower cost milk

that's fortified with iron and vitamins for children starting at six months and one year of age. And also cereals, both all family cereals and cereals for children. We have a global strategy on popularly positioned products.

01:45:45

This age range is very important to us and we're quite happy to work with others in order to develop this further, both in terms of the products and how you can distribute them, and how they can be useful to organisations like the World Food Programme. So as I think Peter started the meeting by saying we're here to learn, we're here to listen and we're here to engage. And so we hope that this forum is actually an ongoing forum where we continue some of these ideas, not just in terms of talk but in terms of action.

01:46:22

Maria Livanos Cattai:

Thank you very much Niels and I'd like to conclude this fourth session before we go into our day's conclusion with a webcast comment from Ian in the UK.

01:46:36

Doing more with less is the key to innovation. And his comment is, can we move from growth as the driver of development to quality of life as the driver. And I thought that was very appropriate to finish a note on. May I ask you please first to keep your seats because we're going to go into the conclusion with Mr Kramer and Mr Brabeck. And before we do so can you give this panel a big hand. Thank you.

Applause

01:47:05

Maria Livanos Cattai:

Please everybody keep your seats and I will ask Mr Kramer and Mr Brabeck if they would come to the stage. Nothing has to be changed on the stage - no don't worry about it.

Music

01:47:48

Maria Livanos Cattai:

Mark Kramer is the founder and Managing Director of FSG Social Impact Advisors and he's currently overseeing FSG's consulting practice and action initiatives. So I'd like to ask you - you're supposed to within a very short period of time try to summarise the key outcomes of these four sessions and a full day's discussions. Please go ahead and I think you two are very brave to make this.

01:48:15

Mark Kramer:

Thank you Maria for such an easy task, I appreciate it. Before I do let me just ask again to thank Maria for such an extraordinary job of moderating.

Applause

01:48:28

Mark Kramer:

And I also really want to thank Peter Brabeck and Paul Bulcke and Niels Christiansen and John Bean (?) and the many other folks behind the scenes who helped bring together this extraordinary collection of people that I now have the unenviable job of trying to summarise. But really it is an amazing collection of

talent, of insight, of experience and of commitment to improving the world that I think we saw here today.

01:48:54

So I will be very brief. I think that - I tried to listen for some themes that came up again and again during the conversation. And I think that there are really six themes that I heard and for me, even though Michael Porter and I developed with some help from Peter the concept of shared value creation in an HBR article, these themes really enriched my understanding today of what creating shared value is about.

01:49:30

The first theme is a sense of urgency about the volatility we face as a world and the problems we face as a world and the short timeframe. The second one is around the long term perspective that's needed to make change. The third is a real clear orientation on results. The fourth is the importance of innovation and research and development. The fifth is the importance of government policy. The sixth is the interconnectedness we have both between business and society and between rich and poor. And so let me just touch on those six briefly if I may before I turn it over to Peter to conclude.

01:50:24

I think that there's really a paradigm shift, really a different vision that is captured in this idea of creating value, of really moving from a world where we are separate actors each pursuing our own separate agendas to a world where we truly recognise the interdependence that we have with each other, between business and society, between rich and poor.

01:50:53

CK talked about the forgetting curve at the beginning and I think it's very hard for us to forget the old model and to forget the old perspective of corporate social responsibility as being about trying to look good, as opposed to actually genuinely solving the problems. But I think that forgetting is tremendously important.

01:51:18

I think there's also a shift in this perspective around the idea of empathy. I was struck by the vision of teaching fishing from the point of view of the fish and I thought that was a very powerful idea. But certainly one of the themes that I heard very often is an understanding of the poor, a need to understand the poor as consumers, as producers but also as entrepreneurs, as people with resources, with dignity, with knowledge that we need to understand if we're really going to be able to serve them and help them.

01:52:01

And lastly clearly a sense that there is no one sector that can solve the problems, that we need to be working together in very closely aligned ways between business, between the international aid organisations, the local governments, all of these have to work together and that's a fundamentally different vision than these organisations have been operating under before.

01:52:35

In terms of the sense of volatility and urgency we heard certainly very clearly from Jeff Sachs that the situation with water is worse than we know, that it manifests itself in very unpredictable ways whether the war in Darfur, events in Somalia, Mozambique. That these events are attributable to the aridity of the

regions is not something you read about in the daily papers.

01:53:12

We heard that on the question of water as a right or a commodity the idea of pricing water, that pricing can be tremendously important. We heard the example of Australia where pricing leads to innovation and conservation. But we also heard Jeff Sachs say very clearly that pricing does nothing for the 2 billion poorest people in the world. It's not a solution there. That financing is necessary and it's urgently necessary.

01:53:46

We saw a number of hands go up to the likelihood of there being more food crises just in the next three years. We heard talk about the impact of the trade and subsidy distortions, of nearly a billion people going to sleep hungry every night. And that emphasised so clearly to me the idea that creating shared value is not optional, it is something that we must do for the sake of our businesses but also for the sake of our world.

01:54:25

In terms of the long term perspective we certainly heard that the emphasis on quarterly earnings and shareholders turning a quick profit has really been a fundamentally destructive influence on the operation of business in the world today. And we've heard that the Moga milk district that Nestlé described where they have done so much to improve the standard of living for 100,000 farmers was a venture that they didn't expect to earn a profit from for the first ten years. Again what an extraordinary sense of patience. What an extraordinary long term perspective.

01:55:09

And I think all too often, certainly we work a lot with foundations in the foundation community but in the business community and the aid community as well, we look for results in a year or two. You know and if the programme hasn't delivered in two years then it must be wrong and we need to abandon it. And of course the problems we face are much, much longer term in terms of what it takes to create a solution.

01:55:37

The results focus I think is one of the most powerful themes that emerged for me today. The idea that it can't be any more about our ideological positions, it's got to be about what works. And that that is actually a very empowering model because it enables people to work together on common ground because they can agree on what works although they might not agree on the ideology behind it. And hence that can be an important tool for partnership.

01:56:16

We also heard that the power of measuring results. The project that Nestlé is doing with McKenzie to measure water usage and inform government policy through it. The measurement of nutritional content in food and nutritional intake. That these are very powerful tools for enabling us to improve.

01:56:41

In terms of innovation and research and development I have to say I was stunned to hear several people talk about the challenge of doubling the output, the crop yield, by 2050 with the same amount of land and nobody blinked. I mean there was a sense that we can do this, that the technology is possible, that the

advances we've achieved so far give us a sense that we can meet this challenge and what an extraordinary thing.

01:57:14

And certainly examples of GMO, of the syngenta sugar beets, of nutritionally fortified food, give us a strong sense of just in the last decade how much progress has been made in research and development on the issues that affect agriculture and nutrition for the poor.

01:57:37

It was also interesting and surprising to me to hear a different dimension of research and development which was how to make foods tasty and appealing, that it's not just about the science of growing more and putting more nutrition in, but the social science of how do we get people to actually make the right choices and do it with a genuine understanding of human nature is yet another piece of our research agenda.

01:58:08

In terms of - government policy thank you you've taken notes. In terms of government policy I think certainly we heard at the outset and I would agree that government policy can expand the window of win, win opportunities, the places that shared value can be created when government can accurately price the costs of externalities and the benefits that can be associated.

01:58:40

We also heard just some shocking examples of government policy gone awry and the harm that that can cause whether it's the bio fuels movement and the impact of that on growing crops, whether it's the trade and subsidy distortions that prevent low income

countries from growing and exporting the crops that they have the best competitive advantage to grow, whether it's school feeding programmes that miss those crucial -9 to plus two years or that create obesity problems.

01:59:18

This idea that we really are lacking a holistic approach to policy formulation, to well informed policy formulation, was very powerful even in terms of things like land title and customary land ownership. I have to say I was trained as a lawyer and I think today is the first time I have ever heard a suggestion that having more lawyers would help solve social problems. I was very deeply moved by that I have to say.

Laughter

01:59:51

Mark Kramer:

And lastly the interconnectedness idea. Again at the very outset CK talked about co-creation. We certainly on the water panel heard a lot about the many different levels on which one has to work to address water issues, the international, local government, civil society, industry, agriculture. We heard a lot about the movement toward really thinking through the value chain of activities necessary to produce food to get water to the people that's needed, and the tremendous importance of the coordination between the different businesses that are involved and the infrastructure that government or international aid organisations can provide.

02:00:42

It's not just that we need roads; we need roads in the right places that lead from the right farms to the right factories. We need the power there, we need all of these different, well meant efforts to align and support and coordinate with each other because so many of the initiatives that we see out there today, so many well meant initiatives by foundations and corporations just don't add up to any impact of scale because they are isolated one off initiatives.

02:01:20

And then we heard also again from Jeff Sachs a much more powerful sense of interconnectedness. The interconnectedness of us as a single world. The choice we face between putting up bigger walls and getting a stronger military and trying to pretend that the 2 billion poor people in the world don't matter, versus the interconnectedness to recognise that this is one world, whether we approach it as business people, as social activists, as diplomats, whatever role we may play this is one world and we need to find a way to help all of the people in it at every level. And while I said there were six and I know Maria's looking nervous.

Maria Livanos Cattai:

No, no.

02:02:10

Mark Kramer:

I'm going to add one more which is a seventh that came through to me as well which was a real sense of hope. I think that when Michael and I thought about creating shared value as a different perspective than corporate social responsibility, part of what we were trying to do and Adrian Hodges if he's still here has

also talked and written about it well, is to think about the social issues as an area of opportunity, as a positive for business, as an opportunity for competitive advantage, as an opportunity for innovation and new markets, and not as a negative, not as having to cut back on what you do or pay penalties or approach social issues defensively which in many ways was embedded in the older CSR initiative.

02:03:03

And so I think in the idea of creating shared value Michael and I meant to put in the idea of hope but I don't think we began to really understand how much potential for hope there is as I saw today from the commitment, from the expertise and the work that the dozens of people here, world leaders, have really been engaged in and the results that they've actually been able to show.

02:03:36

So it's been a real privilege to be here today to be part of this and observe this and thank you very much for including us.

Maria Livanos Cattai:

Thank you Mark. Thank you very much.

Applause

02:03:52

Peter Brabeck:

Well first of all I would like to thank Mark for this excellent resume so I will not dwell from this one. I will just share with you how we became involved in this creating shared value and why we got involved in it.

02:04:08

It all started in a world economic forum Davos meeting. And some of you might remember because it was quite a famous one, it was the first one that - Davos brought a lot of stars into the community. And it happened that during this meeting, corporate social responsibility was perhaps the most important issue.

02:04:36

And over a short period of time this dynamic that happens in these meetings you wouldn't have anybody from the business community, you would not claim publicly we have to give back to society. Every single body was saying we have to give back to society and then Sharon Stone of course stood up and in two minutes she had about one million of dollars collected based on the bad consciousness of all my colleagues from business.

02:05:12

And I did not and at the end I stood up and said you know I don't feel that I have to give back to society because I have not been stealing anything from society, I think that by doing business I have created value for society. And that was basically the end of the meeting. This was the final meeting that we had.

02:05:42

And there is this difference between it looked incredibly good and I'm sure the one million which afterwards I heard were collected, they were committed, it might have done even good but I don't think that this is the right approach to corporate social responsibility. I think it's a very limited approach to corporate social responsibility and it had another very interesting reaction.

02:06:18

If you were reading for example Wall Street Journal after this meeting you would see editorials who were talking about bad executives shouldn't have the right to do philanthropy with the money of shareholders. And it became very, very violent and we had reactions in our road shows for example. But very important shareholders of us were challenging us in what we are doing in philanthropy and what we are doing in this so called corporate social responsibility.

02:06:58

So this event really forced us and forced me to think about what is the role of business really. And as I mentioned in the beginning it was out of this consideration that we realised first of all that it is the society which allows the business to work and therefore there is not one responsibility only to shareholders and to the capital as it is society who allows us to have the private enterprise. We have both a responsibility to society and a responsibility to capital, to our shareholders. It's not only one; this is intrinsically two coming out of this.

02:07:54

So the way how we run the business becomes incredibly important and this is more or less the time when we started to talk with Michael and with Mark who had invented this creating shared value concept which was an intellectual concept, interesting one. And we really said well let's challenge this because this concept both integrating their corporate social responsibility concept as an integrated part of how you run your business. And one thing we didn't say today or I didn't hear it in the first, even Michael didn't mention it, you see in our concept of how we run a

business we have as a fundament compliance.
There's no doubt about that we have to comply with laws, with regulations, with all of those things. But this is a fundamental issue.

02:08:55

We have on top of our value chain then sustainability because we want our business to exist in the next 140 years, not only in the last 140 years. So sustainability. And it is only then on top, the top of the pyramid, which is really in this concept of creating shared value.

02:09:16

And now that we have identified this, that we have worked with Mark and Michael for three years now, we have asked Mark and Michael to go down to Latin America and to see whether we really create shared value when we are acting in long term, when we are taking into consideration that we are only creating value if we're also creating the value for the communities we are working in. We worked for three years, it's only now after three years that we come to the public today together and bring this concept of creating shared value and launched it basically yesterday and today.

02:09:57

And I think this alone shows you that this for us is not a short term action or it is not something that we just want to draw attention. This is a commitment of our company in the long term, and when we talk long term we are talking 10, 20 years, we are not talking about one year, two years, three years. We have invested more than three years to get there. This is a commitment in the long term and the way we will express this commitment is that it has to become part

of the culture of our company because it has to be applied in the daily decision making of the 283,000 people who are working all over the world and in a company where we are decentralising decision making so strongly. It has to be embedded in the culture so that it is being lived on a daily basis.

02:10:50

And so that was basically I would say the background, how we came to creating shared value, why we feel so strong about it. The second aspect was when we decided where to put priorities. And we put priorities when we started to do this frankly speaking not thinking so much about this interconnectivity which you have seen today, we came because we are the leading nutrition health and wellness company, therefore nutrition of course seemed for us to be one of the pillars that we should be concentrating on.

02:11:29

We also looked and I explained to you why I feel water is perhaps the most important issue because it's also the most important issue for sustainability of our company but it is also an issue that is intermittently linked with wellness. There is no wellness in the world if you do not have safe, clean water. That's very clear.

02:11:54

And the third one was due to our relationship with over 600,000 farmers rural development, knowing that in rural development was really the biggest part of extreme poverty in the world, therefore we thought this is an area where we can do something and we can do it by making business decisions, not by add on or by artificial things. This is where we are acting every single day.

02:12:24

So we came frankly speaking to those three areas from these considerations. But what I take away today is what at least for me was very interesting to see, how intimately those three things are really linked. And I think what I take away today is that as they are so intimately linked I think we will get a multiply affecter which is much higher than I ever thought before we had the meeting and I listened to all of you.

02:13:02

The one thing I also took away and I think will be the most difficult one is the intervention by Ambassador Maurer because the one really missing part today was without any doubt government. And from all what I have heard I was already thinking how can we move forward. I think the most difficult part for us will be - especially coming from where we come from private enterprise, how we can influence this political process.

02:13:39

And I think and I hope that the many partners that were here today can help us in this, because I think most of you have first of all more knowledge about the political process and secondly you have certainly much more credibility than we have in order to influence this political process.

02:14:01

When we started I said we had basically three objectives. The first one was develop and communicate the idea of the role of business. I think we have done that. The second was what - draw the attention to the three issues, I think we have done it. And the third one was really to talk more about inclusion and it has become quite clear I think that if

you really want to move forward, if you want to help, if you want to get to the value which means to have an objective and to create something concrete, it will only when we continue to include all partners of society.

02:14:45

So in this sense if you would allow me Maria I would like first of all to thank all the forum participants and all those many people on the webcast. We have - I have only seen the statistic in the morning - we had only in the morning more than 1,000 people participating on the webcast all over the world which I think shows how important this subject is and how much interest it really has on all levels of society. So I would like to thank all of you here in the room but also those many, many people all over the world.

02:15:23

I would express my thanks for the high quality I think of the panel participants. I think it was absolutely amazing to see and what I especially appreciated was this critical, open and yet very respectful way how we have been looking at certain issues. There was no hate, there was constantly trying to be constructive and yet to be very critical. And I think this is extremely important.

02:15:56

There is no doubt that I want to thank once more the United Nations Office for Partnership who has allowed us to do this under this umbrella. And also the Swiss Confederation and its representative Ambassador Maurer for having given us this opportunity to be under the umbrella here and to have this meeting. And of course Maria you did a wonderful job. Thank you very, very much.

02:16:33

Maria Livanos Cattai:

Thank you. So this concludes our afternoon and do not forget your chocolates downstairs.

END