



## WORKFORCE NUTRITION

### Updates and Insights

Greetings!

Welcome to the eighth issue of the "Workforce Nutrition - Updates and Insights" newsletter.

As the year draws to a close, we would like to thank you for your continued interest in workforce nutrition, and its impact on health and wellbeing. We hope to stay in contact in the coming year, and we wish you a nutritious festive season, and health and well-being in 2023!

If you have any questions, or suggestions of topics you'd like to see in the next newsletter, please let us know at [info@workforcenutrition.org](mailto:info@workforcenutrition.org).

## Newsletter No 8 / 20 December 2022

### First National Workforce Nutrition Alliance launched in Bangladesh



There is growing momentum for companies in Bangladesh to improve workforce nutrition. More than 60 executive leaders from industries in the food sector met at the invitation of Khaled Mamun Chawdhury, Director General of the Department of Labour, and attended the first official introductory meeting of the Bangladesh National Workforce Nutrition Alliance (National WNA).

Khaled Mamun Chawdhury said, "If workers' nutrition can be improved, their contribution can improve the overall development of the country". The meeting focused on the benefits of becoming an Alliance member. It was also attended by representatives from NGOs and the informal sector.

The event was a great opportunity to update participants on basic nutrition knowledge and food safety, and to introduce the audience to the importance of safe and nutritious

food consumption. In group work sessions, participants discussed concrete suggestions and recommendations to further develop the National WNA in Bangladesh.

[Click here to read more](#)

### Now available: “Fast Track for Leaders” webinar with simultaneous translations into Spanish

In October and November 2022, we ran our two “Fast Track for Leaders” webinars, which are specifically designed for business leaders in companies and organisations which intend to introduce and improve workforce nutrition at their worksites.



The full recording of the second webinar edition, which we hosted in collaboration with The Consumer Goods Forum, is now available, with simultaneous translations into Spanish.

Drawing from successful case studies and best practice examples, the webinars aimed at equipping executives with the fundamentals of developing an effective workforce nutrition strategy, as well as presenting the tools required for successful implementation across their company.

[Watch now](#)

### CGIAR study: Women’s participation in the workforce increases diversity of households’ diets



The article published in India’s agriculture newspaper “Krishak Jagat” ([link](#)) covers a recent study ([link](#)) conducted by CGIAR on the relation of women’s paid employment and dietary diversity at home. According to the findings, women’s participation in the workforce results in an increase in the diversity of their

households’ diets. This is because paid employment results in an increase in income, allowing the purchase of a more diverse food basket.

The study also suggests that working women’s “[...] exposure to new information on alternative dietary practices and awareness of new eating patterns and preparation techniques [...]” is another driver for improving diet diversity at home.

Bärbel Weilligmann, GAIN’s Workforce Nutrition Programme Lead, said, “This is exactly

where workforce nutrition programmes focus needs to be, with ‘nutrition education’ as one of four pillars. It is important this is complemented by healthy food at work, nutrition health checks and breastfeeding support. The result is that the programmes can directly impact the health and wellbeing of working women, and have a positive influence on diet diversity at home.”

[Learn more about workforce nutrition](#)

## Healthy Sustainable Diets: Driving Change - how the food industry can drive healthier and more sustainable diets

As we approach the festive season, the Institute for Grocery Distribution (IGD) has published its latest report on how the food industry can effectively shift consumer behaviour towards healthier and more sustainable diets. The study analysed the short



and long-term impact of five large-scale trials in retail settings across the UK. Encouragingly, the findings resulted in long-term behavioural change, with low-income families buying more fruit and vegetables and less unhealthy food.

Mirjam Kneepkens, Senior Associate Workforce Nutrition at Global Alliance for Improved Nutrition (GAIN), said, “Creating demand for nutritious food is one way for retail - and the entire food industry - to drive behavioural change. However, there is a complementary route to more nutritious food consumption: workforce nutrition! Both approaches will amplify each other.”

The workplace is an ideal point of intervention for promoting health and well-being of employees, with two of workforce nutrition’s pillars - “healthy food at work” and “nutrition education” - at the forefront.

The IDG study results also demonstrated how challenging consumers’ price perceptions and personalised interventions can drive positive behavioural change towards healthier food choices.

[Read the report](#)





# WE WISH YOU A NUTRITIOUS FESTIVE SEASON AND GOOD HEALTH & WELLBEING FOR 2023

FROM YOUR TEAM AT  
THE WORKFORCE NUTRITION ALLIANCE



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## About us

The Workforce Nutrition Alliance was launched by The Consumer Goods Forum (CGF) and the Global Alliance for Improved Nutrition (GAIN) in October 2019. The Alliance aims to improve access to and awareness of healthy nutrition for +3 million employees in member organizations and supply chains by 2025, with a target of over ten million by 2030. You can learn more about workforce nutrition and the Workforce Nutrition Alliance [on our website](https://www.WorkforceNutrition.org).

Workforce Nutrition Alliance | [www.WorkforceNutrition.org](https://www.WorkforceNutrition.org)