



WORKFORCE NUTRITION Updates and Insights

Newsletter No 17 / 4 October 2023

Greetings!

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

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.

Employee wellbeing far beyond technology:

Google's approach to workforce nutrition

Google, a name synonymous with tech innovation, is breaking boundaries in an unexpected way. Beyond technology, their vision extends to inspiring and empowering their global workforce through food choices and experiences.

And there's more: they're not just stopping at everyday meals. Google is determined to set a new standard for corporate responsibility, showing the world that even companies known for their digital leadership position can make a tangible impact on the most fundamental aspects of human existence: our food and health.

“General wellbeing, which of course includes nutrition, has been a part of our culture from the very start. We are becoming more refined in our approach to good food and nutritious eating as we recognize the distinct benefits of health and wellbeing on performance outcomes”



CHAVANNE HANSON
Food Choice Architecture and
Nutrition Lead
Google

WNA Case Study, September 2023

“Employee wellbeing far beyond technology – Google’s approach to workforce nutrition”



Do you want to learn more about Google’s workforce nutrition journey?

[Click here](#)

HR News reveals:

Consistently unhealthy diets can increase the risk of
low workplace productivity by up to 66%

A recent HR News UK article ([link](#)) sheds light on the significant impact of malnutrition in the UK, resulting in an estimated £74 billion (\$89bn) annually in direct NHS expenses, diminished workforce productivity and shorter life expectancy.

One of the primary contributors to poor nutrition in the UK is the issue of affordability and accessibility of healthy food items. Particularly during the ongoing cost of living crisis, many people in the UK are experiencing a noticeable price gap between nutritious, fresh produce and more affordable processed alternatives. Finding ways to alleviate the financial burden of healthy eating can greatly benefit employees.

As the article says, *“Creating a healthier work environment can ... benefit both the health of your employees and the overall performance of your company, something which more businesses are gradually becoming aware of.”*



You can explore our services to find practical tools and resources to impactfully implement a workforce nutrition programme:

[Click here and learn more](#)

From collaboration to action:

Advocating for healthy nutrition at work

The Workforce Nutrition Alliance (WNA) was born in 2019 as a collaboration between the Consumer Goods Forum (CGF) and the Global Alliance for Improved Nutrition (GAIN). It has a clear purpose: supporting employers to adopt and expand healthier workforce nutrition programmes, with the ambitious targets of reaching three million employees in organisations and supply chains by 2025, and over ten million by 2030.

In a thought piece published on the Nutrition Connect website, Mirjam Kneepkens, Senior Associate of GAIN's Workforce Nutrition Programme, delves into the WNA's journey.

Over the past few years, the WNA has gained momentum, with numerous companies joining forces. But WNA's mission extends far beyond advocacy. It involves building evidence and promoting best practices on workforce nutrition on a global scale.



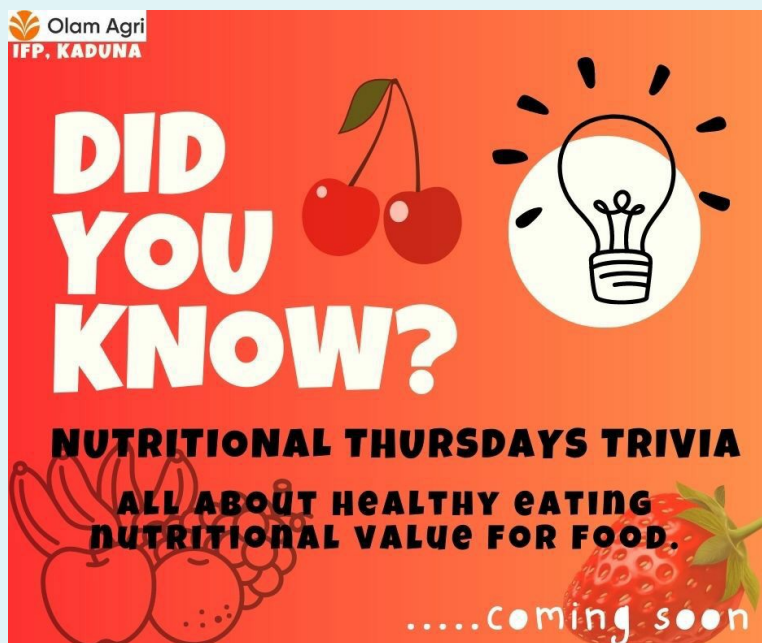
For more insights, you can read Mirjam Kneepkens' full article on the Nutrition Connect website:

[Click here](#)

Strategies for enhancing productivity through healthy diet and engagement:

Lessons from Olam Agri Kaduna Feed Mill Plant

In the business world, the importance of promoting healthier eating at work often gets overlooked, especially in company canteens. Rowland Ogungbemi, the forward-thinking HR manager at Olam Agri Kaduna Feed Mill Plant in Nigeria, recognised this gap and, inspired by the Workforce Nutrition Masterclass, he took the lead in revamping the menu despite challenges resistance to the changes and the high cost of fresh fruits.



An awareness campaign featured banners, trivia, quizzes and 'fruity Wednesdays', all initiatives which helped break down resistance and usher in a new era of nutritional awareness. Ogungbemi sees these initiatives as ways to boost productivity, and as selling

points for potential hires in a business world where nutrition-focused efforts are rare. You can read more about Ogungbemi's work at the Olam Agri Kaduna Feed Mill Plant:

[Click here and learn more](#)

Migros Ticaret CEO Özgür Tort

A Message on #EmployeeWellbeing

As part of the Consumer Goods Forum's #WellbeingAtWork campaign, Özgür Tort, the CEO of Migros Ticaret, recently led an online masterclass to share how the company is actively promoting health and wellbeing across the company, from their headquarters' employees to the 60,000 people working in their stores and warehouses.



Mr. Özgür emphasised the importance of employees' physical health. The company has established a "Healthy Meals for All" programme, providing free nutritious meals to all employees, aiming to encourage and facilitate a balanced diet. This initiative includes a food allowance, equivalent to two months of the minimum wage, which employees can use in Migros Ticaret stores to promote healthier eating habits.

[Watch the full video](#)

“The evidence is clear: investing in policies and programs that support women to breastfeed saves lives and provides a high return on investment.”

“Mothers’ Milk Tool: The value of nourishing newborns and nations”
Innovation Incubator, FHI Solutions, March 2023



Global Alliance for Improved Nutrition



Australian National University



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 Workforce Nutrition Alliance's aim is to support employers to adopt and expand healthier workforce nutrition programmes to reach three million employees in organisations and supply chains by 2025 and over ten million by 2030.

Workforce Nutrition Alliance | www.WorkforceNutrition.org