



## WORKFORCE NUTRITION Updates and Insights

Newsletter No 22 / March 6, 2024

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](mailto:info@workforcenutrition.org).

### **Workforce nutrition as part of the Access to Nutrition Index**

Experts and industry showcase practical examples of workforce nutrition programmes in alignment with international benchmarking initiatives

On Thursday 29 February, 80 participants joined ATNI and other industry leaders in a webinar hosted by The Consumer Goods Forum and presented by Workforce Nutrition Alliance (WNA). The focus of the discussion centred around the findings of the India Spotlight Index, examining the potential impact of workforce nutrition programmes as a solution to malnutrition.

A pivotal insight from the webinar highlighted how the four pillars of workforce nutrition programmes improve staff retention, reduce absenteeism and enhance worksite productivity. They also help organisations show they are addressing ESG imperatives through improved benchmarking scores.

Balaji Adivishnu, Chief Innovation Officer at Heritage Foods Ltd., and Mani Misra, Scientific Regulatory Affairs & Nutrition at Mother Dairy Fruit & Vegetable Pvt. Ltd., shared insights into their respective companies' initiatives aimed at enhancing the nutrition of workers and their communities.



*Photo credits: Frederick Dharshie, 2022 / GAIN India*

You can learn more by watching the recording of the webinar and having a look at the presentations.

[Watch the recording](#)

[Access the presentations](#)

## Workforce nutrition in tea supply chains

Reaching more than 130,000 people in Kenya

"Healthy Diets for Tea Communities" is a crucial public-private collaboration between the Global Alliance for Improved Nutrition (GAIN), the Ethical Tea Partnership - tea's global membership organisation, and eight leading tea companies, including Unilever and JDE Peet's. Its aim is to address the pressing issue of malnutrition in several countries, including Kenya, where 29% of women experience anaemia, and 34% are overweight. In Kericho, a key tea-producing region, 16% of women are underweight.

The programme has made significant strides in response to this critical situation, reaching over 130,000 people and more than 750,000 family members.

Some of the results included:

- Improvement in the diversity of participants' diets.
- Doubled consumption of biofortified orange-fleshed sweet potatoes.
- Increased awareness of fortified foods



Photo credits: Frederick Dharshie, 2022 / GAIN Kenya

You can find out more about the programme and its impact here:

[Click here to learn more](#)

## The global obesity epidemic continues its staggering rise:

More than a billion people worldwide are obese, recent study finds

A recent publication in *The Lancet* has brought attention to the alarming surge in global obesity rates. The paper reveals that over a billion people are currently grappling with obesity, with rates quadrupling among children and doubling among adults in the past 30 years.

The analysis draws from over 220 million people in 190 countries to highlight this pervasive global challenge that transcends economic boundaries. Francesco Branca, the head of nutrition at the World Health Organization (WHO), emphasised the problem: "*In the past, we have been thinking of obesity as a problem of the rich. Obesity is a problem of the world.*"

The intricate connections between obesity and various health issues are often underestimated. Obesity impacts every human organ, elevating the risk of diseases such as type 2 diabetes, cancer, mental health problems and numerous other illnesses. Its ramifications extend beyond health concerns, as a study spanning 19 countries estimates that businesses lose many billions of dollars annually due to obesity ([link](#)).

# A healthy nutrition transition that enhances access to nutritious foods is needed to address the burden of underweight while curbing and reversing the increase in obesity.

The Lancet: Worldwide trends in underweight and obesity from 1990 to 2022  
February 2024



[Click here to learn more](#)

## Aviv Tanzania Limited:

Cultivating sustainable communities through workforce nutrition initiatives

Aviv Tanzania Limited, an **ofi** company, is a greenfield coffee plantation nestled within the lush coffee estates of southern Tanzania. During the peak coffee-picking seasons, Aviv has a substantial surge in employee numbers, escalating from a regular 300 to an impressive 3,500. The company fully understands its responsibility for fostering sustainable development of its neighbouring villages, where most of this additional workforce comes from.

**“We want to ensure workers are fit at work and even at home through taking some initiatives to provide training, medical consultation, testing and treatment. We believe this is important to help workers feel secure and confident at work, and to improve productivity and ownership.”**



**BERTHA FOKAS**  
Stakeholder Engagement Manager  
Aviv Tanzania, ofi

Workforce Nutrition Case Study: Aviv Tanzania  
January 2024



Bertha Fokas, Stakeholder Engagement Manager at Aviv Tanzania, said, “Nutrition and health are major themes to ensure our company attains its goal of thriving communities.”

*These include workers and surrounding communities.”*

Aviv Tanzania rolled out its workforce nutrition programme in 2023, with tangible benefits from the very beginning:

- 560 workers received nutrition education
- 148 employees underwent health check-ups
- 492 women accessed services to support nutrition and breastfeeding
- Clean drinking water provisions were secured

Curious to delve into Aviv Tanzania Limited’s workforce nutrition journey?

[Click here to learn more](#)

**“A basic understanding of healthy nutrition combined with initiatives to promote change and improve nutrition behaviour will help employees make better food choices, and in so doing, become healthier and more productive.”**



Download the Workforce Nutrition Guidebooks for free:  
<https://workforcenutrition.org/guidebook-series/>



### 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](http://www.WorkforceNutrition.org)