



## WORKFORCE NUTRITION Updates & Insights

Newsletter No 38 / 5 September 2025

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).

### A Nutrition Shift in Pakistan's Workplaces

Hattar Industrial Estate shows both employers and employees are ready to embrace healthier, more inclusive workforce nutrition.

In Pakistan's Hattar Industrial Estate, where 40,000 workers spend much of their day, meals often consist of fried foods, oily stews, and sugary drinks, while nutritious options, nutrition education, and breastfeeding support remain limited. Change, however, is on the horizon: a recent GAIN study found that 96% of factories provide meals, over 70% of employers are eager to improve meal quality after seeing productivity benefits, and employees themselves show strong interest in healthier diets, regular health checks, and inclusive policies for women. These findings signal growing momentum for workforce nutrition reform, as both employers and employees recognise the workplace as a powerful entry point for interventions that can cut absenteeism, reduce NCD risks, and strengthen productivity, laying the groundwork for healthier, more inclusive workplaces across Pakistan.



[Full article](#)

## **New Evidence: Market Innovation and Improved Diet Quality**

A three-year market-based and behaviour change intervention in Assam shows how combining market-based approaches with behaviour change strategies can transform food environments and women's diets.

New evidence by Nyangori et al. (2025) shows that a three-year market-based and behavior change intervention across tea estates in Assam, India, significantly improved women's diets, leading to a 38.3% increase in vitamin A-rich fruit and vegetable consumption, a 13.2 percentage point rise in fortified oil use, and a 28.2 percentage point increase in the proportion of women meeting a minimally diverse diet. The findings highlight how combining market innovations with community engagement can transform food environments in low-income settings and provide

important lessons for workforce nutrition initiatives worldwide.



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## **Nourishing Progress: ofi Doubles Workforce Nutrition Reach with Subsidised Meals and Health Checks**

ofi has expanded tailored nutrition support to 12,500 employees through strong HR leadership and local adaptation

By embedding nutrition into its core operations, ofi is setting a strong example of how businesses can play a critical role in promoting healthier, more sustainable diets for their workers worldwide. ofi has made remarkable strides in advancing workforce nutrition, more than doubling the number of employees reached by its programmes from 6,000 in 2022 to 12,500 in 2025. Now covering 70% of its primary workforce, the company's initiatives range from subsidised meals and health checks, tailored to local needs across diverse geographies. This progress stems from a clear integration of nutrition into HR strategy, active leadership engagement, and the empowerment of local teams, reinforced through partnerships and tools like the [WNA scorecard](#) and [Masterclass](#).

**“At ofi, we are dedicated to creating an environment where our people can make healthy choices that contribute to their overall well-being, both at work and at home.”**



**Usha Kakaria-Cayaux**  
Chief Human Resources Officer  
ofi



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## **A Game Changer for Workers in Bangladesh: Scaling Up Workforce Nutrition**

**Government and industry join forces to expand Fair Price Shops and healthier meals for workers**

Behind every garment, product, and innovation in Bangladesh's industries are the workers who power the economy. Ensuring their access to safe, affordable, and nutritious food is both a responsibility and an investment in the future. In a landmark step, the Ministry of Labour and Employment has called on leading industry associations to scale up the Workforce Nutrition Programme and expand the Fair Price Shop (FPS) initiative across sectors, following factory visits and close collaboration with key stakeholders. For workers, this means more diverse meals in canteens, affordable nutritious food through FPS, greater awareness of healthy diets, and stronger cooperation between government and industries. This milestone signals transformative change, putting people at the centre of policy and bringing Bangladesh closer to a healthier, more productive, and resilient future.





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## Learn How to Create Breastfeeding-Friendly Workplaces

Masterclass is back: 2 September 2025 – 26 November 2025

At the beginning of August, we celebrated World Breastfeeding Week. Do you know that workplaces can play a critical role in supporting breastfeeding mothers? From providing private lactation rooms and safe storage facilities to allowing flexible nursing breaks and building a supportive culture, even small steps can make a big difference. Yet, according to UNICEF and WHO, only 20% of countries currently meet ILO standards on workplace breastfeeding support. This gap also means a huge opportunity: companies that act now can strengthen gender equality, improve employee wellbeing, and invest in the health of future generations.

If you've ever wondered how to start, adapt solutions to your context, or measure impact, the Workforce Nutrition Masterclass is here to help. We have officially started the Workforce Nutrition Masterclass, with a strong group of participants joining us on the journey from 2 September to 26 November 2025. This online programme is designed to equip professionals with practical tools, tailored guidance, and structured action plans to strengthen workforce nutrition initiatives, including breastfeeding support. While registration is now closed, you can still access the information package [here](#) to learn more about the programme and stay updated for future editions.

**“Breastfeeding support is relevant to all of us, not just women. By fostering such initiatives, companies are not only demonstrating their commitment to gender equality but are also investing in the well-being of future generations.”**



**Roel van Poppel**  
Chief Sustainability Officer  
ofi



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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 works to support employers to bring healthy nutrition to +3 million employees in companies, organisations and supply chains by 2025.