



WORKFORCE NUTRITION Updates & Insights

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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.

Nutrition as a Missing Layer in Chemical Hazard Protection

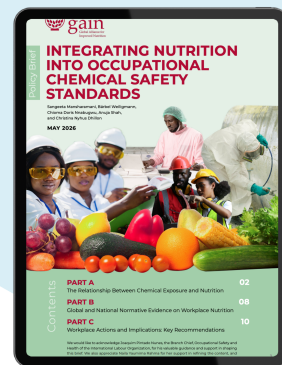
A new GAIN policy brief highlights the role of nutrition
in strengthening protection against chemical risks

Chemical exposure is increasing across industries, with over 1 billion workers exposed to hazardous substances each year. While existing safety measures remain essential, they cannot fully prevent chemicals from entering and affecting the body. GAIN's latest policy brief highlights that nutrition influences how workers absorb, process, and recover from these exposures.

Integrating nutrition into workplace health strategies can strengthen existing protections while supporting workforce health and productivity.

**Good nutrition strengthens the worker,
enhancing immunity, and supporting the
effectiveness of all controls**

**Integrating Nutrition Into Occupational
Chemical Safety Standards, 2026**
GAIN



[Read the policy brief](#)

Takeaways from the Workforce Nutrition Symposium

Global leaders convene in The Hague to advance workforce nutrition as a driver of productivity, resilience, and sustainable growth

On 21 April 2026, over 40 leaders gathered in The Hague to advance workforce nutrition across global supply chains. The Workforce Nutrition Alliance has already reached 6.7 million workers, with a new target of 10 million by 2030. Discussions reinforced the strong business case, the link to Occupational Safety and Health, and the need to scale efforts beyond offices into supply chains. Collaboration and practical tools remain critical to drive impact.



[Read more](#)

Healthy + Trusted = The Future Growth for Food & Beverage Retailers

Eat Well Global's latest research: Health and nutrition are emerging as key growth drivers for retailers when supported by strong credibility

Eat Well Global's new report, *The State of Better Food in Retail*, highlights a clear shift in market demand toward healthier and more nutritious food choices. Retail leaders agree that offering healthy and nutritious products ("better-for-you" products) can increase product value, help brands stand out from competitors, grow the market, and strengthen customer loyalty. However, growing consumer awareness around nutrition claims highlights the importance of credibility in driving success. Without trust, even strong health propositions may fail to deliver impact. For retailers, the opportunity is clear: investing in transparent, credible, and genuinely healthier offerings is a strategic lever for long-term business growth.

Eat Well Global Report Takeaways

Highlight:

Health and nutrition are increasingly seen as a key driver of growth for retailers, when built on credible and trustworthy claims.

50

food and beverage retail leaders in U.S. surveyed

WHY?

Health = major demand-led opportunity

"Customers are looking for healthier options more than before and expect the products to be readily available."

- Logistics Manager, at a Conventional Grocery retailer

72% report shoppers seek lower/reduced sugar

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50% report shoppers seek simpler ingredients (clean label)

44% report shoppers seek fewer processed foods

48% of retail leaders see health-driven shoppers as a meaningful growth opportunity

BUT...

The lack of trust in nutrition = a major barrier

56% consumers feel that food brands exaggerate health benefits and use misleading marketing

69% consumers often or always feel the need to double-check nutrition claims

RECOMMENDATION

- clear, simple and consistent information
- trustworthy content online
- nutrition guidance

The State of Better Food in Retail (Eat Well Global, 2026)



Read the report



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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.

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