

Workplace Nutrition with Rice Fortification

Framework of Nutrition Japan Public Private Platform (NJPPP)

July 16, 2019

Japan Food Industry Association

NJPPP Secretariat

Ryuji Yamaguchi

Agenda

1. Nutrition Japan Public Private Platform
2. International moves related to nutrition improvement
3. NJPPP activities

Activities of Nutrition Japan Public Private Platform

Seminars, Symposia
Consulting Meetings



Collaboration with International
Organizations, Academic Research
Institutes



Field Surveys and
Information Gathering



Communication on Websites
Events, PR activities



Project Planning and Implementation



Consultation Service on Projects



Pioneer businesses of Japanese companies

Eat Well, Live Well.
AJINOMOTO.

developed "KOKO Plus,"
a nutritious supplement to baby
food, in Ghana, promoted nutrition
education for mothers, and built
a sales network to help women
achieve economic independence.



サカタのタネ SAKATA

PASSION in Seed

instructed farmers in South Africa
in vegetable cultivation using
Sakata's original seeds, improving
farmers' productivity and financial
stability.



kikkoman
おいしい発酵をつくりたい。

nourished Kenyan millet porridge
by fermenting and adding puff-
processed soybeans.
Kikkoman also considers
improving school meals by soy
sauce brewing technology.



Co-Chairs of Nutrition Japan Public Private Platform



Japan International Cooperation Agency (JICA)
Nibancho Center Building, Niban-cho 5-25, Chiyoda,
Tokyo 102-8012

JFIA Japan Food Industry Association

Japan Food Industry Association
Sankaido Bldg., Akasaka 1-9-13, Minato,
Tokyo, 107-0052

Contact Information

E-mail address to

njppp@shokusan.or.jp

Inquiry form

<https://fs223.formasp.jp/g263/form1/>



Overview

Having overcome its period of malnutrition through policies such as school lunch programmes and nutrition education, Japan has excellent knowledge about and good practices in nutrition improvement.

In response to the "Global Nutrition for Growth Compact" in 2013 launched under the United Kingdom's initiative, the Government of Japan announced it would lead public-private partnerships for nutrition improvement and enhance global efforts to improve nutrition toward the Tokyo 2020 Olympic and Paralympic Games.

Following the Healthcare Policy adopted by the Government of Japan in 2014 which announced it would "promote the overseas expansion of inclusive business via public-private partnerships focused on improving nutrition in emerging and developing countries", "Nutrition Japan Public Private Platform (NJPPP)" was launched in 2016.

This platform aims to promote nutrition improvement projects through collaboration of the public-private sector by facilitating business environments for food companies engaged in nutrition improvement activities in developing countries. It also advances initiatives targeting CSV (Creation of Shared Value) beyond CSR (Corporate Social Responsibility) to expedite corporate growth and to resolve current issues in society.



Welcome to NJPPP

For new business opportunities and information exchange

About Nutrition Japan Public Private Platform

"Nutrition Japan Public Private Platform (NJPPP)" is a framework to mobilize public and private partnerships for nutrition improvement projects. Based on initiatives taken by private companies utilizing the technology and knowledge of Japan, it aims to build business models including food businesses that can realize a nutrition improvement effect for people in developing countries. This platform will promote its projects in coordination with the Government of Japan and concerned overseas organizations.

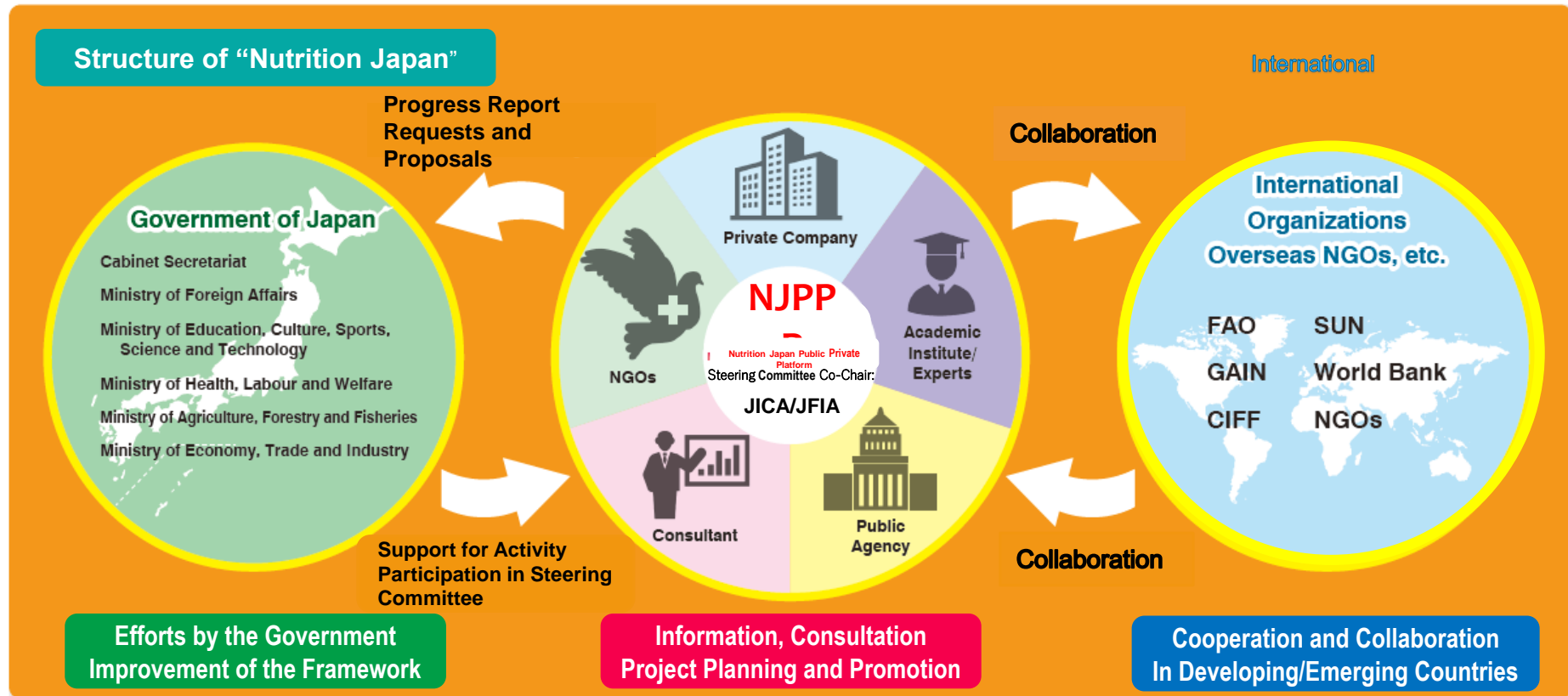
Official website: <http://www.njppp.jp/>

Membership Information

NJPPP opens the membership to companies/organizations that share its concepts and objectives. Members are to choose 'Business' or 'General' membership. For details and application, visit the official website.

*** Difference of memberships**

- Business members could propose to NJPPP their practical nutrition improvement projects for consideration and promotion.
- Membership categories can be changed at any time after entry irrespective of being a commercial company or not.



Example of Member Companies (in random order)

Eat Well, Live Well.
AJINOMOTO.

Otsuka
大塚製薬

kikkoman
おいしい味噌をつくりたい。

キユーピー

meiji

不二製油

NISSIN
GROUP

Yakult

サカタのタネ **SAKATA**
PASSION in Seed

House

NTC

Vitae

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International targets related to Nutrition with a limited term

The Political Declaration on Non-communicable Diseases (NCDs)
 Adopted at UNGA in 2011. It adopted the set of nine voluntary global targets for achievement by 2025 for the prevention and control of NCDs. Three of nine are related to nutrition.



Global nutrition Target 2025

Toward 2025

- Goal 1: Stunting
- Goal 2: Anemia
- Goal 3: Low birth weight
- Goal 4: Childhood over-weight
- Goal 5: Breast feeding
- Goal 6: Wasting

Nutrition for Growth Compact

By 2020, we commit:

- To ensure that at least 500 million **pregnant women** and **children** under two are **reached with effective nutrition interventions**
- To **reduce** the number of **children** under five **stunted** by at least 20 million
- To **save the lives** of at least 1.7 million children under 5

ICN2

Adopt **existing global targets** for improving maternal, infant and young child nutrition and for NCD risk factor reduction to be achieved by 2025.

- To reduce salt intake by 30%
- To halt the increase in obesity prevalence in adolescents and adults.

SDGs

Goal 2 : End hunger, achieve food security and improved nutrition and promote sustainable agriculture

2.1. By 2030 end hunger and ensure access by all people to safe, nutritious and sufficient food all year round.

2.2 By 2030, end all forms of malnutrition.

UN Decade of Action on nutrition

★ interim assessment

SUN Movement
 SUN Movement Strategy and Roadmap [2016~2020]
 To achieve the Global Nutrition target 2025, in addition to relevant targets for preventing and controlling NCDs

2010
2012
2013
2014
2015
2020
2025
2030

Indicator of international cooperation

WHA Global Nutrition Targets 2025	
Goal 1 : Stunting	40% reduction in the number of children under-5 who are stunted
Goal 2 : Anemia	50% reduction of anemia in women of reproductive age
Goal 3 : Low birth weight	30% reduction in low birth weight
Goal 4 : Childhood overweight	No increase in childhood overweight
Goal 5 : Breast feeding	Increase the rate of exclusive breastfeeding in the first 6 months up to at least 50%
Goal 6 : Wasting	Reduce and maintain childhood wasting to less than 5%
WHA Global Monitoring Framework on NCDs 2025	
Goal 1	Diabetes/obesity 0% increase
Goal 2	Salt/sodium intake 30% reduction
Goal 3	Raised blood pressure 25% reduction

1. International efforts toward nutrition improvement (**2020 is an important year for interim assessment**)

2. Nutrition for Growth(N4G)

International movement led by the government of the UK increase global attention to the nutrition challenge.

3. Universal Health Coverage(UHC) & Nutrition Improvement

In the high level opening session on December 14, 2017, Prime Minister Abe mentioned that Japan will host the **Nutrition for Growth Summit in Tokyo in 2020** to promote efforts in the field of nutrition, which constitutes a foundational element of health.

DATE : Scheduled to be in November, 2020

Venue : Tokyo

Host : The Government of Japan, UK, and France, International Organization, BMGF, NGO (Under consideration about possibility of co-hosting)

Main invitee list(About 300 person) : Summit-level, Ministerial level, Director General of UN, Private sector, Civil society organization, etc

Goal : To identify the current status and concern related to nutrition, and accelerate international efforts toward solving nutritional issues

1. Further strengthening of the global momentum leading from London Olympic in 2012.

2. **Mainstreaming of nutrition** in each country policy and encouraging of collaboration with UH

- Our efforts such as “Initiative for Food and Nutrition Security in Africa(IFNA)” & “**Nutrition Japan Public Private Platform(NJPPP)**” and best practices of **nutrition improvement** such as system of **school meals** and **nutrition education** through maternal handbook.

3. Efforts by multi-sector and importance of public private partnership

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NJPPP ongoing projects

Name	Workplace Nutrition Project in Indonesia	Multi-micronutrients fortified rice in Cambodia	New type of health check-up
Country	Indonesia	Cambodia	Vietnam
Social agenda	Double burden of malnutrition	<ul style="list-style-type: none"> • Maternal and child health (premature birth and baby, etc) • Decrease in physical strength and work efficiency in a factory 	A progression of lifestyle disease risk such as obesity, hypertension and diabetes by change of lifestyle
Baseline research	<ul style="list-style-type: none"> ➤ Survey on workplace feeding service ➤ Investigation of Nutrition issues ➤ Survey on catering company ➤ Collect information coming from government agency 	<ul style="list-style-type: none"> • Micronutrient deficiency for woman in the reproductive age group <ul style="list-style-type: none"> Iodine deficiency : 78.0% Zinc deficiency : 62.8% Folic acid deficiency : 19.2% Vit. A deficiency : 3.2% Iron deficiency : 2.6% Vit. B1 deficiency : 27.0% 	Collaborating organization, Development of framework <ul style="list-style-type: none"> • Survey on company health check • Nutritional education reality check
Outline / Current status	<ul style="list-style-type: none"> ➤ Provide nutrition balanced meal through catering company 	<ul style="list-style-type: none"> • Insufficient nutrition intake from meal • Low diversity of food ➔ Fortified rice as a staple food 	<ul style="list-style-type: none"> • Establishment of collaboration • Selection of verification test (two factories)
Future development	<ul style="list-style-type: none"> ➤ To hold workshop at industrial park and to invite a participation ➤ To disseminate a result (behavior change) 	<ul style="list-style-type: none"> ➤ Serum folate concentration increased in proportion to the frequency of intake of fortified rice ➤ The loss due to decrease in absolute presenteeism was improved. 	Find two trail factories <ul style="list-style-type: none"> ➔ Apply JICA Grassroots Technical Cooperation Projects

Next step/Cambodia project

Following the efficacy study in Cambodia,

This outcome become part of report from NJPPP at 2020 Nutrition Summit.

Therefore,

1. To develop a business model/scale-up plan
 - To carry out exchanges of information with factory manager
 - To provide fortified rice
 - To set new endpoints
2. To improve nutrition literacy for workers
 - To introduce 'token system' to accelerate nutrition education

Thank you for your attention