

# **Framework of Nutrition Japan Public Private Platform (NJPPP)**

**Japan Food Industry Association  
NJPPP Secretariat  
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# Agenda

1. Nutrition Japan Public Private Platform
2. Project 1: Workplace Nutrition Project in Indonesia

## Activities of Nutrition Japan Public Private Platform

 <p>Seminars, Symposia, Consulting Meetings</p>	 <p>Collaboration with International Organizations, Academic Research Institutes</p>
 <p>Field Surveys and Information Gathering</p>	 <p>Communication on Websites, Events, PR activities</p>
 <p>Project Planning and Implementation</p>	 <p>Consultation Service on Projects</p>

## 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-proprocessed soybeans. Kikkoman also considers improving school meals by soy sauce brewing technology.



Co-Chairs of Nutrition Japan Public Private Platform

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**Public and Private Partnership for Nutrition Improvement in Developing and Emerging Countries**

# Nutrition Japan Public Private Platform (NJPPP)

## 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

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

"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.

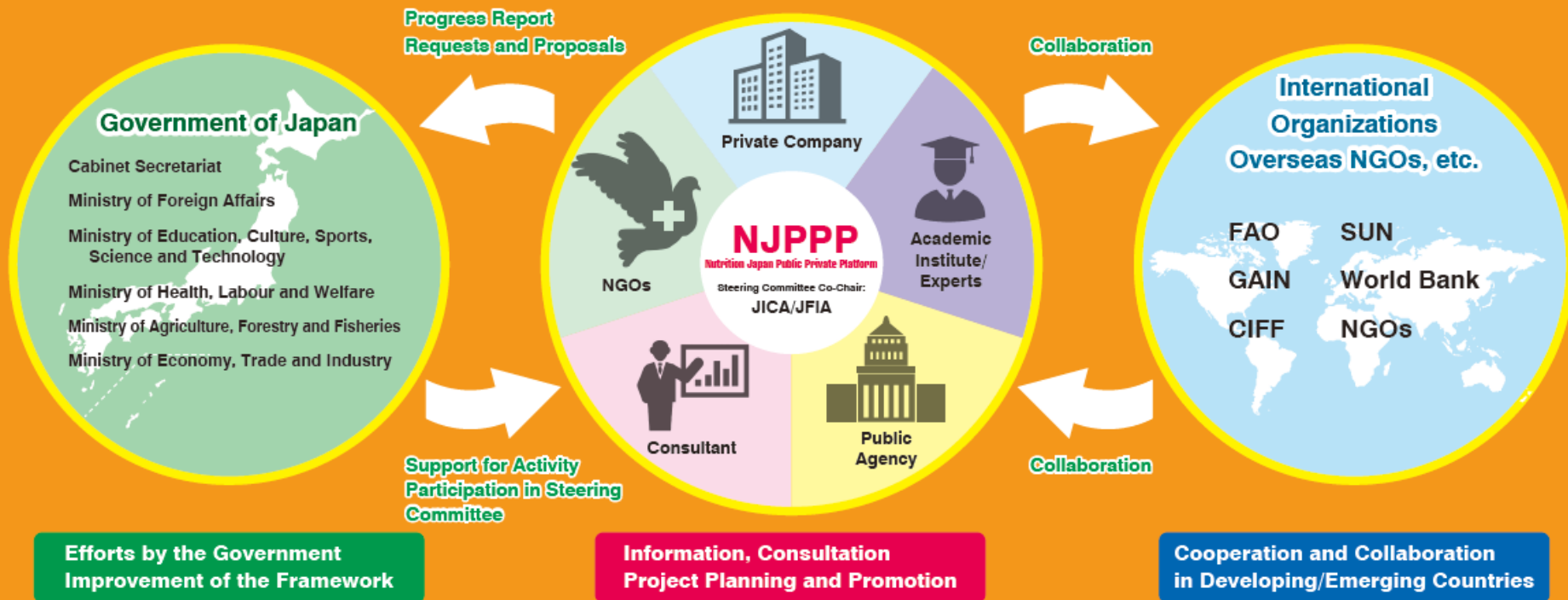
## Membership Information

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. Membership fee is currently free for both Business and General members (As of December 2016).

### \* 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.

## Structure of "Nutrition Japan"



## Examples of Member Companies (in random order)

Eat Well, Live Well.  
**AJINOMOTO.**

**kikkoman**  
おいしい発酵をつくりたい。

**meiji**

**NISSIN**  
GROUP

サカタのタネ **SAKATA**  
— PASSION in Seed —

**NTC**

**Otsuka**  
大塚製薬

**キユーピー**

**不二製油**

**Yakult**

**House**

**Vitae**

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## Social issue to be solved in Indonesia

### Malnutrition/Double burden

Nutrition deficiency and Nutritional excess  
(Coexistence problem in one group)

### For example

Iron-deficiency anemia, and obesity/diabetes  
by overdose of calorie and lipid

### Cause

Bad balanced diet  
Lack interest in balanced diet

## The reason for strong attention of Workplace Nutrition

1. Since many young workers, especially **women in the reproductive age group** as the main target work at the same workplace, it is suitable for the place to provide **nutrition-balanced diet** and **nutrition education**, and to introduce effectively **behavior change**.
2. As a result of **nutrition improvement**, it leads **improvement of labor productivity** (reduction in absenteeism). Then the incentive for business serves as the driving force in nutrition improvement

## Background/progress

As a NJPPP project, the following **baseline examinations** are explored to launch the project;

1. Visit **Japanese-affiliated factories** in Indonesia to investigate a situation of serving meal at workplace and nutritional issues.
2. Investigate a situation of **catering company** which provide meals to factory
3. Clarify **nutritional issues** for Indonesian women
4. Collect **related information** from Ministry of Health and SUN BN



# On-site survey

## Jakarta area (11/17-18)

- BAPPENAS
- MOH
- MOL
- ILO
- PERSAGI
- JETRO office
- JICA office
- Local firms/Japanese-affiliated company (4)

## Karawan/Kawasan area (11/16)

- Local firms(2)
- Japanese-affiliated company (1)
- Developer of industrial park

## Bogor area (11/14)

- Bogor Agricultural University
- Japanese-affiliated company (1)

## Surabaya area (11/15)

- Japanese-affiliated company (3)

## Japanese-affiliated factories

1. Many factories provide **meal serving** between 10K to 15K(IDR).
2. **Palatability and hygiene** are likely to be **emphasized** to select catering company. There are many cases to provide meals **without consideration of nutrient balance** (many fried foods, overdose of carbohydrate, and few intake of vegetables).
3. In the case of **PT Panasonic Manufacturing as advanced good example**, they consider nutrient balance, and prepare special meals for overweight/obesity and hypertension worker. The efforts of improvement of workplace meal and its enlightenment lead **reduction in absenteeism** and **improvement of labor productivity**.
4. Intervention study for workplace nutrition stands in need of **commitment of management**.

## Example of menu



- As for menu pattern, many of firms provide it in **weekly cycles**.
- Survey (menu variety, palatability and volume) is regularly conducted.
- Basically satisfied with current menu owing to **calorie-focused menu**

## Situation of catering company

1. Give consideration to **delicious and hygiene**, but not to nutrition balance.
2. Lack interest in nutritional quality.  
Focus solely on **calorie** (whether it meets national requirement)  
Have a person in charge of menu development, but **no nutritionist**.  
However, some companies are beginning to be interested in consideration of nutrition.
3. Should select the catering company which is interested in consideration of **nutrition balance**.

## Nutritional issues in Indonesia

Many young people become a **chronic energy deficiency**, on the other hand, **overweight and obesity** are increasing along with advancing age and income.

The ration of **anemia** is more than 20%, especially 37% of **pregnant female**. It remains a big problem. It is decreasing along with income growth.

**Intake of vegetable and fruit** is at **extremely low rate**, in young people is no more than 20% of recommend amount, and 10-40% in adults.

## Information from Ministry of Health and SUN BN

**MOH:** In order to solve **nutrition issue** (Double burden of malnutrition), it is recognized that **behavior change** in young generation, especially adolescent female is important.

**SUN BN:** It deals with Workplace Nutrition, and introduce healthy menu and engage in enlightenment activities to several factories

## Future tasks

1. To **find a test factory** which introduce an intervention research.
2. To approach introduction factory.
3. To facilitate the project in line with **local government policy**.

Thank you for your attention