

Roles of Business Sector in “Nutrition Japan” Platform

December 3 - 4, 2015

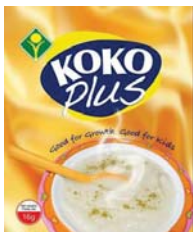
Yasuhiko Toride, Ph.D
Director of Nutrition Improvement Projects
Ajinomoto Co., Inc.



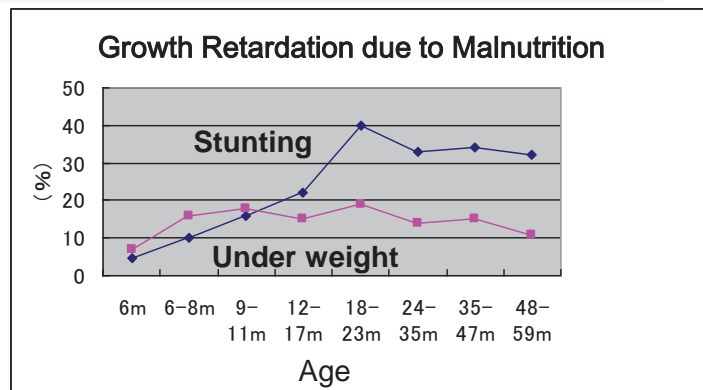
Roles of Business Sector in Nutrition Improvement Experiences in Ghana Nutrition Improvement Project



Traditional Weaning Food
“KOKO”



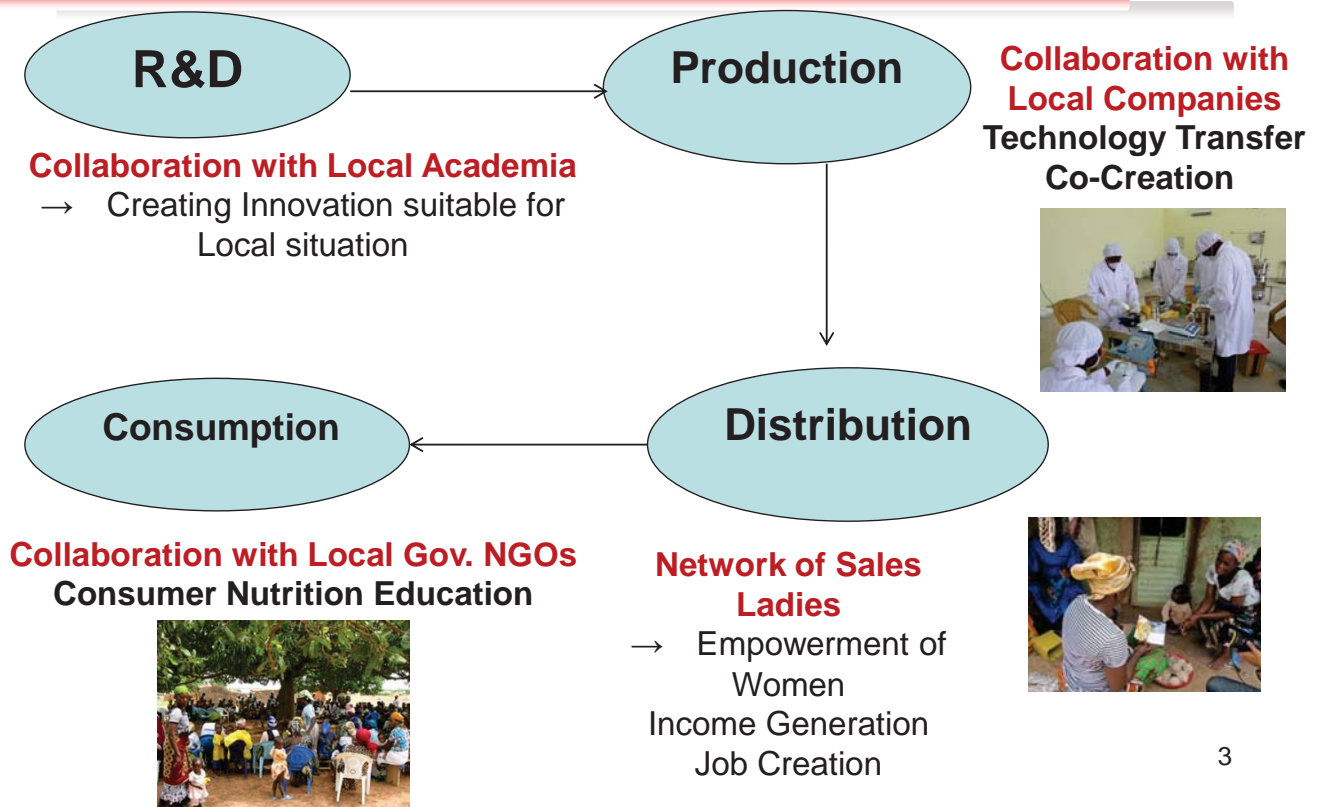
Nutrition
Supplement
“KOKO
Plus”



Improving Nutrition of Children Aged 6 – 24 months
→ **Window of Opportunity for Nutrition Improvement**

Advantages of Business Approaches

Experiences in Ghana Nutrition Improvement Project



3

Ideas of Projects in “Nutrition Japan” Platform

1. Workplace Nutrition Improvement

Target: Employees working in the overseas operation of Japanese companies

Strategy: Improving nutrition of factory meals
Nutrition education at factories

Ideas of Projects in “Nutrition Japan” Platform

2. Rice Fortification

Background: ILSI (International Life Science Institute) Japan formed Research Consortium among Philippines, Vietnam and India

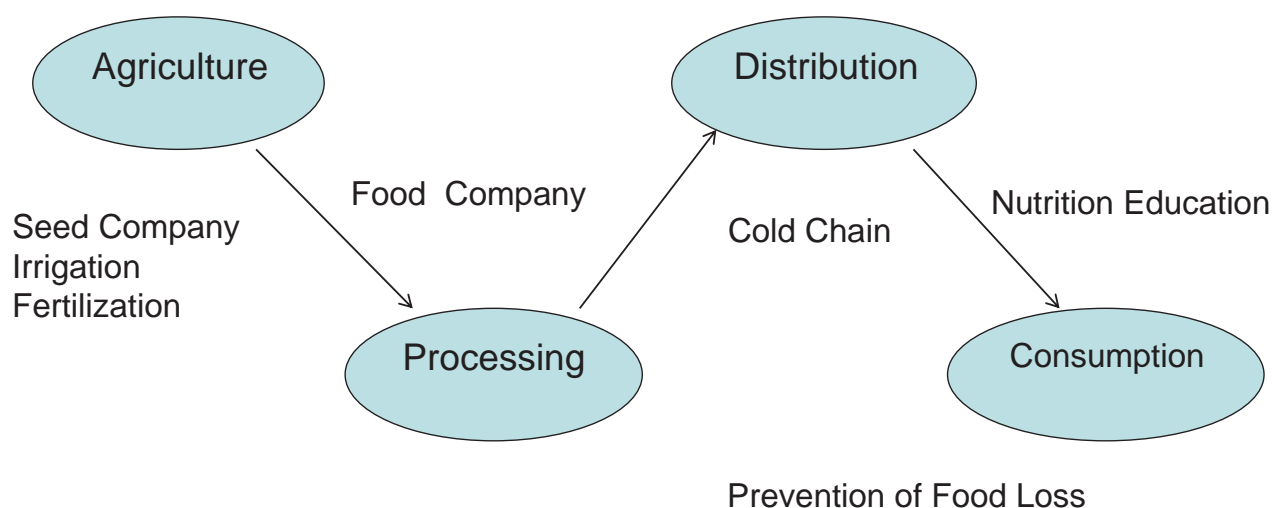
Iron fortified rice was proved to be effective in preventing iron deficiency anemia.

Strategy: Multiple fortification (Micronutrient, Lysine) will be considered.

5

Ideas of Projects in “Nutrition Japan” Platform

3. Establishing Food Value Chain



6

Multi-WIN by Public Private Partnership for Nutrition Improvement

