# Roles of Business Sector in "Nutrition Japan" Platform

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



## Roles of Business Sector in Nutrition Improvement

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**Experiences in Ghana Nutrition Improvement Project** 





Traditional Weaning Food "KOKO"



6m 6-8m 9- 12- 18- 24- 35- 48-

11m 17m 23m 35m 47m 59m

Under weight

**Growth Retardation due to Malnutrition** 

**Stunting** 



Nutrition Supplement "KOKO Plus"

## **Advantages of Business Approaches**



**Experiences in Ghana Nutrition Improvement Project** 



### **Production**

#### Collaboration with Local Companies Technology Transfer Co-Creation

#### **Collaboration with Local Academia**

→ Creating Innovation suitable for Local situation



#### Consumption

#### **Distribution**

## Collaboration with Local Gov. NGOs Consumer Nutrition Education



## Network of Sales Ladies

 → Empowerment of Women
 Income Generation
 Job Creation



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## Eat Well, Live Well. JINOMOTO

## 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.

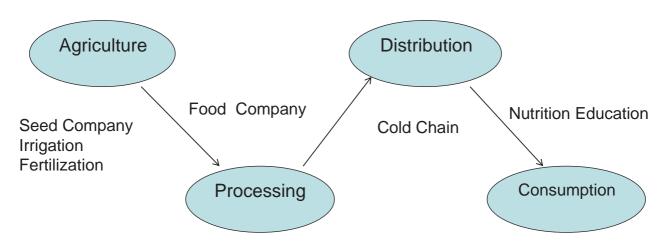
Strategy: Multiple fortification (Micronutrient, Lysine) will be considered.

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## Ideas of Projects in "Nutrition Japan" Platform

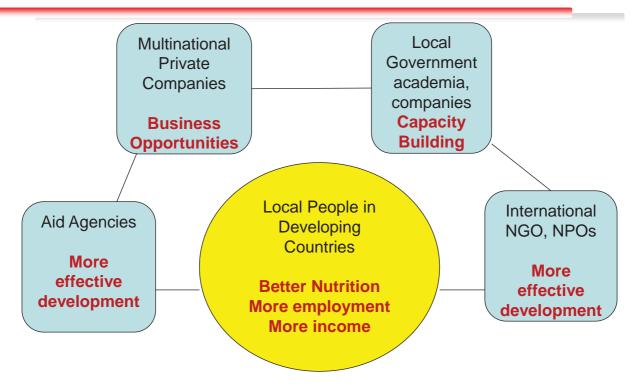
## 3. Establishing Food Value Chain



Prevention of Food Loss



## Multi-WIN by Public Private Partnership for Nutrition Improvement



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