

SAFANSI

Roundtable Event

Putting the Lens on the Consumer in Nutrition-Sensitive Agriculture and Food Systems in South Asia

Colombo, Sri Lanka | Taj Samudra Hotel | June 25-26, 2018

High-level summary: The event draws on the latest evidence and experience from current nutrition-sensitive and nutrition-specific programs focusing on putting the lens on the consumer in nutrition-sensitive agriculture and food systems in South Asia. It will explore the implications for acting at scale with such interventions, including engaging with consumers and emphasizing the importance of consumer education through improved communication, advocacy, monitoring and evaluation dimensions.

Outcome: Key public and private sector, business, donor and civil society decision makers raise the profile of nutrition by addressing the role of consumers within food systems in their home countries, and find effective ways to work together by addressing consumer demand in the value chain.

Participants: A mixed group of policy and program planners, and agriculture and nutrition experts working with a broad range of development partners and institutions:

- Government ministries responsible for addressing malnutrition for their government.
- Civil Society and Nutrition Focused Organizations (e.g. SUN, SNV, Nutrition International (NI), GAIN) etc.)
- Donor organizations (e.g. DFID, EC, BMGF, etc.)
- Relevant UN organizations (e.g. UNICEF, WFP, FAO)
- International and regional NGOs (e.g. SUN, Global Panel etc.)
- Research institutions (e.g. LANSAs, HarvestPlus, IFPRI, etc.)
- Private Sector



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Global Panel on Agriculture and Food Systems for Nutrition



HarvestPlus
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LANSA
Leveraging Agriculture for Nutrition in South Asia



NUTRITION INTERNATIONAL
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Scaling Up NUTRITION
ENGAGE • INSPIRE • INVEST



SNV

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Day 1: Understanding consumer demand: What are the trends?

Registration (8:00 – 8:45 am)

Inaugural Session: Welcome and Opening Remarks (8:50 – 10:05)

Emcee: Stephanie Lazarus, News Reporter and TV Anchor, MTV

- **Arrival of Distinguished Guests** (8:50-8:55)
- **Arrival of Chief Guest and traditional oil lamp lighting:** Mr. Austin Fernando, Secretary to the President (8:55-9:00)
- **Welcome Address,** Dr. Idah Pswarayi-Riddihough, Country Director for Sri Lanka and the Maldives, World Bank (9:00-9:10)
- **Remarks by Ministry of Agriculture,** Mr. B. Wijayarathne, Secretary, (9:10-9:20)
- **Remarks by Ministry of Health,** Mr. Janaka Sugathadasa, Secretary, Nutrition & Indigenous Medicine (9:20-9:40)
- **Remarks by Chief Guest,** Mr. Austin Fernando, Secretary to the President (9:40–9:55)
- **Concluding remarks and way forward,** Mr. Robert Saum, Director- Regional Partnerships-South Asia, World Bank (9:55 – 10:05)

Inaugural Session Coffee (10:05 – 10:30)

Session 1: Setting the Stage: An overview in South Asia (10:30 – 12:00)

Moderator: Mr. Andrew Goodland, Program Leader, World Bank

SAFANSI Overview and presentation of research

Dr. Dhushyanth Raju, Lead Economist, World Bank (20 min.)

The diets of young children in South Asia: making the case to improve dietary diversity

Dr. Harriet Torlesse, Regional Nutrition Advisor, UNICEF Regional Office for South Asia (20 min.)

Patterns and Trends in Consumer Demands for Nutritious Foods

Ms. Sunniva Bloem, Research Economist, FAO Regional Office for Asia and the Pacific (20 min.)

Discussion/Q&A (30 min.)

Lunch Break (12:00 – 1:00)

Session 2: How do we create the demand for more nutritious foods in the food system by the poor? (1:00 – 6:00)

Panel 1: How can we make healthy food available for the poor? (1:00 – 2:30)

Moderator: Mr. Robert Saum, Director, Regional Integration, South Asia, World Bank

Panelists

H.E. Nasrullah Arsalai, Director General of the Council of Ministers Secretariat, Afghanistan;
Afghanistan Focal Point for the SUN Global Movement

Ms. Kinlay Tshering, Director, Department of Agriculture, Ministry of Agriculture and Forests,
Royal Government of Bhutan

Dr. Shafia Aminath, Director General, Agriculture and Forestry Division, Ministry of Fisheries
and Agriculture, Government of Maldives

Dr. Usha Jha, Honorable Member, National Planning Commission, Government of Nepal

Dr. Aamer Irshad, Chief, Food and Agriculture, Planning Commission, Government of Pakistan

Dr. Renuka Jayatissa, Ministry of Health, Nutrition & Indigenous Medicine, Government of Sri Lanka

Discussion/Q&A (30 min.)

Panel 2: What does the private sector need to create demand among the poor for more nutritious foods in the food system? (2:45– 4:30)

Improving diets in an era of food market transformation: challenges and opportunities for engagement between the public and private sectors

Presenter & Moderator: Mr. Ivan Kent, Deputy Director, Global Panel on Agriculture and Food Systems for Nutrition (GloPan) (15 min.)

Panelists

Dr. Nelum Vithana, Head of Health and Nutrition, Cargills, Sri Lanka

Dr. Charulatha Banerjee, Regional Knowledge Management Specialist- Asia, Emergency Nutrition Network (ENN)

Mr. Shafiqullah Attayee, Deputy CEO, Policy & Technical Affairs, Afghanistan Chamber of Commerce & Industries (ACCI)

Ms. Meetu Kapur, Executive Director, CII - Food and Agriculture Centre of Excellence, New Delhi

Discussion/Q&A (30 min.)

Afternoon Tea (4:15 – 4:30)

Panel 3: How are different sectors working together to create demand for nutritious food? (4:30 – 6:00)

Moderator: Dr. Bhavani RV, Program Manager, Leveraging Agriculture and Nutrition in South Asia (LANSA)

Panelists

Ms. Khadeeja Abdul Samad Abdulla, Permanent Secretary, Ministry of Health, Maldives

Ms. Catherine LeBlanc, Global Panel on Agriculture and Food Systems for Nutrition (GloPan)

Dr. Kaosar Afsana, Director, Health Nutrition & Population, Bangladesh Rural Advancement Committee (BRAC)

Mr. Charitha Subasinghe, Chief Executive Officer of Keells Supermarket Chains, Sri Lanka

Discussion/Q&A (30 min.)

Wrap Up (6:00)

Discussant: Dr. Anna Josephson, World Bank

Welcome Dinner and Cultural Show (7:00 – 9:30)

Day 2: Moving from Agriculture to Food: Bringing Nutrition into Food Production

Session 1: Opening Remarks and Day 1 Overview (8:30 – 8:45)

Discussant: Dr. Felipe Dizon, Agriculture Economist, World Bank

Session 2: Consumer Demand for Food Safety (8:45 – 10:15)

Moderator: Pankaj Mahajan, Director – Indian Subcontinent, Corporate Affairs, Cargill

Food Safety and Regulations around Consumer Demand

Mr. Steven Bartholomeusz, Policy Director, Food Industry Asia (20 min.)

Food Control System in Bhutan: Experiences and Challenges

Ms. Gyem Bidha, Deputy Chief Laboratory Officer, Bhutan Agriculture and Food Regulatory Authority (20 min.)

Urban food safety in Bangladesh

Mr. Jason Belanger, Country Director - Bangladesh, SNV, and Mr. Mohammad Mahfuzul Hoque (Chairman, Bangladeshi Food Safety Authority (20 min.)

Discussion/Q&A (30 min.)

Morning tea (10:15 – 10:30)

Session 3: Finding Entry Points to engage with the Private Sector (10:30 – 12:15)

Ms. Ritta Sabbas Shine, Deputy Manager, SUN Business Network (15 min.)

Ms. Francisca Gómez Cisterna, Policy Specialist, SUN Movement Secretariat (90 min.)

Lunch Break (12:15 – 1:15)

Session 4: Creating Demand for Biofortification (1:15 – 2:45)

Moderator: Ms. Deirdre McMahon, Global Nutrition Advisor, SNV Netherlands Development Organisation

Moving from Agriculture to Food through Biofortification

Dr. M. Khairul Bashar, HarvestPlus Country Manager, Bangladesh, c/o International Rice Research Institute, and Dr. Md Shahjahan Kabir, Director General, Bangladesh Rice Research Institute (20 min.)

Biofortification- Indian success story (pearl millet)

Mr. Ashish Wele, Independent Consultant, previously President of Nirmal Seeds (20 min.)

Crop biofortification – an effective tool for alleviating malnutrition: Indian perspective

Dr. D.K. Yadava, Additional Director General (Seeds), Indian Council of Agricultural Research (ICAR), Ministry of Agriculture and Farmers Welfare (20 min.)

Discussion/Q&A (30 min.)

Afternoon tea (2:45 – 3:00)

Session 5: How can we improve the demand for post-harvest fortification among the poor? (3:00 – 4:30)

Moderator: Dr. Renuka Jayatissa, Ministry of Health, Nutrition & Indigenous Medicine, Government of Sri Lanka

Improved Nutrition through Milk Micronutrient Fortification in India

Dr. Edward Bresnyan, SAFANSI Task Team Leader, World Bank, and Mr. Meenesh Shah, General Manager, National Dairy Development Board (NDDB), Mr. Vivek Arora, Senior Advisor, Tata Trusts (40 min.)

Creating consumer demand for fortified foods: examples from Pakistan

Dr. Tausif Janjua, Technical Director Food Fortification, Nutrition International (20 min.)

Discussion/Q&A (30 min.)

Wrap Up (4:30 – 5:00)

Dr. Manu Raj Mathur, Senior Research Scientist & Associate Professor, Public Health Foundation of India (PHFI)

Closing (5:00 – 5:15)

Mr. Nalaka Kaluwewe, Additional Secretary, Presidential Secretariat, Government of Sri Lanka

Dr. Dhushyanth Raju, Lead Economist, World Bank