Nestlé Public Health Nutrition

South East Asia Public Health Nutrition Network 1st Annual Meeting
2nd June 2014
Renaissance Hotel, Kuala Lumpur, Malaysia

Presented by
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Nestlé Products Sdn Bhd
Our Ambition

The world’s leading **nutrition**, **health and wellness** company

A **reference** for **financial performance**

**Trusted** by all stakeholders
Nestlé Research Center Research Programmes

Food Safety & Integrity  First 1000 Days & Healthy Kids  Healthy Ageing  Healthy Pleasure  Sustainable Nutrition

Competence Pillars

- Nutrition & Health Research
- Public Health Nutrition
- Food Science & Technology
- Food Consumer Interaction
- Food Safety & Quality
- Analytical Sciences
Integration of Public Health Nutrition in our NHW journey

**Ambition: NHW Leader**

**60/40+**

**Nutrition Knowledge Leadership**

**Public Health Need**

**Nutrition Landscaping**

**Commitments & Policies**

**Innovation & Renovation**

**Research Programmes & Technology Strategies**

**Impact Research**

**NHW**

**Product Reformulation**

**Healthier choices for consumers**
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Product Reformulation

Nestlé

Good Food, Good Life

Healthier choices for consumers
Scientific approach towards nutritional landscaping

DI Research, Methodology & Tools for data assessment to support local understanding

Build meaningful action plans to support I&R and communication

Socio economical

Cultural

Food habits

Under - & over nutrition are multi-factorial conditions
Conduct dietary survey studies to bring new knowledge into society

Multi-country dietary survey studies designed to:

• Understand nutrient intakes and identify key nutrient gaps and excesses in the diet

• Identify food intake patterns and challenges

• Gain insight on key dietary behaviors and possible influencers

• Studies are led by Nestlé but with an external scientific advisory board and locally executed together with KOLs and/or public institutions
Nestlé Dietary Survey Studies of Infants and Young Children focus in countries where this knowledge can have a significant impact in the public health context.
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Healthier choices for consumers

Commitments & Policies

Innovation & Renovation

Product Reformulation
Nestlé developed its own science-based Nutrient Profiling System

A rigorous and non-compensatory methodology for analyzing the nutritional value of Nestlé products which is applied via Nutritional Assessment Tool (NAT).

Its main objective is to drive Innovation & Renovation with nutrition insight

Significant improvement of Nestle’s nutritional profile portfolio over time
NNPS successful application from global to local level

Results of the Nestlé Nutrient Profiling System

- Singapore – Sodium reduction 454mg/serving (50% less than average category)
- Malaysia – Sugar reduction 20% reduction in 2y.
- Philippines – Sugar reduction From 16g to 9g/serving in 5y.
- Thailand – Sugar reduction 30% reduction in 3y.
- India - Increased Wholegrain 36g wholegrain /serving
- South Africa - Fortification Iron fortified at 15%DV/ serving
- Thailand - Increased Fiber From 0.8g to 3.5g/serving

All examples attain Nutritional Foundation (NF) criteria
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Healthier choices for consumers

Product Reformulation
Impact Research: The Value of Fortification

Philippines example

Malnutrition
36% of all children suffer from iron deficiency
Burden of disease ≈ $0.6 bn

Fortified milk

Better Health & Better Business
Increasing moms awareness about iron from 19 to 30%
Increased product sales by 15%

Better Health
Anemia reduction 50%

Better Economics
Higher income: 12%
GDP Gain: 0.2% (≈ $0.35bn)

Better Economics

Zurich University of Applied Sciences
FNRI: Philippines Food and Nutrition Research Institute
Nestlé Dairy SBU

Better Business

Improved cognition 10%
Nestlé expectations from the SEA-PHN Network

• We are committed in building Public Health Nutrition activities to support achieving our NHW vision

• Leverage Nestlé’s knowledge & expertise in nutritional profiling in the SEA region

• We aim to establish fluent communications with the different stakeholders involved in the public health nutrition domain to stimulate new areas and opportunities of research.

• We believe in private-public partnerships to develop relevant knowledge and ensure translation to product applications to have an impact in the population
THANK YOU