

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



Good Food, Good Life

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

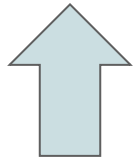
Integration of Public Health Nutrition in our NHW journey



Good Food, Good Life

Ambition: NHW Leader

6040+



Nutrition Knowledge Leadership



Impact Research



Nutrition Landscaping



Public Health Need



Commitments & Policies



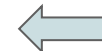
Innovation & Renovation



Product Reformulation



Research Programmes & Technology Strategies



Healthier choices for consumers

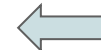
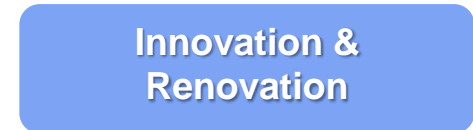
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Scientific approach towards nutritional landscaping



Socio
economical



Cultural



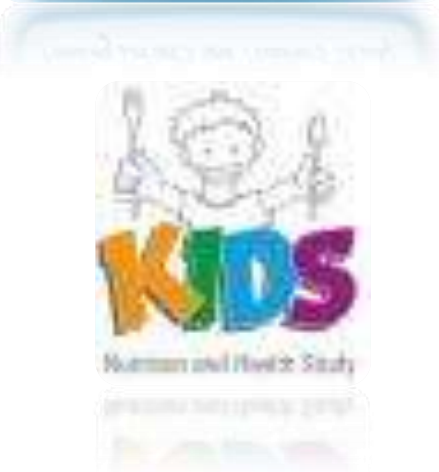
Food
habits

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

Build
meaningful
action plans to
support I&R
and
communication

Under - & over nutrition
are multi-factorial
conditions





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



USA



India



United Arab
Emirates

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.



Maternal Infant Nutrition Growth

Maternal Infant Nutrition Growth

China



Philippines

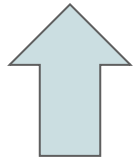
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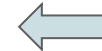
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Nestlé Nutritional Profiling System (NNPS)



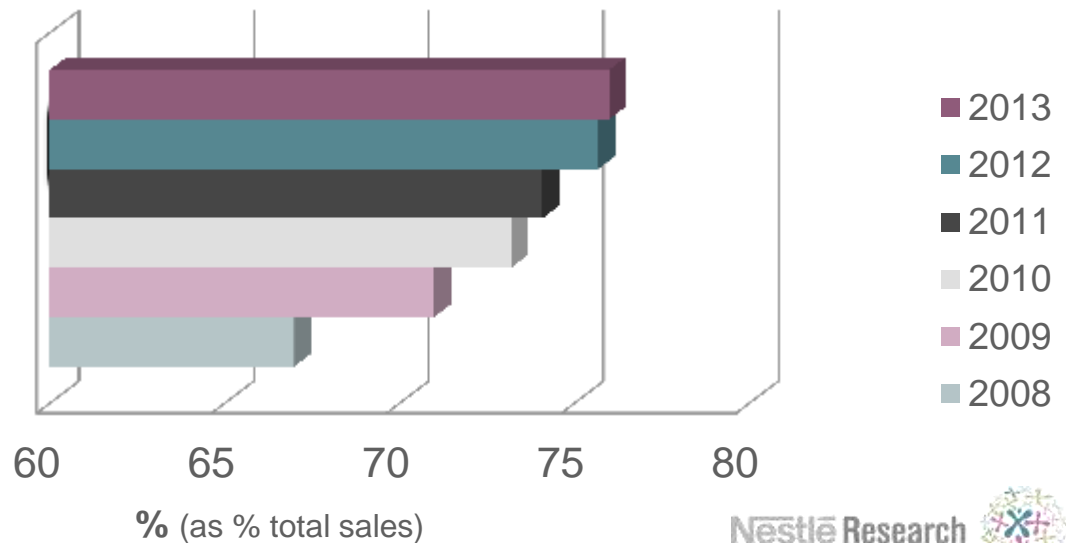
Nestlé developed its own science-based Nutrient Profiling System

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 Nestlé's nutritional profile portfolio over time

Nestlé Nutrient Profiling Achievement



NNPS successful application from global to local level

Results of the Nestlé Nutrient Profiling System



INFO/CIKA INFORMASIK	Per 100g	Per 100g Proposed
Energy (kcal)	15.0	0.0
Carbohydrate (g)	0.1	0.0
Protein (g)	0.2	0.1
Total Fat (g)	0.0	0.0
Saturated Fat (g)	0.0	0.0
Sodium (mg)	454	170

Not a significant source of Total Fat, Cholesterol and Dietary Fibre.



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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Product Reformulation

Nestlé Research



Philippines example



Better Health & Better Business

Increasing moms **awareness** about iron from 19 to 30%

Increased **product sales** by 15%



Malnutrition

36% of all children suffer from iron deficiency

Burden of disease \approx \$ 0.6 bn



Zurich University of Applied Sciences



Nestlé

Dairy SBU



FNRI: Philippines Food and Nutrition Research Institute



Fortified milk



Better Health

Anemia reduction 50%

Improved cognition 10%



Better Economics



Higher income: 12%

GDP Gain: 0.2% (\approx \$0.35bn)

- 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