Undernutrition is the biggest worldwide health risk

2 billion

"Hidden hunger" or deficiency of vitamins and minerals (micronutrients) affects 2 billion people or more worldwide.

Undernutrition affects roughly 45% of child deaths globally.

An estimated 250,000 to 500,000 children become blind every year of these vitamin A deaths alone.

African countries are losing the equivalent of between 1.6% to 16.5% of their GDP annually as a result of child undernutrition.

45%

Undernutrition in Egypt, Ethiopia, Swaziland and Uganda (2014), Background paper for the Thirty-third meeting of the Committee of Experts (UNECA) and the Ninth meeting of the Committee of Experts (UNEP)..

4 APPROACHES to complement market-oriented interventions for getting nutritious foods to poor people

Mandatory fortification

Incentives to comply.

The skills, resources and regulatory enterprises

Micro, small and medium enterprises

In food systems to better understand how specific groups are being reached and most efforts to increase access.

RECOGNIZE

Formal informal linkages in food systems to understand challenges around the poorest accessing nutritious oils, as well as potential innovations to increase access.

Support efforts to increase the capacity of government to enforce regulations in the language used by improving information available to people in the language used in food retailing, to make labelling more effective when required to safeguard.

REACHING POOREST

Most marginalized households through public sector programmes such as social safety nets, food distribution and support for farming remains crucial.

FIND OUT MORE: www.ids.ac.uk/marketsandnutrition