



Healthy food systems for healthy diets

A private sector perspective



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Fresh Studio

'Growing better lives'

Fresh Studio mission



“ Grow better lives from farmers to consumers, by making our clients successful in the production and marketing of sustainable food.

”





Professional services firm

- Strategic Management Consulting
- Research & Development
- Operations

Value chain driven

- Multi-disciplinary team
- Multi-national team
- 360° approach

Operating in Asia

- Vietnam offices: Hanoi, Dalat, HCMC, Can Tho
- Philippine office: Manila
- Myanmar offices: Yangon

Value chain approach



- Delivering our service along the value chain; from seed to mouth and ... back



Expertise and services



Supply



Pre-and post harvest

- ▶ Agronomy
- ▶ Aquaculture
- ▶ Livestock & dairy
- ▶ Plant protection
- ▶ Field trial management
- ▶ Pre harvest
- ▶ Post harvest
- ▶ Quality assurance
- ▶ Food processing
- ▶ Logistics



360° approach

Demand



Marketing & business development

- ▶ Sector analysis
- ▶ Market research
- ▶ Consumer research
- ▶ Sensory research
- ▶ Growth strategy
- ▶ Branding
- ▶ Communication
- ▶ Marketing campaigns
- ▶ Graphic design



Daily diet challenge

In the Vietnamese food system



Current situation



Vietnam is in the process of providing the food essential for health and growth

- Diet in urban areas appears healthy at a glance:
 - Average per capita vegetable intake: >290 gr/day
- **BUT** a trend towards:
 - Either: too little, too bad (little nutrition and low quality products)
 - Or: Too much, too sweet/fat



Source: Vietnam express- 09/09/2016

Food system challenges



A healthier food system requires a value chain approach involving (but not limited to):

①

Quality of agri-food

FOOD SAFETY 14 August 2016

Closer link between farmers and distributors urged to ensure food safety

Deputy Prime Minister Vu Duc Dam said the collaboration between farmers and enterprises ...

②

Access to wholesome food

BUSINESS 17 August 2016

HCM City to host safe farm products fair

The first safe farm products fair will be organized at Dong Ho restaurant's courtyard at No. 195-197 Gao Thang Street in District 10 in Ho Chi Minh City from ...

③

Knowledge and awareness

BUSINESS 24 August 2016

Consumers confused over 'Vietnamese' chicken eggs

Consumers are confused about what constitutes a Vietnamese chicken egg, sold in many markets a ...

ENVIRONMENT 25 August 2016

Inconsistency the only consistency in reports on fish quality in central Vietnam

A lack of consistency in seafood samples taken from central Vietnam seawater since mass fish deaths hit ...



Healthier diets

Vital role of the private sector



Improving quality of agri-food



Healthy products in the food chain

Examples private sector role:



- Standardised food safety procedure - “TRACEPIG”
- Traceability of pork along value chain
- Farm management and training



- High quality seeds
- Farm management and training
- Post-harvest management



Quality of agri-food

A healthy diet appears exclusive

Safe and healthy vegetables are indispensable in a healthy diet but access is limited in terms of:



Affordability (Income)



Availability (Action radius)



Access to wholesome food

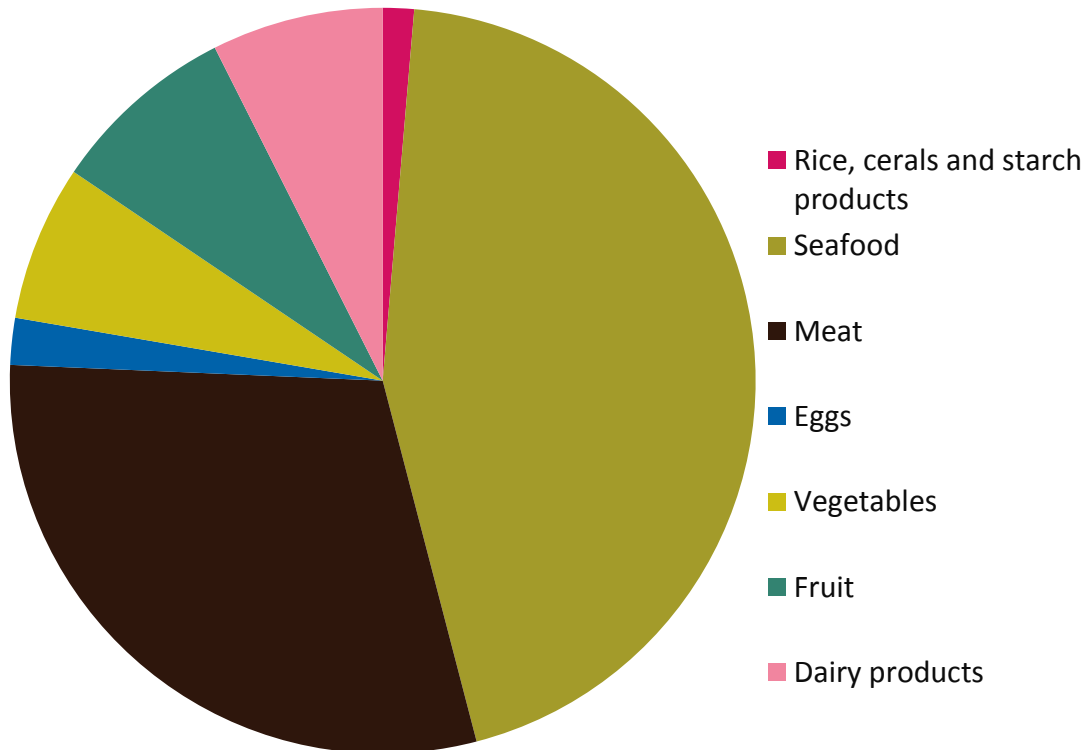
Healthy diets & income



Budget controls dietary choices

- Daily food budgeting
- Late morning market shopping

'If I would have more money to spend on food, I would spend it on':



Fresh Studio report of shopping trip with a garbage collector, 11am Thursday morning:



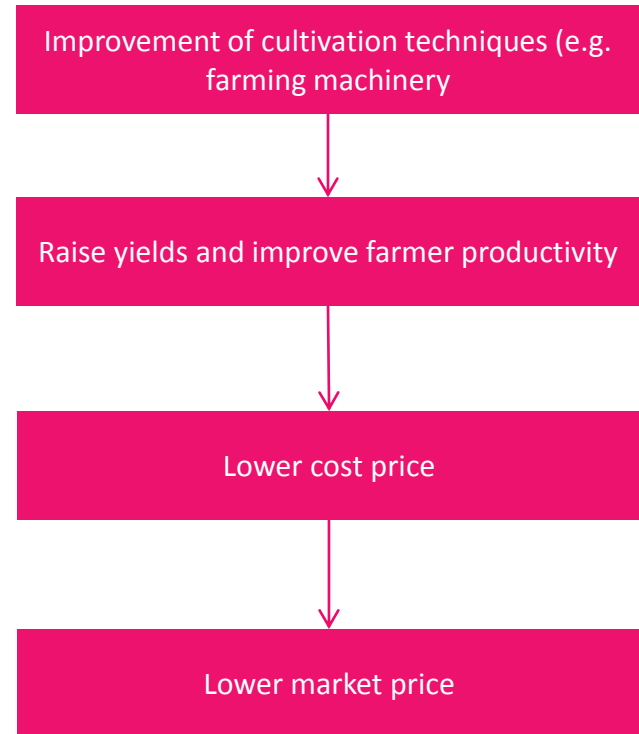
Ms. Thuan wants to buy cabbage. She weighs several cabbages and selects one. The selected cabbage costs 17,000 VND. She bargains to reduce the price, but the seller refuses and point towards some left over pak choi. They make a deal and Ms. Thuan is happy to get almost one kilo of pak choi for 7,000 VND.

Wholesome food affordable for everyone



Striving to farmer productivity

Examples private sector involvement:



Healthy diet & availability



Reach the consumer market

- Markets (incl. street vending) are essential for daily vegetable consumption
 - Decision on where to buy food is motivated by practical rationale (Habit, Quick & easy, convenient location)

Purchase channel of low income consumers per indicated food (%)



Healthy diets available for all



Wholesome in the action radius of consumers

Examples private sector role:



Healthy diets and knowledge

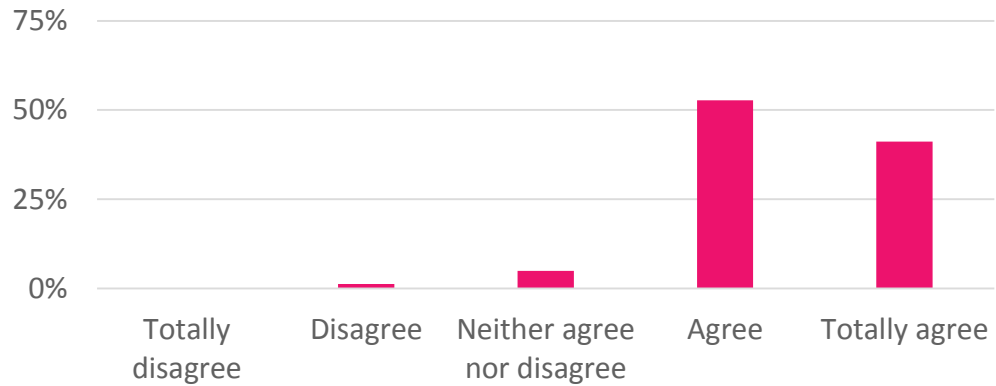


- >90% of consumers is interested in nutrition information

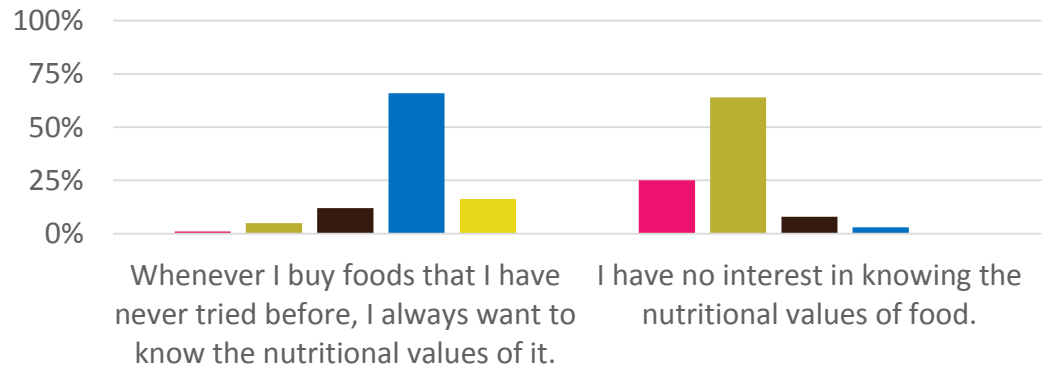
'When knowing nutrition details, I can estimate whether it is worth to buy a product.'



If I know potatoes have high nutritional values, I want to consume more potatoes



Statements about potato



3

Knowledge and awareness

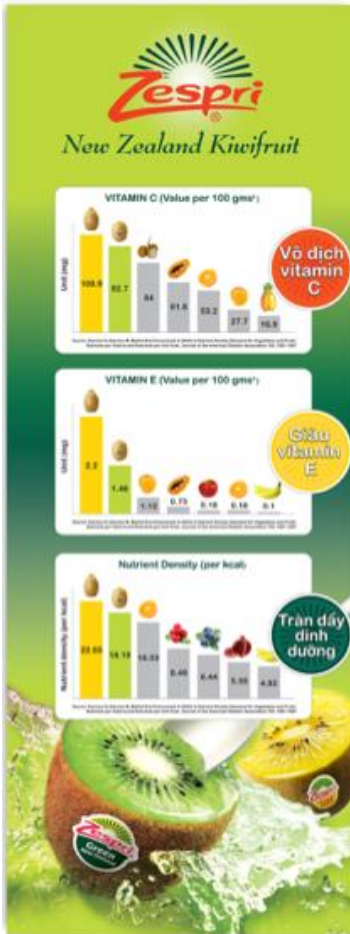
- Totally disagree
- Disagree
- Neither agree nor disagree
- Agree
- Totally agree

Knowledge provision



Education along the value chain from farmer to consumer

Examples private sector role:



KHOAI TÂY THẬT BỔ DƯỠNG!

- BỔ SUNG CHẤT XÔ** (High in fiber)
- CUNG CẤP VITAMIN C** (Vitamin C source)
- CUNG CẤP SẮT** (Iron source)
- GIÀU KALI** (High in potassium)

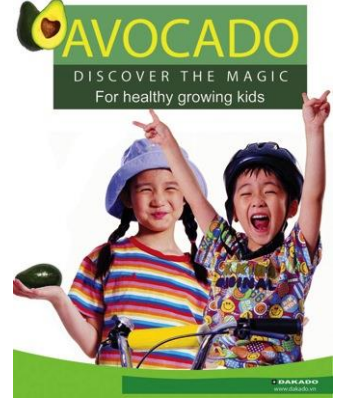
BẢO QUẢN KHOAI TÂY

KHOAI TÂY CẦN ĐƯỢC BẢO QUẢN ... ở nơi khô thoáng mát, tránh ánh sáng trực tiếp.

8 ĐỘ C là nhiệt độ lý tưởng để bảo quản khoai. Nếu cất khoai trong tủ lạnh, bạn nên để chúng trong túi giấy.

BẢO QUẢN KHOAI trong túi giấy, túi vải, trong có dây để giúp khoai thông thoáng hoặc để khoai, giữ được nguyên vẹn dưỡng chất.

Tuy nhiên, nếu khoai xanh hoặc nảy mầm bạn vẫn có thể ăn được. Nếu đã nảy mầm bạn cần loại bỏ phần mọc mầm và chồi để chế biến món ăn ngon và bổ dưỡng.



BỘ TRÁI - THƠM NGON & BỔ DƯỠNG
avocado - delicious nutritious

LỢI ÍCH SỨC KHỎE

- Giàu chất béo lành mạnh** (Healthy fats)
- Giàu chất xơ** (High fiber)
- Giàu vitamin E** (High in Vitamin E)
- Giàu chất chống oxy hóa** (Antioxidants)
- Giàu chất khoáng** (Minerals)
- Giàu chất béo không bão hòa đơn** (Monounsaturated fats)
- Giàu chất béo không bão hòa đa** (Polyunsaturated fats)
- Giàu chất béo omega-3** (Omega-3 fatty acids)
- Giàu chất béo omega-6** (Omega-6 fatty acids)
- Giàu chất béo omega-9** (Omega-9 fatty acids)
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Knowledge and awareness

Deliver enjoyment for all



Create the demand

- Testing of consumer acceptancy and product adaptation

- Convenience

- Consumption innovations

Examples private sector role:





Discussion starters

Access to nutrition

Discussion starters



- Dietary interventions
 - Taking into account fragmented production
- Retail (traditional and modern) and distribution network interventions
- Government stimulation regarding healthy diets
 - Examples (from NL): https://www.youtube.com/watch?v=jT2YDkFu_KA
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Thank you



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