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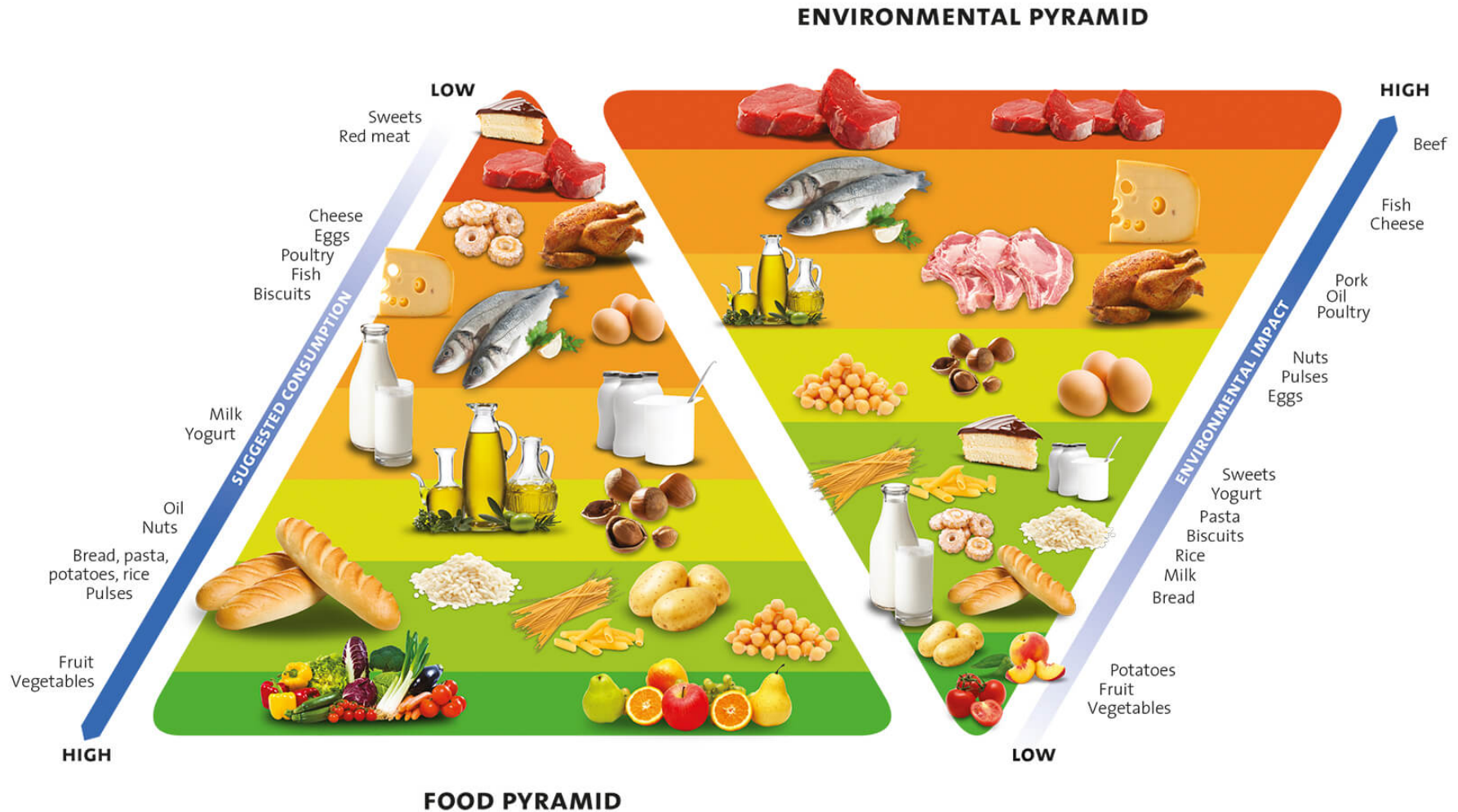


Drivers of change for sustainable diets

Lessons learned and recommendations

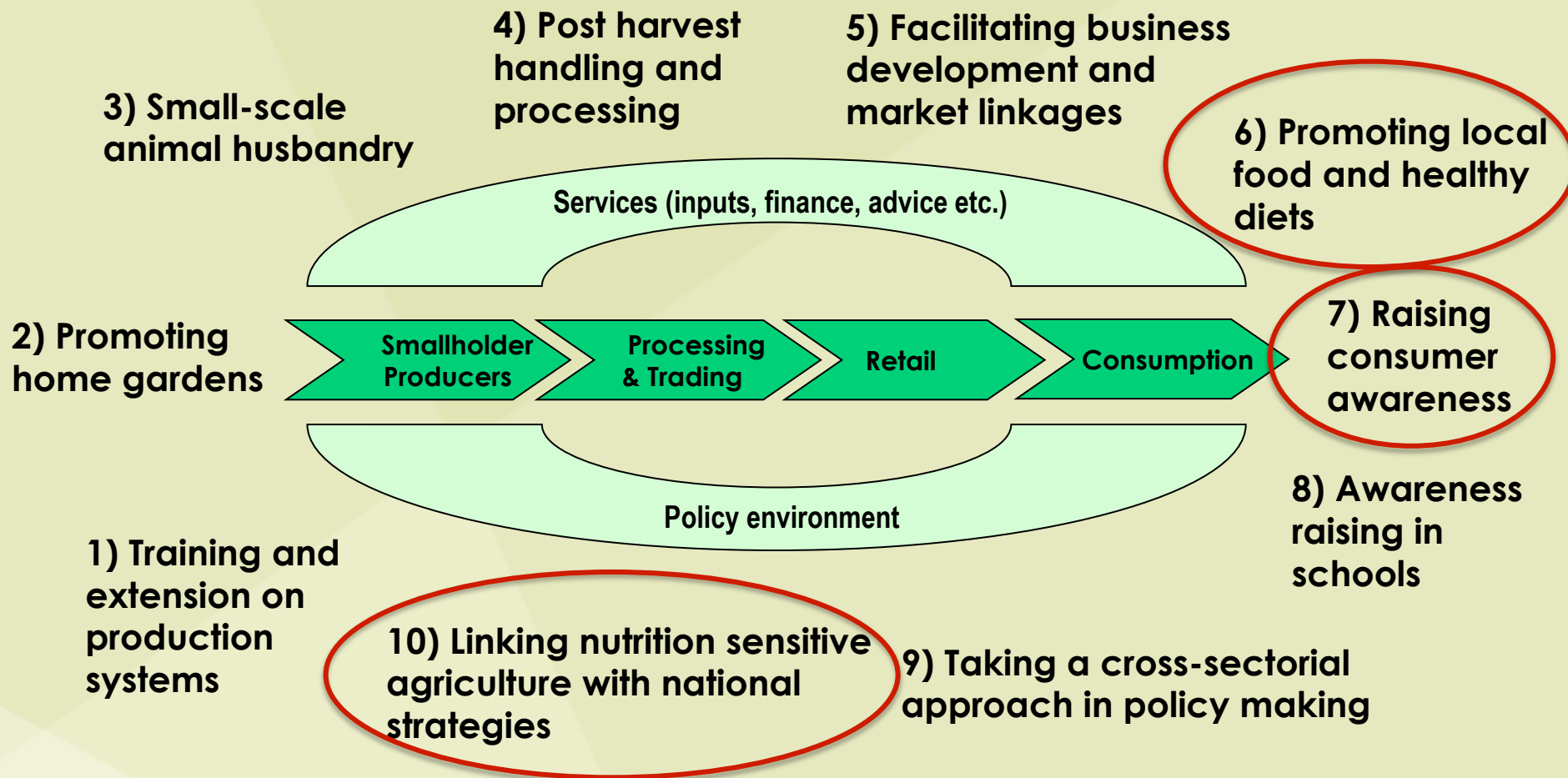
Frank Eyhorn, HELVETAS Swiss Intercooperation
8 November, 2017 | New Delhi, India

What is good for people is good for the planet!



Source: Barilla Centre for Food and Nutrition

10 promising ways to sustainable diets



Promoting local food and healthy diets

Reviving traditional food varieties strengthens local culture and provides opportunities for marketing and tourism.

- Promote traditional food varieties of high nutritional value
- Disseminate recipes for nutritious dishes
- Organize Food Fairs



Allies: Municipalities, Gastronomic sector

Raising consumer awareness

A broad alliance of various stakeholders and multipliers strengthen consumer awareness on the need for sustainable diets. Making it interesting and fun!

- Piloting campaigns in selected areas
- Inspired communication toolkits that can be adapted by multipliers
- Provide opportunities to taste nutritious foods and inform where to buy it



Allies: Consumer organizations, media, NGOs, businesses

Linking nutrition sensitive agriculture with national strategies

Diversified agriculture and consumption contributes to reach objectives related to nutrition and health, rural development and environment.

- Increase farm incomes and create rural jobs
- Improve family health
- Protect natural resources
- Increase resilience to market fluctuations and climate change



Allies: Governments, Civil Society Networks, Donors

Recommendations at 3 levels

Local level (rural service providers, NGOs, teachers etc.)

- Raise awareness on the importance of dietary diversity
- Support farmers and entrepreneurs to engage in nutrition-sensitive agriculture as a business

National level (policy makers, Civil Society Groups):

- Integrate nutrition-sensitive agriculture in various national strategies of different departments
- Provide an enabling policy environment for NSA

Global level (UN, donors, networks, think tanks etc.)

- Integrate field-level evidence in nutrition strategies
- Support local and national efforts to strengthen nutrition-sensitive agriculture

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THANK YOU!

www.ifoam.bio/en/nutrition-mountain-agro-ecosystems

Frank Eyhorn, HELVETAS Swiss Intercooperation

frank.eyhorn@helvetas.org