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Monitoring nutrition responses from food and beverage companies to the Covid-19 pandemic

ATNI Covid-19 Project

Multistakeholder webinar, 16 November 2020

Agenda



- Housekeeping and introductions
- The developing Covid-19/ nutrition nexus
- Why ATNI is monitoring company responses to the pandemic
- ATNI's approach and research process
- Focus for each report
- Key findings so far
- Responses to project so far, with remarks from:
 - Lucy Sullivan, Feed the Truth
 - Laurene Aubert, GAIN/SBN
 - Inge Kauer, Access to Nutrition Initiative
- Q&A

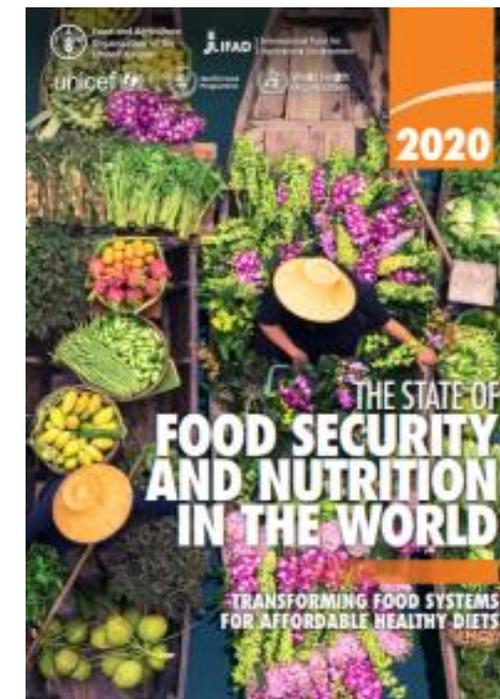


The developing Covid-19/nutrition nexus



- The impacts of Covid-19 on food insecurity are far-reaching:
 - Unemployment and consequent reduced household purchasing power
 - Disruption impacting on food production and supply
 - Falling government revenues that affect protection for vulnerable populations
 - Political instability
- An estimated 3 billion people are unable to afford a healthy diet ([SOFI, 2020](#))
- There could be a 14% increase in wasting among children under five due to predicted economic losses due to Covid-19 – that is 6.7 million more children, bringing the total to almost 54 million. Covid-19 also disrupts optimal care for already malnourished children ([The Lancet, 2020](#))
- Malnutrition in all its forms is impacted by Covid-19. As recession bites, many people may turn to cheaper but nutrition-poor foods under lockdown, with implications for diet quality such as micronutrient deficiency.
- Covid-19 has also shone a particularly strong light on inequity within and between countries, notably in respect of access to affordable, healthy food.

THE LANCET



"We must step forward together with sustained action and investments on nutrition today and deny the COVID-19 crisis an intergenerational legacy of hunger and malnutrition in children."

The heads of UNICEF, the FAO, WFP and the WHO, *The Lancet*, July 2020²⁵

Why ATNI is monitoring company responses to the pandemic



- Private-sector accountability is essential during the Covid-19 pandemic: the impact of the virus has highlighted the food industry's **crucial role** in ensuring manufacturing, supply and affordability of food to consumers worldwide.
- The food industry must ensure that it plays a key role in building back better from this global emergency.
- The ATNI Covid-19 project was commissioned by the UK Foreign, Commonwealth and Development Office (FCDO).

The world is at the start of what is a unique and urgent opportunity to reorient the food system towards a more healthy, equitable and sustainable future.



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Focus of each report



Report 1: Framework *Published July 2020*

This report takes a nutrition-sensitive approach to address factors affecting nutrition outcomes and to outline broader impacts on global health and the resilience of food systems.

Report 2: An acute response *Published October 2020*

The second report presents unique findings depicting if and how food manufacturers have adapted their strategies and approaches to the fast-changing Covid-19 realities over the first six months of the pandemic.

Report 3: Deep-dive into India, Mexico, and Nigeria

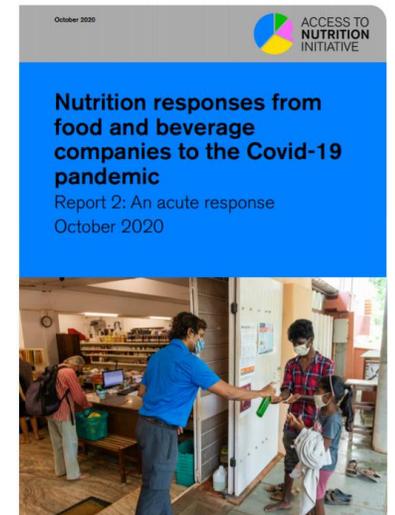
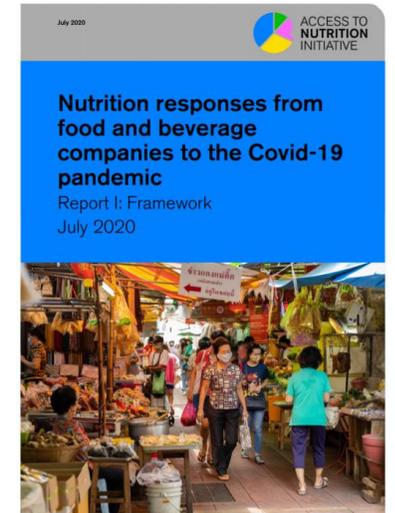
Research: Q4 2020 – Q1 2021 Publication: January 2021

This report will analyse the Covid-19/food nexus in three emerging market economies. Research will include in-depth interviews on emerging themes with local stakeholders from a business, non-profit and government perspective.

Report 4: Recommendations

Research: Q1 2021 – Q2 2021 Publication: Q2 2021

The report will include examples of best practice responses to the pandemic and will provide the food and beverage industry with actionable recommendations.

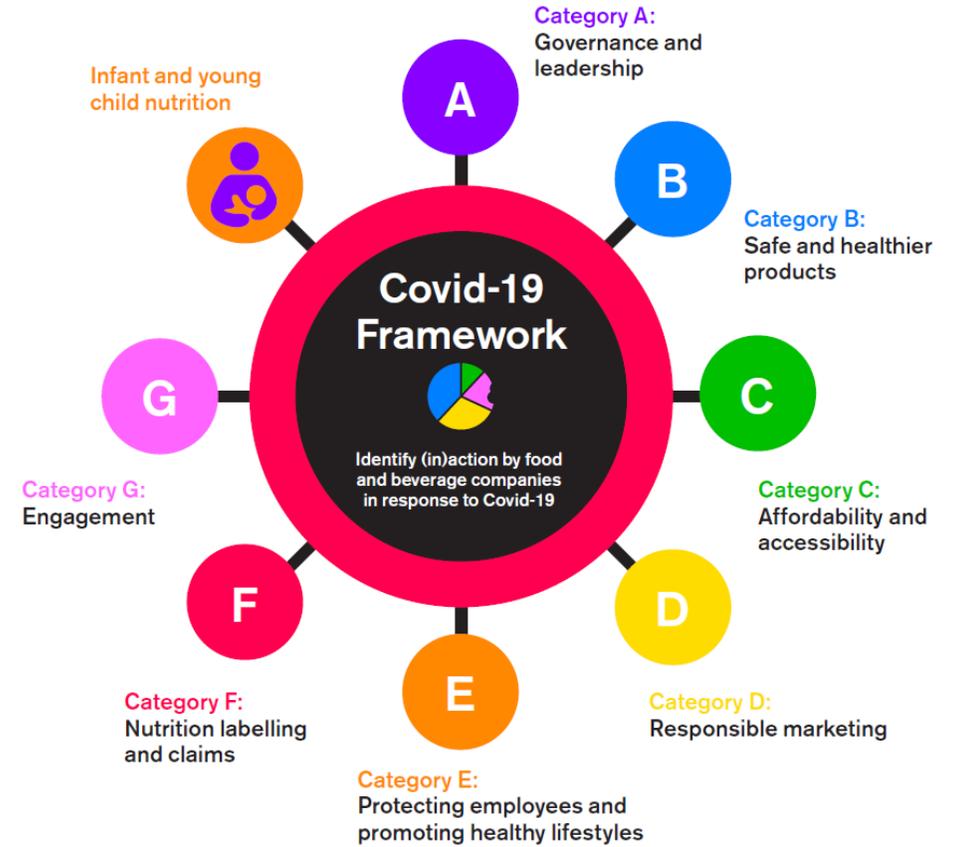


Framework and audience



- The framework is intended to identify action (and inaction) by food and beverage manufacturers in response to the Covid-19 crisis.
- The framework is **not** intended to form the basis of a benchmark or Index.
- It adds an explicit Covid-19 lens to all of ATNI’s work.
- **Nutrition-specific and nutrition-sensitive actions:** The research covers Covid-19-related measures as they impact directly and indirectly on nutrition.

Main users of report	Aims
Food Industry	Use as a tool and a guide, highlighting good and poor practice
Investors, NGOs, Donors	Use as an accountability tool, informing other monitoring and accountability mechanisms
ATNI	Provides the basis for mapping, monitoring and analyzing the sector, and a platform to accelerate dialogue



Research process for Report 2: An acute response



The research underpinning this report has been in two parts:

1. A **deep-dive analysis** of 39 of the world's major food and beverage manufacturers over the period from the start of the crisis to the end of August 2020.
2. Since March 2020, ATNI has been compiling **weekly updates** on the response of food manufacturers, the wider food industry, consumers, NGOs and government to Covid-19 and its impact on nutrition.

The research is largely based on publicly available data, it is acknowledged in the report that companies probably do much more.

We welcome companies to share more information with us for subsequent reports, but we also call on companies to share more information publicly to boost transparency.



List of 39 companies included in the deep-dive research



1. Abbott Laboratories Inc.
2. Adani Wilmar Ltd.
3. Ajinomoto Group
4. Arla Foods amba
5. BRF S.A.
6. Britannia Industries Ltd.
7. Campbell Soup Company
8. China Mengniu Dairy Co.
9. ConAgra Brands
10. Danone S.A.
11. Emami Agrotech Ltd.
12. Feihe International Inc.
13. Ferrero Group
14. General Mills, Inc.
15. Groupe Lactalis S.A.
16. Grupo Bimbo, S.A.B de C.V.
17. Gujarat Cooperative Milk Marketing Federation (Amul)
18. Hatsun Agro Product Ltd.
19. Inner Mongolia Yili Industrial Group
20. ITC Ltd.
21. Karnataka Co-operative Milk Producers' Federation Ltd. (KMF)
22. Kellogg Company
23. Keurig Dr Pepper
24. Koninklijke FrieslandCampina
25. Marico Ltd.
26. Mars, Inc.
27. Meiji Holdings Co., Ltd.
28. Mondelez International, Inc
29. Mother Dairy Fruit & Vegetable Pvt Ltd.
30. Nestlé S.A
31. Parle Products Pvt. Ltd.
32. PepsiCo, Inc.
33. Reckitt Benckiser Group PLC (RB)
34. Suntory Beverage & Food Ltd.
35. Tamilnadu Co-operative Milk Producers' Federation Limited (Aavin TCMF)
36. The Coca-Cola Company
37. The Kraft Heinz Company
38. Tingyi Cayman Islands Holding
39. Unilever PLC/N.V.



1. Consumer trends and the financial bottom line

- Shifts in eating habits reflected in financial results, drastic decline in out-of-home products/services
- Increased consumer engagement on health and nutrition
- Of the largest food and beverage companies in the Global Index, 10 experienced changes in revenues in double-figures or high single-figures

2. Infant and young child nutrition

- Lack of reiteration of commitments to BMS Code
- Lack of emphasis on breastfeeding as best practice
- Contraventions of the BMS Code have been detected

Call to action

ATNI calls on the industry to take positive action in this area by actively supporting breastfeeding, explicitly restating the commitment to the Code during the emergency, and upholding the Code throughout their business.



3. E-commerce

- Rapid shift towards e-commerce with innovative industry responses
- New direct-to-consumer options have been established
- No specific focus on improving access to healthy foods

Call to action

ATNI would like to see Covid-19 responses to place particular focus on using e-commerce specifically to access nutritious or healthy foods.

4. Fortification, immunity, and the product mix

- Rising interest in immunity-boosting products and functional foods
- Some companies have been prioritizing the manufacture and delivery of specific products (e.g. staples) in the face of the pandemic

Call to action

ATNI urges strong caution about any health claims made relating to Covid-19, as these can easily be deceptive.

ATNI also encourages manufacturers to specifically prioritize production and distribution of nutritious foods.



5. Engagement

- Companies have been outspoken in the support for governments tackling Covid-19
- The long-term goals of engagement with governments and NGOs are still unclear

Call to action

- ATNI urges companies to commit to lobby on nutrition issues only in support of public health, including through industry associations, during the crisis and beyond.
- ATNI would also welcome greater transparency in this area of corporate action.

6. Health of the workforce

- The 39 food and beverage manufacturers in the scope of this report employ over 2 billion people worldwide
- Employee safety one of the most reported areas of corporate action
- A third of companies report following national/international guidance on Covid-19 in the workplace

Call to action

- In addition to following national/international guidance, companies can and must find ways to innovate, share best practices and effectively communicate to protect and support their workforce and value-chain partners during the pandemic and beyond.



7. Resilience in the value chain

- Supply chains under significant strain – support for SMEs needs broadening
- A wide range of initiatives have been implemented by companies to support value chain partners, including distributors, retailers, restaurants, and farmers

Call to action

Value chain support, especially for smallholder farmers and SMEs, needs broadening. Furthermore, there is a noticeable lack of update on support schemes, and often with no indication of their duration. ATNI hopes that companies will report on their impact soon.

8. Donations

- Frequent financial and in-kind donations have been reported, often in partnership with governments, UN agencies and food banks
- There is a lack of transparency about the nutritional value of products donated

Call to action

ATNI would welcome a structured approach to donations that places sustainable and healthy diets at its heart. ATNI would also welcome reporting to cover how much has been donated, whether donations have been topped up over time, or what has been the impact of the donations on the recipient communities.



9. Responsible Marketing

- Lockdowns accelerated shift from traditional forms of advertising to online marketing
- The impact and regulation of marketing to children is unclear
- Concerns have been raised as to the impact of online marketing on health equity

Call to action

ATNI would welcome reiteration of commitments to responsible marketing to children and youth up to the age of 18.

10. Strategic response

- Companies' reporting shows rapid reaction and adaptation to the crisis
- Nutrition-sensitive strategic responses not yet evident
- The flow of public reporting has slowed down in more recent months

Call to action

All companies are encouraged to commit to more extensive and transparent reporting on their strategic response, which will enable stakeholders, including ATNI, to assess their progress and ensure accountability against commitments.

Responses to project so far



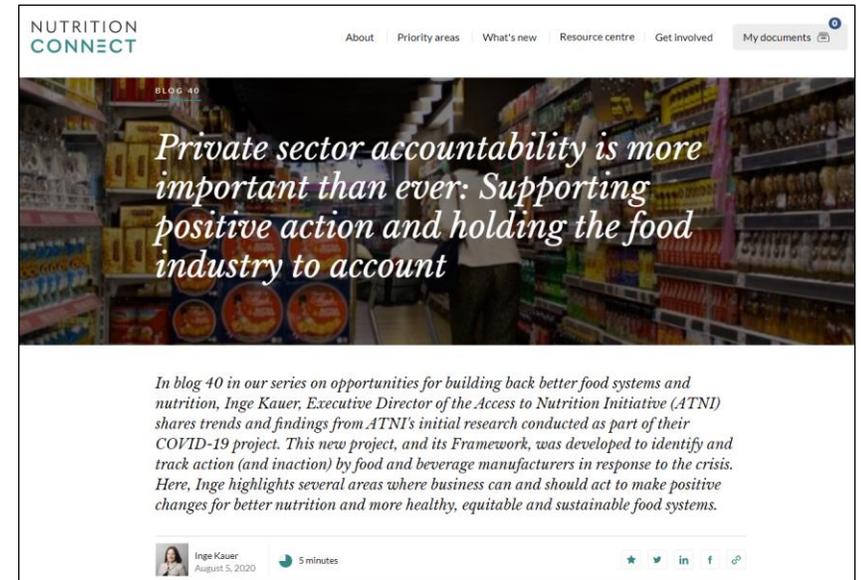
All 39 companies were informed about ATNI's project and invited to share additional examples or highlight examples, and 18 companies did so.

ATNI Covid-19 Webinar series:

- November 3rd: Webinar for companies assessed
- November 5th Results presented at webinar for investors

Organisations and individuals that shared content about this project:

- World Food Programme India
- Foreign, Commonwealth & Development Office, FCDO
- Westat
- SDG2 Advocacy Hub
- Corinna Hawkes, GNR
- Charity Needs Foundation
- Lawrence Haddad, GAIN
- Sharon Bligh, Consumer Goods Forum
- Global Nutrition Report
- One World, No Hunger
- SUN Business Network
- The Indian Nutrition Initiative (TATA Trusts)
- Scaling Up Nutrition
- The Power of nutrition
- Helen Keller International
- Consumer Goods Forum



'Thanks to the Access to Nutrition Initiative for tracking the food donations (unhealthy or healthy) and promotional practices of food and beverage giants during COVID-19. So important to hold everyone accountable in order to Build Back Better.'

– Prof. Corinna Hawkes, Director, Centre for Food Policy at City, University of London
[@CorinnaHawkes](#)

'There is no room for complacency or inaction in dealing with the impacts of #COVID19. What are global food and drink companies doing to address the crisis? GAIN welcomes ATNI's #ATNICovid19Framework published today.'

– Lawrence Haddad, Executive Director, Global Alliance for Improved Nutrition [@l_haddad](#)





Polls



Reflections on the report



Lucy Sullivan, Executive Director, Feed the Truth

FEED THE TRUTH

Laurene Aubert | Manager | SUN Business Network's Global Partnerships and GAIN Nutrition for Growth Lead



Inge Kauer | Executive Director | Access to Nutrition Initiative



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Q&A





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Improving nutrition for all

Driving the private sector's performance
on healthy, affordable diets.

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