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Addressing NCDs through policy coherence in food value chains: what do we need to do to develop a useful evidence base?

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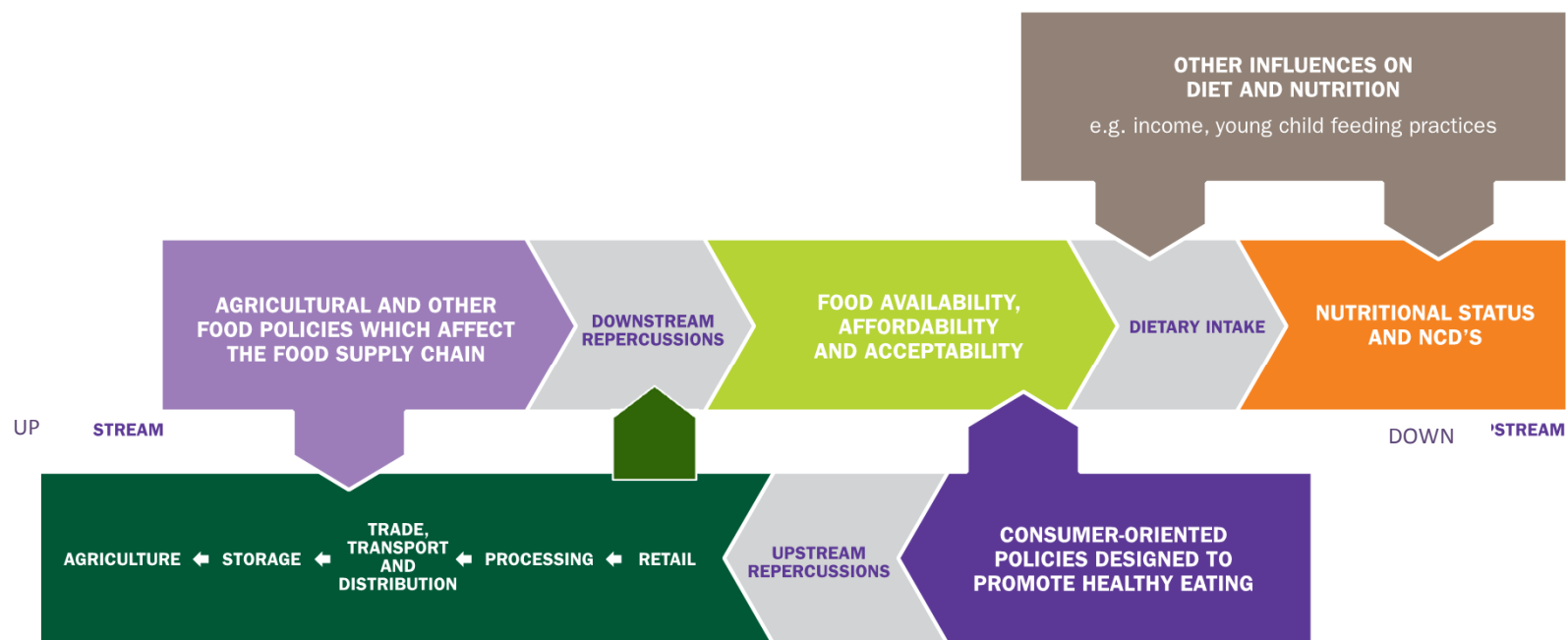
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Science Forum, Bonn, Germany, September 23, 2013

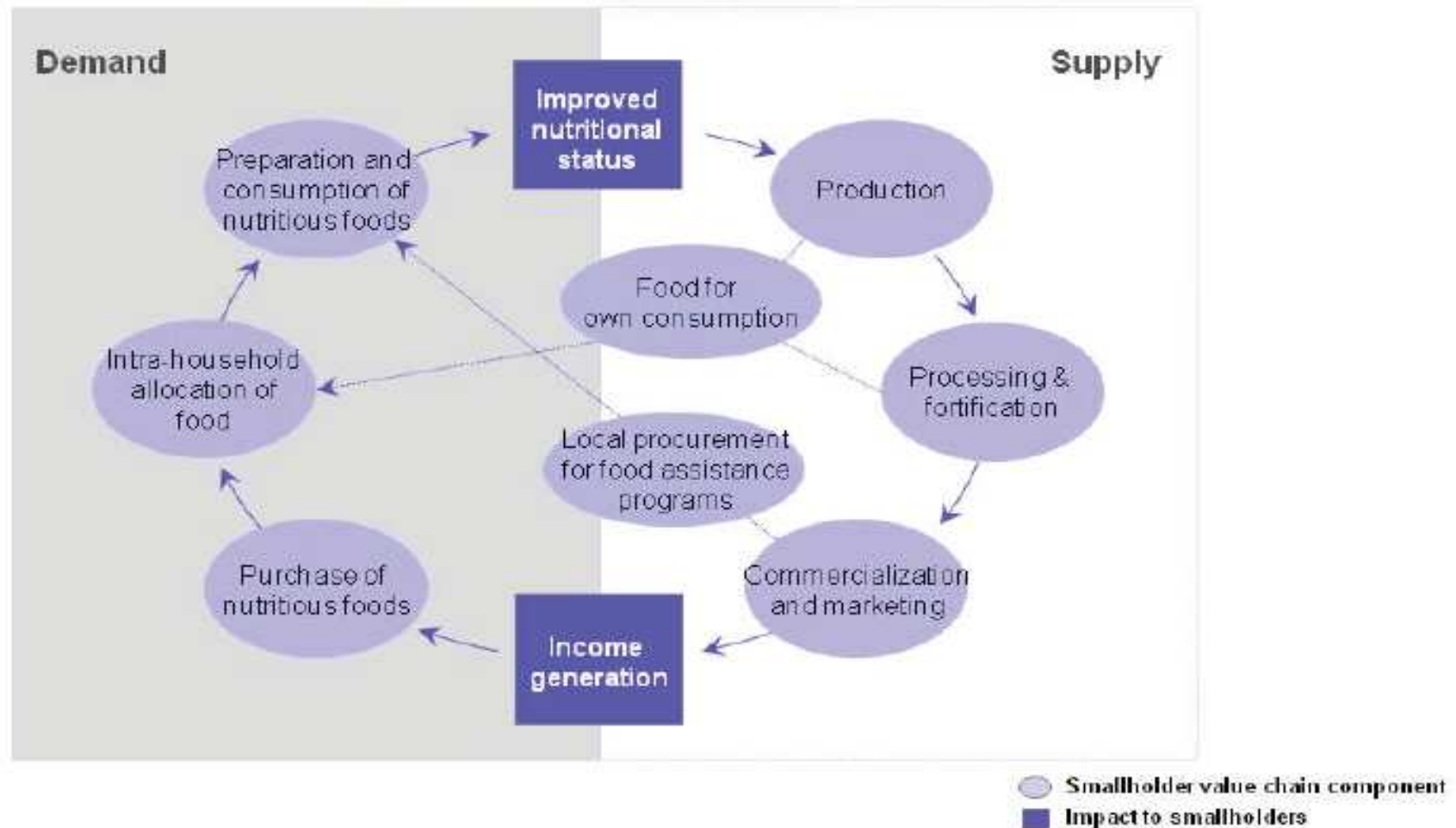
Linking agriculture & NCDs: incentives & (in)coherence in food value chains

UPSTREAM AND DOWNSTREAM LINKAGES BETWEEN AGRICULTURE AND FOOD POLICY AND NON-COMMUNICABLE DISEASES THROUGH THE FOOD SUPPLY CHAIN



Short chains

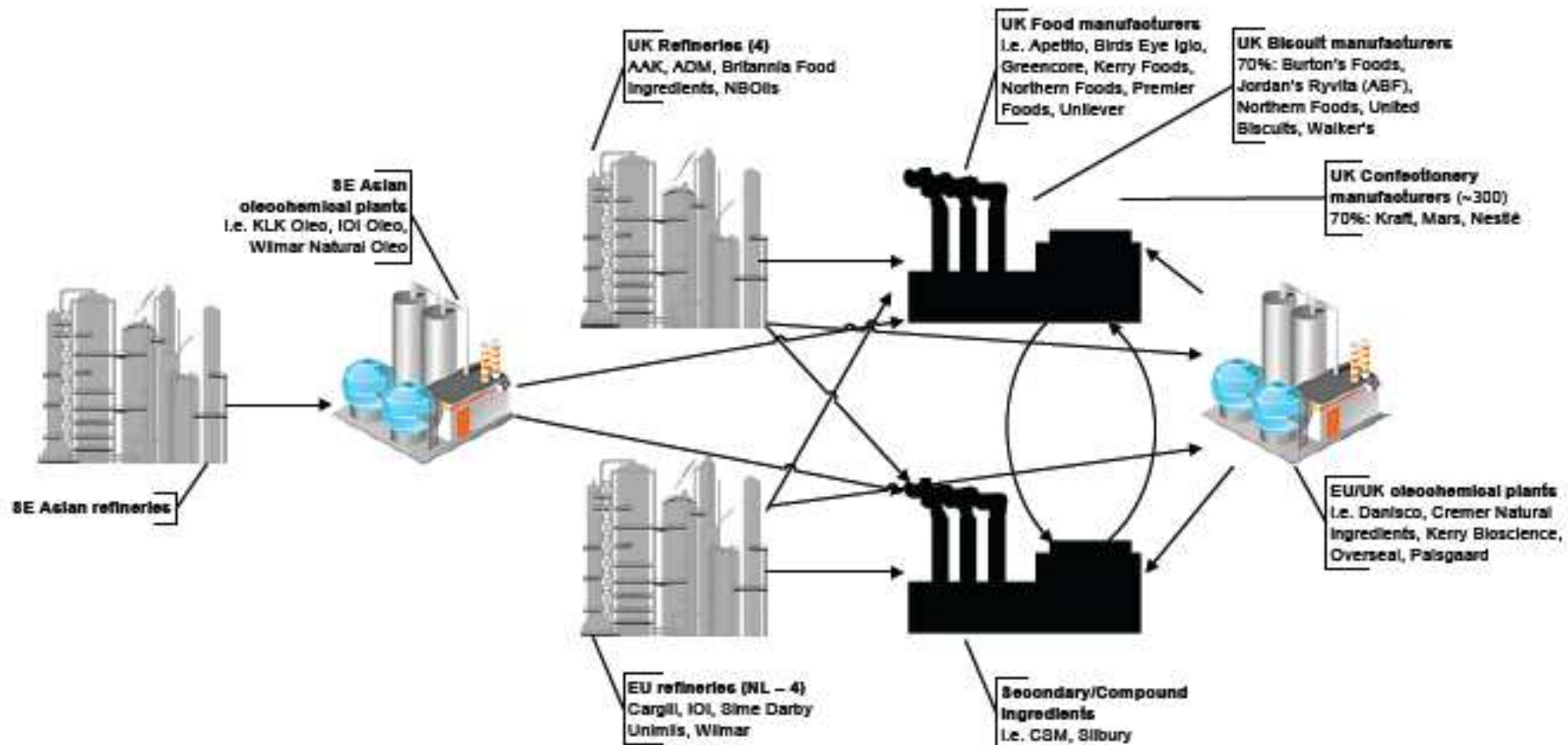
Smallholder value chain



Source: Torgerson et al in Hawkes and Ruel 2010

e.g. Food production in households producing for own consumption in poor rural areas in low income countries, local production for local markets in small island states, "farmers markets" in high income countries where producers sell their products direct to consumers


Long chains



Source: DEFRA, 2007

A longer, more complex chain, often involving a number of steps “midstream” which lead to significant transformations in the availability, affordability and acceptability of the food

Long chains blunt the relationship between agricultural research, production, policy - & consumption

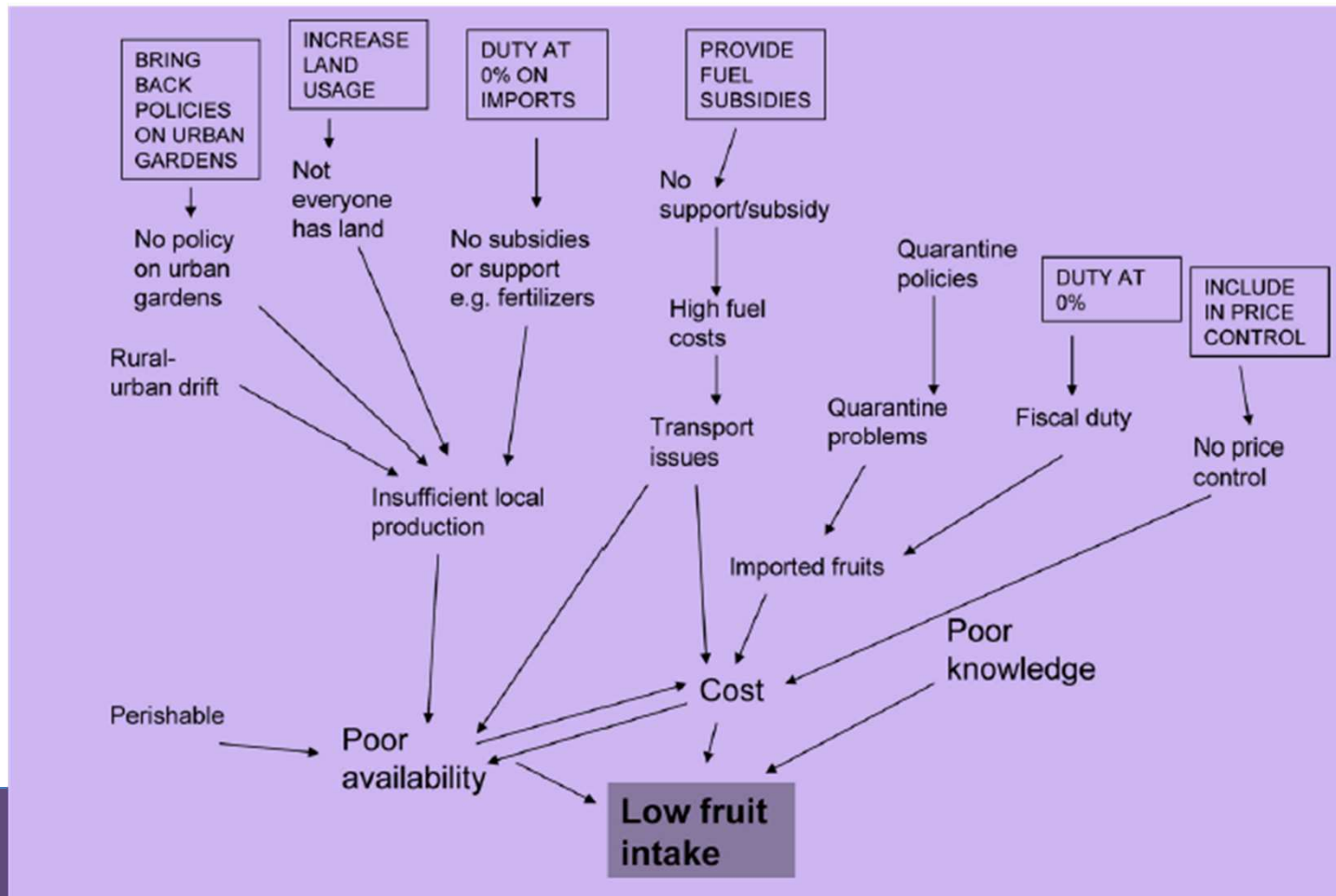
- Reduce sugar production – but substituted by high fructose corn syrup
 - Greater production of apples – but used as an ingredient (sweeteners, juice)
 - Promote production of poultry – but transformed into high fat fast food
- 

Addressing the evidence challenge - methods for identifying supply side (dis)incentives

- **To identify supply side incentives which influence decisions made by supply chain actors about ingredients & foods they use, produce, sell & promote**
 - Problem-solution trees
 - Supply chain analysis
 - Value chain analysis
 - Practice-based evidence

- *Reorienting analysis towards consumers & nutrition*

Example. Problem-solution trees for low fruit intake in Fiji (Snowdon et al 2008)



Example. Consumption-oriented supply chain analysis in India (Downs et al)

- Aim – to identify challenges and identify potential solutions to reducing trans fat intake

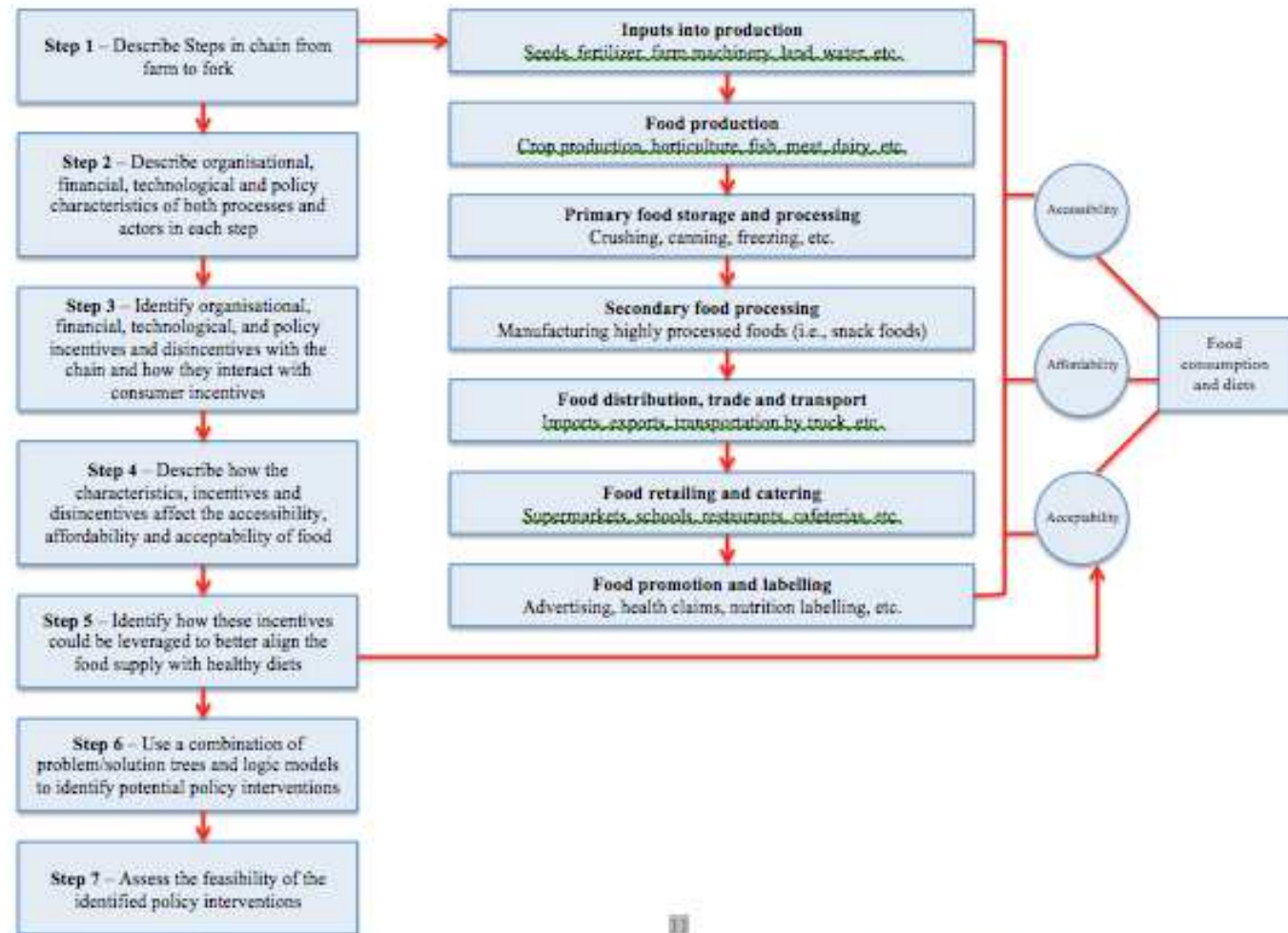


Figure 1. Steps for mapping the food supply using consumption-oriented food supply chain analysis (Downs et al, forthcoming)

Example. Value chain analysis in Fiji (*Morgan et al*)

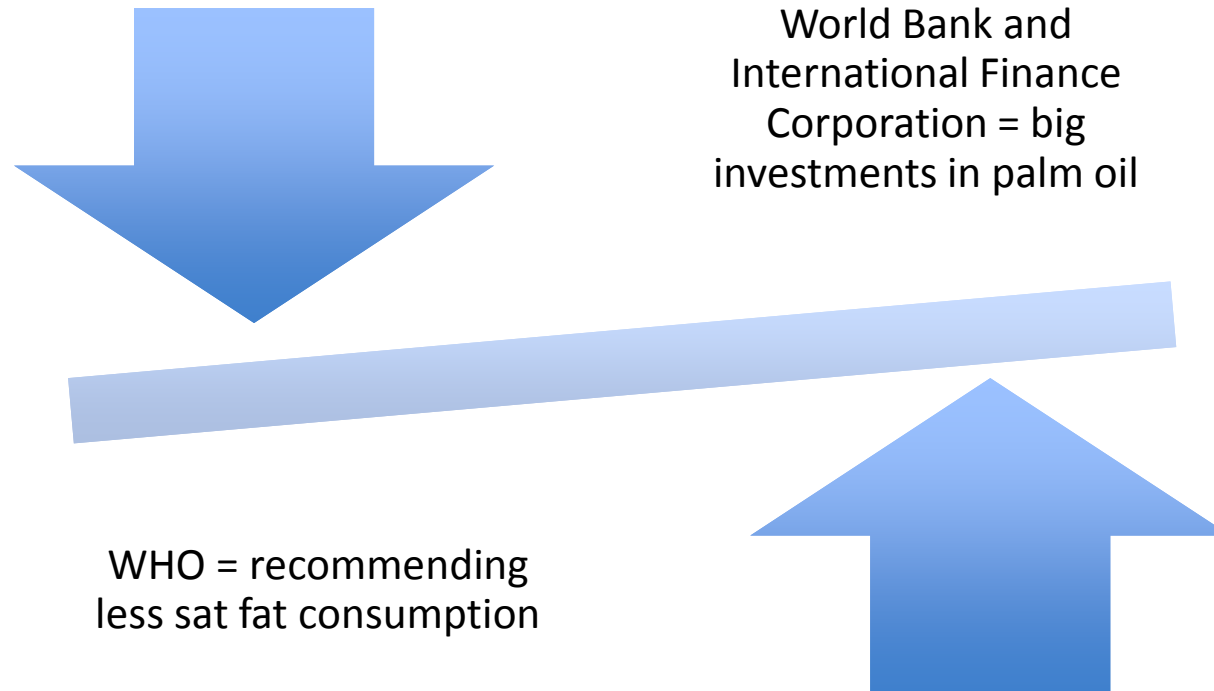
- Aim to determine how fruit and vegetable value chains contribute to product availability, affordability, and acceptability for urban Fijians
- Based on approach commonly used in the management sciences to find ways to increase the competitive advantage of a product *i.e. understanding what consumers value and then assessing a chain's performance relative to the how effectively and efficiently it delivers that value.*
- Uncovers opportunities to optimise the supply of and demand for certain products relative to others
- *4 steps: product selection, consumer research, value chain mapping, and detailed investigation of the chain*

Example. Practice-based evidence from Singapore (Lee et al)

- Health Promotion Board wanted “Hawkers” to use less oils with less sat fat – but found resistance due to price disincentives
- Thus invested in supply-side solutions - research into reducing sat fat; logistics to improve efficiency of producers of lower sat fat oil
- Found that despite success, existing relationships between hawkers and local suppliers impeded uptake; now assessing how to engage local markets

Emerging results

- In coherences exist



- Agriculture and food supply chain incentives make a difference to what people consume

Conclusions

- Supply/value chain approach needed – not just “agriculture”
- Need policy to create coherent incentives
- New opportunities for improving health outcomes
- Health and agriculture/food sectors should engage on analytical methods to build evidence – and to promote mutual understanding

Thank You!



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