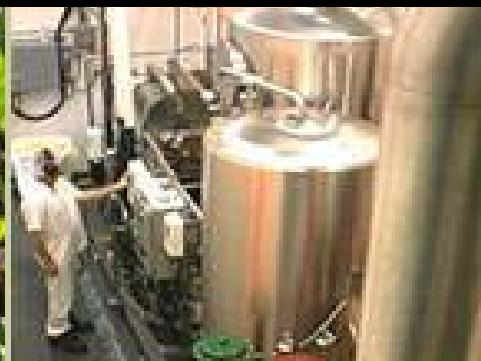


# Nutrition as a Strategy for Food Product Development



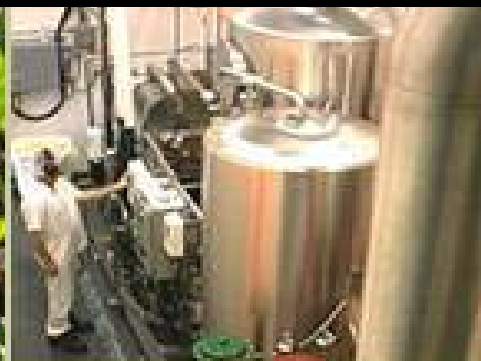
# Nutrition Problems to Solve

- Undernutrition
  - Kills 24,000 people each day
  - Primarily affects children
  - Related to many diseases



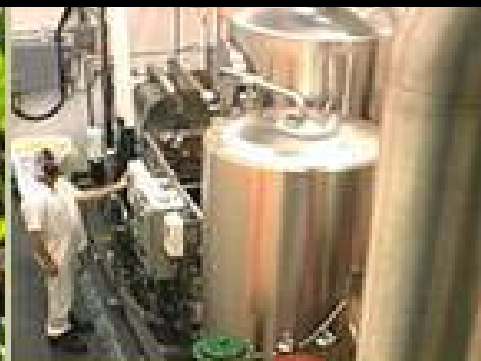
# Undernutrition

- Address nutrition priorities
  - Nutrients of interest: calories, protein, micronutrients
- Tailor products to consumer needs
- Widen view of customers to government, UN, NGO partners



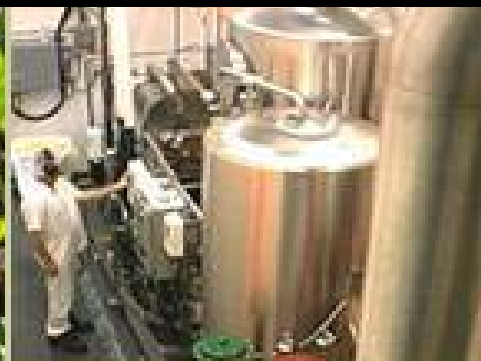
# Nutrition Problems to Solve

- Overnutrition
  - Obesity
  - Diabetes
  - Cardiovascular disease
  - Cancer



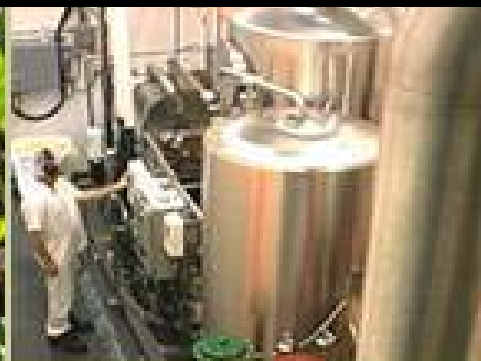
# Overnutrition: Obesity

- Obesity rates are estimated at 30-50%
  - Children have a lower rate of obesity at <5%
  - Overweight exceeds underweight as a health issue in Honduras
- Obesity-related diseases are on the rise



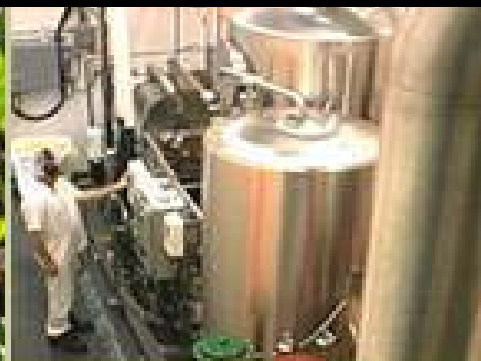
# Overnutrition: Diabetes

- WHO estimates 81,000 people in Honduras living with diabetes in 2000
- Projections suggest a rise to 269,000 by 2030
- Health costs are estimated to be 2-3 times higher with diabetes
  - With lack of access to health care, indirect costs include lost productivity and increased mortality



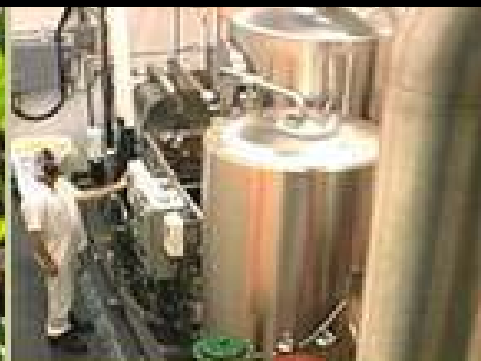
# Overnutrition: CVD

- CVD includes atherosclerosis, hypertensive diseases, ischemic diseases
- Obesity is related to increased risk of CVD
  - Additional nutrition factor: high-fat diet
- A leading cause of death in Honduras (~20%)



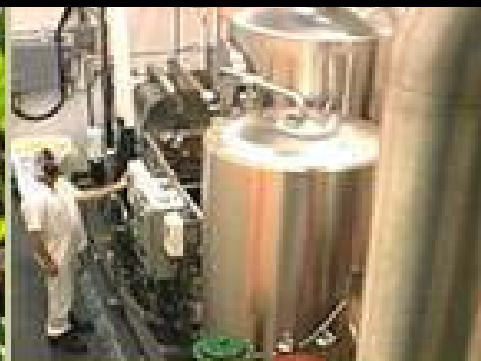
# Overnutrition: Nutrients of Interest

- Fiber
- Protein
- Fat
- Micronutrients
  - Antioxidants



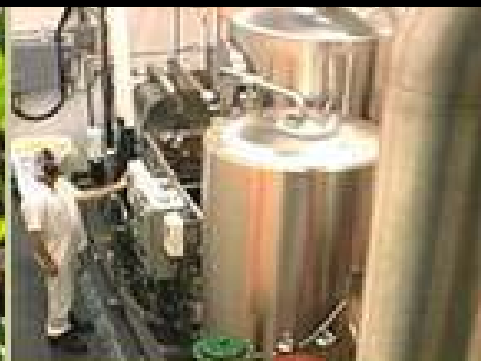
# Trends in Nutrition

- Concern for longer living
- Concern for general healthy living
- Concern for pregnancy, infants
- Concern for disease prevention and management



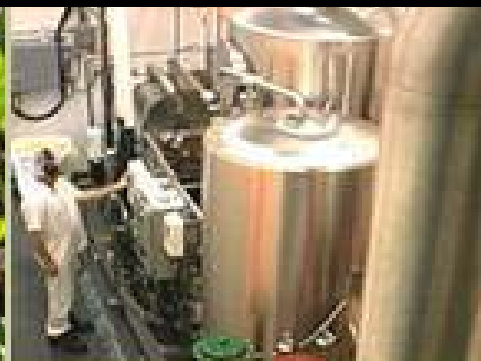
# Important Data Support

- Watch for health and nutrition signals
  - Interests and demands
- Market research on target populations
  - Those who need vs those who can choose
  - Where purchasing/receiving food
- Trends in education and interest



# Role of Processor

- Market research
- Education for consumers and others
- Generation of data support
- Long-term thinking for business interests



# Nutrition and Food Products

- Nutritious food products should fit into needs as well as preferences and choices that target populations make
- Nutritious food products should make business sense
- Nutritious food products should meet the standards all other products should reach

