

# Sustainable and Nutritious Diets – Value Chains and Markets

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# Healthy and Sustainable Diets in South Asia

*Dietary Grand Challenge:* Improve diets to:

- ❖ Combat stunting, wasting
- ❖ Reduce widespread micronutrient deficiencies
- ❖ Combat diet-related chronic disease
- ❖ Conserve natural resources and minimise emissions

Possible? Yes!

Key food groups for expansion:

- Millets and Pulses
- Fruits and Vegetables (F&V)
- Animal Source Foods (ASF)

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**India has natural resource capacity to achieve nutrition security, reduce health risks and improve environmental sustainability**

# India: How well do food markets provide sustainable healthy diets?

Cost/person/day of EAT-Lancet diet based on market prices

- EAT-Lancet diet cost based on market prices is \$3.30.
- F&V and ASFs account for \$2.50 (75%).
- While actual diet cost is \$0.60



# Challenges with F&V & ASF value chains & markets

- “High value” but also “high risk”
- Fragmented supply chains with numerous intermediaries
- Most produce traded ‘as fresh’, with large losses.
- Lack of formal information systems connecting markets.
- Food safety knowledge/practices very poor.
- Innovations and policy support typically targeted at richer markets



# How can markets for nutrient-dense food be supported?

*Broad principle:* consider these sectors in terms of nutritional and environmental importance and in terms of the poor, rather than only in terms of commercial opportunities. Look for win-wins.

- ❖ Cold chains & cold storage – small scale, low tech, sustainable
- ❖ Nutrition-sensitive processing infrastructure
- ❖ Information systems inclusive of small markets
- ❖ Food safety training and standards

