

# UNDERSTANDING AND SHAPING WHAT THE WORLD EATS:

IFPRI Leadership in Research to Support Better Diets and Nutrition



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CGIAR Systems Council Event  
Washington, DC  
May 10, 2023 | 1:00 to 2:30 pm



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# Event summary

- What the people of the world eat today is a long way from ideal. Dietary challenges around the world range from not having enough food to eat, to not being able to afford a healthy diet, to overconsumption, often of unhealthy foods. A tenth of the world's population has difficulty procuring sufficient food to meet their energy needs. A much higher share of the global population - around 40% - cannot afford a healthy diet, while others who can afford healthy diets do not consume them for a variety of reasons.
- A result of the global dietary challenge is that about one quarter of the world's population suffers from micronutrient deficiencies. Poor quality diets also contribute to an increasing burden of overweight and obesity, leading to non-communicable diseases even in countries where other dietary and nutrition challenges persist. Adults in low- and middle-income countries now account for 70% of the global burden of overweight and obesity. The implications of improved diets in terms of realizing human and economic potential are enormous.
- Ensuring healthy diets for the future requires that we understand the challenges of today; identify and deploy solutions, notably those that reach the most vulnerable; and support governments and other food systems actors to better nourish their populations.
- IFPRI is a leader in bringing nutrition issues into focus and has been generating evidence on how to tackle this massive global challenge from multiple angles. This session will provide insights into ongoing research by IFPRI and our partners across the food system on nutrition and healthy diets and showcase how these efforts can come together to support global, regional, national, and sub-national governments and food systems actors to develop policies and strategies to improve diets.



# Agenda

1:00-1:02	Welcome by Neha Kumar and introduction of first three speakers
1:03-1:10	Introduction and stage setting, Jo Swinnen, IFPRI Director General
1:10-1:40	Presentation on IFPRI's research on diets and nutrition, Purnima Menon and Channing Arndt, Senior Directors
1:40-1:50	Initial comments from SC members (2-3 mins each): <ul style="list-style-type: none"><li>• Himanshu Pathak, ICAR, India</li><li>• Patrick McManus, DFA, Ireland</li><li>• Innocent Musabyimana, African Development Bank</li><li>• Alan Tollervey, FCDO, United Kingdom</li></ul>
1:50-2:00	Comments/responses by IFPRI researchers (2mins each) <ul style="list-style-type: none"><li>• Sherwin Gabriel (online)</li><li>• Liz Ogutu (online)</li><li>• Sunny Kim</li><li>• Shalini Roy</li></ul>
2:00-2:24	Moderated open discussion
2:24-2:30	Wrap-up 1-minute reflections from IFPRI speakers



# What is a healthy and sustainable diet?

- Promotes health and prevents illnesses
- Enough fruits, vegetables, nuts, seeds, whole grains and legumes
- Sufficient but not excessive calories, starchy staples, animal-sourced foods (milk, eggs, poultry, fish)
- Limited or no foods that could lead to health risks (sugar-sweetened beverages, processed meat, ultra-processed foods)
- Diversity of nutritious and safe foods available, affordable, and yet low environmental footprint



Ruel and Brouwer, 2021



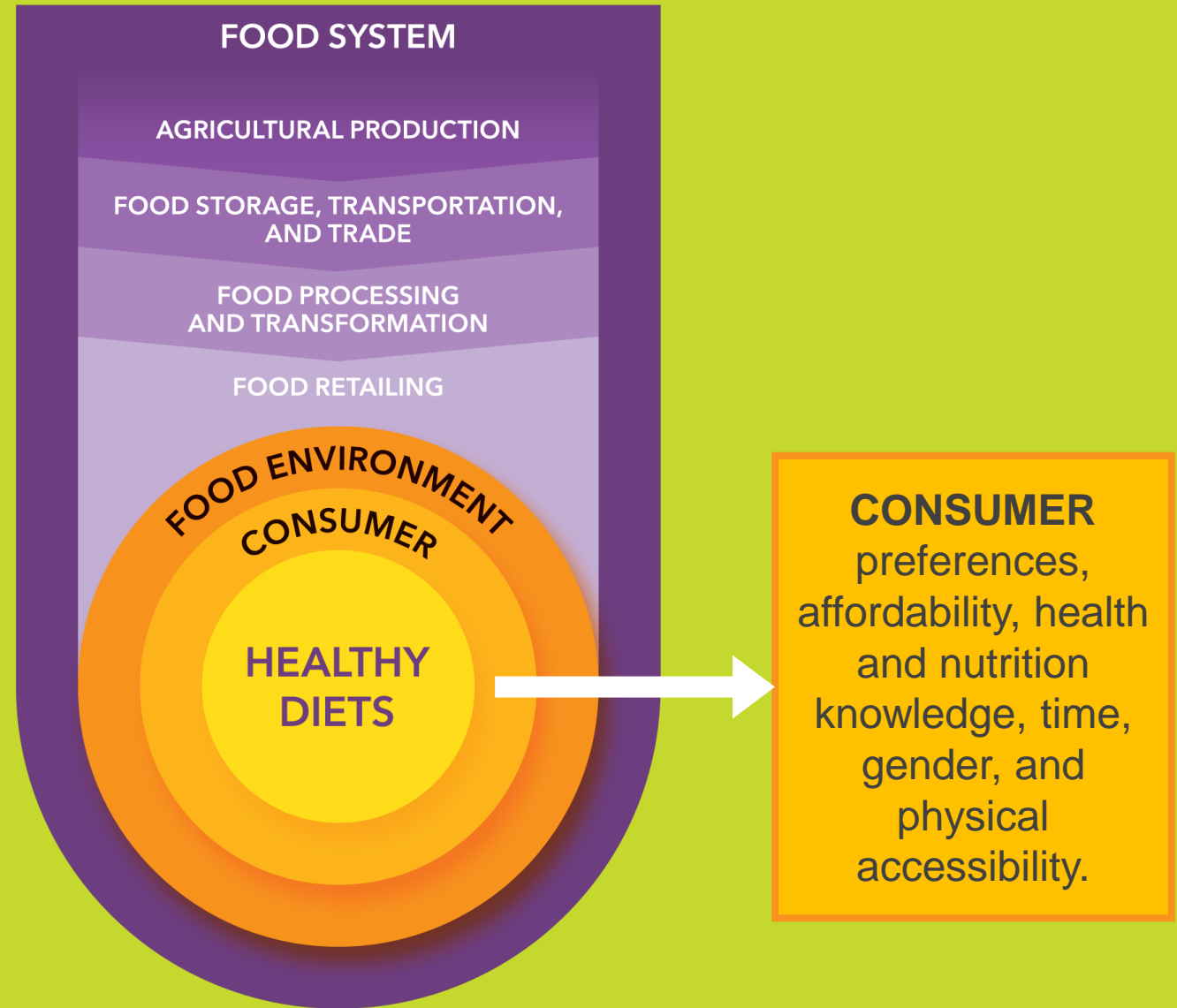
Uruguay dietary guidelines, 2016



Ethiopia, 2022

## A systems view is essential to understand what people eat and why

- Across the life course, what we eat is shaped by multiple forces.
- Food environments are critical to shaping diets of consumers
- What happens in food systems affects both people and the planet



# Over 3 decades of research on agriculture and nutrition has helped shape our understanding of the complexity of relationships between agriculture and diets





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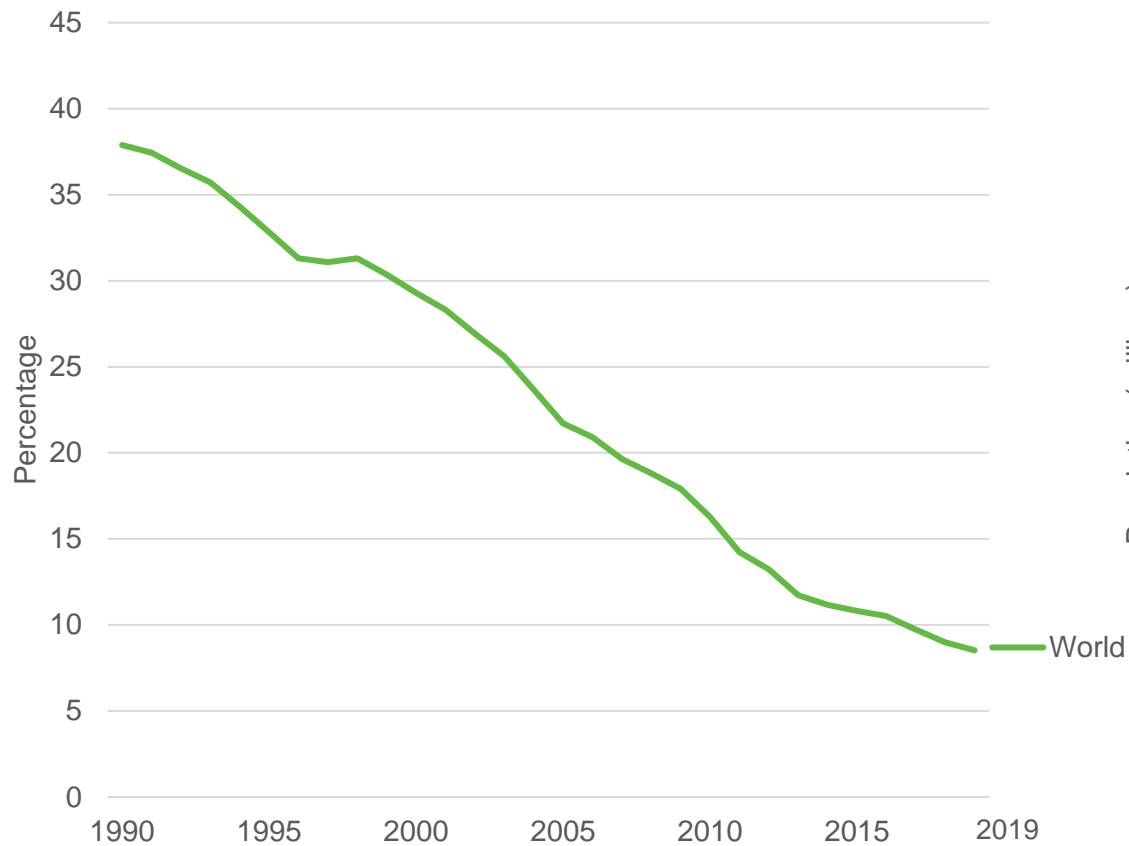
**Why we do what we do: The staggering scale and consequences of poor diets, malnutrition**



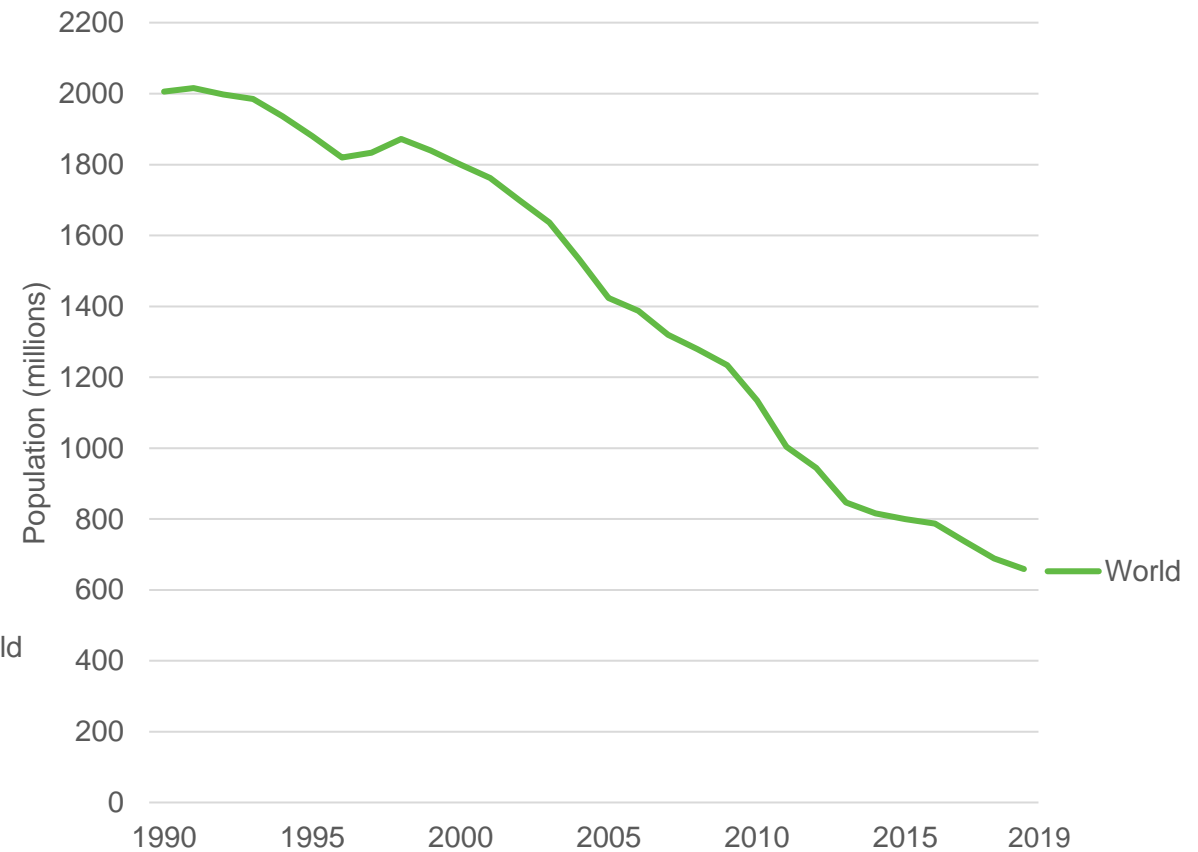
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# Population living in extreme poverty (1990-2019)

## Share below \$2.15/day (2017 prices)



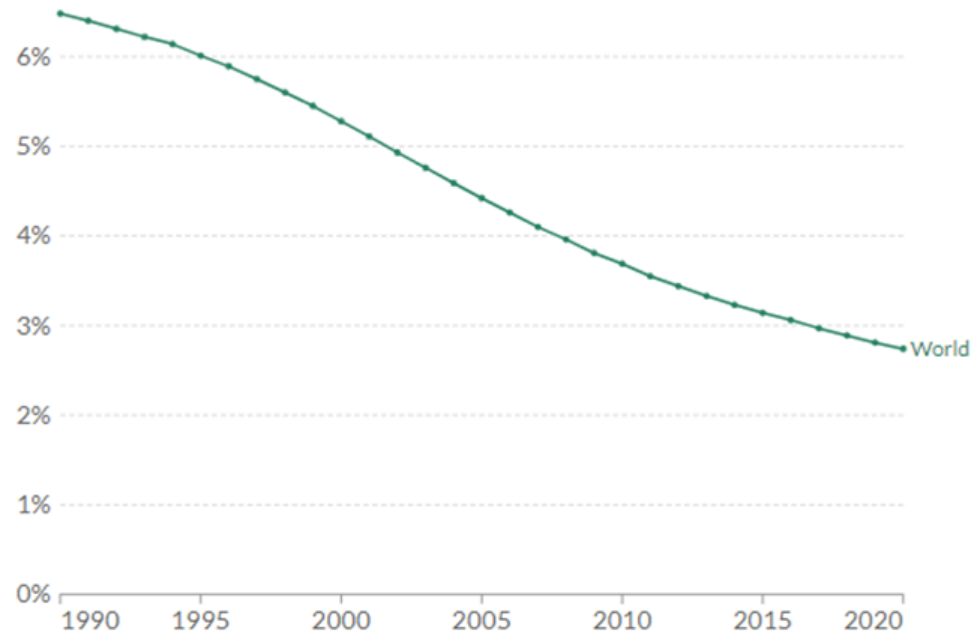
## Number below \$2.15/day (2017 prices)



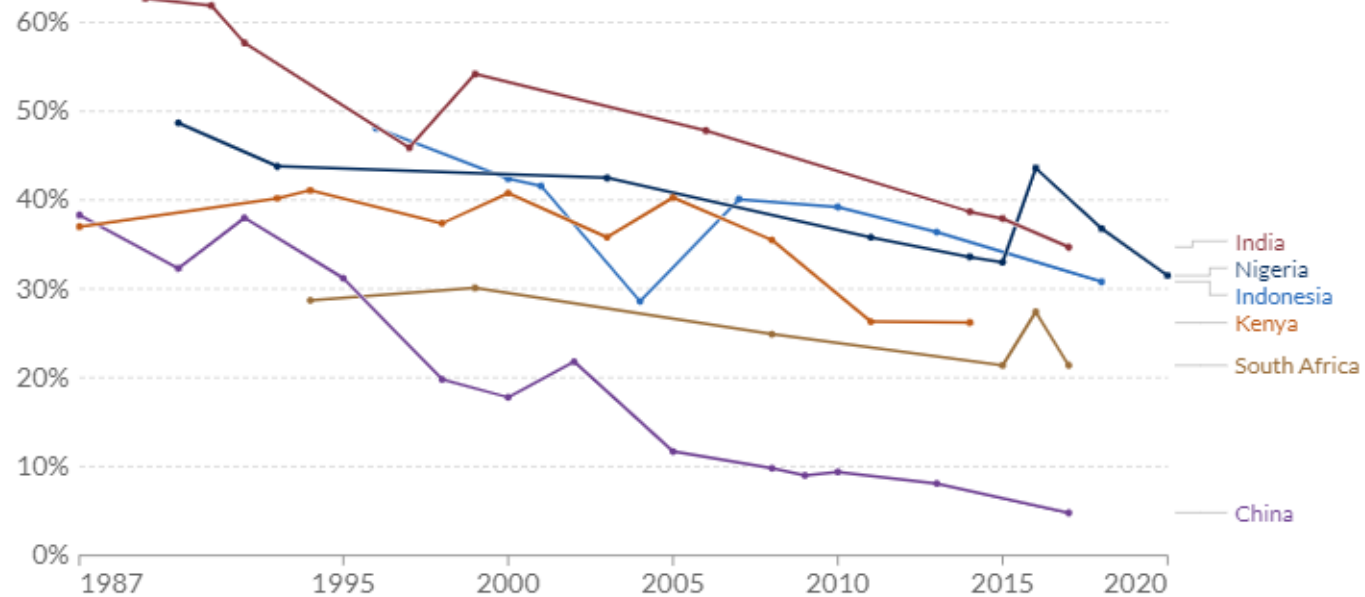


# Children are doing much better around the world, but challenges such as childhood stunting remain as we look to the SDGs

## Infant Mortality Rate



## Stunting Rate

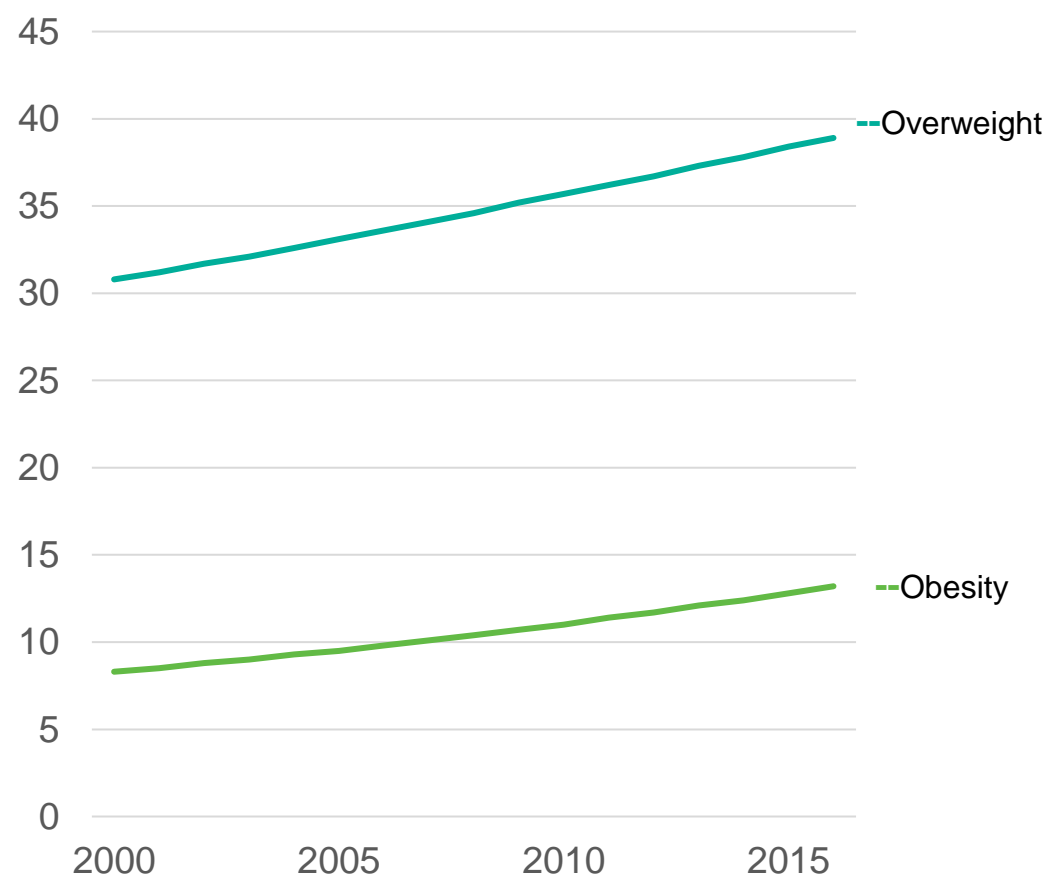


Source: UN Inter-agency Group for Child Mortality Estimation (via World Bank)  
OurWorldInData.org/child-mortality/ • CC BY

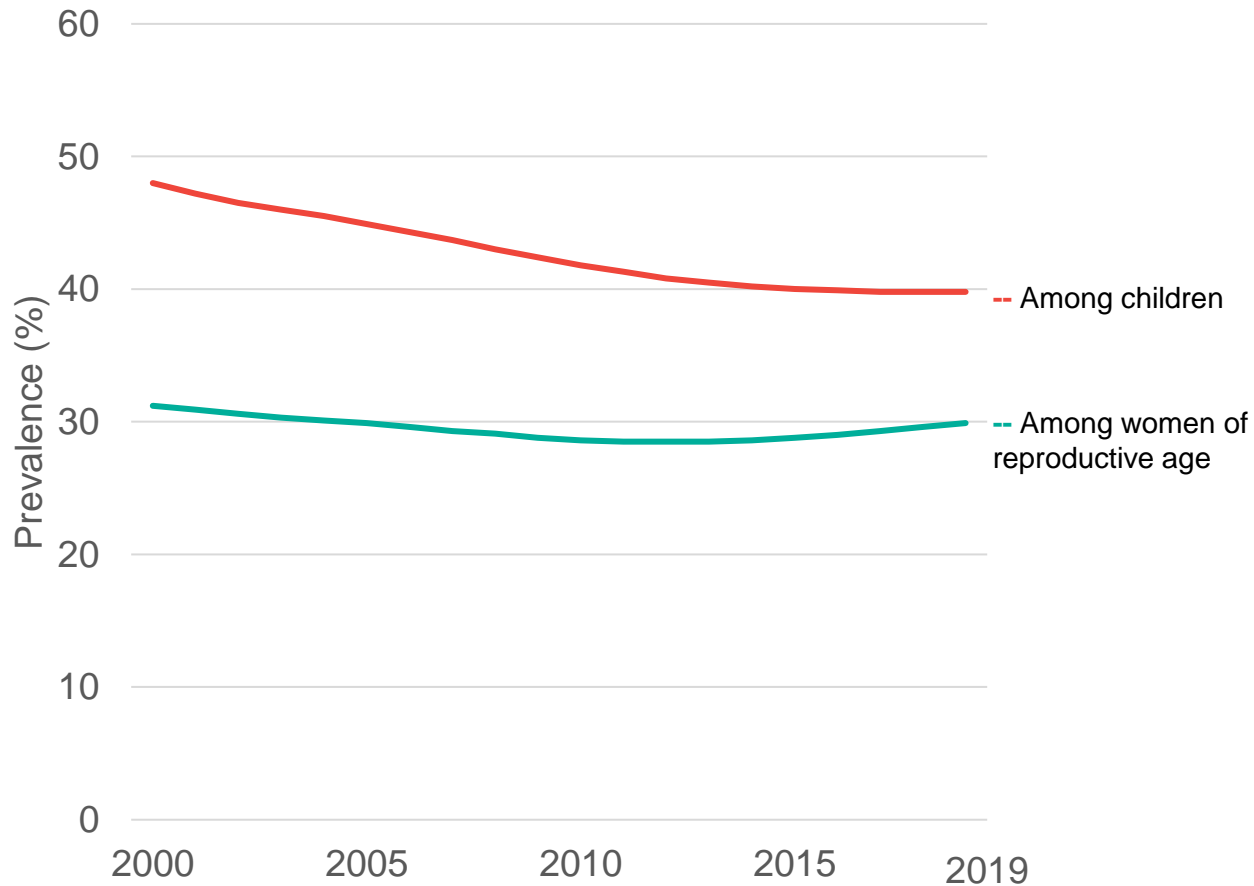


# Rising overweight/obesity and stagnant anemia point to the failure of food systems to deliver diets of adequate quality

## Prevalence of overweight and obesity among adults

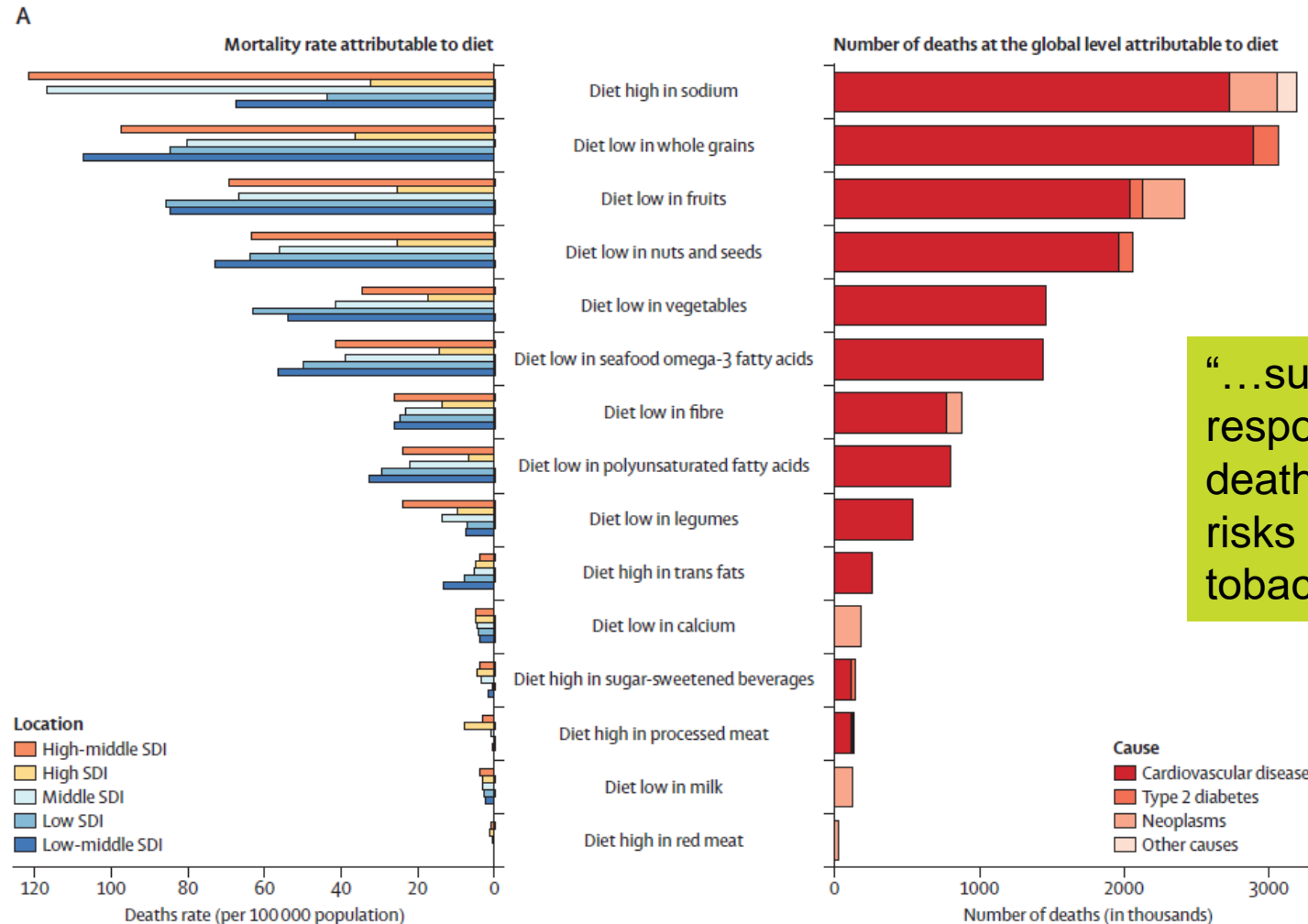


## Prevalence of anemia (2000-2019)



Source: WHO, Global Health Observatory

# Poor diets are top contributors to the global burden disease around the world



“...suboptimal diet is responsible for more deaths than any other risks globally, including tobacco smoking”



# Poor diets are shaping the future of human society and the planet

- **Diet-related challenges we face today**
  - Shocks to food security
  - Not having enough food to eat, even in stable societal conditions
  - Approximately 40% of the world's population not able to afford a healthy diet
  - Not having access to information about a healthy diet
  - Overconsumption, including of unhealthy foods
- **Short- and long-term consequences of poor diets**
  - Maternal and child undernutrition
  - Adolescent nutrition
  - Overweight and related NCDs
  - Reduced human capability to respond to climate change while contributing to emissions and other forms of environmental degradation.





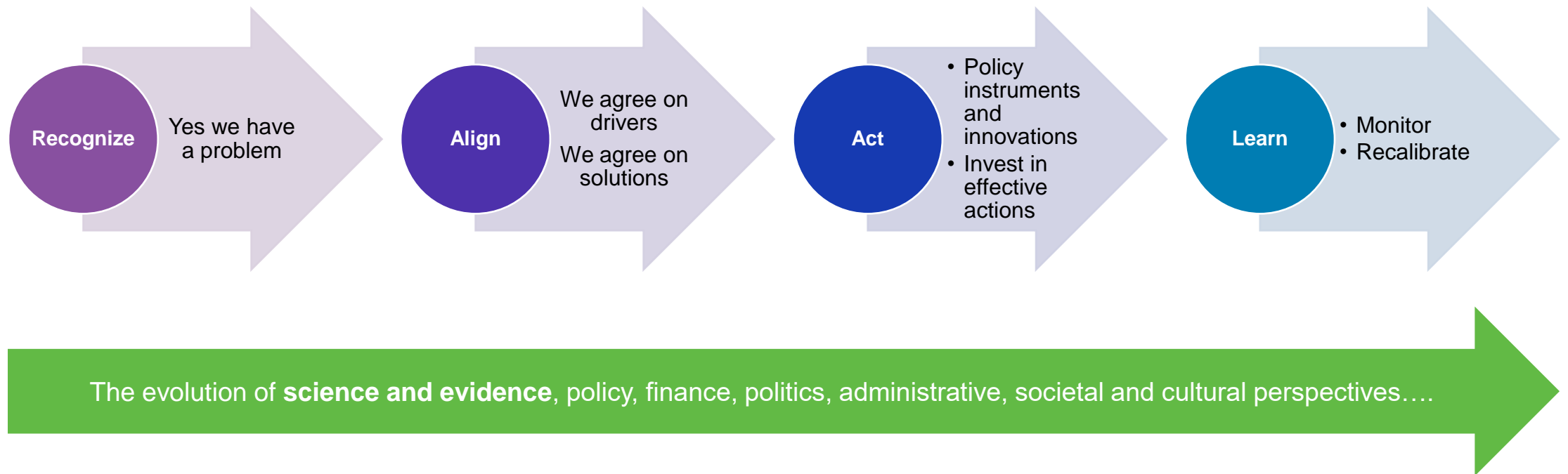
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Our research, partnership and engagement approach

# Moving an agenda in public policy is complex. A comprehensive approach to bringing evidence to policy is essential



# Working with a wide range of partners, our research helps tackle the challenges of diets and nutrition in three ways

## Clarifying the situation and outlook for diet and nutrition challenges

- Monitoring
- Foresight
- Measurement innovations

## Testing diverse solutions to improve diets and nutrition

- Technical innovations
- Shaping consumer choices (information and preferences)
- Reducing structural barriers (affordability, gender and equity)

## Shaping enabling environments for healthy diets

- Public policies and investments
- Food environments and markets
- Political economy and governance



# What we do: Diverse types of data & evidence to support policy and program communities in enacting change

## Analyses and modeling with large data sets

- Describing challenges
- Understanding drivers
- Foresight and modeling

## Field-based research and evaluations

- Impact evaluations and trials of innovations
- Concurrent evaluations and implementation research with large-scale programs
- Evidence syntheses

## Policy and program support

- Financing research
- Governance and political economy studies
- Active evidence-building with and for policy and program communities





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## Research area 1: Clarifying the situation and outlook for diet and nutrition challenges

- Monitoring
- Foresight
- Innovations in measurement



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# Gender and diets/nutrition: Measurement remains critically important to shine a light on challenge areas

ORIGINAL ARTICLE

Maternal & Child Nutrition WILEY

## Development and validation of a health and nutrition module for the project-level Women's Empowerment in Agriculture Index (pro-WEAI+HN)

Jessica Heckert<sup>1</sup> | Elena M. Martinez<sup>2</sup> | Greg Seymour<sup>3</sup> | Audrey Pereira<sup>1</sup> | Shalini Roy<sup>1</sup> | Sunny S. Kim<sup>1</sup> | Hazel Malapit<sup>1</sup> | Gender Assets and Agriculture Project Phase 2 (GAAP2) Health and Nutrition Study Team

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### Abstract

Agricultural development projects increasingly aim to improve health and outcomes, often by engaging women. Although evidence shows such projects can improve women's and children's health and nutrition and empower women, little is known about their impacts on women's health- and nutrition-related agency. This article reports on the extent to which impacts emerge through women's agency. We developed a set of instruments that measure the dimensions of women's agency that are relevant to health and nutrition outcomes. We developed an optional module for the project-level women's empowerment in agriculture index (pro-WEAI) to measure health- and nutrition-related agency (pro-WEAI+HN). We used a method for developing related indicators used data collected from development programmes implemented across Bangladesh, Burkina Faso, and Malawi (pooled sample = 12,114) and applied psychometric analysis (confirmatory factor analysis) and the Alkire-Foster methodology to identify seven indicators covering women's agency in the areas of health and nutrition.



### BACKGROUND

Home to one-quarter of humanity—one-fifth of whom are youth—South Asia has the world's largest concentration of poverty and malnutrition (1–3). Despite producing one-quarter of the world's consumed food, the region's agrifood systems face formidable challenges in producing an adequate and affordable supply of the diverse foods needed for sustainable healthy diets (4,5). Unhealthy food consumption is rising, and farming systems are threatened by unsustainable groundwater withdrawal due to poorly developed food and energy policies. In addition, South Asia's farmers are both contributors and victims of climate change and extreme weather, which contributes to rural out-migration—particularly of youth—resulting in rising labor scarcity and increased production costs.

TAFSSA (Transforming Agrifood Systems in South Asia), a CGIAR Regional Integrated Initiative, aims to address these challenges by delivering actionable evidence and scalable innovations across these regions through a coordinated program of research and engagement from farmer to consumer.

One of the roadblocks to addressing

### Understanding Local Food Systems in South Asia: An Assessment Approach and Design

Methods Note # 1  
December 2022

these challenges is the lack of credible and high-resolution data on food systems in the region. The TAFSSA food systems assessment aims to provide a reliable, accessible and integrated evidence base that links farm production, market access, dietary patterns, climate risk responses, and natural resource management in Bangladesh, India, Nepal and Pakistan. It is intended to be a multi-year assessment.

### APPROACH

The approach to the design of the assessment included a review of several conceptual frameworks, consultations with diverse stakeholders and field visits to target locations. A multi-disciplinary team lead the design of the protocol and specific measurement tools.

This research note describes the overall approach and design of the food systems assessment. Detailed protocols, tools and assessment data from the components of the assessment will be available in public domain in the near future.

In this note, we focus on describing the design of the core of the assessment: a primary integrated survey.



### GENDER AND INTRA-HOUSEHOLD DYNAMICS RELATED TO FOOD SYSTEMS

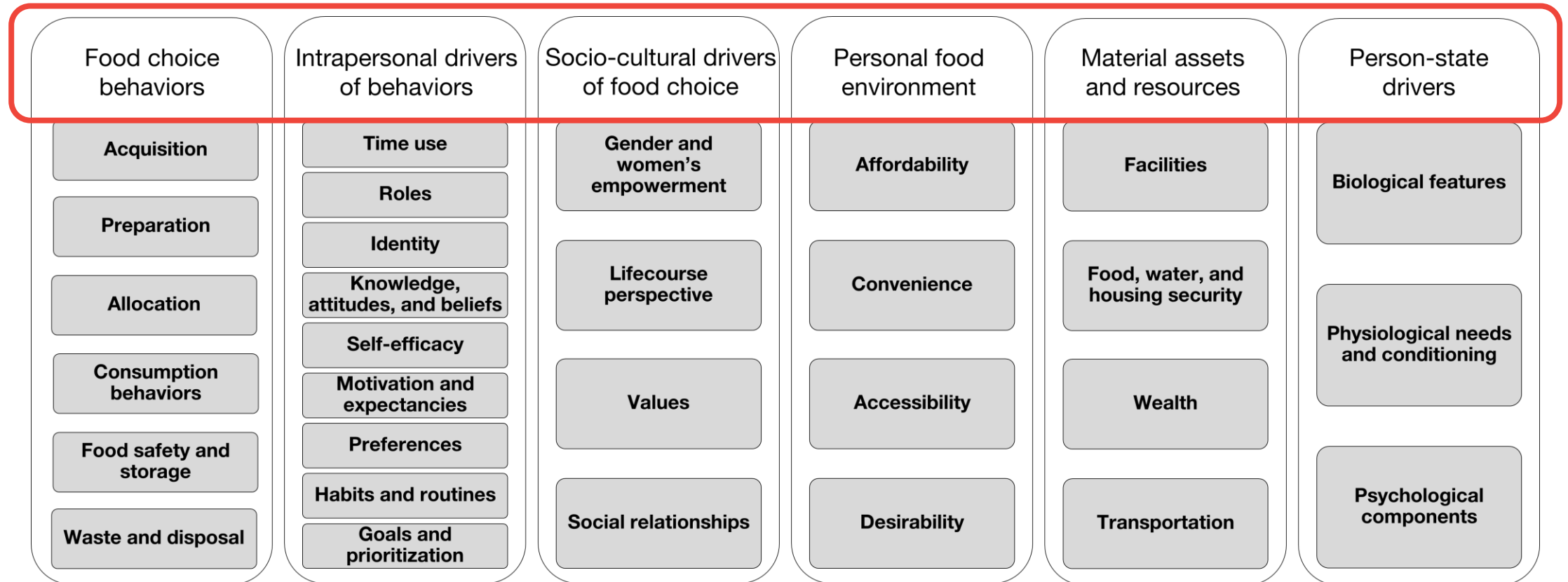
How do women's agency, gendered social norms, and access/control over resources influence diets within the household? These questions form an integral part of the socio-economic surveys in the food systems framework. To address these questions, modules in primary surveys have been developed using the gender and food systems framework (9). These include questions pertaining to household decision-making, perceptions of time poverty, patterns of time poverty, gender norms, attitudes, and decision-making regarding what is to be cooked and how food is prepared. This note provides an insight into women's roles in food preparation, in the last stage, information on intra-household allocation of food, sequential order of meal consumption across members and cleaning responsibilities can give an overview of gender biases in food consumption.

the food is in the kitchen and while the food is being served. In the first stage data on agricultural production and food purchase decision-making such as what is grown, what is purchased and from where gives a sense of women's involvement in these activities. In the second stage, data on the type of equipment used and fuel(s), segregation of duties within the kitchen, and decision-making regarding what is to be cooked and how food is prepared. This note provides an insight into women's roles in food preparation, in the last stage, information on intra-household allocation of food, sequential order of meal consumption across members and cleaning responsibilities can give an overview of gender biases in food consumption.



# Building methods and measurement around factors influencing food choice

Ongoing collaboration with an emerging Drivers of Food Choice network across nutrition-linked initiatives



Source: Christine Blake and Morgan Boncyk, University of South Carolina

# Building methods on drivers of food choice: A 2023 multi-partner workshop in S. Asia

**Multiple institutions:** IFPRI, CIMMYT, IRRI, HKI, Uni. of South Carolina, Wageningen Uni., Wayamba Uni., Uni. of Dhaka, Center for Qualitative Research, icddr,b, National Institute of Nutrition (India), Nutrition International, GAIN, BRAC

**Multiple CGIAR initiatives:** TAFSSA, FRESH, SHIFT, Resilient Cities, NEXUS Gains





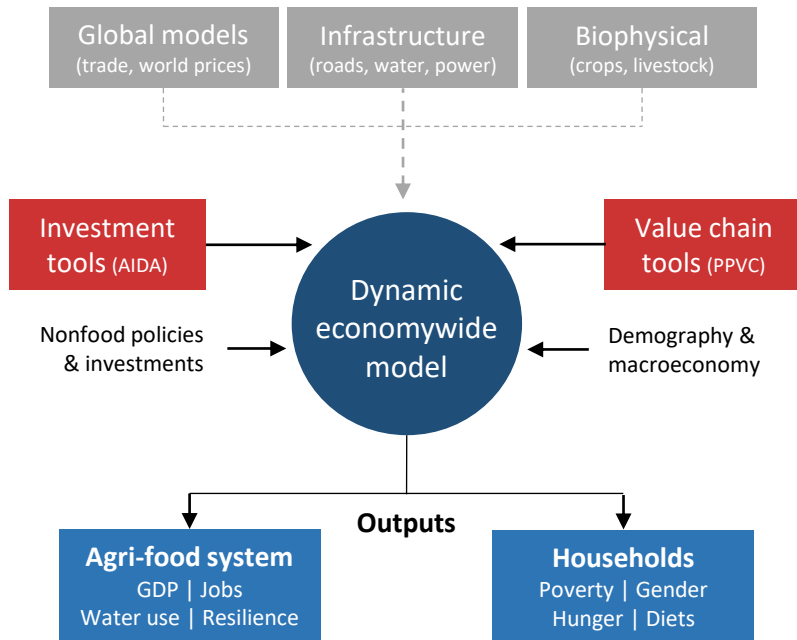
Foresight and Metrics  
to Accelerate Food,  
Land and Water  
Systems Transformation

# IFPRI's RIAPA Data & Modeling System

## Rural Investment and Policy Analysis (RIAPA)

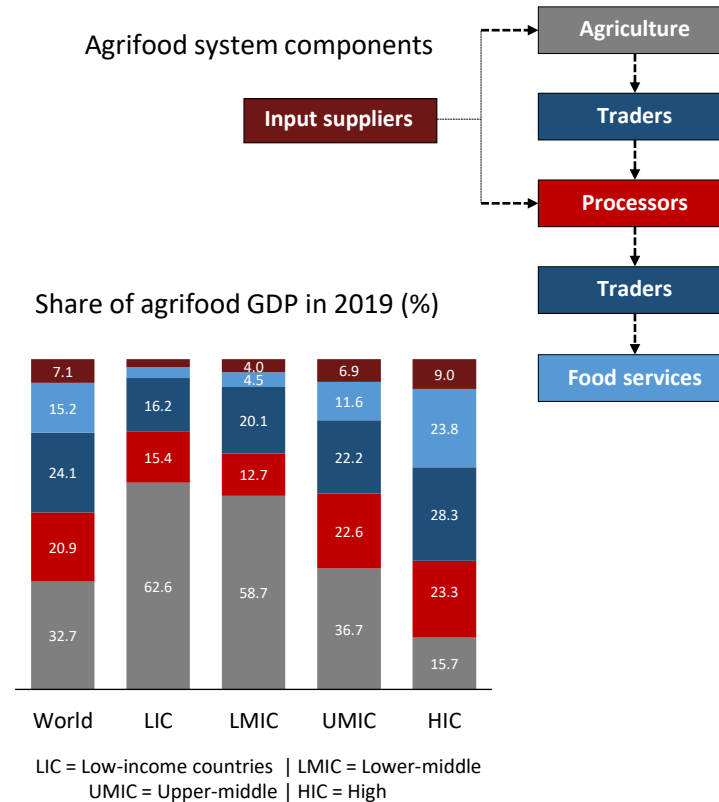
Forward-looking economywide framework that captures entire national economies, unpacks agrifood systems and subnational regions, and tracks how policies, investments, and climate risks affect different sectors, workers and population groups

### Integrating Models



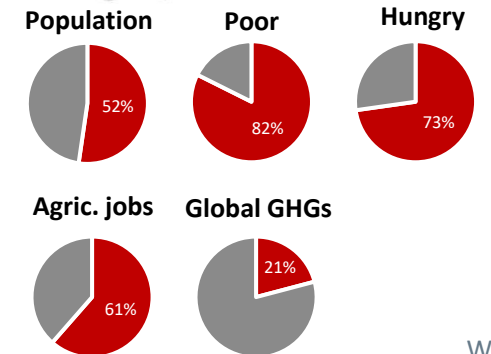
Weblink  
RIAPA Models  
Led by IFPRI

### Capturing Agrifood Systems



### Covering Developing Countries

35 countries with RIAPA models  
(3 still under development)



Weblink  
Nexus SAMs  
Led by IFPRI

Contact [Karl Pauw](#) or [James Thurlow](#)

# Tracking Diet Costs and Quality

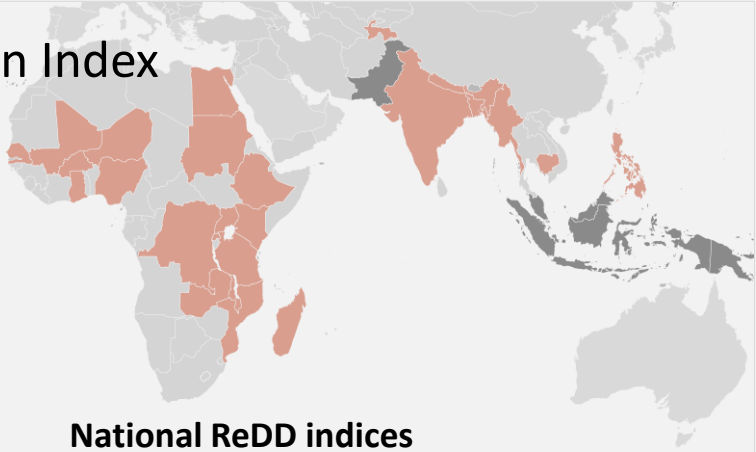
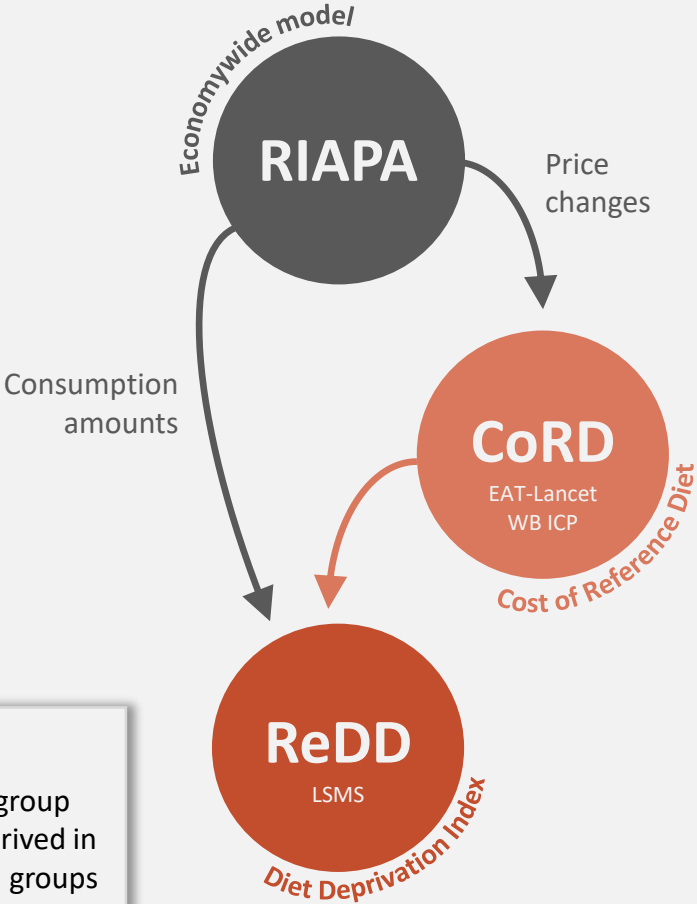
## Factoring diets into decision-making

- Should consider **dietary change** alongside poverty, jobs and other policy goals
- In addition to consumer preferences, diet quality depends on the **availability, cost, and affordability** of healthy foods
- **RIAPA** is a model that tracks both product markets/prices and household incomes
- **ReDD index is a gap measure**: tracks how far consumption levels are from a healthy diet, rather than just counting deprived people
- **ReDD can be tracked over time** using household surveys (not only used in models)

### ReDD is a compound deprivation measure

<b>Incidence</b>	Share of pop. deprived in at least one food group
<b>Breadth</b>	Number of food groups households are deprived in
<b>Depth</b>	Average size of food consumption gap across groups

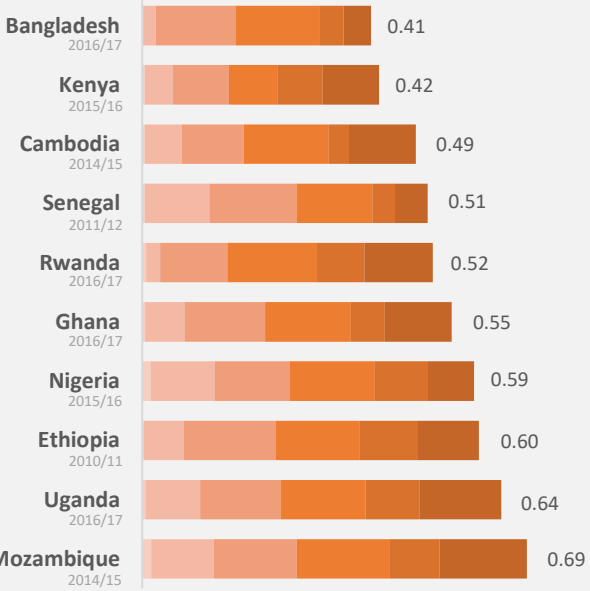
## ReDD | Reference Diet Deprivation Index



### National ReDD indices

Deprivation gap decomposed by major food group

Staples Vegetables Fruits Dairy Protein Fats



See Pauw et al. (2022)

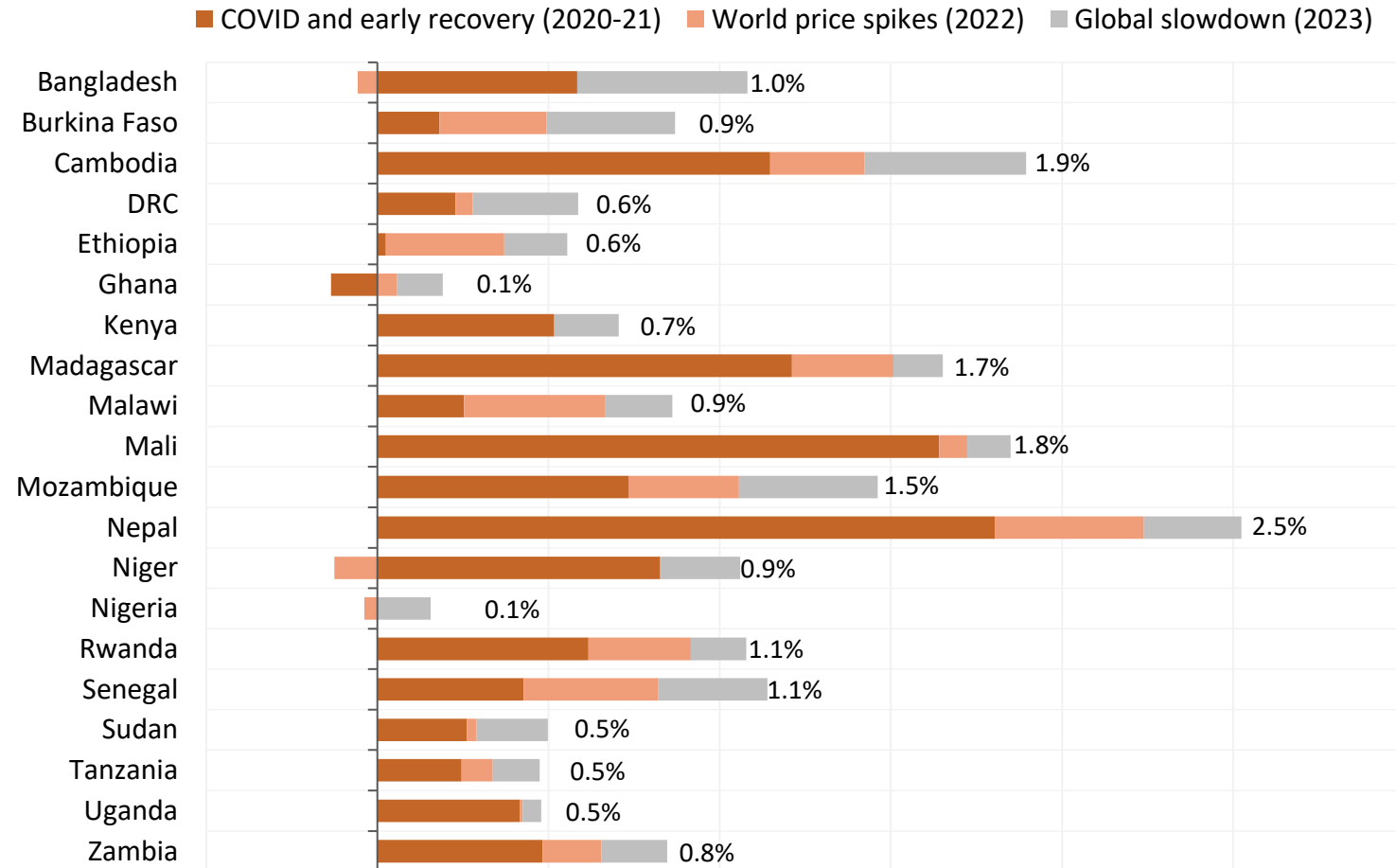
# Foresight and Rapid Response Modeling Systems (FARRMS)

## Responding to Crises

- **FARRMS** is IFPRI's Foresight and Rapid Response Modeling System
- Modeled impacts of **global crises** on poverty, hunger, and diet quality
- Impacts vary by country, but **COVID-19** had a large persistent effect on incomes and poverty
- Higher food and fertilizer prices, caused by the **Russia-Ukraine war**, had a more significant impact on household diets

### Deterioration of ReDD Index by end-2023

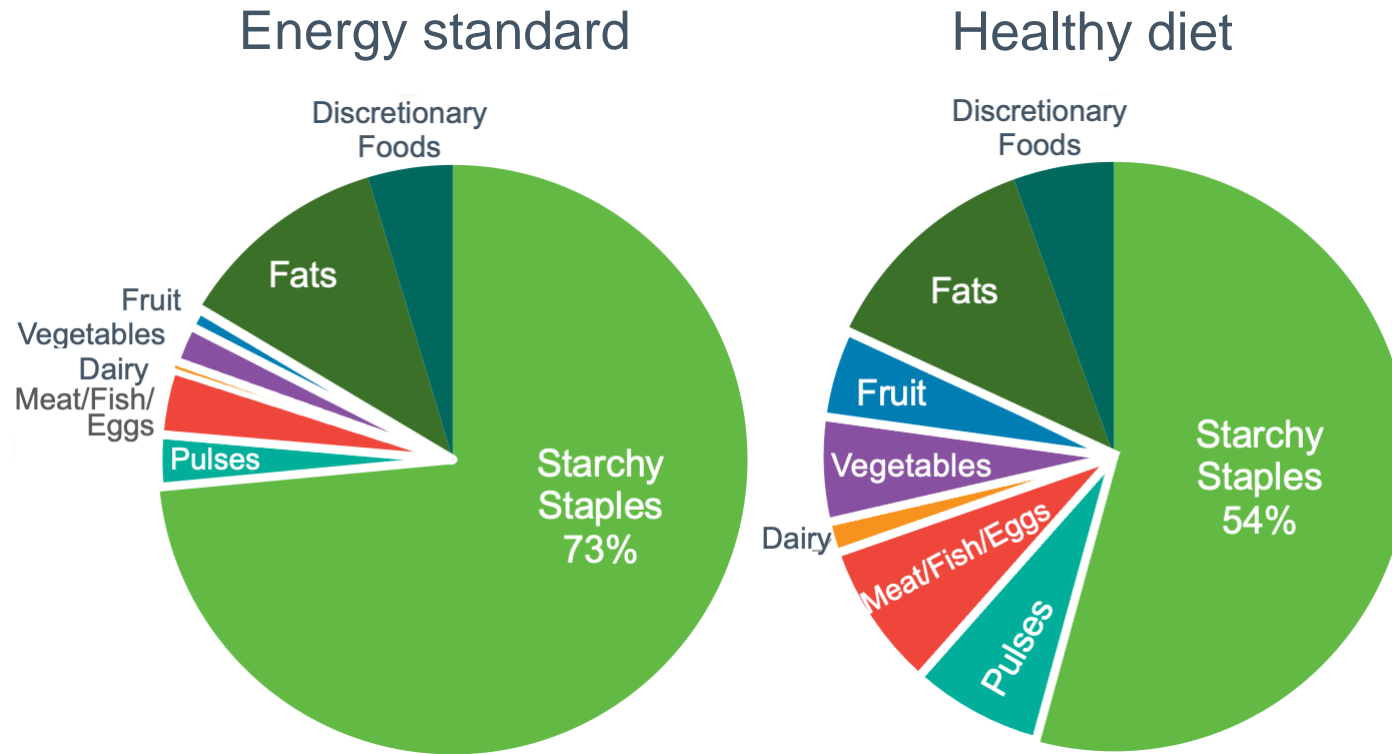
(%-point deviation from pre-COVID baseline trends)



See [Arndt et al. \(2023\)](#) and [Diao and Thurlow \(2023\)](#)

**Myanmar:** the energy standard typically used to define food poverty lines results in a food basket heavy in starchy staples & deficient in most essential nutrients

### Food basket energy shares



### % of Avg. Requirements

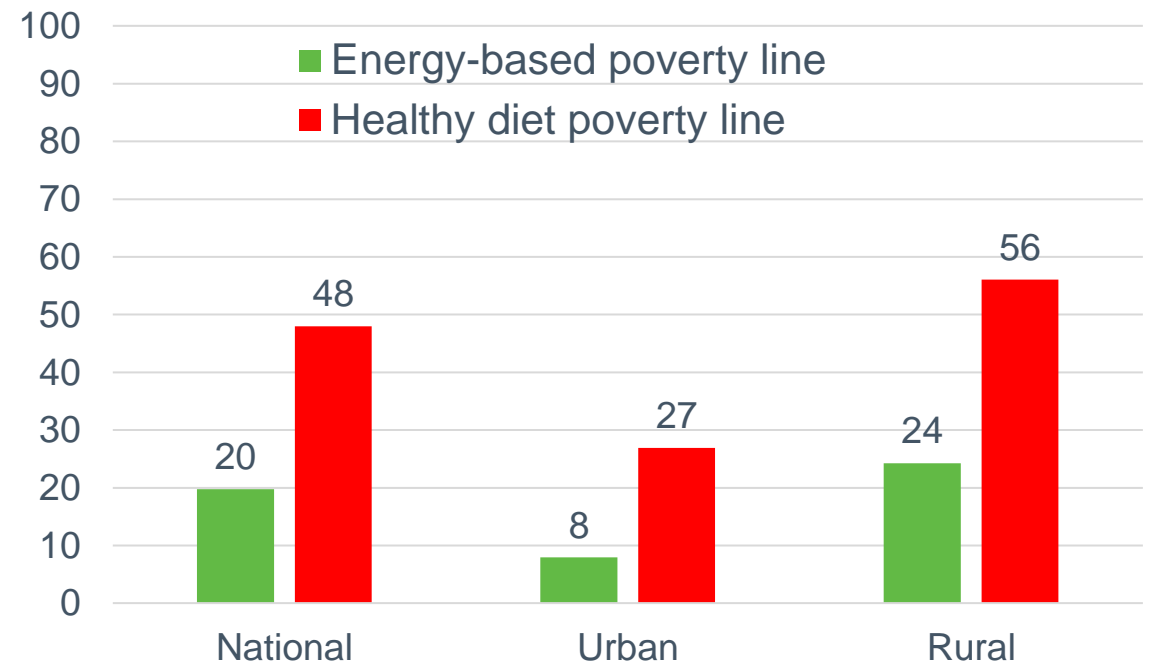
	Energy standard	Healthy diet
Protein	152	207
Calcium	<b>48</b>	110
Iron	100	136
Magnesium	<b>89</b>	137
Phosphorous	132	172
Zinc	<b>85</b>	105
Copper	200	266
Vitamin C	<b>62</b>	212
Thiamin	79	119
Riboflavin	<b>47</b>	<b>82</b>
Niacin	105	128
Vitamin B6	<b>95</b>	130
Folate	<b>71</b>	166
Vitamin B12	<b>52</b>	146
Vitamin A	<b>56</b>	136





# Nutrition (healthy diets) as a basic need recasts poverty estimates

- The poverty measures published by the World Bank are anchored in a **basic food basket** that meets caloric needs.
- **Healthy diet food poverty lines** reflect food-based dietary guidelines and cultural food norms of relatively poor households
- Aligns poverty measurement practice with the modern paradigm of a healthy, balanced diet for all
- *Implications:* Applying a healthy diets lens to poverty measurement dramatically increases the proportion of the poor in Myanmar



**Poverty Rate in Myanmar (% of population)**



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## 2. Testing diverse solutions to improve diets and nutrition

- Technical innovations
- Shaping consumer choices (information and preferences)
- Reducing structural barriers (affordability and equity)



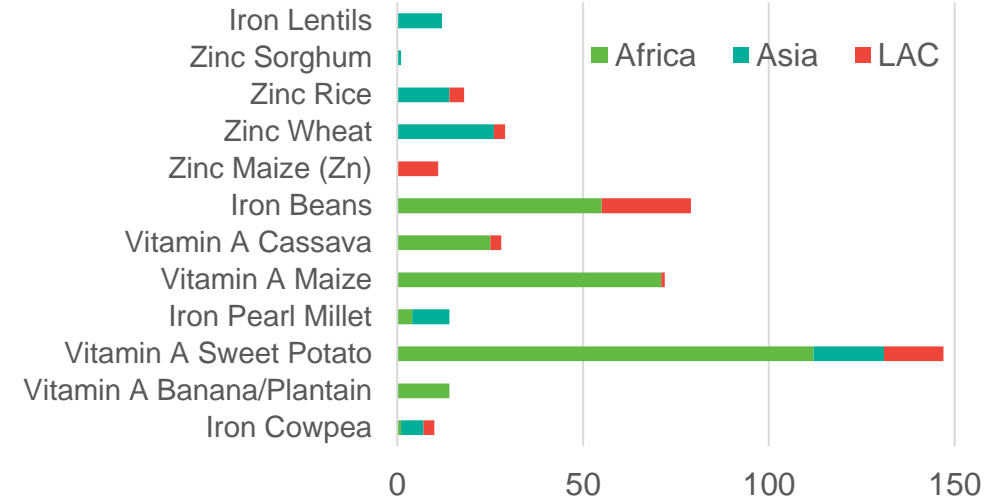
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# Technical innovation: Nutrient Enriched Crops

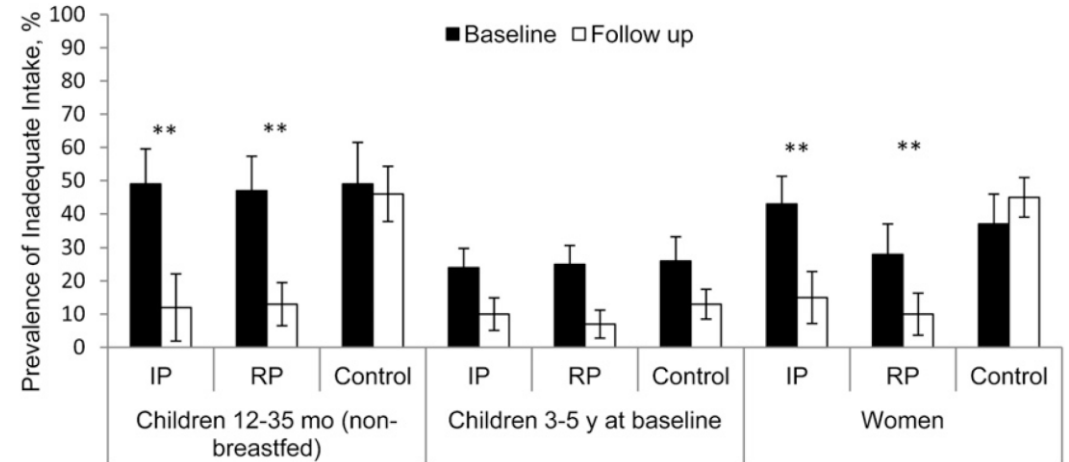
- Breed for multiple traits: yield, hardiness, **nutrition**, and more
- More than 400 nutrient enriched varieties released and now mainstreamed into the One CGIAR and NARES systems .
- Target communities become more nutritionally resilient if shocks shift diets back towards staples.



Biofortified varieties released by crop and region

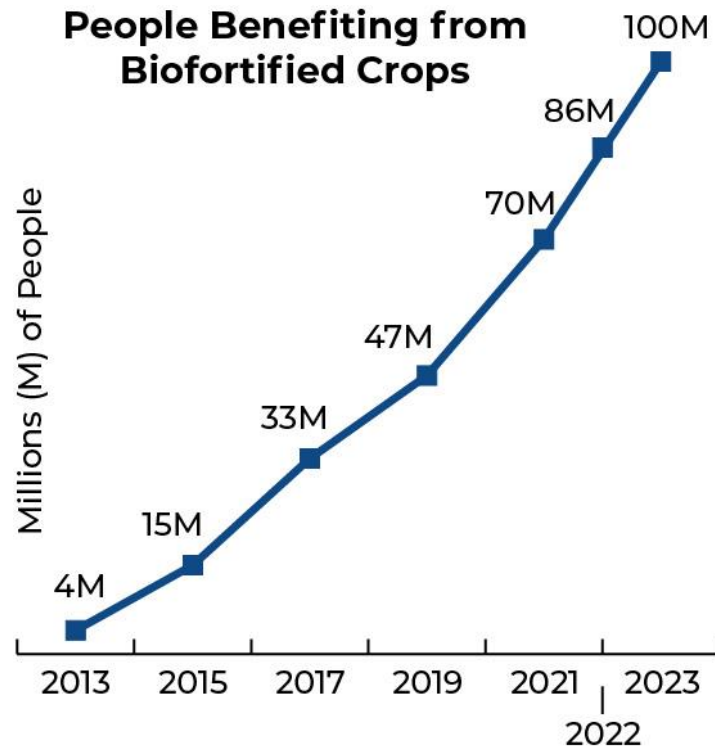


Introduction of OSP to farming households significantly increased vitamin A intake among children and women

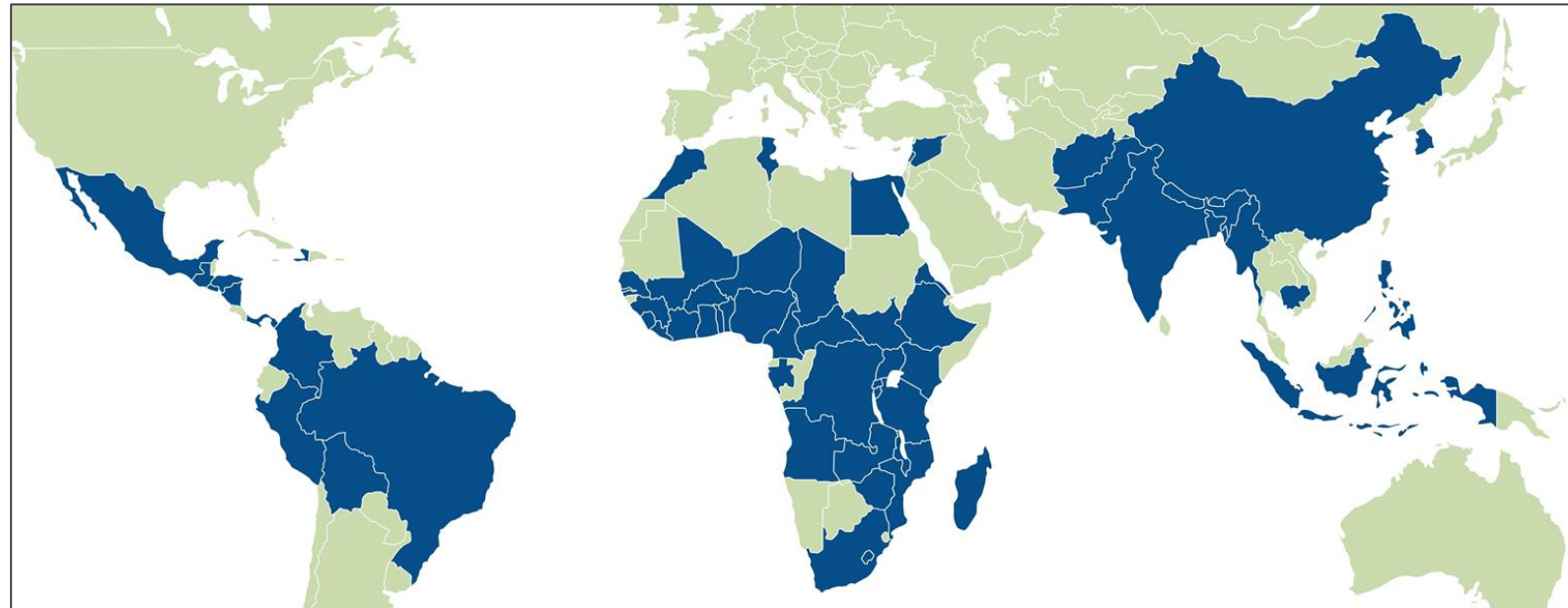


# HarvestPlus delivers sustainable impact at scale

- Today, over 86 million people in farming households are eating biofortified foods—progressing rapidly towards 100 million in later 2023.
- Advocacy led to an African Union declaration in 2022 to scale up biofortification in Africa to make nutrient-rich foods available, accessible, and affordable.
- Zinc wheat in Pakistan expected to reach 30-40% of total wheat growing area in Punjab state.



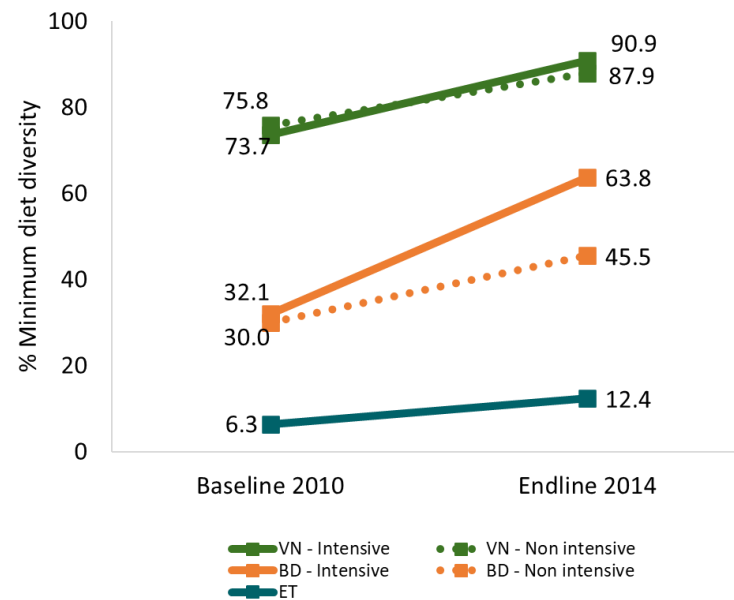
## Biofortified Crops Around the World



# Shaping diet quality among vulnerable populations: A 14-year journey of testing behavior change innovations at scale

- **Alive & Thrive: large-scale behavior change interventions targeting diets of young children in Bangladesh, Vietnam, Ethiopia (2009-2014)**

- Improvements in child dietary diversity
- Substantial variability by context
- Impact: Systems strengthening interventions scaled up into large-scale programs globally



- **Alive & Thrive: behavior change and systems strengthening interventions to support maternal diets during pregnancy in Bangladesh, Burkina Faso, Ethiopia and India (2015-2023)**

- Improvements in maternal dietary diversity, varied by context
- Improved consumption of iron supplements
- Insights on systems levers for nutrition improvements in health systems.
- Impact: Maternal nutrition efforts being scaled into health systems in focus countries



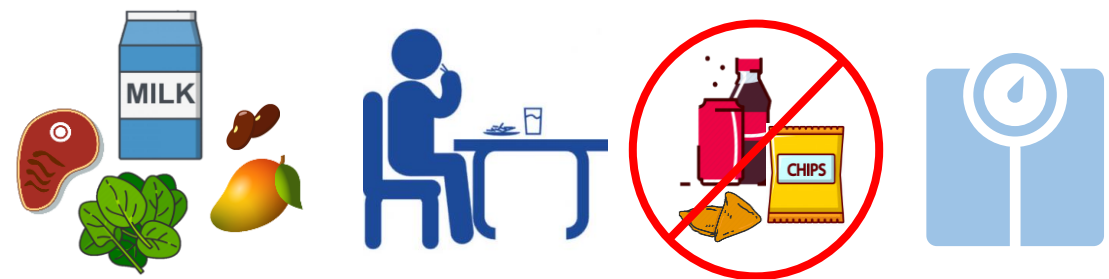
Sources: Menon P et al, *JN* 2016; Menon P et al., *PLOS Med* 2016; Nguyen et al., *JN* 2017; Kim SS et al., *JN* 2018; Nguyen et al., *JN* 2021; Kim et al., *JN* (R&R)

# Improving diets of future generations: School-based behavior change programs in Ethiopia

- Despite pandemic disturbances, interventions delivered at schools in Ethiopia demonstrated
  - Increased dietary diversity
  - Increased consumption of nutritious foods
  - Increased meal frequency
  - But NO impact on unhealthy foods/snacks
- School-based program being explored for scale-up by Government of Ethiopia



Photo credit: A&T



# Tackling food affordability: Evidence from the Impact Evaluation of Egypt's Takaful and Karama Program

- **Impacts on household consumption: 8.8 percent**
  - About 1/3 of the total value of the transfer received
- **Significant impacts on expenditure on higher value food groups: fruits and meat**
  - No significant impact on household dietary diversity, or dietary diversity for woman or children
- **Context matters:** Households near the threshold already have relatively diverse diet, but transfers increase consumption of high value foods

# Tackling affordability of nutritious diets by combining social protection and nutrition behavior change in Bangladesh



Photo credit: Aminul Khandaker, IFPRI-Dhaka

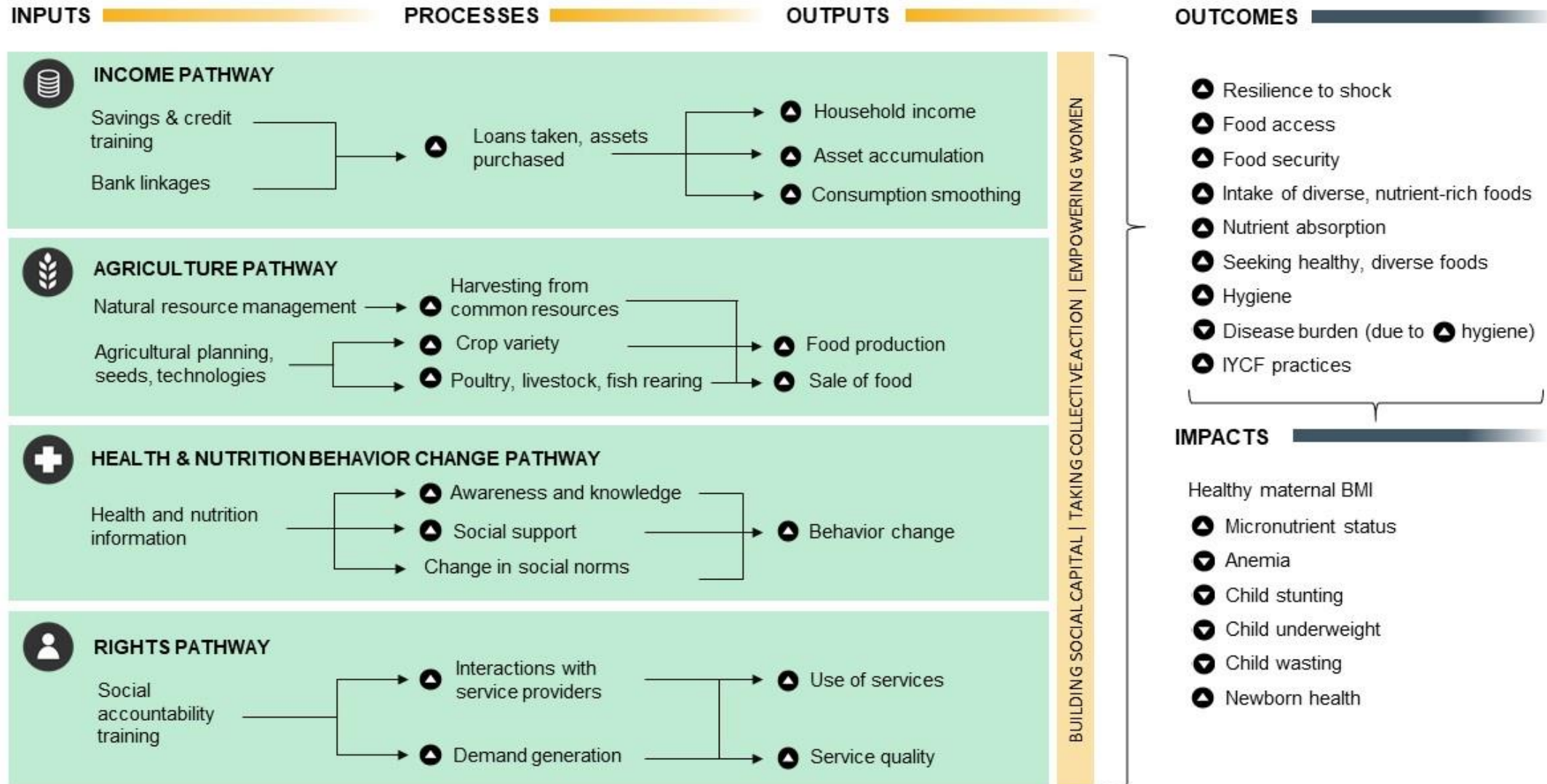
Cash plus behavior change had the greatest impact on diversity of diets

	NORTH		SOUTH
<b>Cash</b>	Fruit	<b>Cash</b>	Eggs
<b>Food</b>	Legumes	<b>Food</b>	Legumes
<b>½ Cash, ½ Food</b>	Legumes	<b>½ Cash, ½ Food</b>	No significant impacts
<b>Cash+BCC</b>	Legumes Leafy green vegetables Fruit Meat Fish Eggs Milk/dairy	<b>Food+BCC</b>	Legumes Leafy green vegetables Fruit Fish Eggs

Ahmed et al., IFPRI



# Our research has highlighted many pathways to impact of women's livelihoods programs in rural India





# Gender as a structural driver of diets:

Research on large-scale multisectoral women's group programs in India sheds light

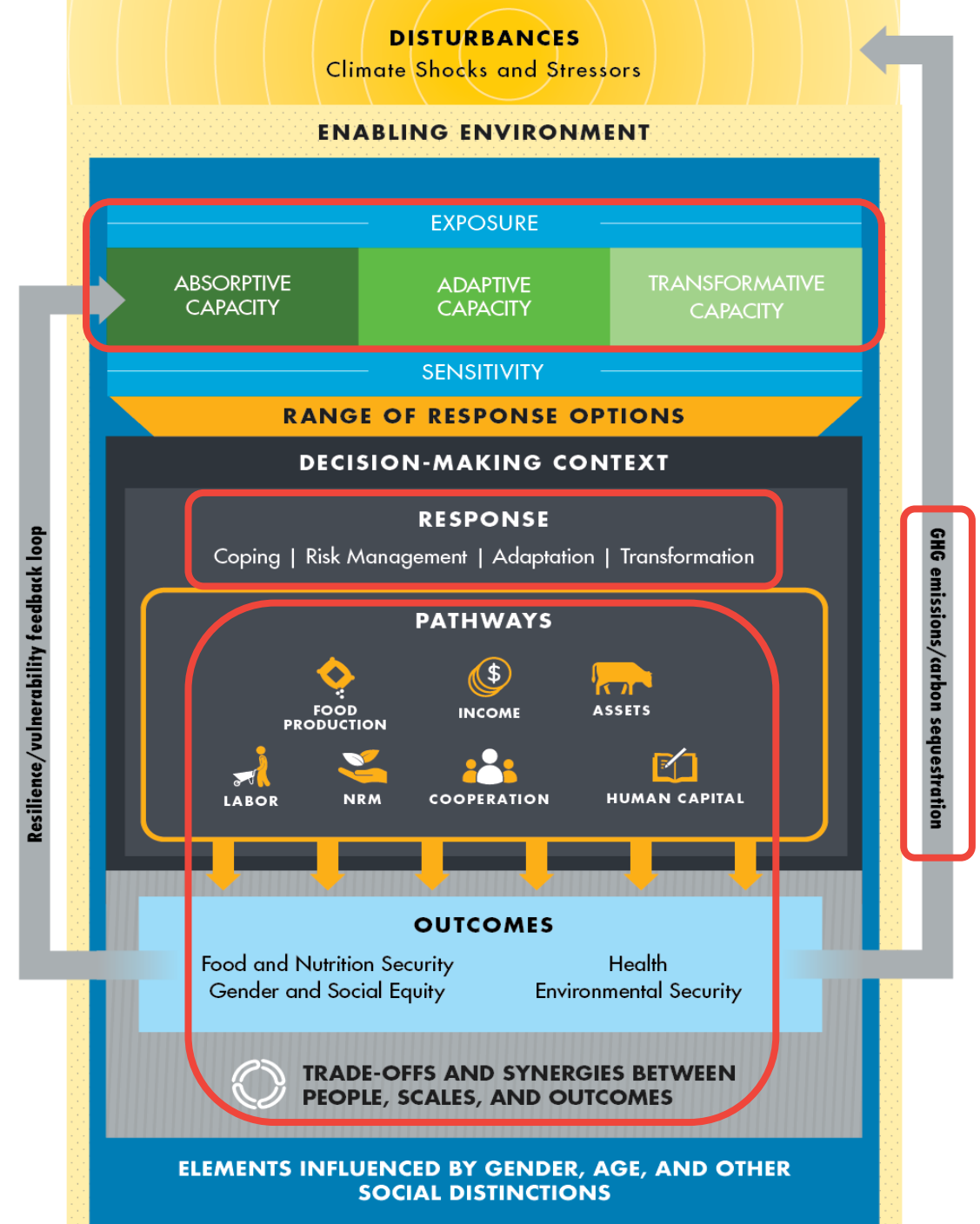
Diet-related outcomes	JEEVIKA-MC (Bihar)	PRADAN (5 states)
Diet diversity	↑	↔
Food security	↔	↑
Knowledge about food-related behaviour	↑	↑
Use of kitchen gardens	↑	↑
Use of safety nets or program funds to purchase food	↔	N/A

Sources: Scott et al, Current Developments in Nutrition (2022)  
Raghunathan et al., World Development (2023)

# The intersecting worlds of gender, climate and nutrition change

## Nutrition Dimensions

- Nutritional status influences human sensitivity to shocks/stressors and resilience
- Climate response strategies have implications for diets and nutrition
- Nutrition response strategies and dietary choices have implications for the environment and climate change
- Poor women bear the brunt of both climate and nutrition crises; a gender and equity lens helps us connect the dots





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### **3. Enabling environments for healthy diets**

- Public resource allocation
- Food environments– markets and regulation
- Political economy and governance

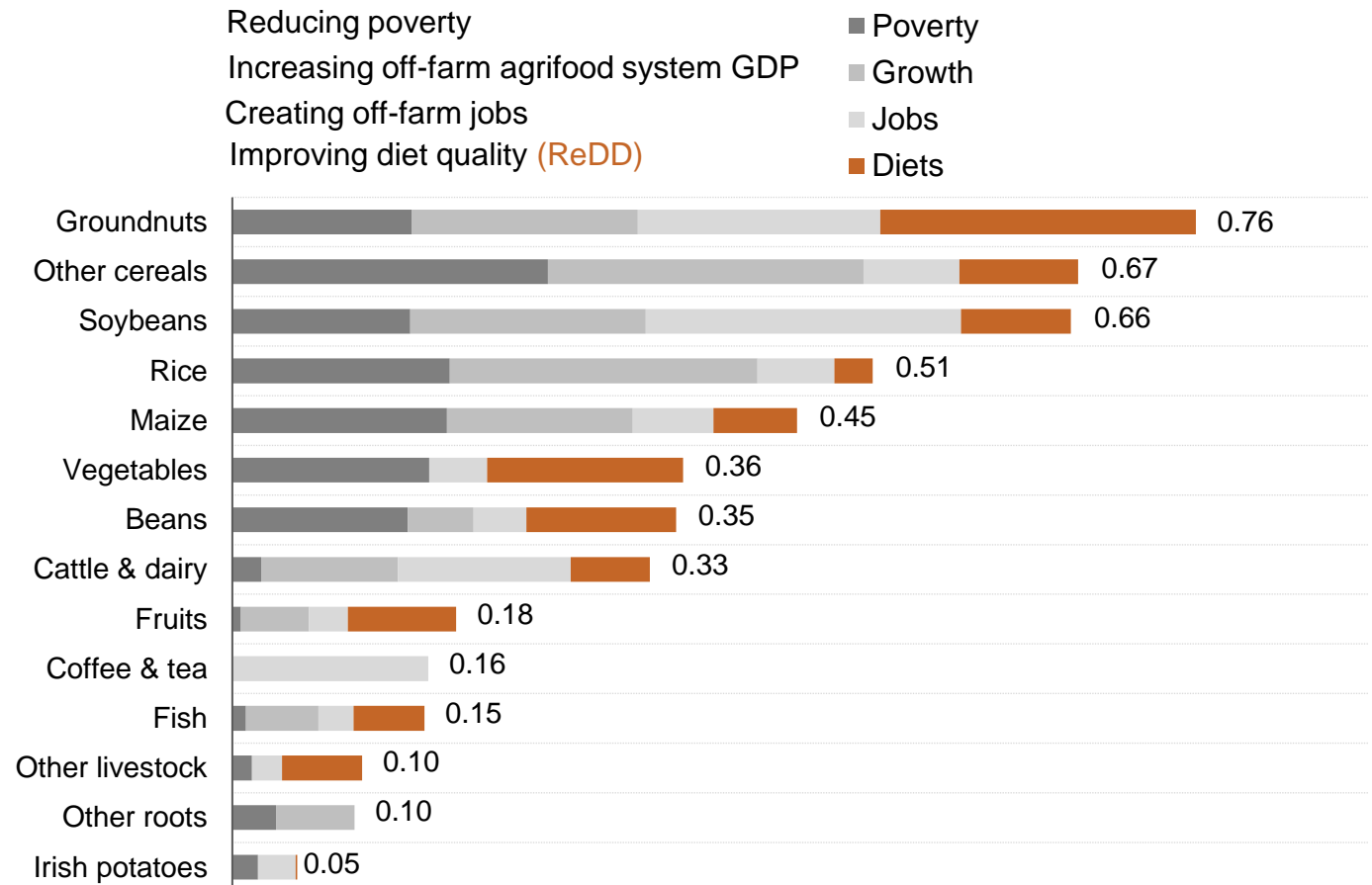
# RIAPA - Investment Prioritization and Balancing Portfolios

## Informing Policies

- IFPRI works with partners to **prioritize policies** to drive food system transformation
- Model effects of investing in different **value chains**
- Some are more effective in reducing poverty or generating GDP (e.g., cereals)
- Including **diet quality can shift priorities** (e.g., groundnuts and vegetables become more important)

### Ranking Value Chains in Rwanda

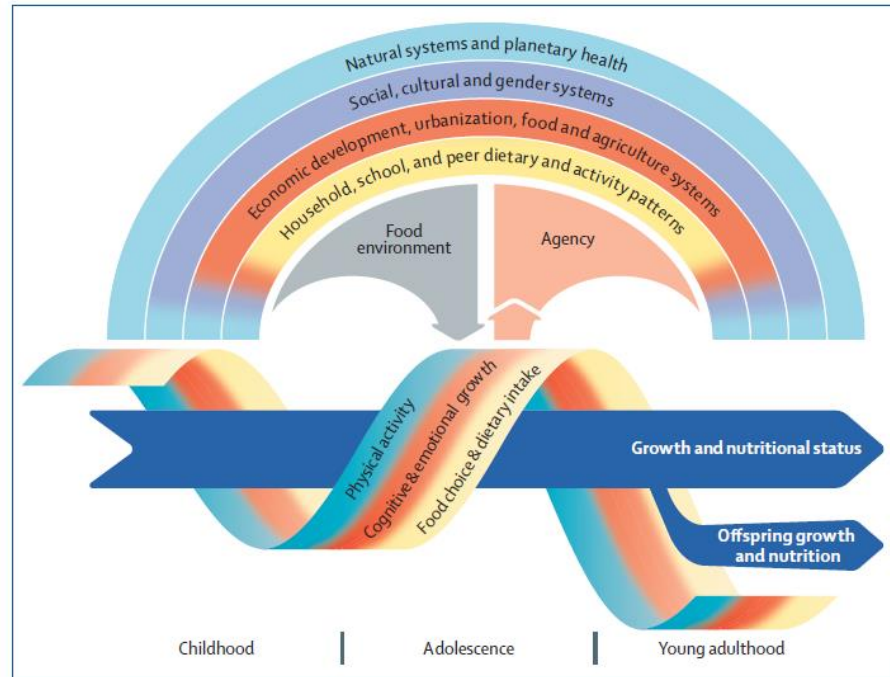
(relative effectiveness of value chain growth in achieving different policy objectives)



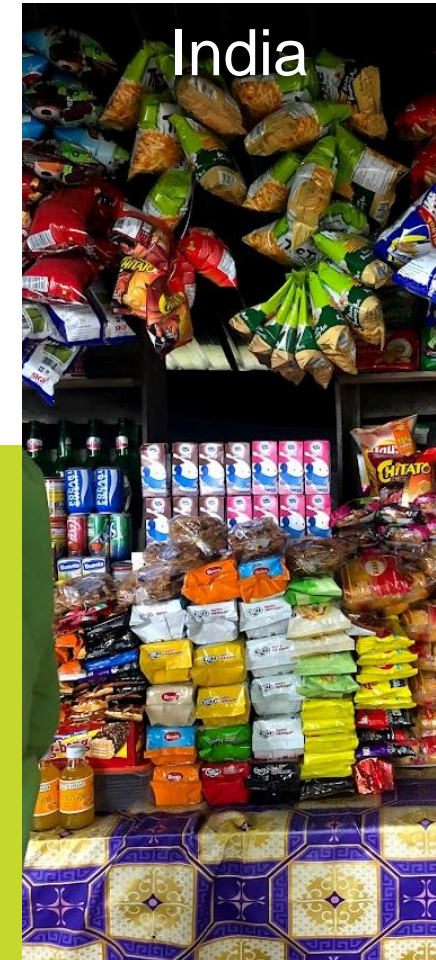
See [Diao et al. \(2022\)](#)



# A view of the future of people and the planet requires us to confront issues of markets for nutrition

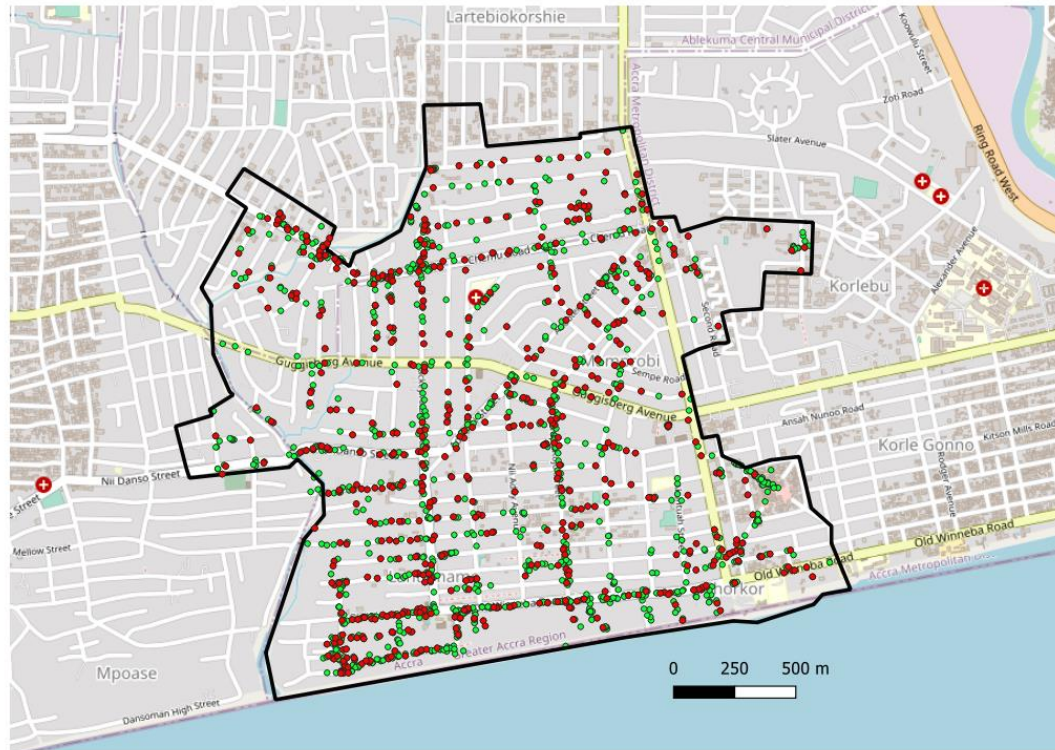


**Figure: A conceptual framework for adolescent growth and nutrition**  
 Adolescence occupies a middle ground in human growth, affected by nutrition in earlier life but also setting trajectories for nutrition into later life and the next generation (blue arrows). The growth and maturation of physiological systems is affected by an adolescent's immediate food environment (grey arrow), shaping dietary intake and norms, physical activity, and body image preferences (multicoloured ribbon). That food environment is shaped by cultural, economic, commercial, and environmental ecosystems that extend down to the family and community settings in which adolescents are growing up. Conversely, adolescents have a growing agency (salmon arrow) to influence these ecosystems shaping their food environment.

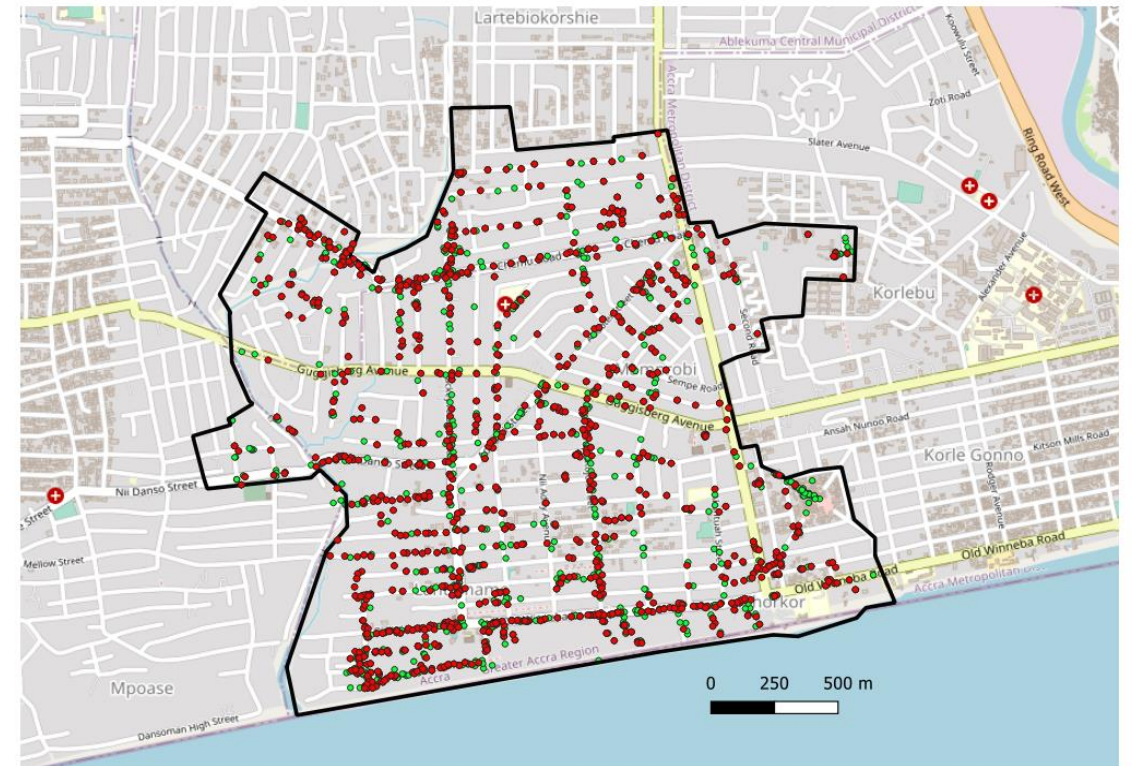


# In urban Accra (Ghana), access to both sugar-sweetened beverages and ultra-processed foods is widespread for adolescents

## Food outlets selling sugar-sweetened beverages



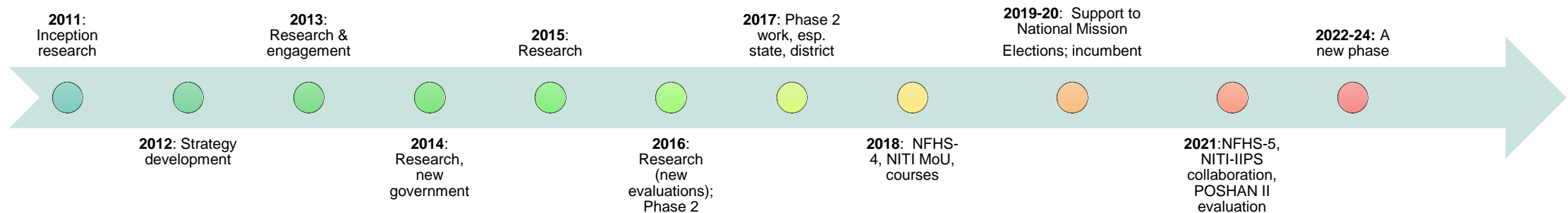
## Food outlets selling ultra-processed foods



- Food outlet
- Food outlet selling specific unhealthy foods



# Supporting India's policy community with evidence over a decade: Over 50 peer-reviewed papers and engagement with numerous policy processes and actors.



India launches umbrella national program for nutrition (2018)



Thematic, opportunistic and responsive research and researchers embedded in policy/program context create a platform for evidence to support policy

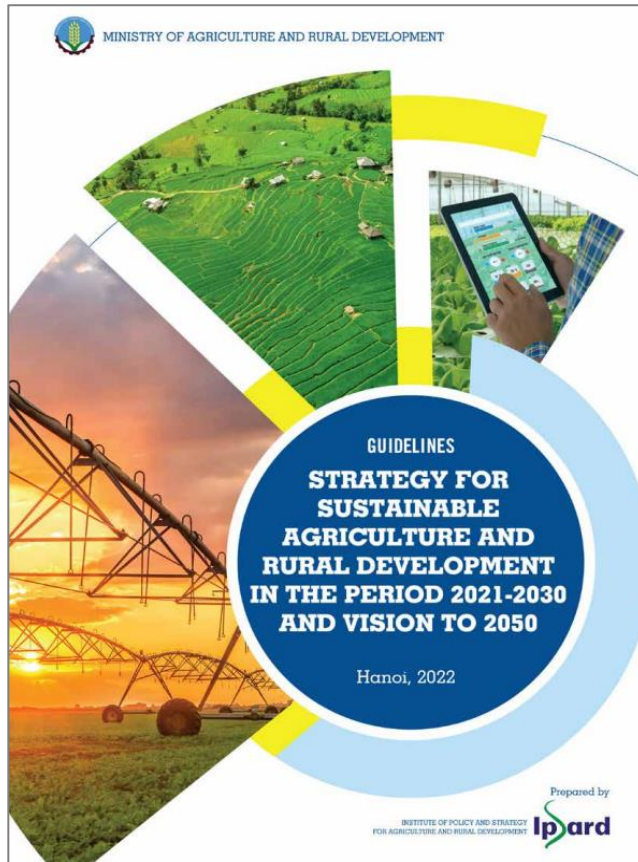


# Supporting the policy community in Bangladesh with evidence on diets and nutrition since 2009

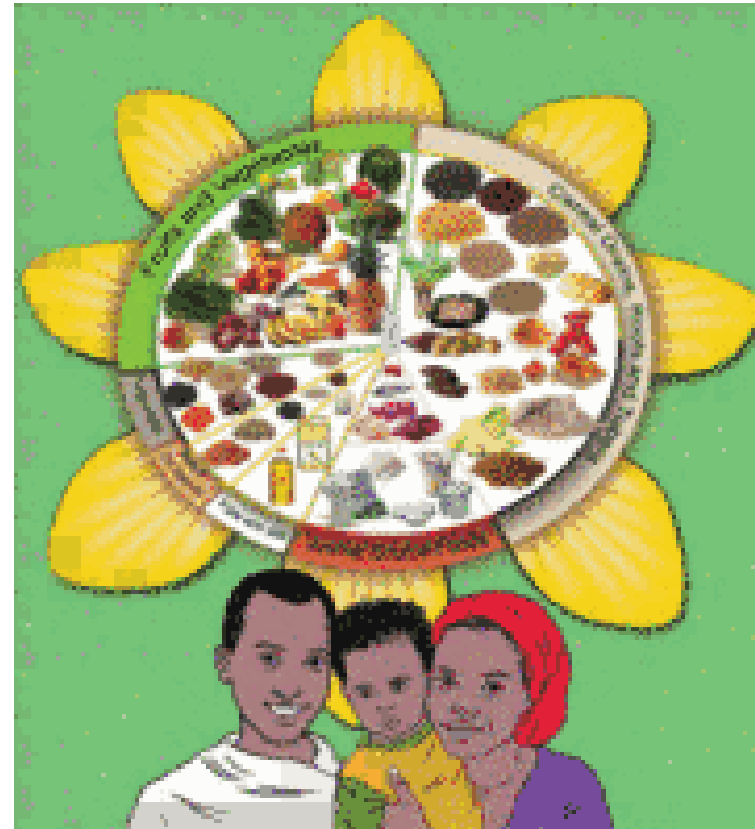
- **Understanding the challenge**
  - The Bangladesh Integrated Household Survey – the only nationally representative survey in South Asia with detailed intrahousehold dietary data
- **Testing solutions**
  - Strengthening **behavior change** interventions focused on vulnerable populations
  - Improving **affordability of diets** through cash transfers and nutrition behavior change communications
  - Testing integrated **agriculture-gender and nutrition** programming with the government of Bangladesh
- **An enabling policy environment**
  - Supporting national government efforts to shape nutrition [Country Investment Plans; National Nutrition Services assessments]



# Supporting food systems policy processes in Vietnam and food-based dietary guidelines in Ethiopia with partners



[Link to IPSARD.gov.vn](http://IPSARD.gov.vn)



[Link to the FBDGs](#)





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## What lies ahead on diets and nutrition research

# Working with a wide range of partners, our research helps tackle the challenges of diets and nutrition in three ways

## Clarifying the situation and outlook for diet and nutrition challenges

- Monitoring
- Foresight
- Measurement innovations

## Testing diverse solutions to improve diets and nutrition

- Technical innovations
- Shaping consumer choices (information and preferences)
- Reducing structural barriers (affordability, gender and equity)

## Shaping enabling environments for healthy diets

- Public policies and investments
- Food environments and markets
- Political economy and governance

# Deploying our assets and research methods to tackle major challenges to shaping healthy and sustainable diets

- **New directions for research on diets in diverse settings:** sustainability, foods such as fruits and vegetables, consumption of unhealthy foods and overall dietary patterns, diets in cities and urban areas
- **Food environments and food markets** as critical connectors between agriculture and diets
- Supporting regional, national and local **food systems transformation**
- Tackling **equity and affordability** in the context of healthy sustainable diets
- **Diets, climate change** and their critical intersections with social equity and gender

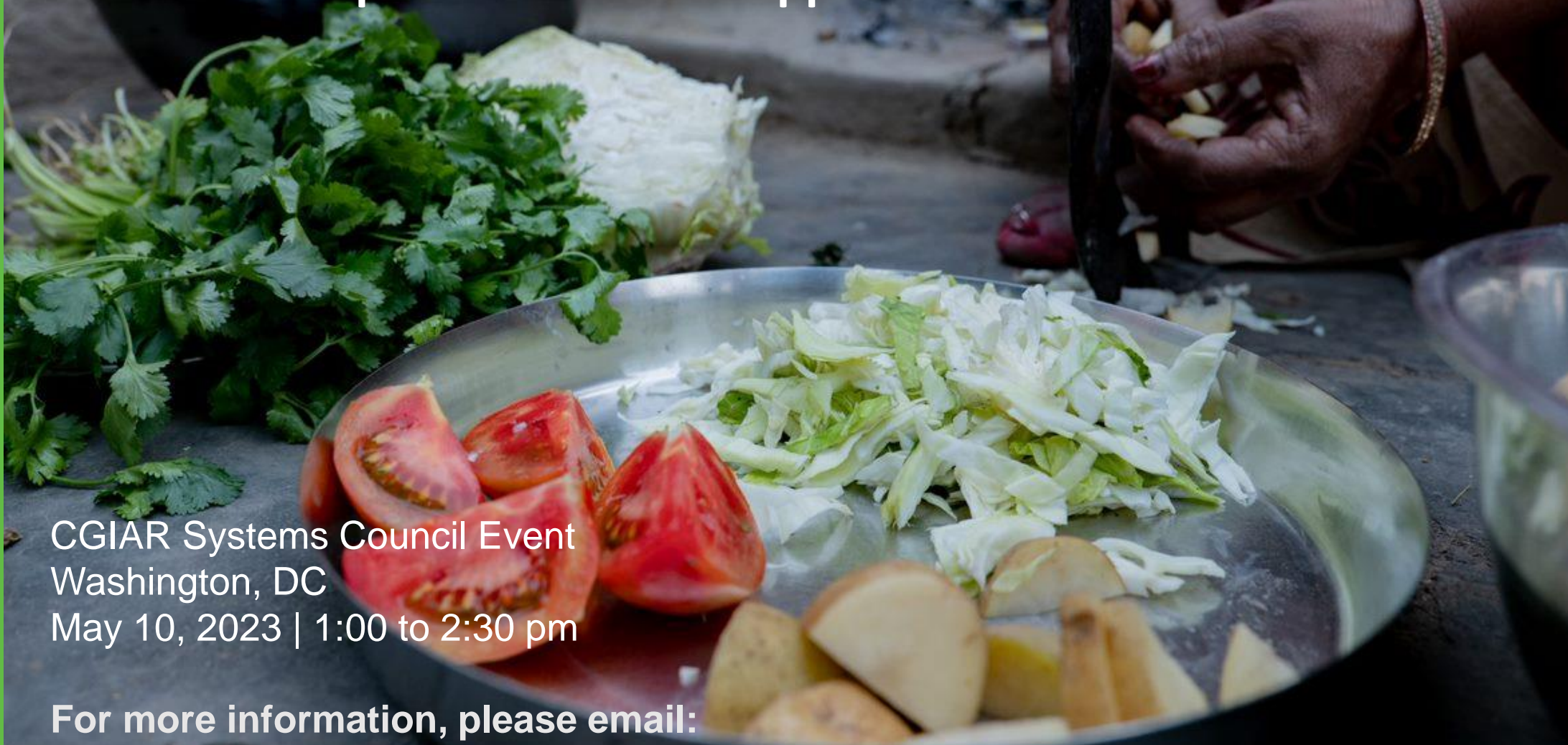


# UNDERSTANDING AND SHAPING WHAT THE WORLD EATS:

IFPRI Leadership in Research to Support Better Diets and Nutrition



IFPRI



CGIAR Systems Council Event  
Washington, DC  
May 10, 2023 | 1:00 to 2:30 pm

For more information, please email:  
Purnima Menon ([p.menon@cgiar.org](mailto:p.menon@cgiar.org)) or Channing Arndt ([c.Arndt@cgiar.org](mailto:c.Arndt@cgiar.org))



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