

# 49<sup>th</sup> Nutrition Month



**HEALTHY DIET**  
**gawing affordable**  
**FOR ALL!**

#NutrisyongSapatParaSaLahat  
#HealthyDietForAll

JULY 2023



- Bakit ba tuwing New Year, super bili tayo ng prutas?

Kasi pampa-swerte!

Kung nagbibigay swerte, bakit hindi araw-araw kumain ng prutas?



Anong ulam?

Walang karne?

Gulay

Mayaman ka ba?





Pagkain?



Load?  
Lotto?  
Yosi?





Magtatanim?



Mag-tongits?  
Mag-tagay?  
Matulog?  
Mag-Marites?

Photo from: <https://fo10.dswd.gov.ph/lgu-hopeful-to-solve-malnutrition-through-gardening/>





To import?



Not to Import?

# Food affordability

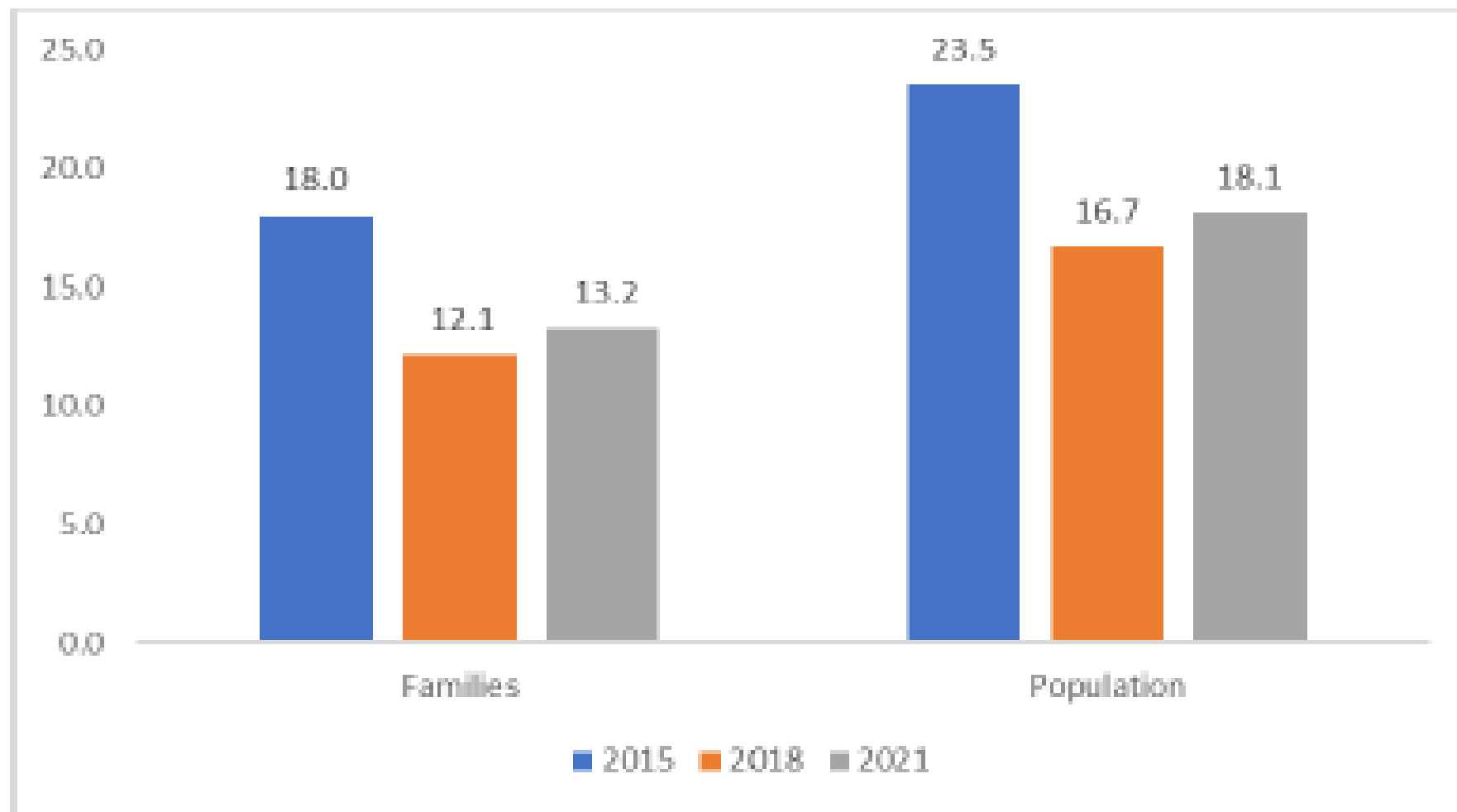
---



Capacity to pay a market price for food compared to the proportion of a household's income and other expenses



## Poverty incidence of families and of population, 2015-2021



Source: PSA (2022).





## Mean food cost of households, by major food group and wealth quintile, 2018-2019.

Food Group	All	Poorest	Poor	Middle	Rich	Richest
Cereals and cereal products	71.5	66.9	68.8	69.7	72.5	82.4
Rice and rice products	50.4	49.3	50.1	50.1	50.4	52.4
Starchy roots and tubers	2.2	1.6	1.2	1.0	2.8	4.2
Sugars and syrups	4.0	2.0	3.8	3.9	4.5	5.5
Fats and oils	5.3	3.9	4.6	5.2	6.2	7.3
Fish and fish products	42.8	32.3	28.0	43.2	47.1	58.1
Meat and meat products	37.1	14.3	24.4	37.7	49.8	62.4
Poultry	18.1	7.8	12.2	17.1	25.3	33.0
Eggs	10.4	7.4	10.6	10.7	11.2	13.0
Milk	11.1	4.8	7.3	10.0	14.5	22.1
Vegetables	26.6	22.5	24.0	25.8	28.4	34.4
Fruits	5.6	2.9	3.7	5.0	6.5	11.3
Others	18.9	14.1	27.2	19.9	17.2	32.1
Total	253.6	181.3	215.6	250.1	286.0	365.8



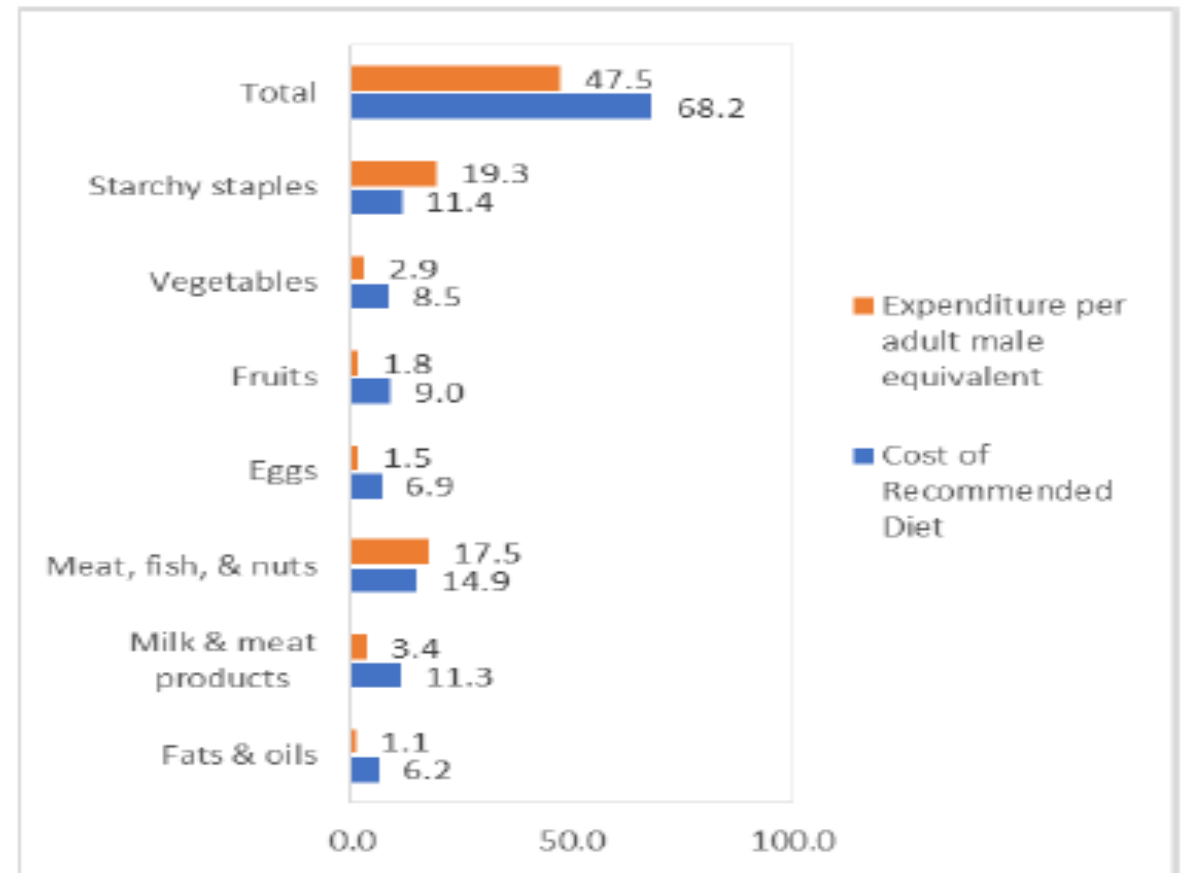
Source: DOST-FNRI (2022a). From Briones, R. [18]

# Filipinos tend to misallocate food spending



- More is spent on starchy staples, meat, fish and nuts than the dietary recommendation
- Underspend on vegetables, fruits, milk and meat
- Too much spent on fats and oils
- But Filipinos cannot afford the cost of a nutritious diet

Daily Cost of Recommended Diet and Expenditure per Adult Male Equivalent, 2015.



Source: Mbuya et al (2021) from Briones, R.



# Food is getting more expensive!

Annual Inflation Rate, 2019-2022 (%)

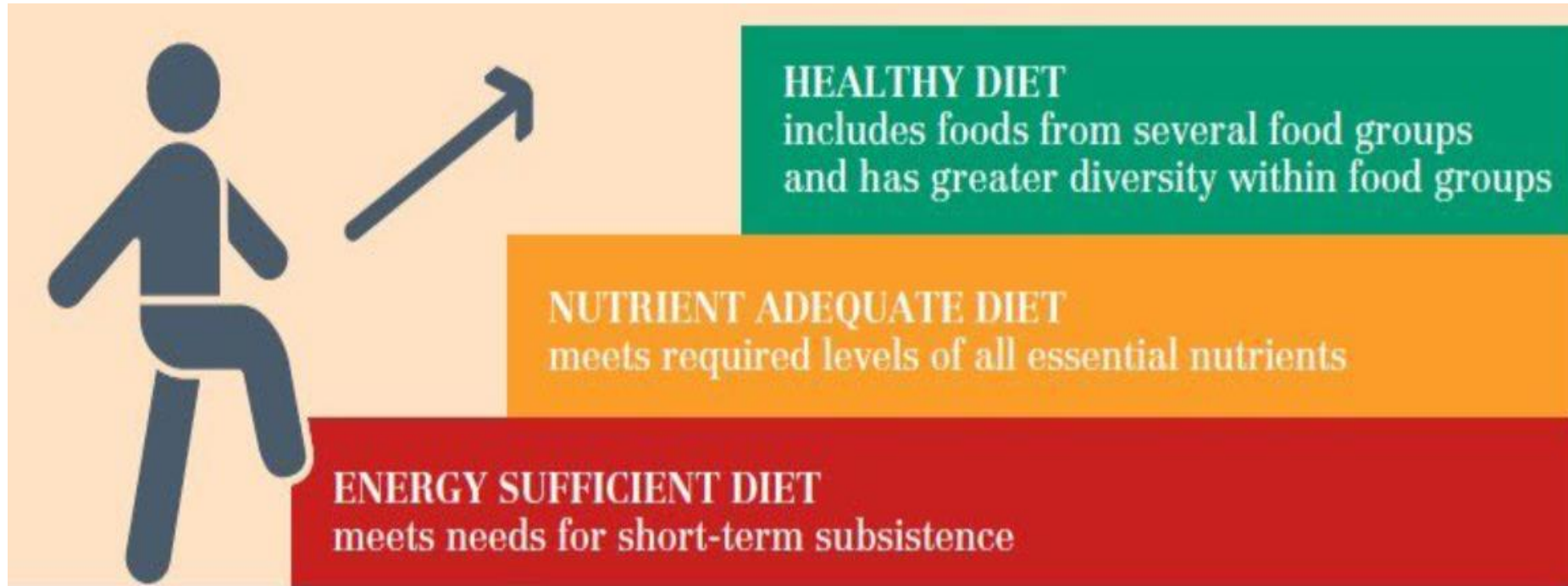
	2019	2021	2022
Rice	-4.2	-0.7	2.5
Flour, bread, bakery products	3.5	2.0	9.8
Fish	3.9	6.4	9.4
Meat	3.8	13.4	11.5
Fruits	5.2	-0.1	4.9
Vegetables	2.7	4.8	16.0
Dairy	2.4	1.1	8.7
Fats and oils	1.6	5.6	20.4
Other food	4.5	1.3	8.1
Food	1.5	4.5	9.8
All items	2.4	3.9	7.7

Source: PSA (2022) (From: Briones, R., PIDS, 2022).

- Global food prices increased due to pandemic, bad weather and rise in cost of fuel and fertilizer
- Overall food inflation rate reached 10% in the country in 2022
- Filipinos pay 40% higher for food compared to countries in the region because of continued focus on supporting rice production at the cost of other agricultural products
- High levels of trade protection for nutrient-rich foods increases cost of production compared to cheaper imports



# Levels of diet quality



Source: Herforth et al. 2020 from "Food Affordability - The role of the food industry in providing affordable, nutritious foods to support healthy and sustainable diets" downloaded from <https://www.wbcsd.org/contentwbc/download/14604/208448/1>



# Sustainable Healthy diets

- Inclusion of **plant-based** foods in daily consumption (including vegetables, fruits, whole grains, legumes and nuts) and decrease in consumption of red meat, sugar and refined grains to nurture health and supports **environmental sustainability** to reduce production of greenhouse gases that contributes to the global climate change problem





- Breastfeeding, complementary feeding for infants/young children
- Unprocessed, balanced across food groups
- Water as fluid of choice
- Safe
- Preserves biodiversity
- Reduces food loss and waste
- Less use of plastics in packaging
- Culturally-acceptable and desirable

- Highly processed foods and drinks
- High in sugar, sodium, saturated fats and contain trans-fatty acids that increase risk to disease
- Cause food-borne diseases
- Antibiotics and hormones in food production
- High greenhouse gas emissions, chemical pollutants
- Results to overfishing and overhunting
- Adverse gender-related impact



# Filipinos are not consuming healthy diets

- **2%** or **5.3 million** are severely food insecure
- **33.4%** or **42 million** are moderately food insecure
- **60 %** of infants under 6 months are exclusively breastfeeding
- **13.3%** of children 6-23 months meet the minimum acceptable diet
- **9 out of every 10** Filipinos do not meet their energy requirements





# Filipinos can't afford a healthy diet

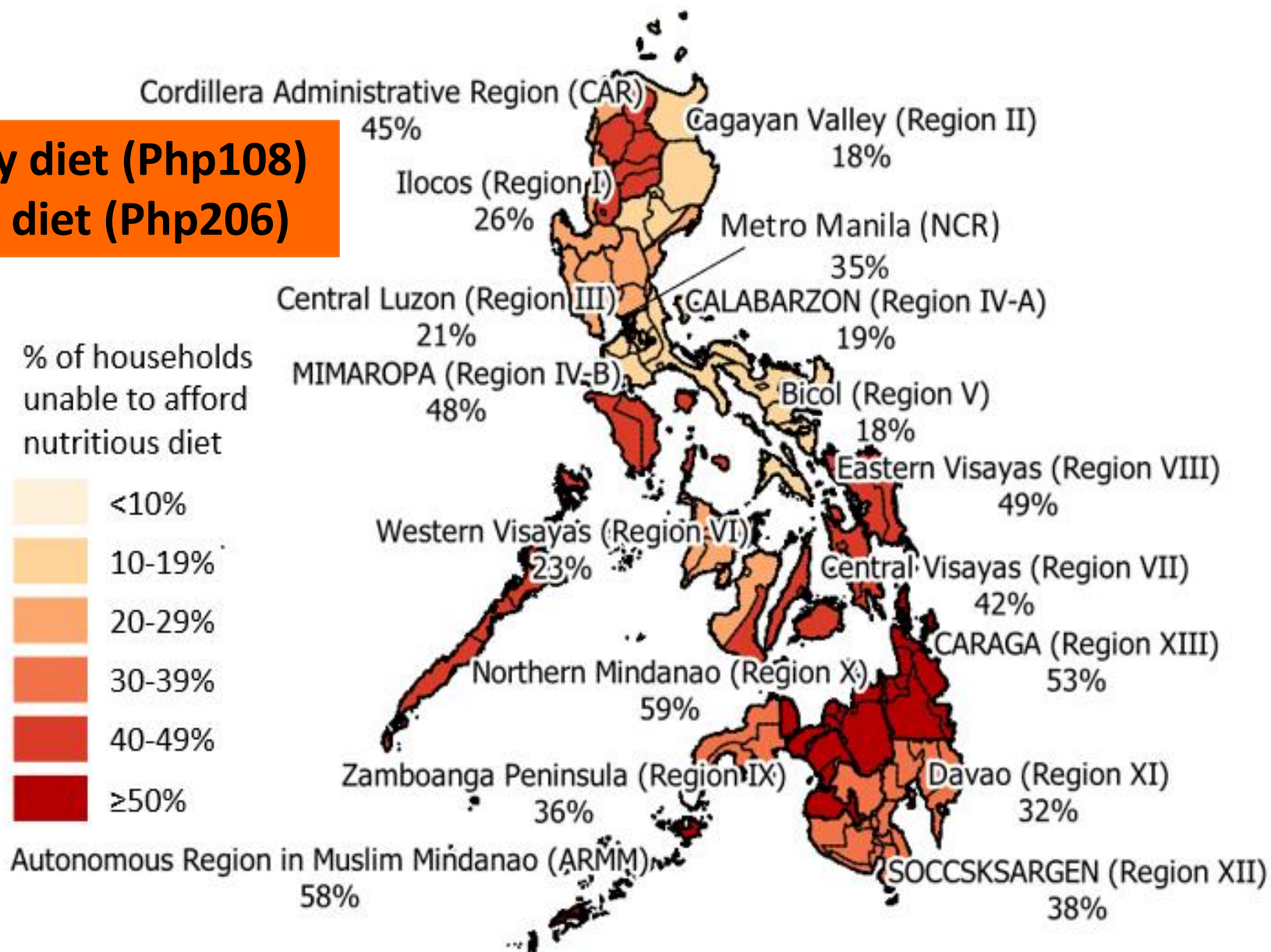
- 68.6% or about 75.2 million cannot afford a healthy diet in 2020
- Cost of a healthy diet in 2020: Php243.5 per person per day
- A household of five members will need Php1,212 per day to consume healthy meals in a day
- PSA estimates that a family of five needs Php400 per day to meet their basic food and non-food needs
- Minimum wage in Metro Manila is Php570 in 2022

Year	In Pesos
2017	226.60
2018	236.04
2019	238.90
2020	242.3

Source: FAO

# Percentage of households unable to afford nutritious diet

**Energy-only diet (Php108)**  
**Nutritious diet (Php206)**







# Not consuming healthy diets results to

- Increased risk of obesity, heart disease, diabetes, cancer
- Stress, tiredness, reduced capacity to work (short-term)
- Undernutrition including stunting, wasting,
- Micronutrient deficiencies or excess
- Increased risk of dying and disability- adjusted life years (DALYs)\*
- **Violation of the human right to adequate food**
- **Not meet Sustainable Development Goals particularly Goal 2 on ending hunger and all forms of malnutrition**

\* DALYs for a disease or health condition are the sum of the years of life lost to due to premature mortality (YLLs) and the years lived with a disability (YLDs) due to prevalent cases of the disease or health condition in a population (WHO).

# Some actions to support affordable healthy diets

Laws



IMPACT

**Am Bisyon Natin 2040**

*Strongly rooted, comfortable and secure life (Matatag, Maginhawa, at Panatag na Buhay)*

**Philippine Development Plan 2023 – 2028**

*Economic and Social Transformation for a Prosperous, Inclusive, and Resilient Society*

DESIRED  
OUTCOMES

**REDUCTION IN ALL FORMS OF MALNUTRITION**

**LIFE STAGES**

**HEALTHIER DIETS**

**BETTER  
PRACTICES**

**IMPROVED ACCESS  
TO QUALITY  
SERVICES**

STRATEGIES  
(including  
Emergencies)

**Nutrition-  
Specific**

**INCREASING AVAILABILITY,  
ACCESSIBILITY, AND  
AFFORDABILITY OF  
NUTRITIOUS FOOD**

**SOCIAL AND  
BEHAVIORAL CHANGE  
COMMUNICATION**

**INTEGRATED PROGRAMS  
FOR INDIVIDUALS AND  
COMMUNITIES**

**Nutrition-  
Sensitive**

ENABLING  
MECHANISM

**LOCAL**

**INFORMATION,  
M&E SYSTEMS**

**HUMAN  
RESOURCES**

**GOVERNANCE  
STRUCTURES**

**FINANCE**

**NATIONAL**



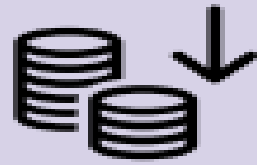
# Recommended actions for sustainable healthy diets



1. Address inequities and inequalities and consider the perspective of people who experience poverty and deprivation
2. Promote capacity development strategies for behavior change, including consumer empowerment and effective food and nutrition education
3. Quantify and balance the potential trade-offs to make sustainable healthy diets available, accessible, affordable, safe, and appealing for all
4. Develop national food-based dietary guidelines that define context-specific sustainable healthy diets by considering the social, cultural, economic, ecological, and environmental circumstances



## Policy actions for Food System transformation



### POLICIES AND INVESTMENTS TO REDUCE THE COST OF NUTRITIOUS FOODS

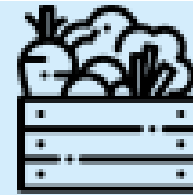
- ▶ Investment in nutrition-sensitive agricultural productivity increases and diversification
- ▶ Promotion of urban and peri-urban agriculture
- ▶ Avoiding taxation of nutritious foods
- ▶ Investment in research, innovation and extension
- ▶ Policies and investment in nutrition-sensitive value chains
- ▶ Policies and investment to reduce food losses
- ▶ Policies and investment in nutrition-sensitive handling and processing
- ▶ Food fortification
- ▶ Investment in road networks, transport, market infrastructure
- ▶ Ensuring trade and marketing policies balance producer and consumer interests
- ▶ Strengthening food supply chains under humanitarian conditions

# Policy actions for Food System transformation



## CONSUMER-ORIENTED POLICIES TO ENHANCE AFFORDABILITY OF HEALTHY DIETS

- ▶ Policies to reduce poverty and income inequality
- ▶ Strengthening nutrition-sensitive social protection mechanisms, including:
  - cash transfer programmes
  - in-kind transfers/food distribution
  - school feeding programmes
- ▶ Subsidization of nutritious foods



## COMPLEMENTARY POLICIES THAT PROMOTE HEALTHY DIETS

- ▶ Promotion of healthy food environments
- ▶ Taxation of energy-dense foods and beverages of minimal nutritional value
- ▶ Food industry regulations
- ▶ Regulation of food marketing
- ▶ Promote breastfeeding, regulate marketing of breastmilk substitutes, ensure access to nutritious foods by infants
- ▶ Policies supporting nutrition education
- ▶ Policies in support of sustainable food consumption and food waste reduction



# Practical Ways to Consume Healthier Diets

1. Create a meal plan and refer to the Pinggang Pinoy.
2. Cook meals at home instead of eating outside the home.
3. Incorporate fruits, vegetables, legumes and nuts in daily meals.  
Choose green leafy vegetables that are relatively inexpensive and rich in protein.
4. Avoid buying highly processed foods and instead buy whole foods.
5. Replace meat with other proteins such as legumes, eggs, small fishes and canned fish.
6. Grow own foods at home or in communities.

# 2023 Nutrition Month Objectives

1. Engage consumers to support improvements in levels of diet quality towards sustainable healthy diets;
2. Generate participation of stakeholders at various levels on actions towards enabling access to affordable sustainable healthy diets; and,
3. Call support for the Philippine Plan of Action for Nutrition 2023–2028 as the framework for action to improve nutrition security.



**HEALTHY DIET**  
gawing affordable  
**FOR ALL!**



# Key Messages for Individuals, Families and Communities



1. Start children on a healthy diet with exclusive breastfeeding in the first six months and continued breastfeeding up to two years and beyond with appropriate complementary feeding.
2. Eat a variety of unprocessed or minimally processed foods, balanced across food groups, while restricting highly processed food and drink products.
3. Have family and community food gardens as an additional source of food.
4. Buy food from local farmers.



**HEALTHY DIET**  
gawing affordable  
**FOR ALL!**

# Key Messages for Policy-makers

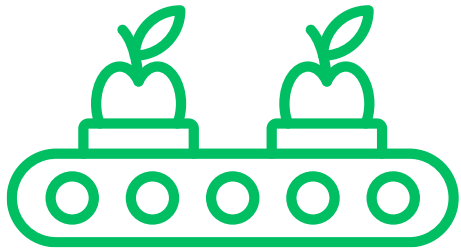


1. Issue legislation and policies that provide subsidies for fruits and vegetables and improve food value chains.
2. Reduce the availability of unhealthy food through taxation, restrictions on marketing and consumer education.
3. Rechannel resources to agriculture to enable access to affordable nutritious and safe food.
4. Implement the PPAN 2023–2028 by scaling up food and nutrition security interventions.



**HEALTHY DIET**  
gawing affordable  
**FOR ALL!**

# Key Messages for Food Industry Players



1. Reformulate food products to reduce salt/sodium, saturated fat, free sugars
2. Eliminate the use of hydrogenized or partially hydrogenized oils to remove trans-fatty acids from food products
3. Produce healthier food products with less processing.



**HEALTHY DIET**  
gawing affordable  
**FOR ALL!**

# Ways to Support Nutrition Month Campaign:

1. Review organization plans and budget and tweak to include nutrition-related activities and services.
2. Disseminate information about Nutrition Month through streamers, websites, and social media.
3. Participate in Nutrition Month activities of the NNC and other agencies.
4. agencies.
5. Conduct webinars and online fora for the general public recognizing the importance of healthy and affordable diet.
6. Provide services to address food insecurity.
7. Conduct Nutrition Month activities related to the theme, such as activities on how to promote healthy and affordable diet.



**HEALTHY DIET**  
**gawing affordable**  
**FOR ALL!**





**HEALTHY DIET**  
gawing affordable  
**FOR ALL!**

49<sup>th</sup> Nutrition Month

# For more details:



NNCOfficial



8843-0142  
8843-5824



@nncofficialph



[www.nnc.gov.ph](http://www.nnc.gov.ph)



National Nutrition  
Council Central -  
Philippines



[info@nnc.gov.ph](mailto:info@nnc.gov.ph)



2332 Chino Roces Ave. Extension  
Taguig City