

MEDIA RELEASE

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Embargo: 9am, Monday 13 August 2018

CREATING SOCIAL CHANGE TO SOLVE HUNGER AND MALNUTRITION

The private sector has an important role to play in improving agricultural practices and reducing morning hunger, two key strategies that can create a spark to help malnutrition and transform social and economic conditions in developing countries.

This will be a key message from Rebecca Boustead, Head of Corporate Communications, Government Relations and Public Affairs for Kellogg Asia Pacific, in the private sector keynote address to *“Reshaping Agriculture for Better Nutrition: The Agriculture, Food, Nutrition, Health Nexus.”* At the 2018 Crawford Fund annual conference in Parliament House, Canberra on 13-14 August, Ms Boustead will discuss how the private sector can respond to the drive towards better dietary and health outcomes through the production, processing and sale of nutritious foods.

“In spite of the importance of childhood nutrition and significant progress in the last 25 years, global childhood hunger is still widespread. Every year, 3.1 million children die - 8,500 children per day - due to poor nutrition globally. In the developing world alone, 66 million children of primary school age go to school hungry,” Ms Boustead reported.

“Improving farmer’s livelihoods and solving morning hunger are two critical strategies to help to reduce hunger and improve human potential,” said Ms Boustead, a dietician who is responsible for sustainability for Kellogg across Asia Pacific and Sub Saharan Africa.

Ms Boustead will refer to innovative programs, such as Kellogg’s signature cause program, Breakfast for Better Days, that are increasing productivity and resiliency of farmers by advancing practices that help them produce more, using fewer resources and reduce post-harvest food loss to boost yields and income.

“Research shows, nutrition insecurity in childhood can limit a child’s cognitive and socio-emotional development, and therefore long-term productivity and economic potential,” she said.

Ms Boustead will report on programs from India, Australia and South Africa that are beginning to have an impact as well as present a new collaboration model to drive social change and create even more impact.

Following her address, Ms Boustead will join the morning keynote speaker, Dr Sandro Demaio, CEO of EAT Forum, in a combined Q&A session at 3.25pm.