



WORD FOOD CENTER

UCDAVIS

The mission

The World Food Center leverages intellectual capital to create solutions for sustainable food and health.

How we work

- Convene leaders to shape policy and strategy
- Connect research to society and the marketplace
- Serve as a focal point for deepening the university's collaboration with partners

What we do

- **Building healthier outcomes from our food system**
- **Improving energy and water efficiency for a sustainable food future**
- **Institute on Food and Agriculture Literacy**
- **Growing the innovation economy**

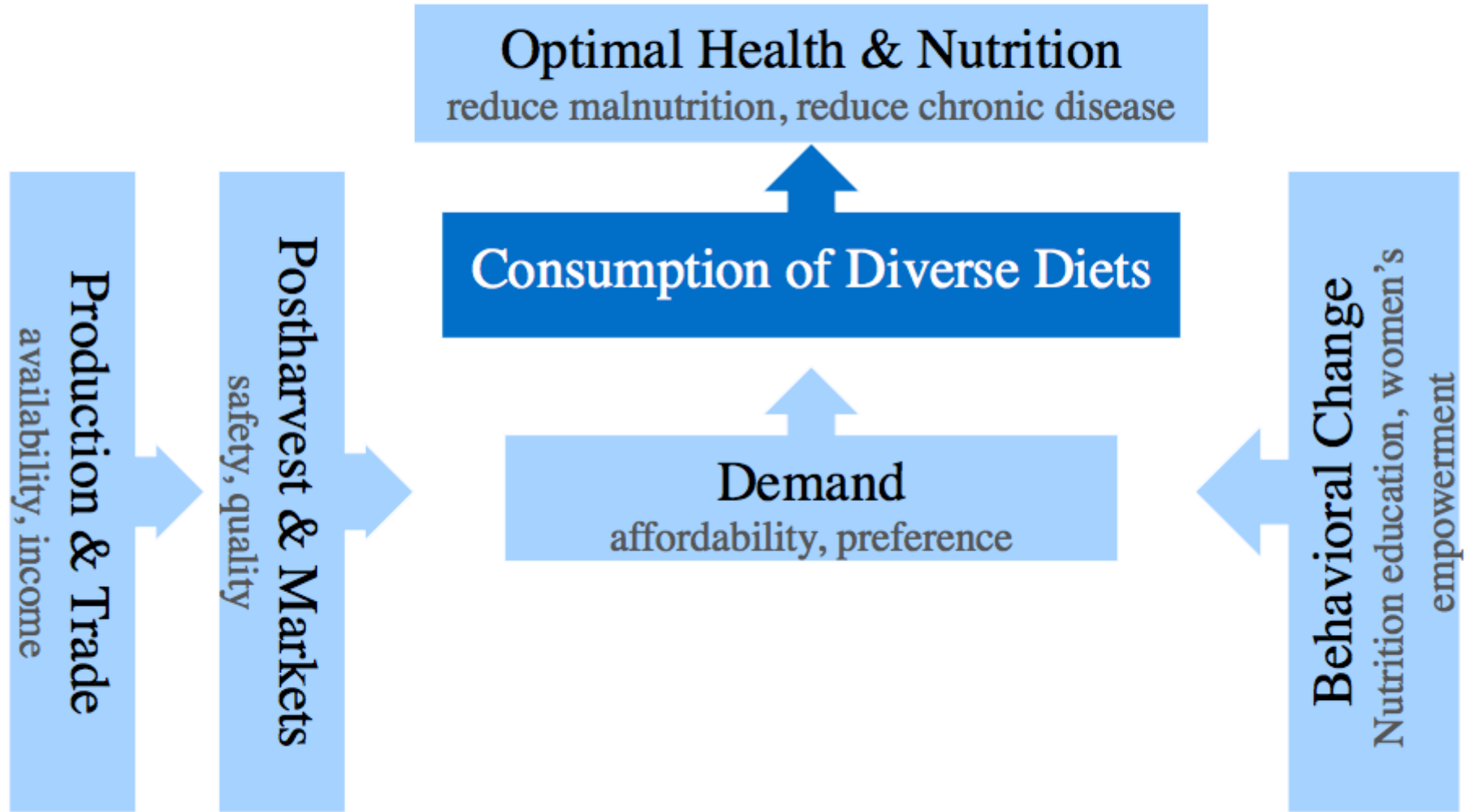
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**Aligning UC Davis interdisciplinary expertise
Bill & Melinda Gates Foundation Grand Challenges 2014**

FOOD SYSTEMS APPROACH TO NUTRITION

UCDAVIS
UNIVERSITY OF CALIFORNIA



Overview of Sessions

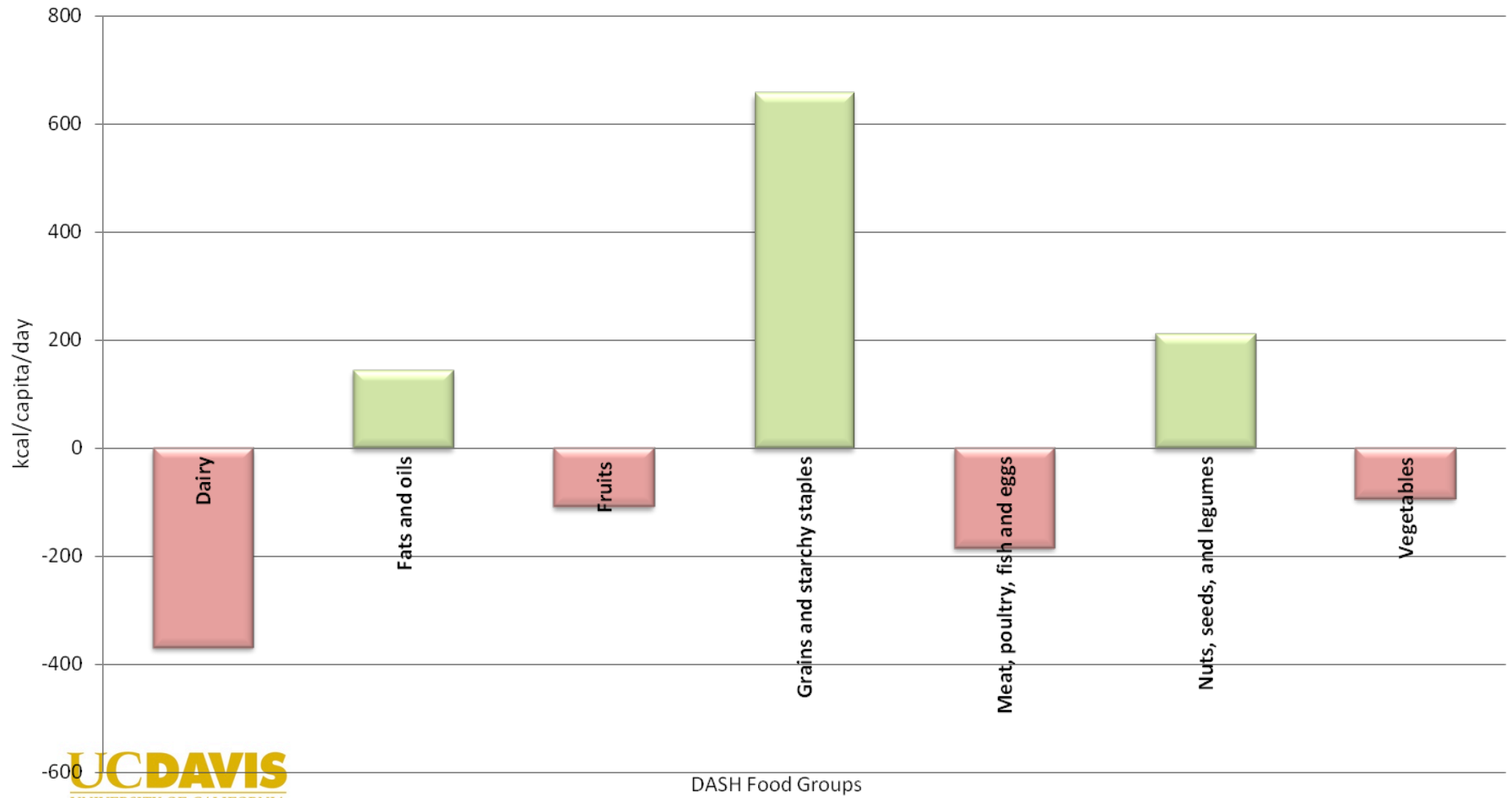
- **Diets: their role in linking ag & nutrition, their composition, and the need for improved data**
- **Markets: their impact on the links between ag & nutrition**
- **Convenience: time, resource constraints and their implications for food choice**
- **Demand: opportunities for ag & nutrition sectors to increase the market pull for healthy foods**

Key Findings

- **Related to availability:**
 - **Diets are where agriculture and nutrition meet, and demand mediates agriculture's contribution to diet quality**
 - **Food supply is inadequate for a healthy diet in some countries**
 - **Interventions that reduce risk to producer households smooth demand**

Results, Scenario 2

"Dietary Gap" in Cameroon:
Difference in 2011 FBS Supply & DASH Recommendation



More Key Findings

- **Food choice**
 - Consumer demand mediates agriculture's connection to dietary quality
 - Caregivers are willing to “trade up” to buy special (healthy) foods for their children, but health is a lesser factor in choice of adult foods
 - Increasing market integration influences diets, even among the poor (which are not necessarily more healthy)
 - Regional differences influence consumption more than age or sex
 - Nutrition-related social and behavior communication change efforts have not adequately impacted food choice

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Presentations and additional background available at

www.worldfoodcenter.org