

Paris Declaration on Business & Nutrition 2030

The **Paris Declaration on Business & Nutrition 2030** establishes a shared 2030 vision for food systems transformation for improved nutrition, outlining how businesses, governments, investors, civil society and international organizations can together establish a stronger “Nutrition Economy¹” that ensures more accountability from the private sector and public sector, offers incentives relevant for the private sector, and increases collaboration between these stakeholders. It provides an overview of the supportive regulatory environments and financial frameworks needed to enable actors to deliver and measure healthy, affordable and more sustainable diets at scale by 2030.

This Declaration reflects the outcomes leading up to, and of the event, "The Private Sector and Nutrition: Everyone's Business" held on 26th March 2025, a side event of the 2025 Paris Nutrition for Growth (N4G) Summit. The Declaration was catalysed by the co-facilitators of the N4G Private Sector Working Group² and dozens of international and nonprofit organizations³ – ATNi (Access to Nutrition initiative), the Global Alliance for Improved Nutrition (GAIN) and Paris Peace Forum.

The “Nutrition Economy”

The case for nutrition is compelling: for every USD1 invested in addressing undernutrition, a return of USD23 is expected. However, the business case for nutrition needs to be urgently and systemically strengthened by all stakeholders. Over the last century, the private sector has

¹ By Nutrition Economy we refer to the financial and market-driven aspects of nutrition, aiming to realign business incentives, investment flows, and economic models to prioritize healthier diets. It emphasizes appropriate private sector engagement, addressing market failures, and leveraging financing mechanisms to drive better nutrition outcomes.

² The Private Sector Working Group (PSWG) members who contributed are: ATNi, [GAIN](#), [Paris Peace Forum](#) (the co-facilitators of the PSWG), [The Consumer Goods Forum \(CGF\)](#), [the International Food and Beverage Alliance \(IFBA\)](#), [the Private Sector Mechanism \(PSM\)](#), [the Scaling Up Nutrition Business Network \(SBN\)](#), [Nutrition Japan Public Private Platform \(NJPPP\)](#), and the [World Business Council for Sustainable Development \(WBCSD\)](#). Four companies selected by the French Government to serve on the Paris N4G International Advisory Group are in the PSWG as observers: [dsm-firmenich](#), [Groupe Nutriset](#), [CAVACS International](#), and [Invene Agro Processing Factory](#).

³ The following international organizations and nonprofits were involved in this Declaration’s forerunner, The CEO Compact on Healthy and Sustainable Diet, and provided inputs for the Paris Declaration: Achmea Investment Management; Consumers International; Global Child Forum; Food Tank; Hystra; Future Food Movement; the SDG2 Advocacy Hub; Stronger Foundations for Nutrition; The Food Foundation; The Power of Nutrition; The Rockefeller Foundation; Trinity Health; and the World Benchmarking Alliance. Individual contributors included: Sam Kass, food entrepreneur, American political advisor, and former White House chef; Paul Polman, author and former food company CEO; Rajiv Shah, President of The Rockefeller Foundation and former Administrator of USAID; Vinita Bali, Head of the Confederation of Indian Industry’s National Nutrition Committee and former food company CEO; Germana Leyna, Managing Director of the Tanzania Food and Nutrition Centre; Derek Yach of Global Health Strategies LLC and former food company executive; and Lawrence Haddad, Executive Director of GAIN and World Food Prize Laureate.

helped to revolutionise what and how we eat. This has led to significant improvements in food security and food safety. The picture on nutrition is more mixed, however. Failures in the food system leave 148 million children under the age of five stunted, 45 million wasted⁴, hundreds of millions deficient in essential vitamins and minerals, 43% of all adults either overweight or obese in 2022, and 37 million children under the age of five overweight or obese in 2022.⁵

The costs related to these nutrition failures remain externalized, are growing, and are not reflected in the price consumer pays. While annual global food costs (2023) are approximately USD9 trillion, the [estimated hidden costs](#) are more than twice this amount at USD20 trillion. This includes the costs to human life due to unhealthy diets of USD11 trillion followed by environmental costs of [USD7 trillion](#). Between 2020-2050, OECD countries are expected to spend 8.4% of their health budgets on treating the consequences of obesity⁶. Several low- and middle-income countries are also now seeing an increase in costs related to diet-related diseases.⁷

The burden of diet-related diseases substantially impacts economic growth. The expected economic costs of undernutrition, in terms of lost national productivity and economic growth, range from 2% to 3% of GDP in some countries, to up to 11% of GDP in Africa and Asia each year⁸. This can impact potential future earnings for companies and investors⁹ and in turn impact national economies. While weight-loss drugs appear to have started curbing this trend in high income countries, they remain expensive and their long-term effects unstudied. Prevention remains the highest priority.

There is therefore both opportunity and responsibility for the private sector to play a larger role to improve nutrition outcomes. All private sector actors should play a role – especially the

⁴ [SOFI 2023](#)

⁵Overweight and Obesity. World Health Organization. 2021 ; Available at: <https://www.who.int/news-room/fact-sheets/detail/obesity-and-overweight>.

⁶ OECD. The Heavy Burden of Obesity. October 2019. The Economics of Prevention. Available at: <https://www.oecd.org/health/the-heavy-burden-of-obesity-67450d67-en.htm>

⁷ Economic impacts of overweight and obesity: current and future estimates for eight countries from <https://pmc.ncbi.nlm.nih.gov/articles/PMC8487190/>

⁸ Nutrition. World Bank 2023. Available at: <https://www.worldbank.org/en/topic/nutrition/overview>

⁹ Wellesley L, Eis J, Marijs C, Vexler C, Waites F, Benton TG. Chatham House Report: The Business Case for Investment in Nutrition. London: Chatham House; 2020

(agro-) food industry which controls much of the inputs, production, processing, distribution, consumption and disposal of food globally – to improve nutrition outcomes.

The Need to Transform the “Nutrition Economy”

The Nutrition for Growth (N4G) Summit in March 2025 is a pivotal event aiming to drive progress on global nutrition goals. The Summit comes at a critical moment as the Decade of Action for Nutrition nears its conclusion, with only five years remaining to achieve the Sustainable Development Goals (SDGs), including key nutrition targets. Reaching these targets requires a radical change of direction – one that prioritises and incentivises healthier food environments by transforming markets. What is needed is a playing field where the rules are clear for all, and which accelerate improved nutrition outcomes.

Why? Global malnutrition in all its forms overwhelms government systems. While direct investment in nutrition is estimated at \$6.3 billion dollars per year, trillions are invested annually in the food system via domestic investment, institutional investments, concessional finance and through the operations of businesses. Too few of these resources are supporting healthy diets and related health outcomes. Clearly, public sector resources will not transform food systems alone: they need to incentivise the flow of private sector resources towards supplying more sustainable and affordable nutritious food. And businesses need to play a larger and more appropriate role; recognize incentives, seize and realise them through improved commercial and nutrition outcomes.

The basic rules of the market within which actors - governments, investors, businesses, consumers - are living and working need to change. This requires coordinated action across all actors to ensure that nutritious food is not only available but also affordable, desirable, and accessible. Markets can change if governments, international institutions, investors, and businesses stand together to leverage the full range of financial instruments, redirect existing investment and financing flows that can achieve access to nutritious foods for healthier diets and better nutrition.

Examples include:

- Incentivising employers to provide more nutritious foods to their employees which will nourish both workers and the bottom-line results of companies.
- Creating new financial instruments and reimagining existing ones to support national enterprises, including SMEs, that improve the access of low-income consumers to nutritious foods
- Supporting food processors to comply with voluntary and mandatory food fortification standards.
- Public procurement that focuses more on nutritious foods, thereby stimulating more local production of nutritious foods.
- More public R&D in reducing food loss and waste, allowing businesses to adopt practices that reduce loss of nutritious foods from farm to fork, reducing their costs and preventing loss of nutrients.
- Repurposing of agro-food public finance and producer subsidies which currently amount to \$638–\$851 billion per year globally.¹⁰
- Embedding nutrition into Sustainability Reporting and ESG (Environment, Social and Governance) investing to help mobilize billions of dollars flowing into healthier food businesses from larger institutional investors who hold USD130 trillion in assets under management globally.
- Reformulating products, adjusting pricing strategies, and shifting marketing efforts to promote healthier diets.
- Improving policies to support and sustain market changes.

Therefore, this **Paris Declaration on Business & Nutrition 2030** outlines key action areas and solutions urgently required to create a stronger “Nutrition Economy” and ensure healthy and sustainable diets for all. It aligns the voices of responsible business in developing and scaling up solutions to nutrition challenges, while advocating for supportive regulatory environments and financial frameworks to enable impact. The Declaration calls on all

¹⁰ World Bank Investment Framework for Nutrition 2024

stakeholders whose actions and collaboration with the private sector play a critical role in transforming food systems including governments, investors, international organisations, civil society and the research community.

Priority Actions

The urgent need to act to transform food systems is clear. Governments, investors, businesses, and civil society must each take decisive action. Acknowledging the important role of the private sector in transforming agrifood systems and delivering nutritious foods is critical. Improving markets for nutrition must, therefore, be a particular focus, including developing and strengthening market regulations and incentives to ensure healthier foods are available and affordable for all. This requires clear commitments and accountability from the global community that leads to more responsible and impactful business-related actions for nutrition:

- Governments must implement and enforce **policies** that help to level the playing field, ensuring the enabling and regulatory environment for healthy and more sustainable food production and access across the value chain are essential parts of markets and food systems. This will incentivise and enable progressive actions by companies that want to contribute to enabling healthy diets.
- Governments and public finance institutions: use **public resources** to incentivise the production, distribution and marketing of healthier foods that meet the nutritional needs of the population.
- Investors and Financial Institutions (IFIs, Multilateral Development Banks, National Development Banks, Private Funds): scale up **concessional lending** and private funds to target healthier diet outcomes. This includes investing in SMEs and enterprises that drive innovation in healthier food products and sustainable food supply chains.
- Institutional Investors: demand change by calling for nutrition to be embedded within sustainability **reporting/ESG investing practice**.
- Private Sector (including food and beverage companies, retailers, agribusinesses): must take responsibility for reformulating products, improving affordability and accessibility of

nutritious options, and shifting marketing strategies away from unhealthy foods—particularly those targeted at children and vulnerable populations.

- International Organizations and Civil Society: align on clear **private sector engagement frameworks** that define roles, responsibilities, and expected outcomes in multistakeholder processes and platforms.
- All stakeholders: mobilize commitments from all stakeholders to enable business **transparency and accountability**, and to deliver SMART 2030 nutrition results.
- The expected **impact** of these actions is on three levels:
 - **Product-level:** companies' revenues are increasingly derived from sustainably produced inputs, outputs and food products that contribute to healthier and sustainable diets;
 - **Systems-level:** markets enable access to nutritious, affordable, and sustainable diets for all; and
 - **Population-level:** reduced prevalence of diet-related diseases and improved health outcomes for all, especially among at-risk populations.

Maintaining momentum to 2030

To maintain momentum and strengthen the 'Nutrition Economy beyond Paris N4G Summit and until 2030, multistakeholder coordination will be led by ATNi, GAIN and Paris Peace Forum. A transparent, neutral space for dialogue among committed public and private stakeholders will be maintained through periodic gatherings including at critical moments on the road to 2030 – e.g., the next N4G Summit in 2028, UN Food Systems Summit Stocktaking events, UN Committee on World Food Security annual meetings. This ongoing coordination will maintain an active Business & Nutrition dialogue and help monitor progress on commitments, identify new areas for collaboration, and report regularly to stakeholders on collective outcomes and ongoing challenges.

Conclusion

The **Paris Declaration on Business & Nutrition 2030** establishes a shared 2030 vision for an improved “Nutrition Economy” that incentivises good nutrition, ensures more private sector actions and accountability and increases collaboration between stakeholders, thus transforming food systems for nutrition. It outlines key action areas for all stakeholders to scale efforts and deliver healthy, sustainable diets. The Declaration calls on all food systems actors to work together to ensure real progress is made and measured by 2030.

Annex: Menu of actions to improve business and nutrition engagement, by stakeholder¹¹

<i>Action areas</i>		<i>Link to N4G thematic priorities</i>
1	<p><i>Increasing Financing and Investments for Nutrition</i></p> <p>Governments to:</p> <ul style="list-style-type: none"> • Implement urgently market-shaping policies, most notably, a repurposing of fiscal policies including agricultural subsidies, trade tariffs, taxes, and consumer subsidies is needed to incentivise the production and consumption of nutritious food. • Incentivise businesses of all sizes that contribute to better nutrition through targeted financial mechanisms • Offer lower utility bills, sales taxes and interest rates for companies producing and supplying nutritious foods to strengthen the business case. • Reduce interest rates for companies investing in nutrition workforce programs and nutritious food supply chains • Support businesses in developing healthier food options through R&D tax incentives, trade reforms and technical assistance. 	<p><i>Financing & Accountability for Nutrition</i></p>

¹¹ These action areas were first consolidated at the N4G Private Sector Roundtable held on December 9, 2024, in Paris and build on prior work shaped through contributions from members of the N4G Private Sector Working Group (PSWG), as well as organizations involved in the CEO Compact on Healthy and Sustainable Diets: Achmea Investment Management; ATNi (Access to Nutrition initiative), Consumers International, Global Alliance for Improved Nutrition (GAIN), Global Child Forum, Food Tank, Future Food Movement, Paris Peace Forum, the SDG2 Advocacy Hub, Stronger Foundations for Nutrition, The Food Foundation, The Power of Nutrition, The Rockefeller Foundation, Trinity Health, and the World Benchmarking Alliance. Individual contributors include Sam Kass, food entrepreneur, American political advisor, and former White House chef; Paul Polman, author and former food company CEO; Rajiv Shah, President of The Rockefeller Foundation and former Administrator of USAID; Vinita Bali, Head of the Confederation of Indian Industry’s National Nutrition Committee and former food company CEO; Germana Leyna, Managing Director of the Tanzania Food and Nutrition Centre; Derek Yach of Global Health Strategies LLC and former food company executive; and Lawrence Haddad, Executive Director of GAIN and World Food Prize Laureate.

	<ul style="list-style-type: none"> Implement taxes on less healthy products and earmark revenue generated from such taxation to support nutrition programming. <p>Donors to:</p> <ul style="list-style-type: none"> Provide financial and technical assistance for businesses innovating in food loss and waste reduction and nutrition-focused production. Harness the annual financial resources available from DFIs, MTBs and national development banks, supported by catalytic risk capital. <p>Private investors to:</p> <ul style="list-style-type: none"> Make nutrition financially material and include nutrition in annual earnings call. Leverage existing nutrition-linked metrics that show the links between nutrition investments and productivity, healthcare costs, and economic development. Use existing private equity/fund nutrition criteria to incentivise companies to produce healthier/more nutritious food require food companies (investees) to disclose annually the healthiness of their product portfolios using evidence-based nutrient profiling models. Require food companies (investees) to market foods responsibly (as per WHO guidelines). 	
2	<p><i>Improving Agrifood Systems</i></p> <p>Governments to:</p> <ul style="list-style-type: none"> Include healthy diets for all in agrifood systems transformation plans. Balance agricultural subsidies to support healthy diets from sustainable agrifood systems by favouring healthy foods (e.g. fresh fruits and vegetables, beans and legumes, diverse nutritious staple foods, nutritious animal source foods in some contexts). Invest in programs such as carbon credits (in some contexts) to create financial benefits for farmers of 	<p><i>Nutrition-sensitive Agriculture (transition to sustainable food systems and climate)</i></p>

	<p>prevent deforestation.</p> <p>Companies to:</p> <ul style="list-style-type: none"> Invest in climate-smart agricultural solutions to ensure sustainable production of healthy foods to feed the growing world population within planetary boundaries. Innovate to improve taste, desirability, and convenience of healthy agricultural products while maintaining the healthiness of these products (e.g. limits on additional salt, sugar and saturated fats). Invest in developing new products (e.g. biofortified crops) in processed and packaged foods. Innovate to reduce food loss and waste along the value chain. Develop new products which are both healthy and environmentally friendly (e.g. plant-based proteins) and create incentives for consumers. Adopt nutrition-sensitive agriculture activities (bio)fortified crops/foods; increasing yields of nutrient-dense crops; increasing diversity of crops grown). <p>Insurers to:</p> <ul style="list-style-type: none"> Invest in products to derisk farmers who invest in climate smart practices. 	
3	<p><i>Improving Healthiness and Innovation of Food Portfolios</i></p> <p>Companies to:</p> <ul style="list-style-type: none"> Leverage new technologies to reformulate for healthier foods. Leverage new technologies to enhance transparency in ingredient sourcing and product healthiness. Retailers to prioritize healthier product placement, pricing strategies, and promotions to encourage nutritious food choices. 	<p><i>Data, Research, Innovation and Artificial Intelligence</i></p>

	<p>Governments to:</p> <ul style="list-style-type: none"> • Require food companies (investees) to disclose annually the healthiness of their product portfolios using evidence-based nutrient profiling models. • Require food companies (investees) to market foods responsibly to children (as per WHO guidelines). • Support companies that supply fruits, vegetables, pulses, eggs, dairy, fish, and poultry to enhance the availability and affordability of nutritious foods, including by leveraging technology. • Fund and support research efforts to create healthier food products. • Ensure trade regulations facilitate rather than hinder access to nutritious foods. <p>Research organizations to:</p> <ul style="list-style-type: none"> • Support pre-competitive collaborations that align industry efforts on reformulation, ingredient quality, and innovation across the value chain. 	
4	<p><i>Responsible Marketing and Consumer Protection</i></p> <p>Governments to:</p> <ul style="list-style-type: none"> • Standardise regulations particularly at regional levels (e.g., across the EU), to ensure consistency and effectiveness. • Invest in large scale consumer education, e.g. to support consumers to understand front of package labelling schemes. • Introduce mandatory schemes, and enforcement mechanisms for non-compliance, where there is strong evidence (e.g. on marketing to children under 18 and front of package labelling). • Increase the coverage of cost-effective high impact nutrition interventions through the health system. • Ensure access to essential nutrition-related health products available in the health system. 	<p><i>Nutrition, Health, Social Protection; Financing & Accountability for Nutrition</i></p>

	<ul style="list-style-type: none"> • Include nutrition education in health workers’ training and primary health care delivery. <p>Investors to:</p> <ul style="list-style-type: none"> • Reward companies that promote healthier choices through responsible marketing practices (e.g., traffic lights). <p>Companies to:</p> <ul style="list-style-type: none"> • Align product definitions with science-based metrics to create clear, evidence-backed standards. • Adhere to voluntary or industry regulations to the fullest extent possible. • “Do no harm” especially on breastmilk substitutes and sugar-sweetened beverages. • Cease all lobbying activity against public health measures. <p>Civil society and international organizations to:</p> <ul style="list-style-type: none"> • Support and empower consumers to make informed choices and to demand change. • Align on principles of private sector engagement in multistakeholder processes and ways of managing conflict of interests. 	
5	<p><i>Catalysing Support for Agrifood MSMEs to Transform Global Food Systems</i></p> <p>Governments to:</p> <ul style="list-style-type: none"> • Leverage procurement practices (e.g. school feeding programs), tax incentives, and simplified regulations to expand market access and financial support for MSMEs producing nutritious foods. • Invest in capacity-building programs, and cooperative networks, to enhance MSME competitiveness and sustainability. 	<p><i>Nutrition, Transition to Sustainable Food Systems and Climate</i></p>

	<p>DFIs, Multilateral Development Banks, and Investors to:</p> <ul style="list-style-type: none"> • Provide financial mechanisms such as innovation grants, patient capital, and blended finance to de-risk investments in MSMEs. • Support SME-focused incubators, accelerators, and technical assistance programs to drive innovation and efficiency in food systems. <p>Companies to:</p> <ul style="list-style-type: none"> • Strengthen MSMEs in their value chains through technical training and improved access to distribution networks. • Invest in technology, sustainable agriculture, and logistics to enhance MSME productivity, food safety, and market reach. <p>Donors and Civil Society to:</p> <ul style="list-style-type: none"> • Fund SME-led initiatives and voucher programs to improve local food production, distribution, and consumer access to nutritious foods. • Advocate for policies that protect and empower small-scale food producers, ensuring their inclusion in food system transformation efforts. 	
6	<p><i>Scaling up Food Fortification Programs</i></p> <p>All stakeholders to:</p> <ul style="list-style-type: none"> • Ensure coordinated efforts between businesses and regulators to integrate effective and appropriate (i.e. aligned with Codex or national standards) fortification into broader food system transformation strategies. • Strengthen business incentives and regulatory frameworks to scale up large-scale fortification of staple foods. 	<p><i>Nutrition, Health, Social Protection</i></p>

	<ul style="list-style-type: none"> • Support small scale producers with technical capacities for fortification (aligned with Codex or national standards). • Increase quality and compliance for fortification programs to ensure optimized reach and impact. 	
7	<p><i>Workplace Actions for Better Nutrition & Business Performance</i></p> <p>Companies to:</p> <ul style="list-style-type: none"> • Provide better workforce nutrition programs – including through workplace nutrition programs, improved maternity/paternity leave and childcare policies. • Implement policies which support and respect WHO guidelines for breastfeeding protection and support • Integrate workforce nutrition practices in ILO Occupational Health and Safety Regulations. <p>Governments to:</p> <ul style="list-style-type: none"> • Offer tax benefits, grants, or low-interest loans to businesses implementing workplace nutrition initiatives. 	<p><i>Nutrition, Health, Social Protection; Nutrition and Gender Equality</i></p>