SBN EXECUTIVE COMMITTEE MEETING

SBN Pakistan conducted its Executive Committee Meeting for the current quarter at Marriott Hotel, Islamabad. The meeting was jointly chaired by Dr. Nazeer Ahmed, SUN Focal Point and Deputy Chief Nutrition, Ministry of Planning Development & Special Initiatives (MoPD&SI) and Mr. Ismail Suttar, Co-Chair SBN & CEO Hub Salt.

The Executive Committee reflected on the business affairs of the SUN Business Network, reviewed progress and recommended actions to prioritise for the next quarter.

RE-ORGANIZING WORKING GROUPS

SBN Pakistan’s Working Groups have been finalized and formed after approval of the Executive Committee. The three re-organized Working Groups and their identified leaders are:

1) Engagement & Partnerships Group led by Mr. Ismail Suttar, CEO Hub-Salt
2) Access to Support & Services Group led by Mr. R.S.N Janjua, Director SoyPak
3) Enabling Environment Group led by Mr. Zohaib Jamil, Senior Manager QA Metro Cash & Carry

COVID GRANTS TO SUPPORT FOOD SYSTEM WORKERS

SBN Pakistan in collaboration with the “Keeping Food Markets Working” program of the Global Alliance for Improved Nutrition (GAIN) launched an exclusive round of small grants for SBN members in Pakistan under its response to the COVID-19 crisis. The grants are aimed at supporting the nutrition security of food system workers who have been hit hard by the pandemic. Nutrition support grants to food systems workers through businesses is the most practical way to support nutrition in the workplace during COVID times. SBN members will be able to continue their workplace nutrition commitments and existing programs by securing these grants.

For further details, visit:
The current situation of COVID-19 has caused havoc in 195 countries around the world, with over 38.4 million confirmed cases worldwide, deeply affecting developing countries like Pakistan. 100,000,000 people in Pakistan were already food insecure. Now, these 100,000,000 people have been pushed into further poverty and food insecurity. Businesses were forced into a shutter down lockdown, eventually leading to an increase in lay-offs. Stable, middle-class households were struggling to find the means of income to put food on their plates. Stockpiling of food and inflation was at its peak, but the worst impact has been that hunger has reached unprecedented levels.

In response to the crisis, Rizq initiated its EHSAAASKaro Campaign, to mobilize various segments of the society from individuals, philanthropists, corporates, media, celebrities to volunteers. Through our collective efforts, we managed to find, feed and sustain 15,000 families by ensuring them food provision for two months during the first wave of this crisis. With state-of-the-art technology, they have developed a system that channels rations to beneficiaries in the most efficient manner to ensure transparency and avoid any duplications of beneficiaries.

The EhsaaasKaro campaign initiated by Rizq as a response to COVID-19 crisis was supported by national tennis star Aisam-ul-Haq, who personally came on the ground and pledged to reach maximum families across the country, through his foundation, Stop War Start Tennis. To scale up the efforts against coronavirus, Stars Against Hunger was initiated. The movement included National and International sports stars who donated their signed memorabilia for auction with all the proceeds going to support Rizq's cause for a #HungerFreePakistan. The movement showcased unique roadshows, setting its foot in every province of Pakistan, holding press conferences and spreading the word for a #HungerFreePakistan.

For further details, visit:
https://www.sharerizq.com/en

INITIATIVES BY OUR MEMBERS
Rizq - People Powered Movement united to End Hunger

About the Company
Rizq is a social enterprise that fights against hunger, malnutrition and food wastage in Pakistan. By developing a marketplace for food philanthropy, Rizq connects donors, nonprofits and end beneficiaries through technology to create a transparent and effective channel for food distribution. With a network of food banks and on-ground partners, Rizq identifies food insecure communities and provides them access to nutritious and stable supplies of food that is sponsored from a wide array of individual and institutional donors.

Rizq was started in 2015 by three LUMS alumni, and is deeply inspired by one of the founder’s mother and her legacy of feeding the poor for over 35 years. The company is on a mission to end hunger in Pakistan!
During the COVID-19 crisis, ‘Rizq’ mobilized an army of 3,000 volunteers across 23 cities, engaged 50+ corporate partners, distributed over 2.2 million meals to the most vulnerable, saving over 20,000kg of excess food that would otherwise have gone to waste. The EhsaasKaro movement in response to the crisis, distributed 2,203,093 meals and collected donations of Rs. 48,160,789/.

The Government of Punjab acknowledged these institutional efforts in a ceremony honoured by the Governor of Punjab, and founder Akhuwat; Dr Muhammad Amjad Saqib at the Governor House. Moreover, the German embassy also supported Rizq in their mission for a #HungerFreePakistan during the COVID-19 crisis. The project pitched to support 600 families, especially widows and industry laid off staff, for the period of two months.

As a result of all their COVID-19 relief efforts, Rizq was able to take their program beyond the borders. Head of the Commonwealth, Her Majesty the Queen, congratulated Huzaifa and Hassan on receiving Commonwealth Points of Light award with a phone call hosted by the British High Commissioner Dr Christian Turner CMG.

Rizq is spearheading product innovation when it comes to revolutionizing the food philanthropy market of Pakistan, to make it more efficient to combat the food insecurity faced by 100 Million Pakistanis as a matter of urgency.

METRO Private Label Products with Reduced Salt
Contents - Healthy Food Choices

About the Company
METRO opened its first cash & carry wholesale center in Pakistan in 2007 & expanded to 5 wholesale centers in a short span of 18 months. In July 2012 METRO and Makro-Habib combined their wholesale business in Pakistan marking the beginning of a long-term partnership to the mutual benefit of both companies. The merger allowed METRO and Makro-Habib to combine resources and gain the financial strength to lead and grow in a challenging environment and to gain synergies targeted to generate value for our customers and suppliers alike. Today the company is operating 9 wholesale centers in Lahore, Karachi, Islamabad & Faisalabad. METRO is a leading international wholesale company with food and non-food assortments that specializes on serving the needs of hotels, restaurants and caterers (HoReCa) as well as independent traders. Around the world, METRO has some 24 million customers. METRO in addition also supports the competitiveness of entrepreneurs and own businesses with digital solutions and thereby contributes to cultural diversity in retail and hospitality. The company operates in 35 countries and employs more than 150,000 people worldwide including Pakistan.

METRO serves as a catalyst for growth by implementing a modern trade infrastructure along the entire value chain: We offer local businesses like small retailers and restaurants a reliable supply source of up to 90 % locally procured goods as well as services to increase their competitiveness. At the same time we implement a modern agricultural supply chain resulting in reduction of wastage and better quality produce. In Pakistan METRO e.g. established collection centers for local farmers providing them with the opportunity to sell their produce directly at a fair market price. Through efficient post-harvest handling methods introduced by METRO a 95 % improvement in availability and quality was achieved.

Unhealthy diets and lack of physical activity are a global risk to health. We are eating more processed foods than ever before. Providing healthy and nutritious food is becoming more and more important. METRO provides an opportunity to their customers to make healthier choices for their business and families by offering them reformulated products especially in private labels (METRO’s own brand). METRO is globally working to offer more products with reduced sugar, salt and trans-fat products. METRO Pakistan (Pvt.) Ltd reformulated their OK brand snacks range by reducing salt by in existing recipe. Snacks are consumed in sufficient quantities by almost all age groups and usually part of tea at almost every home as a snack.

For further details, visit:
https://www.metro.pk/
In the first phase, 14 products were shortlisted for salt reduction and they successfully reformulated 9 products with 10% reduced salt contents. Interestingly, during sensory evaluations, reformulated products received a higher score than existing recipe which reflects better acceptability of consumers. Reduction in salt will be clearly communicated on labels to increase consumer awareness.

They also reformulated products of their private label supplier “Chaudhry Food Products” who participated in the Pakistan SUN Pitch Competition in April 2020 organized by SUN Business Network Pakistan. METRO Pakistan is fulfilling its global commitment as well as supporting the SBN in providing healthy & nutritious products.

“Reducing salt intake to the recommended level of less than 5gram per day could prevent 1.7 million deaths each year. people are often unaware of the amount of salt they consume and most people consume too much sodium through salt, which can lead to high blood pressure, which in turn increases the risk of heart disease and stroke” - WHO

ABOUT SBN

In 2010, the Scaling Up Nutrition (SUN) Movement was launched to support national leadership and collective action to scale up nutrition. The SUN Business Network (SBN) is one of the four global networks that supports SUN countries (along with the UN, Civil Society and Donor Networks). It is convened by the Global Alliance for Improved Nutrition (GAIN) and the UN World Food Programme (WFP) and further supported by an Advisory Group comprised of senior business leaders.

The SBN aims to reduce malnutrition in all its forms through engaging and mobilising business to act, invest and innovate in responsible and sustainable actions and operations to improve nutrition. The SBN provides a neutral platform to broker partnerships and collaboration between business and all actors on nutrition at a national, regional and global level.

SBN Pakistan seeks to increase the availability and affordability of safe, nutritious foods for low income consumers through capacitating businesses and other relevant stakeholders and incentivising positive business actions. SBN Pakistan focuses on specific areas in the food system including creating an enabling environment for businesses to act on nutrition, accelerating nutrition sensitive innovations and promoting cutting-edge and inclusive business models across the food system that address the constraints of different sectors that are important for food diversity and improved nutrition.