

ORGANISATION NAME:

# GRUPO NUTRESA



Grupo  
**nutresa**

Grupo Nutresa is a leading food processing conglomerate, leader in processed foods in Colombia and one of the most relevant players in the sector in Latin America, with consolidated sales of COP 6.869 billion in eight business units. The Organisation has direct presence in 14 countries and commercialisation of its products and services in 72 countries, employing more than 44.000 people.

The company has partnered with government, ministries, universities, UNICEF and the UN Global Compact amongst other organisations with the goal of increasing awareness and action in the areas of human rights, education and nutrition.





**\*1.** In Colombia, Grupo Nutresa worked with the Ministry of Education and UN to develop a nutrition strategy.

**\*2.** Farmers received technical, social and business advice.

Grupo Nutresa considers itself to have a strong thread of sustainability within its corporate culture. The company employs 44,000 people in Latin America, producing and marketing products that contribute to ending hunger and improving nutrition.

The company has worked with the United Nations in the past, but has struggled to align its interests with those of its partners. Often the UN programmes and models have seemed neither flexible nor agile, and the company has found that many of the metrics used to measure development success differ between the public and private sector. Additionally, there seems to be no clear way for companies to find information on partnerships, meaning that the private sector often becomes frustrated while trying to figure out the logistics of a

partnership, and instead go it alone to create their own sustainability projects.

“The UN should go beyond transfers of information and strive to participate with the private sector in a range of projects with the aim of more structural and public policy changes; they are able to increase coverage and scale of projects through the validation of results on the road to a sustainable agenda,” said CEO, Carlos Ignacio Gallego. “That is their strength and where real impact is made.”

Gallego believes that the UN should build on its catalytic role in development and use its influence to create spaces for the public and private sectors to share their learnings and discuss common objectives. The UN can also help projects achieve scale—for example, by validating the results of company-led pilot programmes—and make sure that stakeholders from diverse backgrounds understand the role that the private sector plays in meeting the objectives of sustainable development.

# SUPPORTING THE SDGS

The following are two illustrative examples of initiatives that are supporting the SDGs.

## Healthy Lifestyles for Public Schools

**Partners: Ministry of National Education of Colombia, the UN World Food Programme, UNICEF, Institute of Nutrition and Food Technology (INTA) of the University of Chile and the University of Antioquia**

Grupo Nutresa works in Colombia, Chile and Mexico with different partners to develop capacities in healthy lifestyles. In Colombia the alliance between the Ministry of National Education of Colombia, the UN World Food Program, UNICEF and the academic sector is developing a strategy that promotes healthy lifestyles and identifies areas of improvement on this subject in the public education system. The project consolidated school management staff responsible for adopting educational projects around food and healthy lifestyles as a way of preventing or reducing health problems and the consequences of undernourishment or poor nutrition in school-age children.

In order to effectively develop this strategy, UNICEF works to ensure the rights to key hygiene practices, alongside the commitment and experience of the private food sector, such as Fundación Nutresa, enabling a sector-based approach to promoting healthy lifestyles and balanced nutrition.

Meanwhile, the World Food Programme seeks to guarantee access to healthy nutrition and the University of Antioquia contributes with its experience in research, evaluation and mobilisation in promoting healthy lifestyles.

In Chile and Mexico, the company invited the Institute of Nutrition and Food Technology (INTA) of the University of Chile and the local Government to develop a model to address the obesity epidemic based on scientific evidence. As a result of this a project, “A Pilot to Prevent and Stop Childhood Obesity: Intervention in Schools in Casablanca”, was created in 2001. Since then, the model has been refined. The model currently benefits more than 7,400 children and teachers in Chile and Mexico.

## Fostering Cocoa Practices

**Partners: The Ministry of Agriculture and Rural Development and local NGOs**

The social strategy with Cocoa farmers has been focused on social projects that seek to develop capacities for stakeholders, strategically oriented within the Grupo Nutresa sustainable development framework. This is achieved thanks to the joint work among Compañía Nacional de Chocolates (A Grupo Nutresa company), Fundación Nutresa, the Ministry of Agriculture and Rural Development and local NGOs, designing strategies with small cocoa suppliers, aiming to strengthen producers in aspects of business management, quality and productivity to increase competitiveness levels of cocoa producers. This includes the improvement of quality, greater grain size and less waste. Cocoa is a raw material that has great potential for the Colombian economy.

Grupo Nutresa has worked to promote domestic cultivation of cocoa since 1958. From a business perspective, this is also important as it represents savings in the cost of the cocoa it buys. Through the promotion of cocoa, Grupo Nutresa has supported cocoa-production projects totaling 21,983 hectares, benefiting nearly 10,000 families in 85 municipalities in the country. In these projects, farmers received technical, social and business counseling in the development of their crops and the strengthening of their organisations.