Sugar content of food aid
WHO calls on countries to reduce sugars intake among adults and children

Press release

4 MARCH 2015 | GENEVA - A new WHO guideline recommends adults and children reduce their daily intake of free sugars to less than 10% of their total energy intake. A further reduction to below 5% or roughly 25 grams (6 teaspoons) per day would provide additional health benefits.
The Industry

- Products are unique to the sector thus have a niche supplier base
- Suppliers are now spread geographically over 25 different countries
- UNICEF has many suppliers in developing nations, as part of our strategy
- Demand for nutrition supplies have grown over the last 10 years
The Market

donors

Health-workers in MOH, Partners

Mothers and volunteers

Children/beneficiaries
Examples of alternative products
Thank you Thank you Thank you Thank you