

The Good Food Logo

The Good Food Logo is a joint initiative of the government of Zambia and the SUN Business Network (SBN). The logo is guided by a set of nutrition criteria, which has undergone extensive scrutiny and developed by a set of technical experts from government (National Food and Nutrition Commission, Food and Drug authority and Zambia Bureau of standards), Nutritionists, Academia and Science with input from private sector.

The Good Food Logo will be supported by a Marketing campaign as well as a broad-based Social Behavioural Change and Communication (SBCC). Launch is planned for the second Quarter of 2018 after which food manufacturers can submit applications to use the logo.

The Rationale (Why)

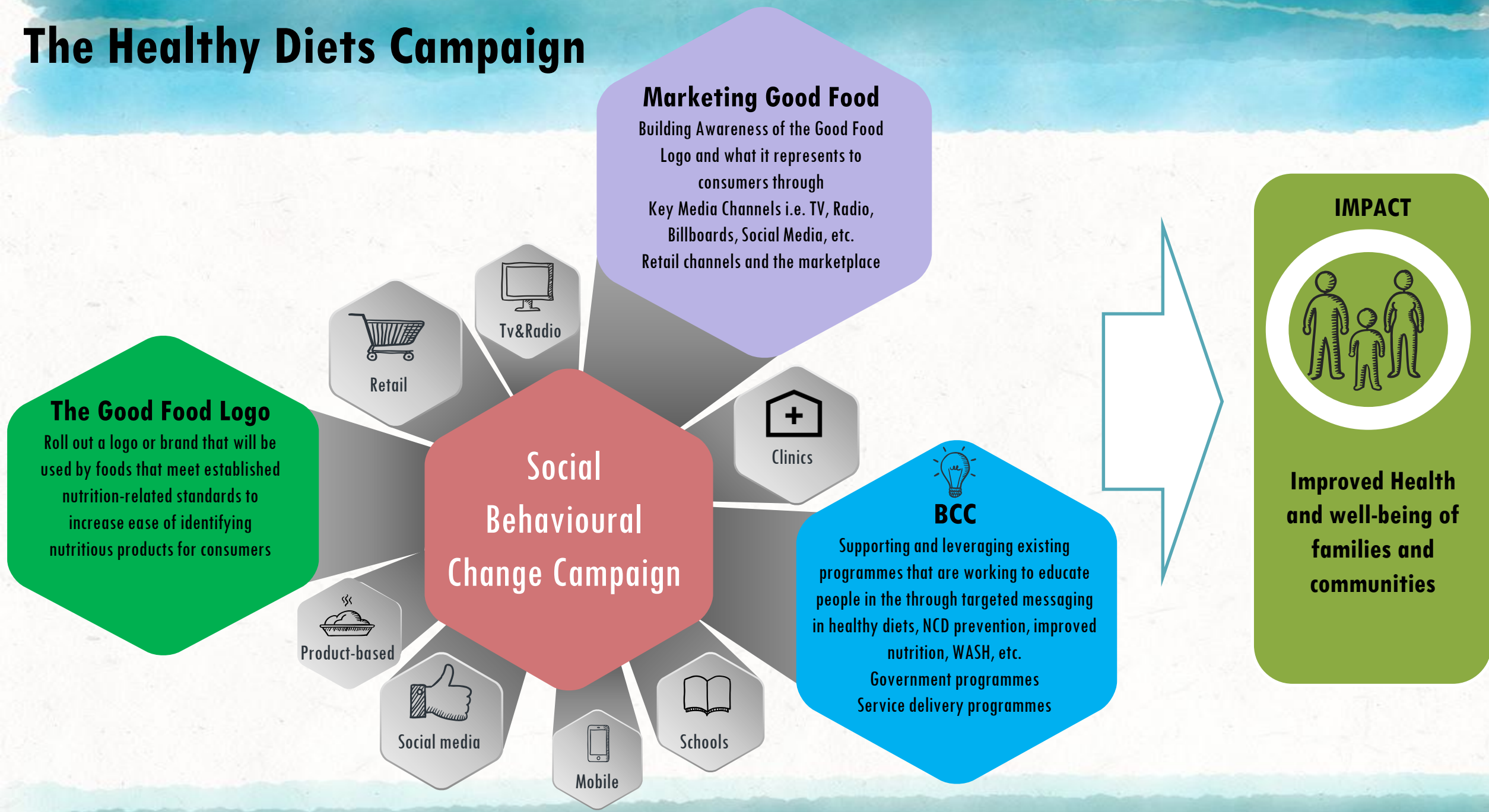
- ▶ **Nutrition Awareness** is limited
- ▶ **Consumer demand** for nutritious foods is low
- ▶ **Availability** of nutritious foods/products is inadequate
- ▶ **Junk or unhealthy foods** are becoming cheaper, and easier to access everywhere

The Impact desired (What)

- ▶ **Improved knowledge** of healthy diets among consumers
- ▶ **Changes in behaviour** i.e. increased demand for healthy diets
- ▶ **Decrease in demand** for unhealthy foods/products
- ▶ Make healthier diets **aspirational** for consumers
- ▶ **Increased availability** of healthier food options, products

The logo will be the first of its kind in Africa with the objective of reducing micronutrient deficiencies and preventing overweight/obesity & associated non-communicable diseases

The Healthy Diets Campaign



The Good Food Logo

Roll out a logo or brand that will be used by foods that meet established nutrition-related standards to increase ease of identifying nutritious products for consumers

Marketing Good Food

Building Awareness of the Good Food Logo and what it represents to consumers through Key Media Channels i.e. TV, Radio, Billboards, Social Media, etc. Retail channels and the marketplace

Social Behavioural Change Campaign



BCC

Supporting and leveraging existing programmes that are working to educate people in the through targeted messaging in healthy diets, NCD prevention, improved nutrition, WASH, etc.
Government programmes
Service delivery programmes

IMPACT



Improved Health and well-being of families and communities