

**NUTRITION *at* WORK**

**SECTION 1**

# **THE BUSINESS CASE**



# Business Case for a Healthy Workforce

All employers want the best for their employees, and a healthy workforce benefits everyone. A workforce nutrition programme can complement existing health and wellness programmes, which are often appreciated by employees as well as customers who want to ensure fair treatment of the workforce.

## How can a workforce nutrition programme help your business?



### Increasing customer value while improving employee nutrition<sup>4</sup>

**Company:** Tae Kwang Vina, Garment Company, Vietnam

**Intervention:** To meet a customer's standards, Tae Kwang Vina started offering a free lunch or dinner to employees, including rice, soup, meat and vegetables. They also offered a subsidized breakfast, to discourage employees from visiting street vendors that were a source of food-borne illness.

**Outcomes:**

- ↑ Productivity
- ↑ Morale
- ↓ Number of b-grade shoes
- ↓ Rate of sick days
- ↓ Employee turnover



### Subsidizing meals benefits employees and employers<sup>4</sup>

**Company:** San Pedro Diseños, Textile Company, Guatemala

**Intervention:** To address poor nutrition among workers, San Pedro Diseños offered subsidized meals with improved nutritional quality and made other food programme updates, including offering a snack, providing breaks and building a new dining area.

**Outcomes:**

- ↑ Productivity
- ↑ Morale
- ↓ Absenteeism
- ↓ Medical costs
- ↑ Annual earnings

<sup>4</sup> Wanjek, C. *Food at Work workplace solutions for malnutrition, obesity and chronic diseases*. 2005.

# Simple Solutions for Companies Just Getting Started

If your company does not yet have a programme in place, you may wonder how to get started. These activations can have a big impact with less investment.



1



## Separated Eating Space

Providing workers with a dedicated clean space for accessing drinking water, washing hands with soap and eating snacks or a mid-day meal can help them relax during their breaks and feel energized for the rest of the workday.

2



## Paid Canteen or Shop

Offering healthy food on site in a paid canteen or shop improves workers' access to nutritious food. This benefit has added impact if workers can purchase healthy food to take home for themselves and their families. Some companies develop long-term relationships with local street vendors who can bring in healthy snacks at break times.

3



## Healthy Snacks

Providing healthy snacks at one or two moments throughout the day helps workers maintain their energy levels and meet their nutritional needs. Refer to the Building a Healthy Snack section (page 23) in this handbook for more information.



## Better nutrition for everyone

"One exciting aspect of this work is its multiplier effect: If we train 2,000 employees in better health and nutrition, we will influence 2,000 families. If each family has 5 people, that's 10,000 people who have positively benefited. And if each of those people tell just one other person about what they learned, we've reached 20,000 people. To make people's lives better – to serve my country and the people in this way – that's exciting!"

- Major Murtaza, General Manager of Human Resources for Lenny Fashions Ltd.

Visit [Nutrition Connect](#) to read the full interview, *In Focus: Workforce nutrition in the Bangladesh garment sector*, with Major Murtaza