



ASHOKA INNOVATORS FOR THE PUBLIC

DISCUSSION DRAFT – July 2015

Introducing Full Nutrition Value Chains

Based on trends among system-changing social entrepreneurs, we foresee a future of commerce, public policy and community action that improves people’s health, agricultural productivity, and the natural environment in parallel; not just alongside each other, but because of each other.

While regenerative economics are sometimes promoted from a philosophical or theoretical perspective, we see many actual business models underlying this vision of intertwined social and environmental vitality emerging in patterns among enterprises of more than 200 leading social entrepreneurs in Ashoka’s global fellowship.

We’ve been calling the practical basis of this idea “Full Nutrition Value Chains,” and in partnership with these social entrepreneurs and others we are beginning to test, refine and promote strategies to activate them at wide scale in society.

In essence, in the fields of health, food and agriculture we observe that by focusing on a full spectrum of micronutrients and nourishment outcomes, in contrast to a more typical subset of discrete nutrient inputs, scientific and economic forces align with each other powerfully. Value comes from strategies which shift human behavior by increasing wellbeing, and on practices which integrate the package of biological, economic and cultural nourishment in people, plants or soils. These value premiums, in turn, drive remarkable entrepreneurship and innovation.

This practical focus on actual nourishment outcomes is being made possible at this moment in human history by scientific advances in understanding micronutrient deficiencies (the “hidden hunger”), by the analytic potential of the information revolution for deciphering patterns that traditional science hadn’t yet traced, and by the motivational forces both of global population growth and of increasingly erratic weather conditions on food and environmental systems.

Results we see (and anticipate further) include healthier people focused on nurturing wellness rather than reacting to sickness; increased food security for vulnerable populations; more nutritious and more stable agriculture; and economic demand driven from all these sectors for ecologically healthy and regenerative soils and ecosystems, because of the role they play in helping foster the Full Nutrition Value Chains.

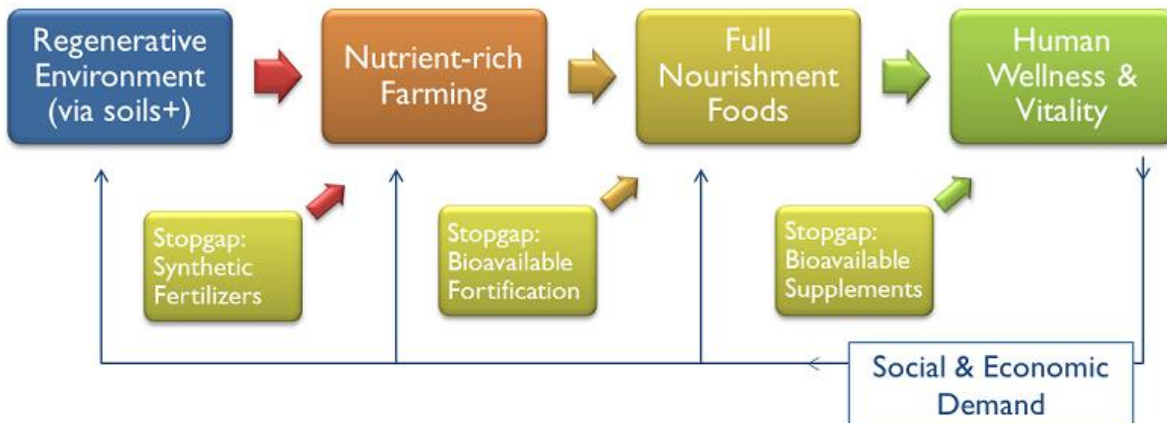
We now seek critical feedback and support. We want to foster investment in initiatives and entrepreneurs that propel this force, and which further evolve a true nourishment economy.

Contact: David Strelneck, dstrelneck@ashoka.org, +1 (202) 431-6520.

Abidjan | Abuja | Asuncion | Bamako | Bandung | Bangkok | Bogotá | Bratislava | Buenos Aires | Cairo | Cape Town
Colombo | Dakar | Dhaka | Dublin | Frankfurt | Istanbul | Johannesburg | Karachi | Kathmandu | Kolkata | Lima | London | Madrid
Manila | México City | Mumbai | Nairobi | New Delhi | Ouagadougou | Paris | São Paulo | Toronto | Warsaw | Washington, D.C.



Full Nutrition Value Chains



The intimate importance of food every day to every person on the planet makes the magnitude Full Nutrition Value Chains quite clear.

They reflect large scale economics which, like the evolving science of full nutrition, aren't constrained by intellectual boundaries between the health, food, agriculture and environment sectors.

They reveal vast potential for cycles of supply and demand between communities that succeed in nourishing themselves (physically, economically and culturally) and factors driving the wellbeing of people and ecosystems elsewhere, creating a true growth or nourishment economy.