

Nutrition Sensitive Market Ecosystems Development

iDE

How all markets can support secure nutrition

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AGENDA

What is NSMED?

Why is NSMED an important concept?

What are key support resources for NSMED?

How has NSMED been applied by iDE Bangladesh so far?

How is NSMED applicable to your work?

Markets for nutrition

- Markets can support or undermine nutrition
- Market-based interventions can:
 - Have broad impact, be sustainable, be locally integrated
 - Increase inequality, reduce dietary diversity
- Markets are a tool, not a blueprint
- Nutrition-sensitive, inclusive, market ecosystem strategy can be a good tool

Availability

Appropriateness

Access

Utilization

Stability

What is NSMED?

Nutrition Sensitive Market Ecosystems

Development is a strategy intended to

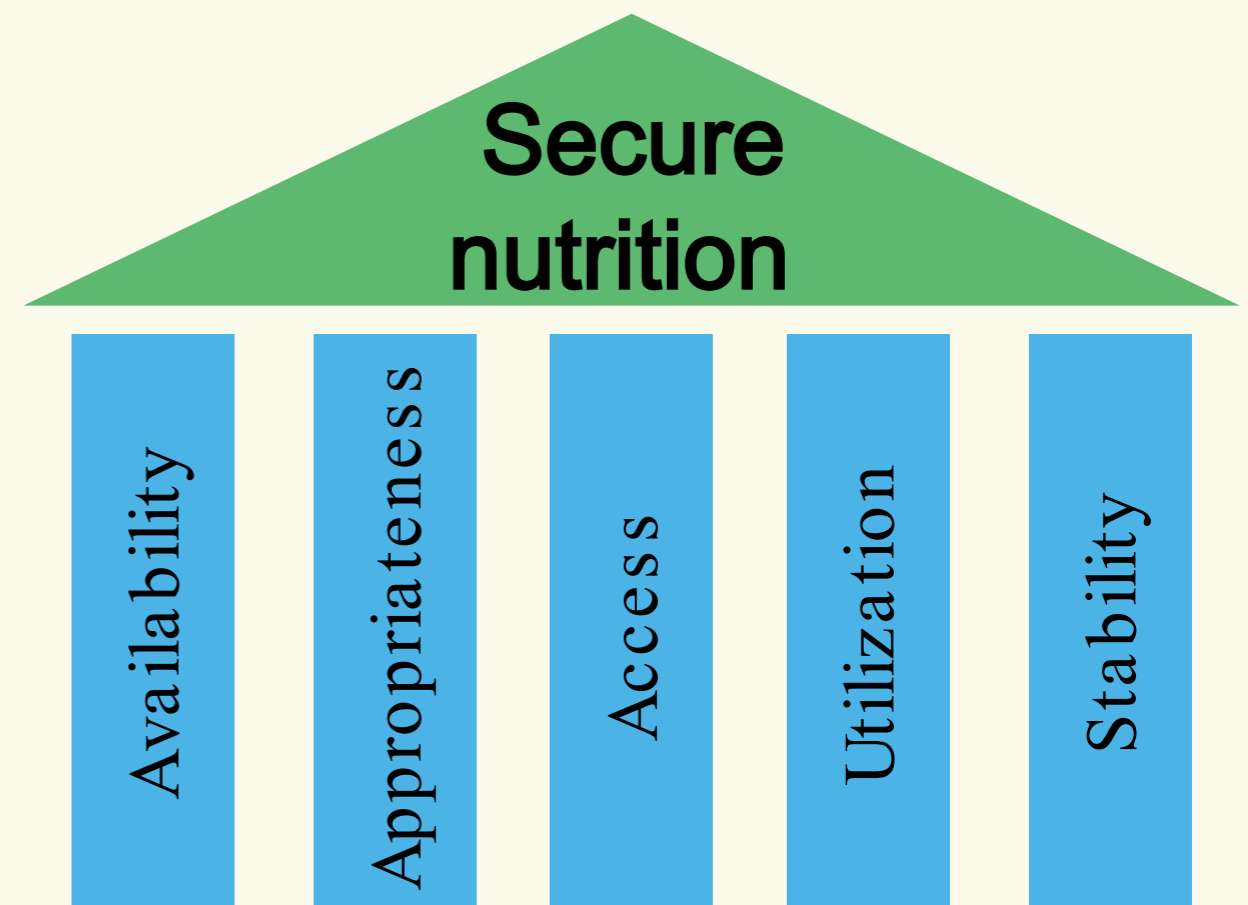
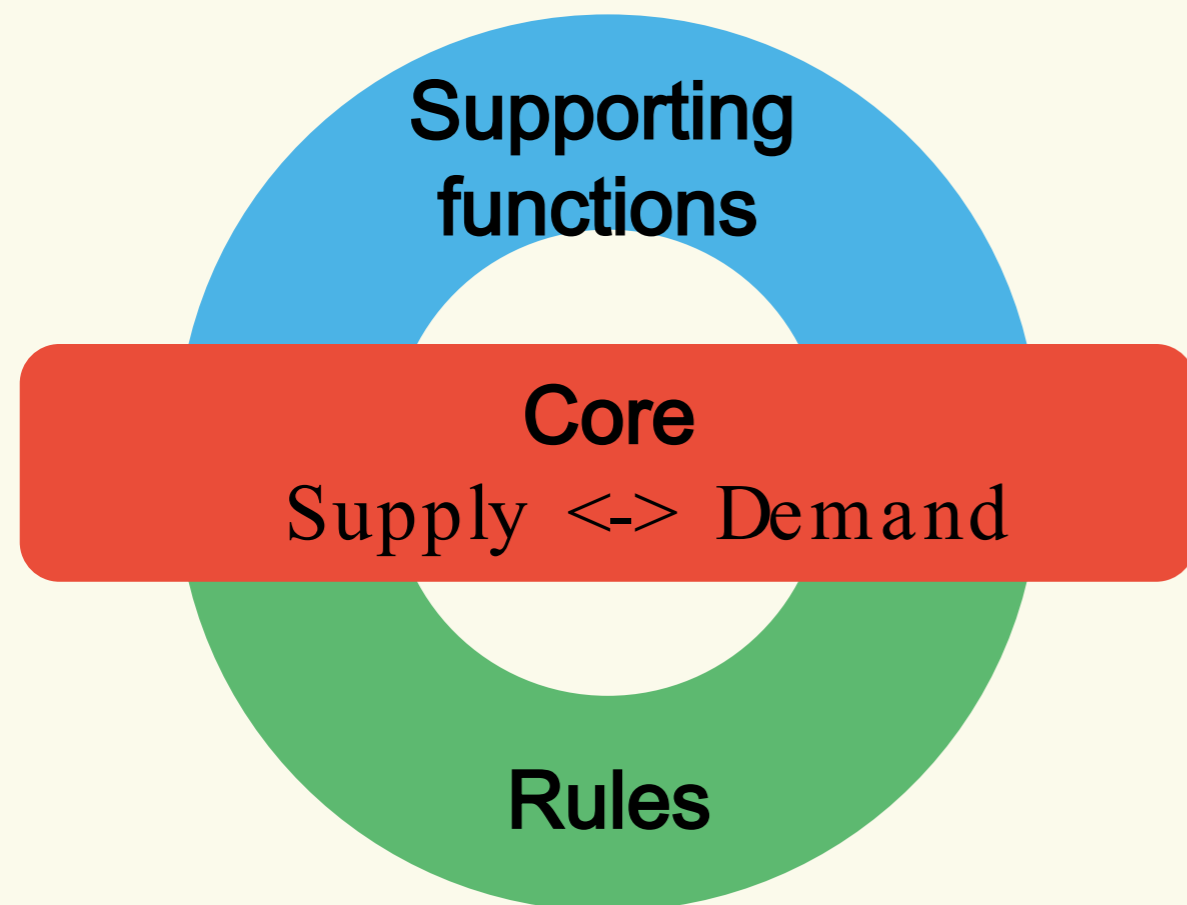
enhance the nutrition impact

of both

agricultural and non-agricultural

market-based interventions.

What is NSMED?



Key components

1. **Goals:** Identify a clear nutrition problem
2. **Monitoring and evaluation strategy:** Individual, household, and community level, using donut & 5-pillar frameworks
3. **Ultimate beneficiaries:** Center the most vulnerable
4. **Target sub-sectors:** Contribution to dietary diversity, risk, employment, inclusion; not only agricultural
5. **Entry points:** Donut & 5-pillar frameworks
6. **Interventions:** Multiple pillars, identify barriers to inclusion, income/employment pathway

Why NSMED?

- Inclusive
- Sector independent
- Centers nutrition
- Sustainable
- Multiple entry points



Related programming

- Many great resources available which provided inspiration for this strategy
- Concepts from nutrition-sensitive agriculture can also be applied to nutrition-sensitive markets
- USAID: tensions and convergences
 - SPRING
 - Feed the Future

Case study: iDE's work with Suchana

- Aims to prevent malnutrition in children in first 1,000 days
- Create market systems that support dietary diversity, incomes, health
- Link farmers to markets, opportunities, inputs, knowledge
- iDE's engagement
 - Homestead food production
 - On-farm income generating activities
 - Off-farm income generating activities



SUCHANA

Ending the Cycle of
Undernutrition in Bangladesh

Case study: iDE's work with Suchana

Strengths

- Goal
- Ultimate beneficiaries
- Entry points
- Interventions

Areas for improvement

- M&E strategy
- Target sub-sectors
- Interventions

Applying NSMED: Spotlight on income

- Higher income → access to nutrition
- Income pathway accessible without land or other assets
- Sustainable income increase → stable improvement
- Helps ensure that increased income goes to nutrition by
 - Building supportive market ecosystem
 - Using market-based interventions as entry points for nutrition information and incentives

Thank you!

How is NSMED applicable to your work?