



“DSM’s unique expertise in enzyme production and application allows us to offer increasingly innovative and eco-effective solutions throughout the entire food chain.”

Stephan Tanda
DSM Managing Board member
Responsible for DSM’s Nutrition cluster
With DSM since March 2007

The world’s population is growing at an unprecedented rate. At the same time, people are living longer. The twin scourges of under-nutrition and over-nutrition affect people in developed and developing countries alike, triggering a range of damaging conditions with long-term consequences. DSM has a range of initiatives that help people in situations as diverse as the refugee camp and the hospital operating theatre.

850 million people in the world, of whom 350 million are children, currently suffer from under-nutrition. A far greater number – approximately two billion – suffer from ‘hidden hunger’, a condition whereby food intake is sufficient in caloric terms but lacking in micronutrients. A further approximately three billion have to spend some 50% of their entire income on staple food. Higher up the food pyramid, some one billion people are sufficiently well-off to support their lifestyle choices with functional foods and beverages. The top of the pyramid is occupied by about 500 million individuals whose basic needs are fully served and who can invest in personalized nutrition – foods and dietary supplements which precisely meet the requirements of their own physiology.

Drawing on our expertise in Life Sciences and Materials Sciences, we serve people at every level on this global pyramid of need. Our humanitarian initiative SIGHT AND LIFE, our Nutrition Improvement Program and our partnership with the World Food Programme help the poorest of the poor. Our commitment in this area was further underlined when our CEO Feike Sijbesma joined the Global Agenda Council on Chronic Diseases and Malnutrition of the 2008 World Economic Forum, contributing to global awareness of the risks and societal consequences of ‘hidden hunger’.

Our Base of the Pyramid activities seek to create sustainable solutions for people in the developing world whose economic circumstances are severely limited.

Meanwhile our expertise in nutritional science and pharma allows us to develop health-promoting applications for the global food and beverage and dietary supplement markets. We are also taking a leading role in the drive for quality and safety in the food chain ‘from farm to fork’. At the same time, rising healthcare costs are encouraging the development of new and more cost-effective treatments, and we are creating innovative new approaches using biopharmaceutical and biomedical solutions such as Dyneema Purity®.

New quality guarantee

A number of recent and widely-publicized cases of food contamination worldwide have reconfirmed the importance of safe food and feed. Manufacturers and consumers alike are paying heightened attention to this issue.

There is increasing concern about the safety and ethical conditions under which products destined to enter the food chain are produced. In 2008 DSM responded to these concerns by launching a unique new quality seal: Quality for Life™. The Quality for Life™ seal underwrites our commitment to the highest standards of product safety. Standing for product quality, reliability and traceability, it shows that we are supplying the very best ingredients, produced in a sustainable and ethical manner which is fully compliant with the strictest regulations in food and feed process and product safety.

Health and Wellness

HEALTHIER EMPLOYEES

The concept of health and wellness plays an important role in the life of our people. Our Global Health Management initiative involves a health promotion program for DSM executives as well as a web-based tool for helping employees to assess their health risks and set themselves healthy lifestyle goals. This program is called DSM Vitality Checkpoint. Where DSM Vitality Checkpoint has been introduced, it has been combined with comprehensive health checkups and individual follow-up on any health issues identified.

Whereas the DSM Vitality Checkpoint is a tool for the self-monitoring of health by employees, the DPNS (DSM Personalized Nutrition System), which was launched in 2008, creates possibilities for active, self-managed change. DPNS is a scientifically-validated nutritional management system that attempts to achieve long-term sustainable improvement in overall wellness. Supported by web-based interfaces, electronic feedback devices and behavioral change interventions, DPNS enables users to manage their food choices and activity levels.

Health management is also included in our learning programs. For example, 'Health at Work' forms an integral part of SHE training programs for managers and engineers.

Clinton Global Initiative meeting

The 2008 Clinton Global Initiative annual meeting held in New York City in September brought together prominent business and government leaders from around the world to examine and discuss the major global challenges of health, energy and climate change, education, and poverty alleviation, with the goal of working together to develop and implement sustainable solutions.

Mauricio Adade, President of DSM Nutritional Products' Human Nutrition and Health division, participated in the panel discussion 'Ensuring a Healthy Start: Maternal and Child Nutrition', which examined and emphasized the profound impact that maternal health has on the health and development of children, as well as their greater risk of chronic disease as adults as a result of childhood undernutrition.

Serving the ultra-poor

SIGHT AND LIFE is a humanitarian initiative supported by DSM. It was founded in 1986 to help combat vitamin A deficiency in developing countries.

The project nowadays also aims to address other essential micronutrient deficiencies including nutritional anemia. SIGHT AND LIFE has invested over USD 30 million to support humanitarian and scientific projects since its founding. In 2008 it launched a podcast series on the subject.

SIGHT AND LIFE hosted a groundbreaking round-table discussion entitled 'Hidden Hunger: Socioeconomic and Scientific Challenges' in March. Held in Santa Barbara, California, the event was attended by nearly 50 nutrition and economic thought leaders from 11 countries, including two Nobel Laureates and Medal of Science winners. In September, SIGHT AND LIFE achieved another first, co-organizing together with the German Society for Applied Vitamin Research (GVF) the 1st Dialogue on Nutrition and Politics in Berlin. SIGHT AND LIFE Secretary General Dr. Klaus Krämer gave a presentation on the social consequences of the quality of nutrition in developing countries.