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New social enterprise launches first-of-its-kind conference on food science and nutrition, in support of new free primary school nutrition education programme

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New social enterprise Halo Health Asia has launched World Food Future for Women (WFF), a first-of-its-kind multi-stakeholder conference on food science and nutrition, which will take place on March 26th 2019, in conjunction with International Women's Day. The day-long conference will bring together all major stakeholders - government, big business, SMEs, academics and consumers - on the same platform, to discuss critical issues on food and nutrition affecting families and children. The conference will be presented in a clear, relatable and interactive format to allow women and other primary caregivers of families to participate fully. Net proceeds from WFF will go towards funding "FoodSteps", Halo Health Asia's free school nutrition education programme focussed on teaching primary school children the rudiments of making healthy food choices in a fun and interactive format.

Amongst the partners in the conference are Singapore Committee for UN Women, A*Star and Bain & Company.

Women have control of more than USD 20 trillion of the world economy and account for 85% of all consumer purchases and 93% of all food purchases. Although men still dominate the C-suites of food & beverage MNCs, women-owned SME businesses are making strides up and down the food chain. WFF hopes to not only shine a light on women making an impact in the food, beverage and nutrition industries but also to serve as a platform to bring women food consumers towards a better understanding of a highly fast-paced, fast-changing and increasingly disrupted food world.

"World Food Future (WFF) is a private community-led response to a national issue. We feel it's vital to have up-to-date, accurate food nutrition and wellness conversations especially in the wake of prevalent fake news.", says Trina Liang, CEO of Halo Health Asia and Chair of WFF.

WFF also echoes the focus of Singapore's multi-agency task force, recently launched on World Diabetes Day, to harness the power of community to nurture a healthier population. One key initiative which will relate to the conference is the new free primary school nutrition education programme FoodSteps, which will be rolled out to 8 to 10 pilot primary schools from Q2 2019.

Women are also the key influencers on the eating habits of children under the age of ten and play an important role in reinforcing the learnings through FoodSteps.

"Healthy eating amplifies a child's well-being and learning ability. FoodSteps aims to help children understand nutrition in a hands-on and engaging manner, enabling them to make smarter food decisions for life, thereby decreasing their vulnerability to obesity and diabetes", says Mrinalini Venkatachalam, COO of Halo Health and Co-Chair of WFF.

FoodSteps is geared towards encouraging healthy choices early in life which in turn can help to create lifelong preferences for healthy foods.

To attend the launch event and for other media enquiries, please contact Mrinalini Venkatachalam: minnie@halohealthasia.com (+65 81235818)

About Halo Health Asia

Halo Health Asia is a social enterprise based in Singapore whose mission is to bring up-to-date food science research, innovation and policy discussions to the layperson so as to enable better food

decisions at every stage of life.

WFF is Halo Health Asia's annual flagship event held in March to celebrate International Women's Day. Net proceeds from WFF will help run our free schools' nutrition education program, FoodSteps.

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