

Food4Metabolic Health

The **Biggest** Food System Transformation
Since the Industrial Revolution

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In 100 years, historians will look back and ask: *What drove the food system transformation?*

Was it...

AI?

Was it...

climate change?

Was it...

sustainability?

No!, - it was...

**Metabolic
health!**

A brief look at history

300.000

years ago

Hunter-gatherers



10.000 B.C.

year

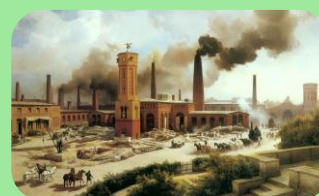
Agricultural era



1850

year

Industrialisation



2026->

year

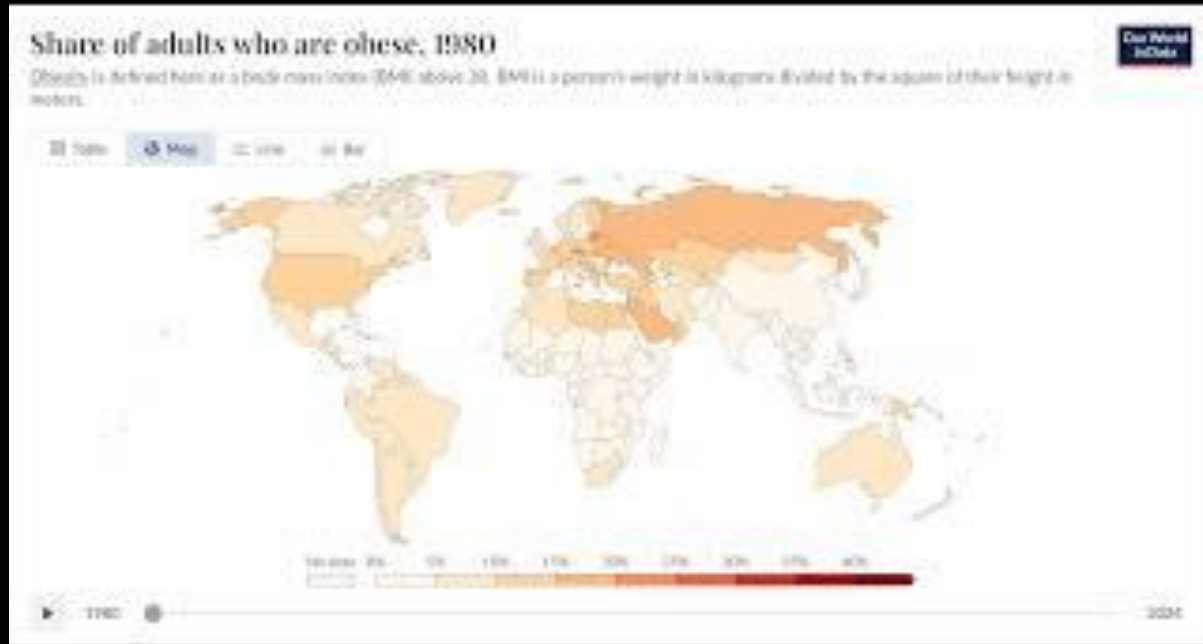
Metabolic Health
Revolution



Food scarcity / Feeding the world

Overexploitation / Overconsumption

Food for Metabolic health



Source: World Health Organization - Global Health Observatory (2025) – processed by Our World in Data

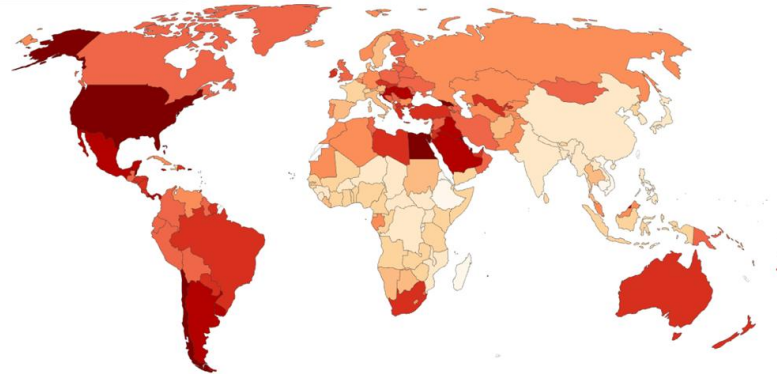


Share of adults who are obese, 2024

Our World
in Data

Obesity is defined here as a body mass index (BMI) above 30. BMI is a person's weight in kilograms divided by the square of their height in meters.

Table Map Line Bar



1980 2024

Source: World Health Organization - Global Health Observatory (2025) – processed by Our World in Data

Non-Communicable Diseases || Food for prevention



The potential for nutrition as prevention



\$5 Trillion

/ year total

Estimated costs of
unhealthy nutrition



~72%

of health cost

Driven by preventable
NCDs



43%

of adults (+18y)

Are overweight
or obese



1-5%

of budget

Allocated to
prevention

SOURCES: World Health Organization (WHO) – Obesity and Overweight Fact Sheet (2025); MonAM – Swiss Monitoring System for Nutrition and Physical Activity, Federal Office of Public Health (FOPH) (2022–2024); OECD Health Statistics.

Some guiding Nutrition4Health principles

Carb Clever: Reduce fast Carbs



Limit excessive
glycemic load

Favor Low Glycemic Index Foods



Stabilize glucose
response

Build & Maintain Muscle



Key for insulin
sensitivity

Optimize Meal Sequencing



Fiber, protein, fat
before carbs

Post-Meal Movement



Light activity aids
glucose control

Structured Eating Windows



Incorporate fasting
periods

Emerging enablers of the transformation



**Biological
Understanding**



**AI /
Data Science**



**Wearables &
Continuous
Monitoring**



**Digital Nutrition
Platforms**



**Innovation:
Food Technology
& Products**



**Consumer
Engagement /
Precision Health
Infrastructure**

Why ecosystems matter?

Nutrition Touchpoint Journey

FOOD PRODUCTION



Reg
Agriculture



Formulations/
Ingredients

CITIZENS

Consumption / Purchase Points



Retail Stores



Home Cooking
(Recipes)



HoReCa
(Restaurant, Canteen,
On the Go)



Food Delivery/
Online Grocery

Education



Schools



Employee/
Company



Apps/Digital

Lifestyle



Insurance/Incentives



Influencers/Heroes



Docs/GPs



Nutritionists/Coaches/
Mental Health



Supplements/
Self-Care

Daily Eating Cycle

LUNCH 12

Morning
Coffee/Snack
9

3
Afternoon
Snack

DINNER
6

Broader Influences



Government/
Legal Frameworks



NGOs/
Associations

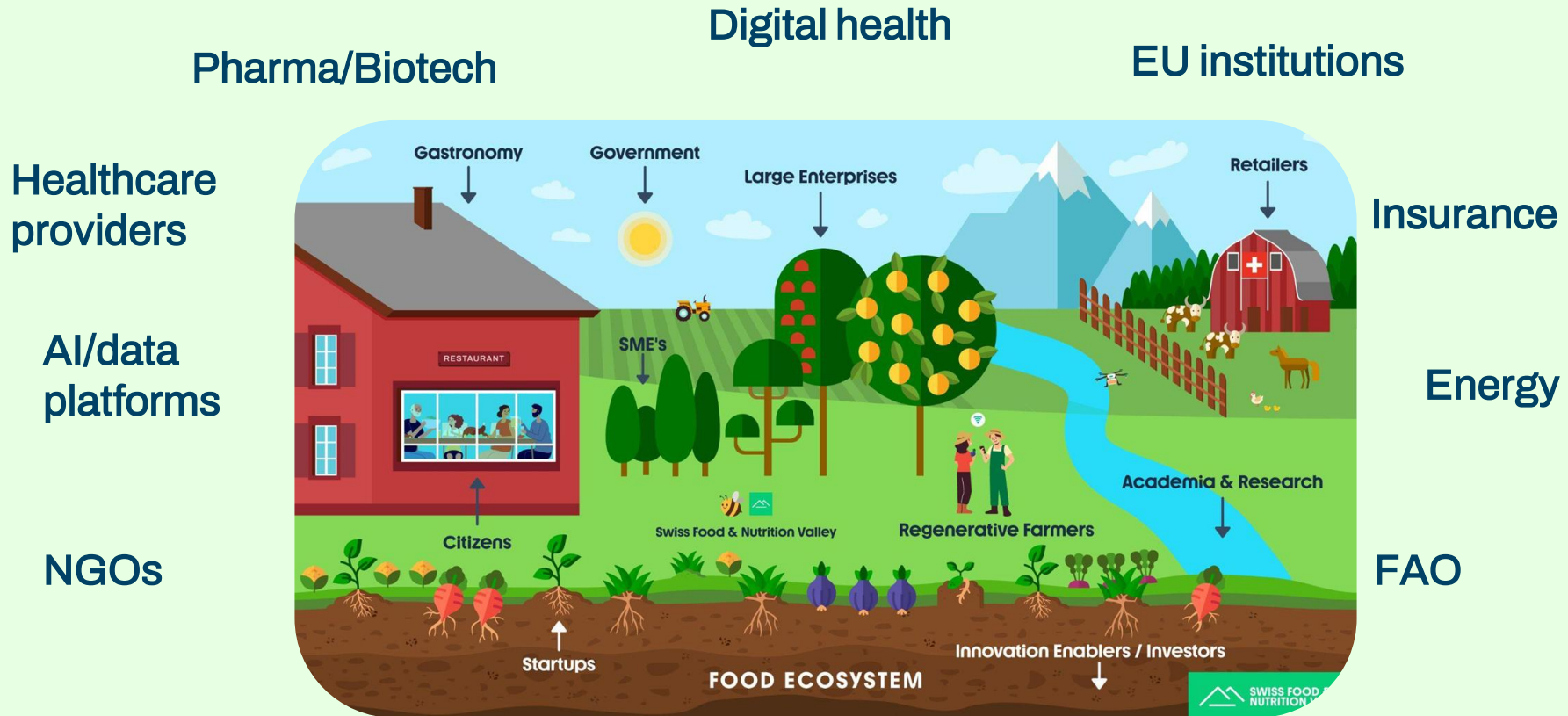


Innovation/
Startups



Academic/
Research

Systemic approach - beyond the value chain



The **triple win** of Metabolic Health

Imagine a world... where every citizen has the opportunity to live a healthier and more fulfilling life through the **power of nutrition**.



Citizens

Better health & quality of life



Society

Lower healthcare costs -> more resources for education, infrastructure & innovation



Prosperity

Higher productivity, competitiveness and economic growth

LIVING LAB: NUTRITION⁴METABOLIC HEALTH



We believe every **citizen** has the right to **healthy nutrition**.

Enabled by advancing **knowledge, access & empowerment** together.

OUR JOURNEY

- 2026**
Generate Awareness Summit
- 2027**
Educate Summit
- 2028**
Scale & Replicate Summit

The opportunity of our generation.

The Industrial Revolution taught us **how to feed billions.**

The Metabolic Revolution will determine whether those billions **can truly thrive.**



Thank you for your attention

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