

Healthy food: an asset for work

Vital and sustainable employable personnel is a strategic asset for organizations. In addition, work is not only necessary for people, it also makes them happier (The Netherlands Institute for Social Research 2010). So why not make an asset of healthy food?

As shown by all scientific studies, a healthy diet contributes to lasting health, workability and work performance. So far however, the majority of organizations doesn't draw any conclusions from this. The food supply in canteens is mostly based on cost consciousness and the existing (food) culture. In the meantime, all trends indicate that more and more consumers -and therefore employees- prefer healthy, varied and affordable food on the menu. It's up to organizations to respond to this wish. Along with caterers they have to turn this trend into the standard in company restaurants. Individuals who still doubt whether they should change their diet, ought to determine how a conscious lifestyle can contribute to keeping up their workability, they should change their diet at work and at home.

Frontrunners among organizations are already adapting their offerings. They also invest in informing their employees about the mutual importance of a healthy lifestyle. These companies see the correlation between obesity and absenteeism, that becomes all the more obvious now workforces are aging. Think of, for example, back and knee problems or heart and vascular diseases. The frontrunners realize that good nutrition is of major importance for lasting vitality and current and future job performance. They consider it a strategic asset.

Organizations may create conditions and proactively highlight the mutual importance of a healthy diet, in the end individuals remain responsible for their eating habits and lasting health and workability. Time is ticking. Old (economic) certainties no longer apply and the versatility of organizations and individuals is increasingly challenged. What prevents us from using our knowledge about healthy food and its benefits for work performance and sustainable employability? Let's start with it today!



Guido Welter, innovation manager at Randstad HR Solutions.
www.randstad.com **Guido. Welter@nl.randstad.com**

Guido Welter develops sustainable employability services for organizations and employees. Would you like to know more about how to realize sustainable deployment in your organization? Please contact us and ask for the whitepaper sustainable employability.