

Saopštenje za javnost

## **Baby Food Factory launches the platform “Healthy Nutrition from the First Steps.”**

**A comprehensive CSR initiative dedicated to the prevention of childhood obesity.**

**Belgrade, November 6th, 2025** – Baby Food Factory, a member of Nelt Group and producer of the Nutrino brand, as a leading company in the production of healthy food for all generations, has launched a unique corporate social responsibility initiative **“Healthy Nutrition from the First Steps”**, aimed at preventing childhood obesity and raising awareness about the importance of proper nutrition from an early age.

### **Early education as the key to long-term health**

The platform was designed as a response to serious public health challenges of today, focusing on the education of parents and professionals, as well as creating long-term change through knowledge, prevention, and responsibility. According to the World Health Organization, every third child in Europe is overweight or obese, and similar statistics apply to Serbia and the region. Data from the Statistical Office of the Republic of Serbia and the Batut Institute show that almost 13% of children aged 5 to 14 are obese, 16.6% are overweight, and projections indicate that by 2030 more than 18% of children aged 5 to 19 will struggle with obesity.

### **Nutrino brand for healthier generations**

Studies show that eating habits are formed by the age of five, which makes early education essential for long-term health. For that reason, through this comprehensive CSR initiative, the Nutrino brand is, for the first time in Serbia, bringing together professionals and parents to jointly promote healthier childhood development, with the support of Nelt Group.

To mark the occasion, two expert panels were held today at Sava Center – **“Preventing Childhood Obesity: The Importance of the First 1,000 Days”** and **“From the First Spoon to Healthy Habits: How We All Build a Healthy Generation Together”** – along with an expert lecture by Dr. Dragana Atanasijević, Specialist in Social Medicine, MSc, titled **“A Public Health Perspective on Childhood Overweight and Obesity.”**

### **Expert support across Serbia, Bosnia and Herzegovina, North Macedonia, and Montenegro**

During the first panel, **“Preventing Childhood Obesity: The Importance of the First 1,000 Days,”** participants discussed the importance of early development, proper nutrition, and parental support in shaping healthy habits from the earliest age.

The second panel, **“From the First Spoon to Healthy Habits: How We All Build a Healthy Generation Together,”** emphasized the collaboration between professionals, manufacturers, and institutions in achieving a common goal – building healthier generations and addressing the concerning rise in childhood obesity.

**Marina Bulut, CEO of Baby Food Factory,** highlighted the importance of collective action:

“These numbers are a call to action. As a leader in the baby food market, Nutrino is in a position to drive positive change in children’s nutrition and build the foundation for healthy habits from the earliest age. Preventing childhood obesity must become a shared priority — not only for parents and healthcare professionals but for all socially responsible companies. We believe that knowledge, support, and timely education can make a real difference in children’s lives, and with this initiative, we are opening a new chapter in our mission — to promote healthy habits,

connect science and the community, and contribute to a future where every child grows up healthy, strong, and happy.”

**Nutrino – an ally in raising a healthy generation**

The Nutrino CSR initiative “Healthy Nutrition from the First Steps” represents a step toward a healthier society and long-term change that goes beyond market communication, relying on trust, knowledge, and genuine community support. As a pioneer of this approach, Baby Food Factory and the Nutrino brand are setting new standards of social responsibility, placing children’s health and continuous education at the forefront of their mission.