

CFS Advisory Group Reporting Exercise

Advisory Group constituencies and ad-hoc Participants are kindly asked to provide the requested information concerning the period January – December 2017 and submit their inputs to cfs@fao.org by Friday 8 December 2017. The length of the report should not exceed three pages.

What is your constituency? **_Private Sector Mechanism**

1. CONTRIBUTION TO REGULAR CFS ACTIVITIES

- a) Describe work carried out (including number of meetings attended) in support of the various CFS intersessional activities

The private sector has continued to engage actively with the CFS over the 2016-17 period. PSM members from a wide range of geographies, across the agri-food chain and from farmer organizations, SMEs or large corporations contributed to the drafting of all the relevant CFS products and participated in the intersessional events, by sharing expertise and knowledge of best practices with all CFS stakeholders. They spread the knowledge of CFS products within their respective companies, and have concretely taken them into account in the elaboration of their operations.

PSM resourced 6 PSM Working Groups:

- Forestry
- SDGs, Partnerships, Multi-Year Program of Work (MYPoW)
- Nutrition,
- Women's empowerment,
- Urbanization and rural transformation
- Responsible Agricultural Investment (RAI)/Land Tenure (VGGT)

PSM contributed to two Technical Task Teams:

- Women's Empowerment
- Nutrition

PSM contributed to the negotiation of 2 documents approved at CFS44:

- Chair's Recommendations on Women's Empowerment
- CFS Recommendations on "Sustainable Forestry for Food Security and Nutrition"

Many PSM members have also come to Rome to share their practical experiences in CFS venues, including as speakers and panellists at CFS events, as well as intersessional events (as the three ones on nutrition), and by contributing case studies to background documents and other CFS publications.

At the first nutrition intersessional event on Investments for Healthy Diets, Marie Konaté, CEO of Protein Kisse-iaa from Côte d'Ivoire was the nominated PSM speaker. Ms Konaté brought forward her unique experience of developing fortified foods for children and women in Western Africa in the context of a local small and medium enterprise (SME). The PSM delegation included an additional 7 members from a variety of trade associations and corporations (Federalimentare, Ferrero, International Food and Beverage Alliance, Abbott Nutrition).

At the second nutrition intersessional event on Impact Assessment of Nutrition Policies, Nick Deschuyffeleer, Food Policy Manager at the Belgian Food & Drink Federation (FEVIA) from Belgium was the nominated PSM speaker and spoke of FEVIA's program with the Belgian government to improve nutrition and encourage product reformulation. The PSM delegation included an additional 7 members (Global Dairy Platform, Global Pulse Confederation, Federalimentare, Pulse Canada, International Food and Beverage Alliance).

At the third nutrition intersessional event on Stunting, the PSM nominated Cesarie Kantarama, a smallholder farmer from Rwanda representing the East Africa Farmer Federation. However, Cesarie was denied entry into the plane because of a discrepancy between her FAO invitation and her Visa terms. Nevertheless, the PSM attended the event with a delegation of 7 members.

For more information, please visit: <http://www.agrifood.net/private-sector-mechanism>

2. INVOLVEMENT OF THE CONSTITUENCY IN THE WORK OF THE COMMITTEE

- a) Describe activities carried out to promote the flow of information and inputs between your constituency and CFS to:
- Provide inputs from your constituency to CFS processes;

Highlights

- 170 person delegation of business leaders gathered in Rome for CFS plenary in October (for comparison, there was a 1 person delegation in 2010; 37 in 2011; 62 in 2012; 59 in 2013; 87 in 2014; 116 in 2015, 170 in 2016).
- 77 PSM representatives at the PSM Annual General Meeting (May) in person in Rome.
- Information Session on PSM activities for the benefit of the Member States presented in May at the FAO.
- 190 participants, from 63 countries, at the High Level Dinner (October 10th, report available [here](#)), including 58 Ambassadors.
- 18 bilateral meetings were held (7 at AGM and 11 at CFS). 94 Member State representatives from 62 countries attended bilaterals at AGM; 56 representatives from 41 countries attended bilaterals during CFS44.
- 12 newsletters for 600+ members.

PSM members made pointed and enriching interventions in panel slots, side-events and from the floor during Plenary, OEWGs, Advisory Group meetings and intersessional events. Coordination by the PSM through its Secretariat allowed members of the PSM delegations to be well-informed about CFS activities and to contribute constructively to its processes.

The PSM coordinates its members through voluntary participation in thematic working groups that mirror CFS workstreams. The PSM currently hosts working groups on:

- Nutrition,
- Urbanization and rural transformation,
- Forestry,
- SDGs/ MYPOW/Partnerships,
- Women's empowerment, and
- Responsible Agricultural Investment and Voluntary Guidelines on Land Tenure

These working groups examine CFS draft documents at every stage, providing valuable feedback in order to ensure that they are accurate and effective. Through these working groups, as well as through other venues, the PSM is able to develop collective positions that feed into OEWG, TTT and AG meetings and to disseminate calls for contributions, such as FSN Forum e-consultations, as well as calls for speakers, meetings and case studies.

| Working Group | Membership | Deliverables |
|---|-------------------|--|
| Nutrition | 114 | <ul style="list-style-type: none"> • Participation in OEWG, intersessional events and TTT • Drafting position papers on: <ul style="list-style-type: none"> ○ Strengthening Food Systems to Improve Nutrition Outcomes ○ Nutrition-Sensitive Agriculture ○ Trade and Nutrition • 2016 Partnership Forum on Nutrition • Provide inputs to E-consultations |
| Urbanization and rural transformation | 13 | <ul style="list-style-type: none"> • Participation in OEWG, TTT and technical workshops • Call for experiences to prepare outcome document of forum held during CFS43: 11 submissions • PSM Position Paper on urbanization and rural transformation |
| Forestry | 38 | <ul style="list-style-type: none"> • Participation in the negotiations July-October • PSM Position Paper on Forestry |
| SDGs/ MYPOW/Partnerships | 33 | <ul style="list-style-type: none"> • Participation in OEWG and TTT on SDGs • Participation in MYPOW OEWG • 2016 Partnership Forum on SDGs • Collection of case studies on Goal 2 implementation |
| Women's empowerment | 22 | <ul style="list-style-type: none"> • Participation in TTT • Compilation of 51 case-studies • Submission of 18 potential speakers • 2015 PSM Forum on Women's Empowerment: Solutions at the Nexus of Agriculture, Nutrition and Enterprise with Cherie Blair Foundation |
| Responsible Agricultural Investment and Voluntary Guidelines on Land Tenure | 73 | Participation in the upcoming 5h Anniversary of the VGGTs. |





- Represent interests of different entities of your constituency in CFS discussions;

Private sector presence at CFS plenary sessions is growing more and more every year, with the 44th session having raised the bar in terms of diversity with regards to the value chain, geography and the exceptional presence of a team of 11 young farm leaders from around the world. Every section of the agri-food value chain was represented.

The PSM obtained a grant to bring 4 farmer and SME representatives:

In pursuing this grant opportunity with the New Venture Fund, our central goal was to amplify the voices of farmers and SME representatives in discussions about the role the private sector can play in tackling food losses and waste to achieve food and nutrition security, especially linked to the achievement of the SDGs, with particular focus on SDG 2: “End hunger, achieve food security and nutrition, and promote sustainable agriculture”.

- We received 90 applications from 22 countries for funding; 34 of these applications were from women
- 4 farmers and SME representatives received full funding to participate in CFS 44 (see table below)
- In total, they held 10 major speaking positions at side events and in plenary
- They attended bilateral meetings, which in total drew 56 representatives from 41 countries, as well as four meetings with UN Agencies
- 2 grantees were selected by the PSM to meet with the Director General of FAO

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|  | <p>FARMER: Agusdin Pulungan Farmer and President of WAMTI (Indonesian Farmer and Fisheries Organization) Indonesia</p> | <p>Agusdin Pulungan is a farmer and the president of WAMTI, an organization that supports and advocates for a network of over 80,000 smallholder farmers and fishers in Indonesia. He has also served as the Vice Secretary General of the Indonesian Farmers Association and an advisor to Rome’s Global Horticulture Initiative, among other accomplishments.</p> |
|  | <p>YOUTH and FARMER Representative Gina Gutierrez Dairy Farmer, member of the Global Farmer Network and Founder of La Vida Láctea Mexico</p> | <p>Gina Gutierrez is a fifth-generation dairy farmer from Mexico. For the past seven years, she has managed a production of over 700 heifers and cows. Her farm is a member of Alpura, Mexico’s largest dairy cooperative; she is a personal member of the Mexican Dairy Federation, where she represents dairy farmers from her state of Hidalgo. In addition, she is the founder of La Vida Láctea, a project that promotes milk consumption, and a permanent columnist for <i>Hoard’s Dairyman</i> magazine.</p> |
|  | <p>YOUTH, FARMER and SME Representative Steve Ngunyi Founder of Icon (Be One) Ltd. Kenya</p> | <p>Steve Ngunyi is managing partner at Icon (Be One), a consulting firm for agricultural brands that helps Kenyan agribusinesses manage social and production commitments. Recently, Icon (Be One) has begun an initiative called agri-e-couture, which develops strategies to help enterprises align their core functions with the SDGs, with a particular focus on engaging youth. He has formerly worked as an account manager at Ogilvy & Mather, one of the world’s largest advertising networks.</p> |
|  | <p>SME Representative Nana Osei-Bonsu CEO of Private Enterprise Foundation Ghana</p> | <p>In the past five years, Nana Osei-Bonsu has successfully revitalized the Private Enterprise Foundation of Ghana, an umbrella network that advocates for diverse private sector interests, including the Chamber of Commerce, Small-Scale Industries, the Ghana Grains Council, and others. Previously, he worked as the manager of the Venture Capital Trust Fund, where he established programs to commit venture funds to business development and farming initiatives.</p> |

- All 4 delegates spoke in CFS plenary sessions, during the policy roundtables on SDGs, women’s empowerment and forestry;
- 5 panellist positions at PSM and non-PSM side events, with over 60 people in attendance at each:
 - [Women’s Empowerment and the SDGs](#)

- Forests, Trees and Agroforestry for Food Security and Nutrition and the SDGs (CIFOR)
- PSM Discussion of Agricultural Research (GFAR)
- Trade, Investment, and Food Security (Columbia University)
- Applying the VGGT in Agribusiness Investment Projects (DFID)
- In the week prior to CFS, Mr Ngunyi was one of the panelists selected by the FAO to take part in the Technical Thematic Forum to mark the 5th anniversary of the Voluntary Guidelines on the Responsible Governance of Tenure of Land, Fisheries and Forests in the Context of National Food Security (VGGT). He spoke at the session on “Strengthening Collaboration on VGGT and Responsible RAI Implementation: Increasing Responsible Investments in Agriculture and Food Systems.” He shared examples of young Kenyan entrepreneurs developing new enterprises, seeking technical expertise and financial resources, and generating new incomes and employment.
- Also in that prior week, Mr. Pulungan participated in forestry negotiations as part of the PSM delegations one of the rare voices of small-scale foresters in the room. The negotiations resulted in CFS endorsing a set of policy recommendations on Sustainable Forestry for Food Security and Nutrition.
- At the High-Level Dinner, our farmers and SME representatives were seated at pre-arranged tables that gave them the opportunity to connect with others with relevant interests, while leaving them free to mix casually with all attendees during reception and dessert.
- Assist the Bureau in the identification of important developments in the area of food security and nutrition at global, regional and national levels.

The PSM has also been involved in the elaboration of the 2018-19 Multi-Year Programme of Work, working to ensure greater alignment with the SDGs and to avoid to overload the work of the CFS. To that end, the PSM has proposed future workstreams on the topics of “engaging, recruiting and retaining youth in agriculture” and “resilience in the face of disasters”.

b) Suggestions for how your constituency could be further involved in the work of CFS?

Currently, HLPE does not welcome experts from the private sector to apply to be on HLPE panels and task teams. Since the private sector employs or works collaboratively with scientists and research centres engaged in the most innovative research in agriculture and nutrition, the PSM would appreciate having a seat on the selection committee. We find it all the more relevant as the CSM has been allocated a seat and we firmly believe in parity and equal treatment among Advisory Group members.

Furthermore, the PSM has been advocating, since its establishment, for parity in the Advisory Group leading to the allocation of more than the existing single seat. Extra seats would allow PSM to bring forward an increased diversity of actors as confirmed by the variety of delegates registered to CFS plenary from across the value chain, in particular to account for the particular role played by SMEs and farmers.

The PSM currently counts over 600 members. The diversity in membership has also expanded drastically, in particular with regards to the sectorial representation to go beyond crops and to account for the importance of the fisheries, livestock and forestry sector. This growth is a direct outcome of the CFS topics that have been addressed in the past years by the HLPE reports and policy convergence processes.

3. CONTRIBUTION TO THE DISSEMINATION OF CFS OUTCOMES AND DELIBERATIONS

a) Describe the main elements of outreach activities undertaken to disseminate the results of CFS work within your constituency

The Private Sector Mechanism is co-ordinated through the International Agri-Food Network, which is comprised of associations. Collectively, they represent 10,000s of businesses, co-operatives and millions of farmers. Together these businesses operate in 191 countries. In addition, IAFN is a member of Business 2030, the coalition of business groups formerly named “Global Business Action for the Post-2015 Development Agenda”. Business 2030 is led by the International Chamber of Commerce and represents Business & Industry at the High-Level Political Forum for Sustainable Development. IAFN represents the voice of the agrifood sector in this multi-sectorial effort.

Because the HLPF is the central UN platform for the follow-up and review of the [2030 Agenda for Sustainable Development](#), IAFN partnered with **12 organizations** to host an Agriculture and Food Day, which took place on July 13th at the Yale Club in New York City, in the margins of the HLPF. The purpose of this event was to raise awareness of the critical need for investment in Sustainable Development Goal 2 (“zero hunger”) for the achievement of all the Agenda 2030. The day involved a thematically-focused plenary session, a series of roundtable discussions to address interlinkages between SDG’s, and a dynamic luncheon featuring youth in agriculture.

Agriculture and Food Day provided an opportunity to hear directly from individuals throughout the agrifood chain on what we need to do to achieve Goal 2. It also allowed for the **181 participants** to network, share knowledge and explore future collaboration in an open and dynamic environment.

In addition, IAFN was able to participate through its membership of Business 2030, to the second annual SDG Business Forum that took place at the United Nations during the ministerial segment of the HLPF. IAFN lead a session aimed to highlight the important role businesses play in implementing the SDG Goals of focus (Goals 1, 2, 3, 5, 9, 14, and 17) by providing specific and relevant case studies, many from PSM members. The IAFN coordinated **7 rapid-fire presentations** to illustrate concrete actions mobilized by the private sector to further the SDG’s of focus.

The PSM has spoken repeatedly in other venues, in particular in the context of Agenda 2030 and the HLPF, about the important role of the CFS. The PSM has also cooperated in the organization of side events in a variety of venues (3rd Conference on Financing for Development, SDG and HLPF, etc...), drawing attention to the work of the CFS and the role that its products can play in achieving food security and nutrition, and the broader Sustainable Development Goals.

The PSM publishes a monthly newsletter circulated to close to 600 individuals to keep its constituency up to date, as well as to promote CFS outcomes on the official website of the International Agri-Food Network ([agrifood.net](#)). The PSM takes an active role in promoting and engaging with CFS processes on social media, including through Twitter (@agrifoodnet) and LinkedIn (International Agri-Food Network – Group). Members also speak at industry events (Annual Conferences, board meetings, ...) and prepare articles for industry newsletters to promote CFS activities and outcomes.

Finally, PSM Secretariat and its members contribute actively to the e-consultations run by FSN in relation to CFS topics.

b) What activities did you undertake to make CFS products known/assist in the use of CFS products at regional and national levels?

IAFN established an Asia Chapter. [IAFN Asia](#), to mirror and expand IAFN's work in the Asia-Pacific region. It aims to be the platform for international trade associations and companies involved in the agri-food sector in Asia to engage with multilateral and international tri-sector initiatives.

Objectives:

- To bring a stronger, more coherent Private Sector voice to regional multilateral forums relevant to issues affecting the food and agriculture industries, including but not limited to food security, nutrition and sustainable agricultural practices
- To foster alignment and coordination among the food industry players on policy issues and external representation
- To highlight and engage on issues that are particularly relevant to Asia, including expanding market access to small holder farmers

Policy Priorities:

In addition to the five key principles defined by the IAFN:

1. Make agriculture an engine for development
2. Support entrepreneurship and private enterprise
3. Establish a conducive operating environment to add value to agriculture
4. Further research, development, and extension services
5. Capture the power of partnerships

IAFN Asia will also:

1. Support science-based policy and regulation
2. Work to ensure impact to smallholder farmers and small-scale businesses across the value chain.

In September 2017, the PSM will welcome the arrival of a Leland International Hunger Fellow. Coordinated by the Congressional Hunger Center, the [Mikey Leland fellowship program](#) aims to train emerging leaders in the fight to end hunger worldwide. It is a unique two-year program that combines field and policy work. The PSM has been selected to be the privileged recipient of a fellow with the particular mission to focus on the expansion of the PSM membership in more diverse regions of the world (in particular from developing countries) and in a greater range of actors, in particular with a focus on farmer and SME engagement from developing countries.

4. STRENGTHENING THE LINKAGES BETWEEN ADVISORY GROUP CONTITUENCIES AND THE COMMITTEE

a) What activities should be implemented to enhance the interaction between CFS and the different relevant actors on the ground?

Dissemination events could help to make CFS products more actionable on the ground. All stakeholders must be responsible in organizing those events and make the relevant CFS products more operationalizable. Member States should report back to their capital and ensure policy

recommendations are followed by their governments, whilst other stakeholders should engage in the implementation of projects promoting CFS policy recommendations.

b) What can Advisory Group members do to increase the knowledge about CFS work and results at country level to their constituencies?

Knowledge about CFS work can be fostered through the participation of members of the Advisory Group in international conferences and other *fora* at global, regional and local level. For example, the HighQuest Group organised a series of conferences on investments in agriculture, called Global Ag Investing, which featured sessions on the implementation and use of the VGGT and RAI. On this occasion, Robynne Anderson, Secretary of the IAFN and Private Sector Mechanism of the CFS, was invited to present the work of the CFS and its products.

Members of the Advisory Group can also incorporate a report on CFS in their regular activities. This will help to have a regular update on CFS negotiations and events. This report will be circulated to the respective constituencies and will help increasing awareness and participation in the activities of the Committee. Receiving a timely update is in fact essential to guarantee that inclusive and informed inputs will be provided.

Furthermore, members can accelerate the regular and timely dissemination of major CFS products and encourage international associations, especially in the agri-food sector, to make use at country level of the policy instruments adopted by the CFS. Dissemination of CFS products shall be fostered by the CFS Secretariat and stakeholders through the production of interactive material on its major products, such as informative videos on the VGGTs and RAI to be projected during their Annual General Meetings.

c) Suggestions on how links can be further strengthened?

The PSM welcomes with appreciation the creation of a workstream on CFS Evaluation. This is a good way to undertake a follow up and review process of the CFS activities, assess and make recommendations on the CFS workload and to monitor the effectiveness of CFS policy products. The PSM has shared concrete suggestions for improving management processes and, in particular, for strengthening the linkages between the Advisory Group constituencies and the Committee. These suggestions include:

- All current OEWGs should prepare TORs, objectives and time-bound results. TORs should include responsibility of the Chair and technical task teams.
- A streamlining exercise should be initiated now to reduce the proliferation of OEWGs.
- During negotiations, establish a finite number of times when non-state actors can intervene on a given issue and provide guidance on this for all constituencies.
- During negotiations, provide a timeline or cut-off whereby new issues can no longer be introduced to a given document. The purpose of negotiations should be to refine and finalise a text.