

Private Sector Mechanism 2017 Activity Report

In 2017 the Private Sector Mechanism (PSM) continued to deepen its engagement at the UN Committee on World Food Security (CFS). There was positive feedback for its contributions and professionalism from the CFS secretariat, member countries, and UN agencies alike. The PSM continues to offer opportunities for the private sector, including farmers, trade associations, and companies, to be directly involved in global policy discussions on food security, agricultural development, and nutrition in the context of CFS. A selection of the year's highlights is included below.

2017 by the numbers:

- 134-person private sector delegation 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; and 170 in 2016).
- 77 PSM representatives attended the PSM Annual General Meeting in person in Rome in May 2017.
- An information Session on PSM activities was presented for the benefit of the Member States in May at the FAO.
- 190 participants, from 63 countries, came to 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.
- 10 newsletters for members were distributed.
- 6 PSM Working Groups resourced:
 - Forestry
 - SDGs, Partnerships, Multi-Year Program of Work (MYPoW)
 - Nutrition
 - Women's empowerment
 - Urbanization and rural transformation
 - Responsible Agricultural Investment (RAI) / Land Tenure (VGGT)
- 2 UN documents negotiated:
 - Chair's Recommendations on Women's Empowerment
 - CFS Recommendations on "Sustainable Forestry for Food Security and Nutrition"
- 1 meeting with the Director General of the FAO, José Graziano da Silva
- Election of new IAFN / PSM Chair: Donald Moore, CEO of Global Dairy Platform
- Re-election of IAFN as PSM Focal Point

PSM Annual General Meeting (AGM), May 29 – June 1, 2017

IAFN / PSM AGM brought together 77 business leaders from throughout the agri-food value chain and across the globe. Delegates were able to meet with 85 Member State representatives from 70 countries. Opportunities for exchanges of views and deepening of relationships included 6 bilateral meetings with FAO Regional Groups and a cocktail reception. Daniel Gustafson, FAO Deputy Director General, and H.E. Amira Gornass, Chair of the UN Committee on World Food Security, participated, as well as state representatives from Argentina, Brazil, Canada, Germany, Iceland, Italy, Mexico, and Switzerland.

Key achievements:

- Representatives of 70 countries met with the private sector over the course of two days in bilateral and regional meetings
- 2 new position papers on the topics of “Forestry” and “Urbanization and rural transformation” were approved
- PSM members were briefed on the intersessional activities of the CFS
- 4 PSM side-event proposals for CFS 44 were selected
- 24 members of the PSM Working Group on Nutrition attended the OEWDs on Nutrition

CFS 44 Plenary, October 9-13, 2017

Highlights:

Key achievements for the Private Sector Mechanism during the 44th plenary session of the CFS include:

- Meeting between the FAO Director General, Dr Jose Graziano da Silva, and eight elected representatives of the PSM and the PSM Chair (see Twitter post capture)
- Meeting with incoming CFS chair, H.E Mario Arvelo, Ambassador of the Dominican Republic
- Bilaterals: 11 bilateral meetings with 56 representatives from 41 member states
- 24 interventions in plenary
- 2 panel presentations
- 4 side events that reached over 185 people; full report [here](#)
- High Level Dinner: 190 attendees, including 58 ambassadors, representatives of CFS member states, UN agencies, NGOs, and companies, as well as the chair of the CFS, H.E Amira Gornass, Ambassador of Sudan.
- MYPoW: The 2018-19 Multi-Year Programme of Work of the CFS was endorsed by plenary on October 11th
- Sustainable Forestry for Food Security and Nutrition: After a 2-day negotiation session the week before CFS, a set of policy recommendations was endorsed
- Nutrition: The HLPE report on nutrition and food systems was launched on Tuesday, October 10th, which was a day dedicated to policy roundtables on the topic of Nutrition (ICN2, UN Decade of Action on Nutrition)

http://www.fao.org/fileadmin/user_upload/hlpe/hlpe_documents/HLPE_Reports/HLPE-Report-12_EN.pdf






- Critical and emerging issues: The PSM made a case for youth engagement in agriculture, as well as disaster risk management and resilience, as key themes.
- Publication of the [2017 State of Food Security and Nutrition in the World \(SOFI\) Report](#), which revealed that there are 38 million more hungry people in the world now than there were 2016.
- Election of a new CFS Chair, H.E. Mario Arvelo, Ambassador of the Dominican Republic.
- The PSM organized 4 side events this year, collectively reaching over 240 attendees. The side events were:
 - Agroforestry practices hold the key to food security and resilience
 - Growing Together Program, transforming food production and livelihoods in Bangladesh
 - Delivering on the SDGs by focusing on gender equality and women's empowerment and leadership for better food security and nutrition for all
 - What today's young agricultural leaders need to meet tomorrow's SDG challenges

Grant for Farmers and SME representatives:

In pursuing a grant opportunity with the New Venture Fund, PSM 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

	<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</p>

		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.
	YOUTH, FARMER and SME Representative Steve Ngunyi Founder of Icon (Be One) Ltd. Kenya	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.
	SME Representative Nana Osei-Bonsu CEO of Private Enterprise Foundation Ghana	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.

- The delegates spoke in CFS plenary sessions, during the policy roundtables on SDGs, and at side events on women's empowerment and forestry
- They held 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 panellists 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.
- At the High-Level Dinner, the farmer and SME representatives were seated at tables that gave them the opportunity to connect with others with relevant interests.

Policy impact of the PSM throughout the year

SDGs / Partnerships / MYPOW

PSM Working Group on SDGs / Partnerships / MYPOW: 39 members

- 3 calls
- Participation in OEWG SDGs (Chair: Willem Olthof) and OEWG MYPOW (Chair: Dr. Md Mafizur Rahman)
- 2 Position Papers
- Comments submitted to scope for upcoming HLPE report on Partnerships

The CFS finalized its contribution to the 2017 HLPF review, which included the identification of 5 key messages.

Leading up to the 2017 HLPF, which included an in-depth review of the Goal and its targets, the PSM members were invited to submit their case-studies related primarily to Goal 2, while covering other Goals and targets. In total, 30 case studies were received. The case studies are available [here](#).

The PSM developed two position papers relevant to the Agenda 2030, one on “HLPF 2017 Voluntary National Reviews,” and one on “Achieving the Sustainable Development Goals.”

The work group also provided nominations to the HLPE of experts for the paper on Partnerships and commented on the proposed HLPE terms of reference.

The CFS Multi-Year Programme of Work for 2018-19 was finalized in 2017. In the first semester of the year, the PSM continued to advocate for the inclusion of topics on which the work of the CFS can add value, and in which the private sector plays a critical role in improved food security and nutrition outcomes. It was decided that Youth in Agriculture, a topic proposed by the PSM, will be taken up by the PSM urbanization workstream.

MYPoW: The 2018-19 Multi-Year Programme of Work of the CFS was endorsed by plenary on Wednesday, October 11th. The agreed workstreams for the next biennium will be:

- Finalization of the Plan of Action and implementation of the responses to the CFS evaluation
- CFS engagement in advancing nutrition
- Urbanization, rural transformation, and implications for food security and nutrition
- CFS engagement in advancing the 2030 Agenda for Sustainable Development
- Monitoring use and application of CFS policy recommendations
- Multi-stakeholder partnerships to finance and improve food security and nutrition in the framework of the 2030 Agenda (HLPE report)
- Agroecological approaches and other innovations for sustainable agriculture and food systems that enhance food security and nutrition (HLPE report)

NUTRITION

PSM Working Group on Nutrition: 114 members

- **Monthly calls**
- **Participation in OEWG (Chair: Egypt) and Technical Task Team**
- **2 Position Papers**
- **E-consultation on case-studies for Investments for Healthy Food Systems: 11 submissions**

As part of its activities related to nutrition, the CFS organized 3 intersessional events:

- **May 9th, “Investments for healthy food systems,”** featuring Marie Konate, CEO of Proteine Kisse-La, as PSM panelist. The delegation included 7 members of the PSM Working Group on Nutrition.
- **May 26th, “Impact assessments of policies to support healthy food systems and healthy diets,”** featuring Nick Deschuyffeleer of the Belgian Food and Drink Federation as PSM panelist. 11 members of the PSM Working Group on Nutrition also attended.
- **September 22nd, “Achieving the 2025 Global Target for Stunting – Investing in Food Systems to Prevent Stunting,”** was supposed to feature Cesarie Kantarama of the East African Farmer Federation; however, due to a visa issue Ms. Kantarama was unable to attend the event. 7 members of the PSM Working Group on Nutrition attended.

The PSM participated in the CFS call for good practices on investments for healthy food systems. 7 contributions were submitted. All contributions were included in a background document that was discussed during the CFS 2017 plenary session. One from Tetra Laval was presented during a panel on plenary.

Finally, the PSM finalized two position papers in 2017:

- Trade and Nutrition
- Nutrition-Sensitive Agriculture

During CFS44, the High-Level Panel of Experts launched its report on Nutrition and Food Systems. A set of 10 recommendations was published that will influence the CFS program of work on this topic in the next two years.

Urbanization and Rural Transformation

PSM Working Group on Urbanization and Rural Transformation: 13 members

- **Participation in OEWG Urbanization (Chair: the Netherlands) and Technical Task Team**
- **1 Position Paper**
- **Call for experiences to prepare outcome document of forum held during CFS43: 11 submissions**

Following the forum on urbanization, rural transformation, and the implications for food security and nutrition, which was held during the 43rd plenary session of the CFS in 2016, the Committee began working to develop a document of good practices entitled “Addressing food security and nutrition in the context of changing rural-urban dynamics: experiences and

effective policy approaches". The PSM submitted 11 case studies documenting members' approaches to these issues to be included in the final document, and took part in the drafting process through participation in the technical task team.

The PSM also developed a position paper on Urbanization, Rural Transformation, and Food Security, in consultation with its internal working group on the subject, which was approved during the 2017 Annual General Meeting.

Forestry for Food Security and Nutrition

Promoting sustainable forest management is essential to deliver the 2030 Agenda for Sustainable Development. On October 5th and 6th, the Private Sector Mechanism, represented by Mike May, Dror Avisar, and Agusdin Pulungan, participated in a conclusion of the policy recommendations on Sustainable Forestry for Food Security and Nutrition.

In the context of the elaboration of the CFS recommendations on "sustainable forestry for food security and nutrition", the first position paper on Forestry was developed in 2017. It can be found [here](#). HLPE report on Sustainable Forestry for Food Security and Nutrition Report was launched on June 27.

Women's Empowerment

PSM Working Group on Women's Empowerment: 22 members

- **Monthly / weekly meetings with Technical Task Team**
- **Compilation of 51 case-studies**
- **Submission of 18 potential speakers**
- **High-Level Forum on Women's Empowerment**

The CFS hosted a high-level forum on women's empowerment on **September 25th** at the FAO headquarters in Rome, Italy. This event was an opportunity for Committee members to develop a shared understanding of the interconnections between women's economic empowerment and food security and nutrition, as well as to discuss persistent barriers to achieving these goals and effective approaches to overcoming them.

Discussions during the forum were supported by a background report developed by a specially convened technical task team. As part of this task team, the PSM collected 51 case studies demonstrating members' interventions to promote women's economic empowerment, from which to draw best practices and lessons-learned.

A PSM delegation was also present in Rome for the Forum to highlight the importance of ensuring the availability of training, credit, and extension services for women farmers, and the need for concrete actions at ground level. Following the Forum, the Committee agreed to mainstream women's empowerment and gender equality in CFS workstreams and products.

Evaluation

The PSM welcomed the evaluation report published in April 2017, having taken part in feedback sessions both in Rome and at the events that took place in member countries. The impact of CFS products, and the practical operationalisation of those products by all CFS

stakeholders, is a key focus of the PSM. PSM took part in the discussions to review all of the 14 recommendation and developed a matrix of its specific responses and positions, supporting the need for a strategic plan to guide the MYPoW. During the Plenary discussions on the Consultation Report and Roadmap for the implementation of recommendations, PSM speakers made two interventions.

Monitoring

Over the course of 2017, the CFS developed a strategy to monitor the implementation of CFS products and recommendations. This will entail the organization of a Global Thematic Event dedicated to a CFS policy product every two years, with events on other recommendations being held on an ad hoc basis according to available resources. The PSM took part in the elaboration of this strategy through engagement in the Open-Ended Working Group on monitoring (chaired by Uganda) and the Technical Task Team. As part of TTT, the PSM supported the launch of a call for experiences and good practices in the application of the Voluntary Guidelines for the right to Adequate Food in the Context of National Food Security. Submissions will inform the preparations for the 1st Global Thematic Event in 2018.

Global Strategic Framework

Over the course of 2017, the CFS carried out the first periodic update of the Global Strategic Framework, in accordance with the decision taken at CFS40. This year also saw the creation of an online version of the GSF, which will in many cases be an easier product for stakeholders to use and disseminate. The PSM contributed to these outcomes through active participation in the CFS Open-Ended Working Group on the GSF, chaired by Brazil, which has now concluded its mandate.

VGGT / RAI Meetings

PSM participated in the Technical Thematic Forum to mark the 5th Anniversary of the VGGT, hosted by FAO, with PSM delegate Steve Ngunyi speaking at the session on Strengthening Collaboration on VGGT & RAI Implementation: Increasing Responsible Investments in Agriculture and Food Systems.. Brian Baldwin from the PSM made closing remarks. Subsequently, Donald Moore, chairperson of IAFN/PSM, spoke at the High Level Meeting during the week of the CFS.

The PSM has also been invited by UNIDROIT (the International Institute for the Unification of Private Law) to join the working group developing a Guide on Agricultural Land Investment Contracts to provide legal guidance on land investment contracts for investors and governments. An overview of this initiative was also given during CFS week and PSM attended.

Other activities

- Engagement in New York and regional events, including meetings with Chair in the margins of HLPF
- Support of CFS in other UN fora, e.g. Financing for Development, SDGs.
- Call for references to CFS, VGGT, RAI, as well as extension and talent development
- Education on major guidelines packages such as RAI and VGGT

- Members engaged in other UN work, including FAO, IYS, IYP, ECOSOC, UN Global Compact
- Sustainable development activities by members around the world, e.g women's empowerment, sustainability standards, and nutrition

PSM Governance

A new IAFN / PSM Chair was elected at the AGM: Donald Moore, CEO of Global Dairy Platform.

The International Agri-Food Network was re-elected in 2017 to be the PSM focal point. Its 14 members provide co-ordination:

- Canadian Canola Growers Association (CCGA)
- CropLife International (CLI)
- the Global Pulse Confederation (GPC)
- the Global Dairy Platform (GDP)
- the Global Farmer Network (GFN)
- the Grain and Feed Trade Association (GAFTA)
- Health for Animals
- the International Fertilizer Industry Association (IFA)
- the Himalayan Apple Growers Society (HAGS)
- the International Chamber of Commerce (ICC)
- the International Coalition of Fisheries Associations (ICFA)
- the International Food and Beverage Alliance (IFBA)
- the International Seed Federation (ISF)
- the US Sustainability Alliance (USSA)
- the US Soybean Export Council (USSEC).

The PSM Governing Council is composed of the following members:

- Abbott
- Bayer
- Cargill
- ePure
- IAFN Members
- Mars
- Mead Johnson Nutrition
- Syngenta

Our sponsors and contributors are:

- Abbott Nutrition
- Amway
- Bayer CropScience AG
- Canon Garth
- Cargill
- Canadian Canola Growers Association (CCGA)
- CropLife International (CLI)
- Cultivating New Frontiers in Agriculture (CNFA)
- Danone

- Danone - Early Life Nutrition
- ePure
- Export Trading Group
- Grain and Feed Trade Association
- Global Dairy Platform (GDP)
- Global Farmer Network
- Global Pulse Confederation (GPC)
- Health for Animals
- Himalayan Apple Growers (HAGS)
- International Chamber of Commerce (ICC)
- International Dairy Federation
- International Fertilizer Association (IFA)
- International Food and Beverage Alliance (IFBA)
- International Seed Federation (ISF)
- Longevity Development Holdings Limited
- Mars Inc.
- Mead Johnson
- Monsanto
- Nuffield International
- Piscari Industries
- Sight & Life Foundation (DSM)
- Syngenta
- Tetra Laval
- U.S. Soybean Export Council (USSEC)
- US Sustainability Alliance
- U.S. Council for International Business (USCIB)
- Yara International
- Vestergaard

Emerging Ag Inc, which resources the IAFN and the PSM through its role as the focal point, was pleased to provide the secretariat with the team of Robynne Anderson, Sid Mehta, Isabelle Coche, Benjamin Robinson, Morgane Danielou, Brian Baldwin, Hapsa Dia, Tracey Foster, Stefanie Hyde, April Dodd, and Alice Giallombardo. They were present in Rome at key moments to help roll out the IAFN's workplan.

The IAFN has a virtual Secretariat that maintains its website (www.agrifood.net), and Twitter Account (@AgriFoodNet, now with over 4000 followers), which provide updates on CFS activities, build relationships, co-ordinate the PSM working groups, and liaise with FAO and other multilateral bodies.