

## Private Sector Mechanism 2018 Activity Report

In 2018, the PSM continued to deepen its engagement with all aspects of the UN Committee on World Food Security (CFS). The year was characterized by active work on many PSM workstreams, including Nutrition, Youth in Agriculture, Partnerships, Urbanization and Rural Transformation, CFS Evaluation, and more. The membership of PSM continues to represent a vast array of geographical regions, agrifood sectors, ages, and backgrounds, with a notable increase in 2018 of young people and pro-youth organizations joining the membership.

### 2018 by the numbers:

- 180-person delegation of business leaders from over 40 countries in Rome for CFS45 plenary in October
- 45 PSM Members present in Rome for the CFS' 1<sup>st</sup> Intersessional Event on Food Security and Nutritional Impacts of Urbanization and Rural Transformation on Lower-Income Groups
- 33 bilateral meetings held throughout the year with a total of 46 member states
- 2 meetings with the Chair of CFS in New York City and Washington, DC
- 9 special side events:
  - *Healthy by Design*, an event on Nutrient Fortification, in the context of the meeting of the Nutrition OEWG
  - Support for the CFS side event at the High Level Political Forum at UN Headquarters
  - 5 side events at CFS45
  - A Youth debate hosted by H.E. Hans Hoogeveen of the Netherlands
  - A PSM/IAFN workshop on youth engagement in food and nutrition policymaking at the World Bank Youth Summit
- Support to PSM Speakers in other fora, including:
  - The SAFIN Annual Plenary meeting and related workshop on "Innovations in Technical Assistance for the Financial Graduation of Agri-SME"
  - *No More Missed Opportunities: Advancing Public-Private Partnerships to Achieve the Global Nutrition Goals*, a USCIB- and Wilton Park-Hosted event
  - The CFS 1<sup>st</sup> Intersessional event on the FSN Impacts of Urbanization and Rural Transformation on Lower-Income Groups
  - *Accelerating the End of Hunger and Malnutrition*, the IFPRI- and FAO-hosted event in Bangkok
- 4 PSM Quarterly Meetings, 3 calls, plus one in-person meeting at the AGM
- 10 newsletters distributed for members throughout the year
- 3 newsletters distributed to Member States throughout the year
- 3 PSM Macrocommittees resourced:
  - Urbanization / Youth / Global Strategic Framework
  - SDGs / Partnerships / MYPoW / Agroecology
  - Nutrition / Monitoring / Right to Food
- 1 meeting with the Director General of the FAO, José Graziano da Silva and nine elected representatives of PSM, plus the PSM Chair

## 1. PSM Meetings & Events

### PSM Annual General Meeting (AGM), April 4, 2018

The PSM AGM proved to be a great success, bringing together 21 business leaders from throughout the agri-food value chain and across the globe.

Key achievements included:

- The membership ratified PSM's 2018 workplan
- PSM met with the Chair of CFS, H.E Mario Arvelo of the Dominican Republic
- Representatives of 13 member state countries and Rome-based agencies met with the private sector over the course of two weeks in bilateral and regional meetings

### CFS Plenary, October 15-19, 2017

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

- A 180-person delegation of business leaders from over 40 countries in Rome for CFS plenary. The delegation was 52% female.
- Participation of over 65 youth delegates
- 5 Side Events organized by PSM members at CFS45 (reports can be found [here](#)):
  - Challenges and Opportunities for Youth in Agriculture
  - The Future of Farming
  - Agripreneurship Policy and the Future of Agriculture
  - Scaling Up Sustainable Agricultural Practices: Case Studies from 3 European Countries
  - Enriching a Sustainable Food Future
- 15 interventions in CFS Plenary made by PSM members, on topics including The State of Food Security and Nutrition in the World (SOFI) Report 2018; the State of Food and Agriculture; Critical and Emerging Issues in Food Security and Nutrition; Food Systems and Nutrition; the Right to Food Guidelines; HLPE Report on Multistakeholder Partnerships; and more.
- PSM members as panellists or moderators at 12 different CFS side events
- 210 participants, from over 60 countries, at the High Level Dinner, the theme of which was "Engaging, Recruiting, and Retaining Youth in Agriculture" on October 16<sup>th</sup> – report available [here](#).
- Two additional special youth events:
  - A Youth debate on the topic of high-tech vs. low-tech interventions as a means to further engage youth in agriculture, hosted by H.E Hans Hoogeveen of the Netherlands
  - A dedicated networking hour for young members of the delegation to meet and discuss participation and careers in food security with other members of PSM

### New Venture Fund Grant for Farmers and SME representatives to attend CFS45:

- **5 outstanding individuals** received partial or complete support to attend CFS45 thanks to a grant secured through the New Venture Fund. They were:
  - Amanda Namayi, Regional Coordinator of the Climate Smart Agriculture Youth Network, Kenya
  - Samir Pandit, Director of Rta Technologies Pvt. Ltd, India
  - Mila Choonea, National Plant Protection Office and Country Coordinator for the Climate Smart Agriculture Youth Network of Mauritius

- Thato Moagi, Director, LeGae La Banareng Farms, South Africa (partial support)
- Hlami Ngwenya, Lecturer at the University of Free State's Centre for Sustainable Agriculture and International Development Consultant, South Africa
- In total, these grantees held **10 major speaking positions** at side events and in Plenary.

## 2. PSM's Macrocommittee Work & Policy Impact

In 2018, PSM divided its policy work between four macrocommittees: Nutrition / Monitoring / Right to Food; SDGs / Partnerships / MYPoW / Agroecology; Urbanization / Youth / Global Strategic Framework; and CFS Evaluation.

### 1. Nutrition / Monitoring / Right to Food

#### Nutrition

- 10 Steering group calls
- 2 Macrocommittee Calls
- 9 Technical Task Team Calls
- 3 in-person meetings. (March, June and October)
- 25+ active members
- On 28 March, PSM assisted hosted "Healthy by Design: How Products and Guidelines Meet," a side event that was attended by over 40 guests, including Ambassadors, FAO staffers, members of the Nutrition Technical Task Team (TTT), CFS Bureau Members, private sector actors, and others.
- In April and June, PSM hosted Nutrition Strategy Sessions for PSM members ahead of in-person meetings of the Open Ended Working Group (OEWG) on Nutrition during the process of formulating the Terms of Reference (ToR) for CFS' next major policy product, a set of recommended nutrition guidelines for implementation by member states.
- The committee drafted and approved the PSM Nutrition negotiation brief and Key messages for the upcoming Voluntary Guidelines convergence process.
- PSM made statements at each of the three meetings of the Open Ended Working Group on Nutrition.

#### Monitoring & Right to Food

- 2 Macro-committee calls
- Participation in one Open Ended Working Group on Monitoring
- In 2018 PSM submission was included in the CFS summary of examples of experiences and good practices on a voluntary basis to mainstream the right to food voluntary guidelines.
- PSM successfully participated in the Global Thematic Event during CFS45 and delivered the first intervention from the floor during the event.

### 2. SDGs / Partnerships / MYPoW / Agroecology

Membership of the committee is 29 people who held two meetings (including one in person during CFS). As the workstreams are diverse, there was one call and primarily work was covered via emails. Unusually, this year required the amalgamation of comments on 2 HLPE reports which put high demand on the group.

#### SDGs

- PSM contributed to the CFS submission to the High Level Political Forum on the SDGs <http://www.fao.org/3/a-mu252e.pdf> in 2018
- The 2019 contribution was also discussed and PSM provided feedback and participated in the task team.
- During the HLPF in New York, PSM had a speaker at the CFS side event and helped to arrange the event in conjunction with the CFS secretariat. Margaret Munene spoke ably on behalf of PSM.

#### Partnerships

- PSM Members contributed, and the Secretariat compiled, feedback to the zero draft of the [HLPE Report on Multistakeholder Partnerships](#).

#### MYPOW

- Work on MYPOW is just beginning at the conclusion of the CFS Plenary. The potential submission will be discussed on the PSM Quarterly Call in December.

#### Agroecology and Other Innovations

- PSM Members contributed, and the Secretariat compiled, feedback to the zero draft of the HLPE Report on Agroecology and Other Innovations. The document is circulated with the quarterly December call and is expected to be posted to the CFS website soon.

### 3. Urbanization and Rural Transformation / Youth in Ag / Global Strategic Framework

#### Urbanization and Rural Transformation

- 2 Working Group Calls
- 1 PSM in person meeting
- 5 Technical Task Team Calls
- PSM efforts and ongoing support to the workstream resulted in CFS receiving funding to host two intersessional events. In addition, our efforts on youth inclusion in the workstream were successful as the second intersessional event is focused on youth.
- A robust delegation of over 40 PSM members attended the CFS 1<sup>st</sup> Intersessional Event on the FSM Impacts of Urbanization and Rural Transformation on lower-income groups. In addition, 2 PSM Speakers participated as panellist at the event.
- 4 interventions were made by PSM members during the Intersessional event.

#### Youth in Ag

- More youth delegates participated in PSM's delegation to CFS45 than ever before. Funding to support young attendees came from the New Venture Fund grant, as well as from the Otto and Marie Pick Foundation, which specifically supported 4H members, and Bayer's Youth Ag Summit programme. In addition, a large delegation from Nuffield International was present at CFS45.

- Youth participation inspired two youth-centric side events at CFS45: a Youth debate and a networking hour devoted to young delegates.
- Ms. Cassie Hayward, a young woman from Canada and a member of the Youth Ag Summit, gave opening remarks at the High Level Dinner before an audience of over 200 high-level attendees.
- Youth activity at the High Level Dinner helped to make it the Dinner with the greatest social media impact to date.
- 9 young delegates attended CFS' 1<sup>st</sup> Intersessional Event on FSN Impacts of Urbanization and Rural Transformation on Lower-Income Groups on November 19<sup>th</sup>. Their participation was funded through the Otto & Marie Pick Foundation, CropLife International, Syngenta, and IAFN.
- A PSM-hosted workshop was held at the World Bank Youth Summit on December 3<sup>rd</sup> in Washington, DC. The event featured 6 PSM members as presenters.
- The working group currently counts about 20 active members.
- PSM prepared a contribution to CFS' Multi-Year Programme of Work (MYPoW) advocating for a Youth in Ag workstream.
- PSM produced a position paper on Engaging, Recruiting, and Retaining Youth in Agriculture, which can be found [here](#).

#### 4. CFS Evaluation

Under the direction of the PSM Governing Council, the PSM participated in an extensive workstream to review ways in which CFS could improve its processes and respond to the independent evaluation. Ultimately, the outcomes included the move to a 4 year programme of work at CFS.

Changes regarding the Advisory Group are still under consideration.

The work on this process was highly demanding and PSM remained a very committed and engaged member of the OEWG led by Germany and China.

#### 3. Other PSM Activities

In addition to macrocommittee work and the core in-person events (CFS Plenary and the Annual General Meeting), PSM also contributed to the coordination of the following activities:

- Meetings with the CFS Chair in New York City and Washington, DC in June
- Support of CFS in other UN fora, including the High Level Political Forum (HLPF), 9-18 July
- Support of member engagement in other UN work, including FAO, ECOSOC, UNEP, the UN Global Compact, and others
- Delegation coordination and support for CFS' 1<sup>st</sup> Intersessional Event (November 19<sup>th</sup>)
- Sustainable development activities by members around the world, including engaging young people in agriculture, nutrition, agroecology, sustainability, women's empowerment, Voluntary Guidelines on Right to Food (VGRtF), and more.

#### 4. PSM Communication and Social Media

In addition to the communication and outreach required to achieve the goals of its macrocommittees, the PSM Secretariat also manages social media activity for all PSM events via the [www.agrifood.net](http://www.agrifood.net) website, @AgriFoodNet twitter, and the International Agrifood Network LinkedIn.

### Website (January 1 – November 27)

- 114,821 total page views
- 37,011 total unique users, of which 86.5% were new users, engaging in a total of 52,775 sessions (an average of 160 sessions per day)
- Average session duration of 1:47
- Greatest activity took place in the months of October and November (during CFS45 and the Innovation Symposium)

### Twitter (January 1 – November 27)

- 5,050 followers (an increase of 17% from year-end 2017)
- Total of 1,200 engagements (from January 1 to November 27)
- Total of 722 inbound messages, of which 94% were either positive or neutral
- The top 10 tweets each received an average of 16 engagements
- PSM's social media activity at CFS45, and notably the High Level Dinner, had the greatest reach of any year, in part due to added activity by the youth delegation in Rome

### LinkedIn (January 1 – November 27)

- 239 Members (an increase of 10% from year-end 2017)

## 5. PSM Governance

The IAFN / PSM Chair for 2018 was Donald Moore, CEO of The Global Dairy Platform.

Revised PSM Governance Guidelines were approved by the PSM Governing Council in 2018. Highlights of the revisions include the provision that memberships shall be considered renewed for the upcoming year unless notice is received via e-mail to the secretariat by September 30th of the prior year; and that sponsorship of optional programmes is available to only those private sector actors who have paid voluntary fees.

Overall membership in PSM year-over-year has consistently increased, and total participation now counts 585 members.

For 2 years straight, the PSM has had a budget shortfall against commitments and the secretariat has had to absorb the shortfall.

For PSM member details, including the members of the International Agri-Food Network, which provides co-ordination to PSM, and the sponsors and contributors who were generous with both their time and financial support, please consult <https://agrifood.net/private-sector-mechanism>.

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, Brian Baldwin, Tracey Foster, Stefanie Hyde, April Dodd, Ashleigh Schoonderbeek, and Alexandra Baldwin. They were present in Rome at key moments to help roll out the IAFN's work plan and provide friendly faces to our operations.

*The IAFN has a virtual Secretariat that maintains its website ([www.agrifood.net](http://www.agrifood.net)), and Twitter Account (@AgriFoodNet, now with almost 5,000 followers), which provide regular*

## International Agri-Food Network

*updates on CFS activities; build relationships; co-ordinate the PSM working groups; and liaise with FAO and other multilateral bodies. Many members find these useful places to learn about policies that may concern their membership and organizational interests.*