

Private Sector Mechanism 2019 Annual Report

In 2019, 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, the MYPoW, Agroecology and more. This year the delegation at CFS46 was the largest to date reflecting that PSM membership continues to expand across a vast array of geographic regions, agrifood sectors, ages, and backgrounds.

2019 by the numbers:

CFS:

- 211-person delegation of business leaders from over 45 countries in Rome for CFS46 plenary in October 2019;
- 15 Bilaterals;
- 1 Bilateral meeting with the new Chair of CFS, Mr. Thanawat Tiensen during CFS46;
- 2 meetings with Assistant Director General, FAO, Mr. Roberto Ridolfi and Special Adviser to the Office of the Director General, FAO, Mr. Godfrey Magwenzi during CFS46;
- 1 meeting with the Director General of FAO, Dr. Qu Dongyu and 20 elected representatives of the PSM and IAFN;
- 8 special events:
 - Transforming Food Systems for Improved Nutrition, an event on the preparation of the Voluntary Guidelines on Nutrition in the presence of the Nutrition OEWG Chair, Ms. Liliane Ortega
 - 5 side events at CFS46
 - A Youth debate hosted by H.E. Hans Hoogeveen of the Netherlands
 - A reception in June held with Member States, members of the RBAs, the CFS Chair and members of the CFS Secretariat

CFS Workstreams:

- Support to PSM Speakers in other fora including:
 - 6 Regional Consultations (Africa, Asia, Europe, Near East, Latin America, and North America) on the Voluntary Guidelines on Food Systems and Nutrition
 - The UN Decade of Family Farming with 4 PSM speakers, and a North American workshop
 - The Symposium on Future for Food with two PSM participants
 - CFS' 2nd Intersessional Event of the 2018/19 year, the theme of which was *Promoting youth and women engagement and employment in food systems across the rural-urban continuum* with 7 PSM members present
- 2 PSM Macrocommittees resourced:
 - Nutrition/Monitoring/Right to Food
 - Agroecology/SDGs/MYPoW/Partnerships/ Urbanization and Rural Transformation

Annual General Meeting (AGM) and Members:

- 47 PSM representatives in Rome for the AGM in the presence of CFS Secretary Mr. Chris Hegadorn, Former Chair of CFS, H.E. Mario Arvelo, and Ms Liliane Ortega, OEWG Chair of Nutrition;
- 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;

1. PSM Meetings & Events

PSM Annual General Meeting (AGM), June 25, 2019

The PSM AGM brought together 47 business leaders from throughout the agri-food value chain and across the globe. The AGM took place during the week of FAO Conference, during which time the new Director General of FAO, Dr. Qu Dongyu was elected.

Key outcomes included:

- The PSM delegation met with CFS Secretary Mr. Chris Hegadorn and then Chair of CFS, H.E. Mario Arvelo;
- Representatives of 22 Member States met with the Private Sector over the course of the AGM reception;
- IAFN was re-elected as PSM focal point;
- Mr. Rick White from the Canadian Canola Growers' Association was elected new Chair of the IAFN and PSM.

CFS Plenary, October 14-18, 2019

Key achievements for the Private Sector Mechanism during the 46th plenary session of the CFS included:

- A 211-person delegation of business leaders from over 45 countries in Rome. The delegation was 49% male and 51% female;
- Participation of over 45 youth delegates;
- A successful meeting between the **FAO Director General QU Dongyu**, the PSM Chair and IAFN and PSM delegates including representatives of farmers, youth, and the inputs, livestock, fisheries, trade, processors, finance and investment sectors. Director General Qu called for more private sector action, particularly in the countries most in need to advance SDG 2 as part of his hand-in-hand initiative. This meeting and related meetings with the Senior Advisor of the Director General Godfrey Magwenzi, the FAO Assistant Director General (ADG) Roberto Ridolfi, and the partnerships division showed a fresh approach to engagement with the private sector and a significant call to action;
- 5 Side Events organized by PSM members at CFS46 (reports available [here](#)):
 - Youth for World Food Day
 - The Future of Farming
 - Partnering for Change: Multistakeholder Partnerships and CFS
 - Transforming our Food System
 - Food Systems and Nutrition Guidelines: Proposed pathways by the Private Sector and Civil Society
- **14 interventions** were delivered by PSM members in plenary from panels and from the floor, on a broad selection of topics under the CFS agenda;
- PSM members participated as panellists or moderators at 11 different CFS side events;
- Over 200 participants from over 60 countries attended the High Level Dinner, the theme of which was "Multistakeholder Partnerships to Finance and Improve Food

Security and Nutrition in the framework of the 2030 Agenda” on October 15th (report available [here](#))

- 3 additional special youth events were conducted:
 - A Youth debate on the topic of agricultural systems: should we attract youth to traditional agricultural systems? Or should agricultural systems be disrupted to fit youth’s context today? The debate was hosted by H.E. Hans Hoogeveen and was key in celebrating the value of differing perspectives on how to engage and attract youth to agriculture
 - 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
 - A meeting with the youth focal points from the RBAs to discuss current projects at country level, the type of support needed for youth in their programmes and how youth can identify/develop the skills to jointly participate in RBA projects

Otto & Marie Pick Foundation Grant for Farmers & SME representatives to attend CFS46:

- **4 individuals** received partial or complete support to attend CFS46 thanks to generous support from Mr. Charles Pick. They were:
 - Jim Cano, Country Representative of YPARD, Philippines.
 - Yunike Phiri, CEO of Zambia Young Emerging Farmers Association, Zambia.
 - Olawole Olagbaju, CEO of Real People Concept, Nigeria.
 - Kla Ydrea, CEO of Sayuranch, Indonesia.
- The complete **CFS46** report on our website is available [here](#)

2. PSM’s Macrocommittee Work & Policy Impact

In 2019, PSM divided its policy work between two macrocommittees:

- Nutrition/Monitoring/Right to Food
- Agroecology/SDGs/MYPoW/Partnerships/ Urbanization and Rural Transformation

1. Nutrition/Monitoring/Right to Food

Nutrition

- 11 Steering group calls;
- 2 Macrocommittee Calls;
- All Technical Task Team Calls of CFS;
- 1 Technical Task Team Meeting with the CFS Secretariat;
- 3 in-person meetings (March, April and October);
- Participation in the consultation with WHO and FAO on the Midterm Review of the UN Decade of Action on Nutrition (October 2019);
- 1 PSM submission to the Midterm Review of the UN Decade of Action on Nutrition 2016-2020. (Submissions available [here](#))
- 14 Members in the Steering Committee;
- 100+ members in the Nutrition Macrocommittee;

- PSM participation in 6 Regional Consultations on the Voluntary Guidelines on Food Systems and Nutrition:
 - The CFS Chair Summaries from the Regional Consultations of Africa, Asia, Europe, Near East, Latin America, and North America are available [here](#)
- On April 26, 2019, PSM hosted an event in Rome to present forward-looking policy recommendations to be considered for inclusion in the Voluntary Guidelines on Food Systems and Nutrition. This event provided an opportunity to have a first exchange of views on these recommendations with CFS stakeholders and how they could significantly contribute to transforming the food systems to deliver food which is available, affordable, acceptable, safe and of adequate quantity and quality and contribute to the achievement of the global nutrition goals and towards agenda 2030:
 - Over 75 guests attended, including Ambassadors, staff from all RBA's, CFS Bureau Members, private sector actors, and others
 - The report is available [here](#)
- Nutrition Strategy Sessions for PSM members were conducted 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 Voluntary Nutrition Guidelines;
- 3 OEWGs on Nutrition:
 - The last OEWG that took place in November was an opportunity for the OEWG Chairperson to provide an update on the outcomes of the six Regional Consultations held in preparation of the First Draft of the Voluntary Guidelines on Food Systems and Nutrition to be circulated by the end of the year, as well as on the next steps in the process toward finalizing these guidelines ahead of CFS 47 in October 2020
 - PSM Statements delivered in the OEWG are available [here](#)
- The committee drafted and approved the PSM Nutrition negotiation brief and key messages for the upcoming Voluntary Guidelines policy convergence process.

2. Agroecology/SDGs/MYPoW/Partnerships/ Urbanization and Rural Transformation

Three calls were scheduled to discuss the CFS Plenary decisions of the 2020-23 MYPoW and the proposed policy convergence process for the Agroecology and Other Innovative Approaches workstream to be initiated in 2020, Partnerships and SDGs.

SDGs

- PSM contributed to the CFS submission to the High Level Political Forum on the SDGs the 2019 HLPF and SDG Summit. Please click [here](#) to view it.

Partnerships

- As agreed by the Advisory Group and the Bureau, an event on multistakeholder partnerships (MSPs) was held during CFS 46 Plenary in October 2019, as part of the follow-up process of the HLPE Report on MSPs. PSM participated with a presentation and panel input by Fabretto, Nicaragua. Partnerships was also the topic of the High Level Dinner in 2019.

MYPoW

- The MYPoW 2020-23 was approved by CFS. This means that the youth workstream will go ahead with an HLPE report scheduled for 2021 followed by a policy convergence process. Youth was a workstream advocated by PSM over multiple years. The approved MYPoW also included workstreams on gender equality and women's

empowerment; data collection and analysis tools; reducing inequalities for food security and nutrition; agroecological and other innovative approaches; and food systems and nutrition.

Agroecology and Other Innovations

- The HLPE report was approved at CFS46. While there was an endorsement of the report by several member states there were also concerns expressed and several qualifying statements about the next steps in the policy convergence process. The Africa regional group noted that the recommendations were not clearly delineated and that not all models suggested can be operationalised and depend on an analysis of country context. Several speakers, including PSM, highlighted that agroecology was only one of many sustainable agricultural approaches and that a more balanced overview was needed. The CFS Chair requested that all CFS members consider providing further detailed comments on the Report before moving towards the policy convergence process. PSM have prepared and sent comments.
 - The HLPE report can be accessed [here](#)
- **CFS Policy Convergence Process on Agroecological and Other Innovative Approaches**
 - The Ambassador of Iran to FAO, Mohammad Hossein Emadi, has been nominated as the Rapporteur for the policy convergence process on Agroecological and Other Innovative Approaches.
 - A submission by PSM is being made at the end of the year and will be posted on-line.
 - All inputs received on the priority issues to be addressed during the CFS policy convergence process will be discussed in the OEWG taking place on **January 27 2020**.

Urbanization and Rural Transformation

- **CFS 2nd Intersessional Event, February 4, 2019**
 - The Private Sector Mechanism coordinated a delegation of 7 members, 5 of which were youth delegates, to the second Intersessional event of the 2018/19 year, the theme of which was *Promoting youth and women engagement and employment in food systems across the rural-urban continuum*.
 - This event built on the discussions held at the first Intersessional event in November 2018. PSM co-organized the day's events together with the Civil Society Mechanism. Two PSM speakers (Nikki Chaudhary and Ruramiso Mashumba) served as speakers on panels on youth and women engagement, respectively. The event was attended by over 150 CFS stakeholders, including member states.

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:

- **Private Sector Programme/Partnerships Proposals with FAO**
 - The IAFN and PSM had a successful meeting with FAO Director General Qu during CFS. At that time, a cross section of members had a chance to attend and the DG welcomed proposals for joint efforts and partnerships and suggested they be submitted in a two page format. The template was circulated with the November 2019 newsletter.

- **Forestry Event**

- The CFS convened a meeting on Sustainable Forestry (September 17th) to address issues that were not sufficiently discussed during the policy convergence process to develop policy recommendations on Sustainable Forestry for Food Security and Nutrition, including the relation between commercial plantations and food security and nutrition. The PSM was represented by Mr Mike May, Vice-President, Public Affairs, Futura Gene-Suzano. Presentations and discussion focussed on issues including the need for sustainable plantations to meet demand for wood, rubber and a need for all actors to be involved, with supportive incentives; the role of social forestry approaches and the importance of access to land, finance & markets for smallholders; the importance of people in forests, both spiritually and economically; the criticism of plantation agriculture as violation of Human Rights; the need to focus on use of degraded land and the replanting programmes and the need for dialogue among all parties for better policy frameworks; the public condemnation (made by commercial forestry) of illegal deforestation; the role of the IPCC and CBD as the needed multilateral basis for discussions for sustainability and the need for dialogue to keep global warming below 1.5°C; the role and potential of certification and the difficulties to date insofar as only 10-15% of production was certified and the need for further Multistakeholder dialogue to address these issues. The meeting concluded with support for further discussion in CFS & other forums on these issues.

Youth in Agriculture

- This year the topic of the youth debate was: Should we attract youth to traditional agricultural systems? Or should agricultural systems be disrupted to fit youth's context today? The debate was hosted by H.E. Hans Hoogeveen and was key in celebrating the value of differing perspectives on how to engage and attract youth to agriculture.
- Youth Members also participated in meetings with the outgoing CFS Chair: H.E. Mario Arvelo as well as the incoming CFS Chair: Mr Thanawat Tiensin.
- Another successful meeting was held with youth focal points from the RBAs to discuss current projects at country level, the type of support needed for youth in their programmes and how youth can identify/develop the skills to jointly participate in RBA projects.
- On the last day of CFS, Friday's plenary session was dedicated to youth in the following format:
 - **Part 1: Highlights of CFS 46 Session, the Side Events and SDG2**
Youth delegates gave their feedback on the CFS session and the Side Events, highlighting items that they thought most effectively accelerated progress on SDG 2.
 - **Part 2: Youth and the CFS Multi-Year Programme of Work 2020-2023**
Youth delegates kicked off this item by discussing the MYPoW, especially the proposed "youth"-themed workstream, "Putting youth at the centre: engaging youth in FSN policies and practices; and promoting (rural) decent jobs for youth in agriculture and food systems." They also put forward ideas on how a youth lens can be mainstreamed across the other proposed workstreams.
 - **Part 3: Youth and CFS policy work**
The session explored the question – "How can youth support the uptake of existing and future CFS policy recommendations and guidelines?"
What actions and steps can be taken by governments and other actors to ensure that youth are involved and engaged in food security and nutrition policy-making in their national context?
 - The report is available [here](#)

- Ambassador Hoogeveen offered the seat of the Netherlands to be taken by youth delegates to deliver a statement during the MYPoW plenary session. Tiare Boyes (@WestCoastTiare), a commercial fisher from Canada, took the floor and delivered a statement on behalf of the youth.
- The establishment of the Youth Council is currently in progress. An Interim Steering Committee has been formed with 5 members from the working group.
- The working group currently counts about 95 active members.
- The Youth in Agriculture workstream has been accepted in the CFS' MYPoW.

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 website, @AgriFoodNet twitter, and the International Agrifood Network LinkedIn. Below are engagement numbers from January 1, 2019 to October 31, 2019.

Website

- 25,901 Total page views
- 9,588 Total unique users, of which 88.4% were new users, engaging in a total of 12,431 sessions (an average of 41 sessions per day)
- Average session duration of 1:56
- Greatest activity took place in the months of June due to the AGM and October due to CFS

Twitter

- 5,828 Followers (an increase of 15% from year-end 2018)
- 1,874 Engagements
- 237.4K Impressions
- The top tweets each received an average of 37 engagements
- Social media was most active in October during CFS46, with a total of 44.1K impressions from October 14-19.

LinkedIn

- 273 Members (an increase of 14% from year-end 2018)

5. PSM Governance

Former IAFN / PSM Chair Donald Moore ended his term at this year's AGM. The newly elected Chair is Rick White, CEO of the Canadian Canola Growers Association.

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, was pleased to provide the secretariat with the team of Robynne Anderson, Brian Baldwin, Rosemary Navarrete,

Alexandra Baldwin, Tracey Foster, Stefanie Hyde, and Ashleigh Schoonderbeek. They were present in Rome at key moments to help roll out the PSM's work plan.

The IAFN has a virtual Secretariat that maintains its website (www.agrifood.net), and Twitter Account (@AgriFoodNet), which provide regular 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.