

Private Sector Mechanism 2020 Annual Report

In 2020, the PSM continued to deepen its engagement with all aspects of the UN Committee on World Food Security (CFS). The year was characterized by unique challenges presented by the COVID-19 pandemic, but despite this, work continued on several key PSM workstreams, including Food Systems and Nutrition, the overall MYPoW process, Agroecological and Other Innovative Approaches and the beginning of the Gender Equality and Women's Empowerment workstream.

2020 by the numbers:

CFS High Level Special Event:

- A 73-person delegation of business leaders from over 22 countries joined virtually for the CFS High Level Special Event in October 2020;
 - 1 partner event at the CFS High Level Special Event
 - 3 PSM contributors during the 3-day event:
 - Yunike Phiri Nhari, CEO Zambia Young Emerging Farmers Association (ZAYEFA) and youth representative from CSF Private Sector Mechanism (PSM)
 - Diane Holdorf, Managing Director, Food and Nature, World Business Council for Sustainable Development (WBCSD), and CFS Private Sector Mechanism (PSM) representative
 - Robert Saik, CEO AGvisorPRO, Canada and CFS Private Sector Mechanism (PSM) Representative

CFS Workstreams:

- Support to PSM Speakers in other fora including:
 - 6 Regional Consultations (Africa, Asia, Europe, Near East, Latin America, and North America);
 - The Voluntary Guidelines on Food Systems and Nutrition (pre-negotiations, negotiations, and Friends of Chair sessions); and
 - The five Agroecological and Other Innovative Approaches informal dialogues.
- 3 PSM Macro committees resourced:
 - Nutrition/Data
 - SDGs/Agroecological & Other Innovative Approaches/Monitoring
 - Gender/Youth

Bureau and Advisory Group Meetings:

- Bimonthly (6) Advisory Group meetings to advise and guide CFS operational planning for CFS events and workstreams;

Annual General Meeting (AGM) and Members:

- 68 PSM representatives on online Zoom conference call for the AGM with special guests Mr. Thanawat Tiensin, Mr. Chris Hegadorn, and Dr. Martin Frick;
- 4 PSM Quarterly Meetings including the AGM;
- 12 newsletters distributed for members throughout the year; and
- 2 newsletters distributed to Member States throughout the year, including a special video message newsletter.

1. PSM Meetings & Events

PSM Annual General Meeting (AGM), June 17, 2020

The PSM AGM brought together 68 business leaders from throughout the agri-food value chain and across the globe. The AGM took place through an online Zoom conference call. Key outcomes included:

- The PSM delegation met with CFS Secretary Mr. Chris Hegadorn and the Chair of CFS, Mr. Thanawat Tiensin;
- The PSM delegation met with Deputy to the Special Envoy for the Food Systems Summit Dr. Martin Frick;

CFS High Level Special Event, October 13-15, 2020

Key achievements for the Private Sector Mechanism during the CFS High Level Special Event included:

- A 73-person delegation of business leaders from over 22 countries through an online Zoom conference;
- 1 Partner Event organized by PSM member GAFTA at the CFS High Level Special Event (presentation available [here](#)):
 - The important Role of Trade in Promoting Resilience in our Global Food Systems
- **5 formal interventions** were delivered by PSM members in plenary from panels and further interventions, statements, and reference in Zoom Q&A sessions and through 'chat' functions, on a broad selection of topics under the CFS agenda;
- In lieu of the annual High-Level Dinner the PSM hosted a High-Level Food Systems Dialogue. Over 200 participants attended the High-Level Dialogue, the theme of which was "Food Systems Summit 2021 Action Tracks" on October 13th (report available [here](#))

2. PSM's Macro Committee Work & Policy Impact

In 2020, PSM divided its policy work between three macro committees:

- Nutrition/Data Collection & Analysis
- Agroecological and Other Innovative Approaches/SDGs
- Gender Equality and Women's Empowerment

2.1 Nutrition/Data Collection & Analysis

- PSM attended 3 in-person and virtual Open-Ended Working Group Meetings in preparation for the finalisation of the text prior to the publication of the Negotiation draft;
- PSM members attended all the virtual negotiations sessions in 2020 and the virtual Friends of the Chair sessions, providing full input and suggestions for improvements to the negotiated text;
- Following the meeting between the UN Standing Committee on Nutrition (UNSCN) and PSM, a consultation with the joint FAO/WHO secretariat was held with PSM on 27 May to discuss the Midterm Review of the UN Decade on Nutrition, including private sector achievements, and;
- The PSM attended the CFS organised webinar on data collection and analysis held as an information gathering event by the CFS Secretariat.

2.2 Agroecological and Other Innovative Approaches

- PSM attended the CFS open meetings on Agroecological and Other Innovative

Approaches that took place to set the stage for the preparation of the Zero Draft CFS *Policy Recommendations on Agroecological and other Innovative approaches*. The PSM presented its positions based on the agreed comments of the PSM 2nd macro-committee;

- PSM took part in the five informal group discussions held to review the various, differing positions on the draft for negotiations with PSM members making specific interventions during the discussions. PSM also approved a Perspectives paper on the topic, developed by members, and provided this to the CFS Secretariat;
- PSM members continued review of the draft text for negotiations in preparation for negotiations commencing in March 2021.

2.3 HLPE 2020 Report: “Global Narrative towards 2030”

The High-Level Panel of Experts (HLPE) launched the report: “Building a global narrative towards 2030”, June 17th at which PSM were present and commented on the [Report](#). The Report will be presented at CFS 47 8 – 11 February 2021.

2.3 Gender Equality and Women’s Empowerment

The CFS held the first meeting for Gender Equality and Women’s Empowerment workstream in October with the co-chairs of the workstream: Ambassador Josephine Ouedraogo, Permanent Representative of Burkina Faso; and Ms. Satu Lassila, Permanent Representative of Finland. The PSM Gender position paper was updated in preparation for this and the ToR of the workstream will be tabled for approval at CFS 47 in February 2021.

2.4 Monitoring the use and application of the CFS Framework for Action for Food Security and Nutrition in Protracted Crises (CFS-FFA)

PSM continued its participation in the Technical Task Team (TTT) to finalise the Report for CFS 47 (February 2021) to report on progress and utilisation of the CFS Framework, bringing forward PSM experiences where appropriate.

3. Other PSM Activities

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

Group of Friends on Food Security and Nutrition

On 12 February FAO Director General Qu held a meeting with the Group of Friends of Food Security and Nutrition at UN headquarters that included PSM. The FAO Director-General also emphasized the importance of ensuring equal participation opportunities for smallholder farmers, women and youth in the global transformation of food systems.

CFS COVID-19 Special Event

The CFS Secretariat hosted a CFS open event on the Resilient Food Supply Chain and Workers’ Health during COVID-19. This was intended to be the first event of a series of CFS events on the impact of COVID-19 pandemic on food security and nutrition. The Private Sector was asked to provide ground-level context on strengthening food safety and resilient supply chains while protecting workers’ rights and health. The PSM developed and approved a [Position Paper](#). On behalf of the PSM, Mr A.G. Kawamura contributed to the CFS event on

COVID-19 “Building resilient food systems” held on 21 July. The [CFS Chair Summary is available](#).

Food Systems Summit

The UN Secretary General, Antonio Guterres, announced he will convene a Food Systems Summit in 2021 as part of the decade of action to deliver the SDGs by 2030. The PSM has formed a Steering Committee to guide and manage its involvement and the PSM has been designated as one of the members of the Private Sector Guiding Group for the Food Systems Summit. The FSS Special Envoy has also asked that PSM be given an institutional seat in each of the five Action Tracks to bring PSM leadership and ideas into this core Summit workstream.

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. In December 2020 the creation of an @agrifoodnet Instagram was decided upon, no key information is available yet. Below are engagement numbers from 1 January 2020 to 2 December 2020.

Website

- 106,012 total page views
- 33,123 total users, of which 99% were new users, engaging in a total of 41,526 sessions (an average of 123 sessions per day)
- Average session duration of 2:15
- Greatest activity took place in the months of June due to the AGM and October due to CFS

Twitter

- 6,300 Followers (an increase of 8%)
- 978 Engagements
- 60.5K Impressions
- The top tweets each received an average of 59 engagements.
- Social media was most active in October during CFS46, with a total of 15.7K impressions from October 13-15.

LinkedIn

- 329 Members (an increase of 20% from year-end 2019)

5. PSM Governance

Rick White, CEO of the Canadian Canola Growers Association continued his two-year term as Chair.

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, Stefanie Hyde, and Ashleigh Schoonderbeek.

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.