

Private Sector Mechanism 2021 Annual Report

In 2021, the PSM continued its engagement with all aspects of the UN Committee on World Food Security (CFS) during the second year characterized by the challenges presented by the COVID-19 pandemic.

Despite the challenges of working in this environment, the added load of three CFS virtual sessions in one year, and the United Nations Food Systems Summit, many achievements were obtained on PSM workstreams. These workstreams included the Food Systems and Nutrition, Agroecological and Other Innovative Approaches and the Gender Equality and Women's Empowerment workstream, as well as keeping members informed and engaged in the Food Systems Summit.

2021 by the numbers:

- 411 guests (169 from PSM) attended 3 High Level Dialogues organized by PSM
- 74 PSM Delegates attended the Food Systems Summit Pre-Summit, including a select in-person delegation
- 83 PSM Delegates attended the Food Systems Summit virtually in September
- Trained 200 businesses on the new VGFSYN in 3 regional webinars
- 60 PSM delegates from 29 countries virtually attended CFS47 in February
- 39 PSM delegates from 17 countries virtually attended CFS48 in June
- 70 PSM delegates from 24 countries virtually attended CFS49 in October
- Increased Twitter followers to 10,695 (up by 69% over last year) and almost 1 million impressions

CFS High Level Dialogue Series: Finance – Innovation – Gender:

A series of three dialogues were held to complement the discussions and support the activities of CFS ahead of the Food Systems Summit. Each event covered a cross cutting issue to the Food Systems Summit action tracks and relevant to CFS.

- The first dialogue dedicated to Finance was held on 26 January and focused on analysing how to improve financial services and trade to advance equitable livelihoods and gathered 148 attendees.
- A total of 151 guests participated in the second dialogue on Innovation held on 10 March aimed to promote partnerships for technology, research, and innovation.
- During the third and last dialogue on Gender held on 13 May a total of 112 participants discussed how to address inequalities and amplify the voices of women all along the value chain.

CFS Workstreams:

- Support to PSM speakers in other fora including:
 - In lead up to the endorsement of the Voluntary Guidelines on Food Systems and Nutrition in February 2021.
 - During the negotiation and endorsement of the Principles on Agroecological and Other Innovative Approaches in June 2021.
 - At the outset of the CFS Gender Equality and Women's Empowerment workstream in July 2021, participating in the Technical Task Team, open-ended working group meetings and during the regional consultations.
- 3 PSM Macro committees resourced:

- Nutrition/Data Collection and Analysis Tools
- Agroecological & Other Innovative Approaches
- 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

- 41 PSM representatives on an online Zoom conference call for the AGM with special guests Mr. Thanawat Tiensin, Mr. Chris Hegadorn, Dr Maximo Torero, Jenna Slotin, and Fabrizio Moscatelli.
- 4 PSM Quarterly Meetings in addition to the AGM.
- 11 newsletters distributed for members throughout the year.
- 4 newsletters distributed to Member States throughout the year.

1. PSM Meetings & Events

PSM Annual General Meeting (AGM), 2-10 June 2021

The PSM AGM brought together 41 business leaders from throughout the agri-food value chain and across the globe. The AGM took place through an online Zoom conference call, with additional bilateral meetings, across the first two weeks of June. IAFN was re-elected to be focal point for PSM

Key outcomes included meetings with:

- The CFS Chair, Mr Thanawat Tiensin, and CFS Secretary Mr. Chris Hegadorn
- The FAO Chief Economist, Dr Maximo Torero
- The Senior Director of Policy and Strategy for the Global Partnerships for Sustainable Development Data, Ms Jenna Slotin and Fabrizio Moscatelli from the Bill and Melinda Gates Foundation

CFS 47, 8 - 11 February 2021

Rescheduled from October 2020, CFS 47 was held virtually and included the following key achievements for the Private Sector Mechanism:

- A delegation of 60 business leaders and participants registered from 29 countries.
- In the eight Plenary sessions, PSM was able to make interventions. In addition, PSM members posted comments and links/references to PSM position papers and posed questions to Panellists.
- PSM members, led by Solutions from the Land, Global Dairy Platform and Global Farmer Network organized a side event entitled “Agricultural Solutions: Forging Consensus Linked Food Security, Nutrition, Health, and Climate Challenges,” with the participation of 131 people.
- PSM provided speakers in two additional side events: Mr. Hem Mulders of Rabobank and Mr. Andrew Rzepa of GALLUP.
- Members of the PSM delegation attended all 12 other Side Events.

CFS 48, 3 - 4 June 2021

The Special Session of the 48th Plenary of CFS took place virtually from 3- 4 June to endorse the CFS Policy Recommendations on Agroecological and Other Innovative Approached. Originally set to be endorsed during CFS 47, they were postponed as their negotiations and completion was delayed due to COVID-19.

Key achievements for the Private Sector Mechanism included:

- A delegation of 39 business leaders and participants registered from 17 countries.
- In the Plenary session, PSM was able to make an intervention by IAFN/PSM Chair Mr. Rick White, while PSM members posted comments and links/references to PSM position papers and posed questions to Panelists during side events.

CFS 49, 11-14 October 2021

The 49th Session was held virtually from 11-14 October shortly after the United Nations Food Systems Summit and focused on the 2021 State of Food Security and Nutrition report, the uptake of the CFS Voluntary Guidelines on Food Systems and Nutrition, the CFS Multi-Year Programme of Work and other related CFS workstreams and priorities. Key achievements for the Private Sector Mechanism included:

- A delegation of 70 business leaders and participants registered from 24 countries.
- In the 8 Plenary sessions, PSM was able to make interventions and pose questions to Panelists. In addition, PSM members posted comments and links or references to PSM position papers and relevant activities.
- Members of the PSM delegation and external registrants attended all 16 side events, posing questions, making on-line observations and comments.

2. PSM's Macro Committee Work & Policy Impact

In 2021, PSM divided its policy work between three macro committees:

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

2.1 Nutrition/Data Collection & Analysis

The conclusion of the negotiation at the end of January led to the long-awaited endorsement of the Voluntary Guidelines for Food Systems and Nutrition in February. The Private Sector Mechanism then turned to the promotion of the uptake of the guidelines by providing three business training sessions across the following regions on its main tenets with over 200 members attending from the business community. We are delighted to share that this included global food companies representing approximately 30% of the global food market¹ some of the largest agricultural inputs providers, governments and national associations representing almost 40% of the global population,² IOs, foundations, research entities, trade and producer associations.

- 8 October for Asia
- 4 November for the Americas
- 24 November for Africa and Europe

2.2 Data Collection & Analysis

With these training sessions successfully complete, the Data Macro committee was established to begin work on the Data Collection & Analysis workstream, starting with the drafting of the PSM position paper. To launch the workstream, the CFS hosted the Data event on 1 July: Closing Data Gaps and Promoting Evidence-informed decision making for Food Security and Nutrition. An informal consultation on 6 May was held with the Global Partnership for Sustainable Development Data to provide Private Sector feedback for their **Report: DATA FOR FOOD SECURITY: How can the international community drive transformative change?**

2.3 Agroecological and Other Innovative Approaches

Following extensive and lengthy negotiations during March, April, and May, with the consistent

¹ source Food Engineering 2021

² Source Worldometer

engagement of a PSM (virtual) delegation, the CFS *Policy Recommendations on Agroecological and other Innovative approaches* were endorsed at a Special Session of the 48th Plenary of CFS on Friday, 4 June 2021.

2.4 Gender Equality and Women's Empowerment

With the approval of the TORs of the gender workstream at CFS47 in February 2021, the CFS began the development of the Zero Draft of the Voluntary Guidelines on Gender Equality and Women's and Girls' Empowerment. The PSM is represented in the Technical Task Team (TTT) and provided written inputs into the various versions of the Zero Draft. In July 2021, four members of the gender and youth macro committee participated in the Open Ended Working Group (OEWG) and contributed on the floor. Between September and November 2021, a delegation of 36 members participated in six regional consultations (6 in each region) to discuss the Zero Draft. The PSM also provided inputs into the online consultations in November. At the second macro committee meeting, 15 members had an opportunity to meet and interact with the workstream co-chairs, Ms Tanjå Gren, Permanent Representative Designate of Finland, and Mr Tomas Duncan Jurado, Permanent Representative Designate of Panama.

2.5 HLPE 2021 Report: Youth report

During CFS 49 the High-Level Panel of Experts (HLPE) launched: Promoting youth engagement and employment in agriculture and food systems which kickstarted the workstream activities under the guidance of Ambassador Pio Wennubst, the Permanent Representative for the Mission of Switzerland to the UN Organizations in Rome.

Activities underway in 2021 include:

- Open-ended working group meeting on 19 November
- Launch of Call for written inputs by 22 November
- Thematic discussion on 10 December—Defining Youth and Human Rights
- Meeting with Ambassador Pio Wennubst & the PSM secretariat
- The formation of a PSM Youth Macro Committee which will hold its 1st meeting on January 17th, 2022

3. Other PSM Activities

In addition to macro committee work and the formerly core in-person meetings that switched to a virtual format (CFS Plenaries, Open-ended Working Group and the Annual General Meeting) PSM contributed to the coordination of the following activities, starting most notably with those related to the UNFSS Pre-summit and Summit.

UNFSS Pre-Summit and Summit

The PSM Secretariat provided a coordinating role during the lead up to the UN Food Systems Summit in September which consisted of a year of continuous monitoring, reporting and assisting membership to respond to the various opportunities the Summit provided. To guide this engagement, several papers were drafted by PSM for the UNFSS: Communications Position Paper, Ambition Statement; and Position Paper posted on the IAFN website (<https://agrifood.net/position-papers>).

The following are key activities and outcomes during this engagement:

- Active PSM contribution to the UNFSS Action Tracks call for all stakeholders to submit game changing ideas towards the effort to create sustainable food systems. Many PSM ideas and proposals were included in the Wave 1 and 2 reports issued by the Action Tracks.
- IAFN/PSM Chair, Mr Rick White appointed as one of the Food Systems Champions.

- PSM was part of the Private Sector Guiding Group of the Summit and assisted WBCSD with 4 CEO dialogues related to the Summit.
- PSM participation in great numbers to the UNFSS public forums and public questionnaires that sought to generate ideas towards the transformation of food systems.
- Convening of three PSM virtual high level dialogues on Finance, Innovation and Gender as part of the Food Systems Dialogues. The conversations of the 200 participants focused on the 2021 Food Systems Summit's Five Action Tracks (<http://agrifood.net>).
- Virtual and in-person participation in the UNFSS Pre-Summit held in July. An in-person delegation led by Rick White served as Panellists and engaged in discussions to share PSM positions and views on the summit and on transforming food systems.
- Several PSM members convened affiliated parallel sessions during the Pre-Summit, such as one co-sponsored with the Brazilian government: *Harnessing the Contribution of International Agriculture Trade for Sustainable Food Systems*, as well as on *Living Incomes and Wages*. PSM members also focused on building a coalition on Soils.
- PSM actively engaged in the FSS Coalitions of Action of most interest to its membership.
- The Coalition of Action on Living Incomes and Wages, co-led by WBCSD and PSM was announced by the Deputy Secretary General as one of the Coalitions arising out of Pre-Summit.
- PSM commitments have been registered on the UNFSS Secretariat Food Systems Commitment page.

The follow-up on the Food Systems Summit provides a role for the Private Sector and as such, the PSM will capitalize on the extent of its engagement in the lead up and during the Summit to ensure the breadth of private sector input is considered within this next phase.

PSM Chair participation in following special events:

- Expert consultation on 18 May - Healthy and Sustainable Food: Reducing the Environmental Impacts of Global Food Systems on Human Rights – to inform the Special Rapporteur on human rights and the environment Report to UNGA.
- WTO UNFSS and WTO Global Dialogue on 6 July: Trade, an essential piece of the food systems puzzle.
- CFS side event on 14 July during the High-Level Political Forum: Global Policy Coordination for SDG-2—CFS amid COVID-19.
- CFS session at UNFSS Pre-Summit on 26 July: CFS Multilateral Policy Convergence for Food Security Transformation.
- WTO Trade Dialogues on Food: Exploring the Nutrition and International Trade Nexus on Thursday 28 October

4. PSM Communication and Social Media

In addition to the communication and outreach required to achieve the goals of its macro committees, 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 @agrifoodnet Instagram was created. Below are engagement numbers from 1 January 2021 to 31 December 2021.

Website

- 13,815 total page views. This is a significant drop from 2020 due to increased security measures being put in place to block bot activity. The drop will be seen across all the 2021 numbers.
- 5,316 total users, of which 99% were new users, engaging in a total of 6,821 sessions
- Average session duration of 1:12
- Greatest activity took place in the months of April, May and August.

Twitter

- 10,695 Followers (an increase of 69%)
- 2,951 Engagements
- 931.2K Impressions
- The top tweet received 140 engagements.
- Social media was most active in September and October during the Food Systems Summit and CFS49.

Instagram

- 225 Followers
- This is the first year PSM has had an Instagram page and has just started engaging in various events.

LinkedIn

- 373 Members (an increase of 19%)

5. PSM Governance

Rick White, CEO of the Canadian Canola Growers Association continued his two-year term as Chair which was extended to a third due to circumstances surrounding the pandemic and timing of the UN Food Systems Summit. IAFN was re-elected focal point of PSM in 2021 at the AGM for another 2 year term. IAFN will elect a new chair in 2022.

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, Irina Wandera, 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.