

## CFS52

### VII. Promoting Food Security and Nutrition Across the Rural-Urban Continuum

**DATE:** 23 October 2024

**TIME:** 10.00-13.00 (exact time to be advised)

**LOCATION:** FAO Headquarters, Rome

---

Statement by Tintswalo Makhubele, Director of Imvuselelelo Bakery And Food Distribution – Farming cooperative in Seasonal vegetable, on behalf of the CFS Private Sector Mechanism

Madame Chair, Your Excellencies, and esteemed colleagues,

It is with great respect and commitment that I address you today on behalf of the Private Sector Mechanism. As we gather to discuss Agenda Item 7, "Promoting Food Security and Nutrition across the Rural-Urban Continuum," we acknowledge the pivotal role that the private sector plays in this vital agenda.

The rural-urban continuum is more than just a space—it represents a dynamic interaction between urban demand and rural supply, an interaction that is fundamental to our global food systems. It is here, in this continuum, where the private sector is uniquely positioned to foster growth, innovation, and sustainability.

The private sector continues to advance agricultural productivity through technology and innovation. From precision farming that optimizes inputs and reduces environmental impact to digital platforms that connect smallholder farmers directly with urban markets, we are committed to transforming the food landscape. These innovations not only increase food production but also enhance the nutritional content of food, ensuring that safe and healthy products reach urban consumers and vulnerable populations alike.

We recognize the importance of resilient supply chains that can withstand the shocks of climate change, economic fluctuations, and global health crises. By investing in robust

logistics and infrastructure, from rural areas to urban centres, the private sector ensures the continuous flow of food and agricultural products. This not only secures food availability but also stabilizes food prices, making nutritious food more accessible and affordable across different communities.

Finally, we are dedicated to combating malnutrition in all its forms. The private sector plays a critical role in enriching diets through fortified foods and in promoting healthy eating habits through educational campaigns. We are committed to aligning our goals with the Decade of Action on Nutrition, driving change that uplifts and empowers.

In conclusion, let us recommit ourselves to a future where no one is left behind—a future where every link in the food chain from rural producers to urban consumers is strengthened. We pledge our continued innovation, investment, and collaboration to make this vision a reality.

Madame Chair and colleagues, thank you for your attention and for the opportunity to contribute to this essential dialogue.