10YFP Sustainable Food Systems Programme

6th MAC meeting (face-to-face)

Sierra Burgers Park Hotel, Pretoria (South Africa)

20-21 June, 2017

Draft summary report

Summary of main discussion points, outcomes and decisions:

- The MAC agreed that for a publication to be included in the resource portfolio of the SFS Programme website on the SCP Clearinghouse, it must be available for free download. The Coordination Desk will look into alternative ways of referring to relevant publications that are not part of the resource portfolio.
- The MAC approved eight new affiliated projects. This brings the total number of affiliated projects of the SFS Programme to 18.
- The metadata sheets of the M&E framework were approved.
- The Co-Leads will elaborate further guidance on the reporting requirements for core initiatives and affiliated projects.
- The MAC decided to set up four Task Forces (TFs), which will focus on specific key tasks to be carried forward as part of the SFS Programme workplan:
  - TF1: Awareness raising and communication
  - TF2: Enabling environments and capacity building
  - TF3: Information, knowledge and tools
  - TF4: Partnerships and synergies
- The Co-Leads will follow up with a more elaborate proposal for the TFs shortly, upon which the TF facilitators will organize a first call among the interested members of their respective TFs.
- The MAC approved the communication action plan.
- The communication document targeted at potential donors was approved.
- The MAC adopted ten new Partners, bringing the total number of SFS Programme Partners to 105.
- The MAC agreed on the process for the MAC renewal, which requires existing MAC members to re-confirm their interest to remain in the MAC by July 30th, 2017. All current MAC members who wish to do so may remain in the MAC for a further regular term, except those that have not attended at least one MAC meeting. The Coordination Desk will send a letter to all MAC members, inviting them to confirm their commitment to continue to serve on the MAC of the SFS Programme.
1. Introduction

1.1 Welcome and adoption of agenda
Ms. Thembelihle Ndukwana, Director Agro-Processing, Department of Trade and Industry (South Africa), welcomed all participants to the 6th MAC meeting. After summarizing the most important outcomes and decisions of the 5th MAC meeting, which took place as a teleconference on 13th February 2017, she outlined the main objectives of the present face-to-face meeting, being to (i) agree on the process for the partial renewal of the MAC and initiate a discussion on the actual renewal; (ii) endorse the SFS Programme workplan 2016-2017 and initiate a discussion on key elements for the subsequent biennium; (iii) consider additional projects for adoption under the SFS Programme; and (iv) discuss the M&E metadata sheets, the Communication Action Plan, and the communication document targeted at donors, for approval by the MAC. Subsequently, Ms. Ndukwana presented the draft agenda for the 6th MAC meeting. As there were no comments by the MAC members, she declared the agenda as adopted.

1.2 Adoption of summary report of the 5th MAC meeting (teleconference)
Before going into the content of the 6th MAC meeting, Ms. Ndukwana presented the summary report of the 5th MAC meeting. As there were no further comments by the MAC members, she declared the summary report as adopted.

1.3 Participants’ expectations
Ms. Ndukwana invited all participants to exchange in pairs of two about (i) their expectations regarding this MAC meeting and its outcomes; (ii) their expectations regarding the 1st Global Conference of the SFS Programme; and (iii) their thoughts about what the input of this MAC meeting to the 1st Global Conference of the SFS Programme should be.

The MAC members expressed their interest to get a better feeling of where the SFS Programme stands in terms of implementation of core initiatives. For the further development of the SFS Programme, different MAC members highlighted the importance to keep a clear focus within the broad topic of sustainable food systems; to strengthen synergies between the different projects and activities of the Programme; and to continue to move the Programme from plan to action. The MAC members agreed that for a successful implementation and effective awareness raising about the Programme, clear communication and well organized and successful resource mobilization efforts are key. The MAC members will have an important role as drivers and catalysts to frame the global discussion and the concept of sustainable food systems, and to serve as ambassadors of the SFS Programme.

2. Issues related to programme implementation

2.1 Issues related to the Programme management

2.1.1 Status of resources
Mr. Patrick Mink, Policy Advisor, Federal Office for Agriculture (Switzerland) reminded the MAC members that following the last MAC meeting in February, it has been decided that SFS Programme members have the opportunity to affiliate relevant publications and reports to the SFS Programme by including them in the “resources portfolio” of the SFS Programme website on the SCP Clearinghouse. He invited Ms. Dominique Faes, Policy Advisor, Federal Office for Agriculture (Switzerland) to provide an update on the status of resources.

Ms. Faes informed the MAC members that one additional proposal of a resource has been submitted by the Working Group Sustainable Nutrition (Germany), and that this proposal has been positively evaluated by the Coordination Desk. However, the authors of the publication have indicated that in case it were to be approved as an SFS Programme resource, they would not be able to make it available for free download on the SCP Clearinghouse. This leads to the basic question, whether the SFS Programme
should include publications in the Clearinghouse, even in cases where such resources would not be available for free download.

After a brief discussion, the MAC agreed that for a publication to be included in the resource portfolio of the SFS Programme website on the SCP Clearinghouse, it must be available for free download. This is in line with the spirit of objective 3 of the SFS Programme, which is to increase access to information and tools to make food systems more sustainable.

The proposed publication will therefore not be included in the resource portfolio of the SFS Programme. However, the Coordination Desk will look into alternative ways of referring to relevant publications that are not part of its resource portfolio.

2.1.2 Status of affiliated projects

Mr. Mink informed the MAC that since the last MAC meeting, several new proposals for affiliated projects have been received. He invited Ms. Faes to provide an update on the current status of affiliated projects.

Ms. Faes reminded the MAC members that the SFS Programme currently has ten affiliated projects. Furthermore, she informed the MAC that since the last MAC meeting, eight additional proposals for affiliated projects have been submitted. Seven of them have been positively evaluated by the Coordination Desk and are recommended for approval. She provided a brief overview of these seven projects, including their respective lead organizations as well as their main activities and scope.

As there were no objections from the MAC, Mr. Mink declared that these proposals are approved as affiliated projects under the SFS Programme.

2.1.3 Status of core initiatives

Mr. Mink reminded the MAC members that the SFS Programme currently has eight core initiatives. He informed the MAC members that since the last MAC meeting, one additional proposal for a core initiative has been submitted by WWF South Africa. He invited Urs Schenker, Senior Sustainability Specialist, Nestlé, to provide a short overview of the project and present the recommendation of the technical committee for the evaluation of core initiatives (TC).

After providing an overview of the “Resource Smart Food Initiative”, Mr. Schenker explained that the TC in principle found that the submitted proposal could be endorsed as a core initiative of the SFS Programme. However, this recommendation was contingent on the provision of additional information showing that the project is of relevance to both developed and developing countries. In the absence of this additional information, the TC was not fully able to assess whether basic criteria 1.6 was met. In case this criteria were found not to be fulfilled, the TC would recommend to adopt the proposal as an affiliated project.

Mr. Mink informed the MAC members that the requested additional information has not been received in time prior to the MAC meeting. He opened the floor for possible reactions, questions and discussion, in particular on whether the MAC is of the opinion that this proposal should nevertheless be endorsed as a core initiative.

After a brief discussion, the MAC agreed to approve the proposal as an affiliated project for the time being, in the understanding that once the additional information would be submitted, it could again be considered by the TC and the MAC for inclusion as a core initiative. This brings the number of affiliated projects of the SFS Programme to 18.

2.1.4 10YFP annual reporting and HLPF Report

Mr. Mink invited Ms. Cecilia Lopez y Royo, Coordinator at the 10YFP Secretariat, to present the outcomes of the first 10YFP annual reporting which took place in January through February 2017, and how these are reflected in the HLPF Report 2017. Ms. Lopez y Royo presented the set of indicators which are being used to measure the shift towards sustainable consumption and production by all the 10YFP
Programmes and how they communicate about it. She explained that the pilot reporting in January through February 2017 took place based on data about all the years since the different 10YFP Programmes were launched. The reported data on the different 10YFP Programmes feeds into the HLPF report, and is being used for other communication purposes of the 10YFP.

Ms. Lopez y Royo further explained that at the moment, an online reporting system is being developed. The reporting tool should be finalized by September, and will thus be available for the next 10YFP annual reporting, which will coincide with the 10YFP mid-term review. The mid-term review will help to improve the strategy for the 10YFP for the remaining five years. In addition to that, she reminded the MAC members that SDG 12 will be reviewed at the HLPF in 2018, which will provide an ideal opportunity to report on the achievements of the 10YFP, as an implementation mechanism for SDG 12.

In the ensuing discussion, MAC members highlighted the importance to strengthen synergies and collaboration between the different 10YFP Programmes. Ms. Lopez y Royo explained that the 10YFP Secretariat is available to facilitate such collaborations. In addition, one MAC member pointed out that the 10YFP National Focal Points (NFPs) should be better informed about the activities of the 10YFP Programmes, as that would allow them to play a more active role in identifying synergies.

The Co-Leads will look into ways of strengthening synergies with the other 10YFP Programmes, with the support of the 10YFP Secretariat.

### 2.1.5 SFS Programme M&E framework – metadata sheets

Mr. Michael Mulet, *International Program Officer Food & Agriculture, WWF France*, reminded the MAC members of the objectives and key principles of the SFS Programme M&E framework which has been adopted at the last MAC meeting in February. He informed the MAC members that in the meantime, the metadata sheets for the M&E framework have been developed, allowing to report on outcome, output and impact indicators. The actual reporting will take place through the online reporting tool which had been presented by Ms. Lopez y Royo under the previous agenda item. To simplify the annual reporting process, the online tool will have a number of features such as explanatory textboxes. All MAC members and project leads will be requested to participate in the reporting process by providing their data inputs. As there were no objections, the metadata sheets were approved by the MAC.

In the discussion that followed, it was also highlighted that there is a formal reporting requirement for both core initiatives and affiliated projects. The Co-Leads will elaborate further guidance on these reporting requirements in due course.

### 2.1.6 SFS Programme workplan

Mr. Michael Mulet invited Mr. Mink to present the SFS Programme workplan 2016-2017. Mr. Mink provided an overview of the workplan, which includes the following elements: (i) milestones of the SFS Programme, (ii) objectives and activities of each of the core initiatives, as well as the SFS Programme’s work areas and priority activities they address, and (iii) an overview of the affiliated projects in the annex. The MAC adopted the workplan 2016-2017, pending some minor changes in the timeline of the SFS Programme milestones, which will be incorporated and shared following the MAC meeting.

Subsequently, the MAC discussed in four groups about potential priorities for the workplan 2018-2019, including (i) priorities for the Programme implementation and milestones for upcoming MAC meetings, as well as (ii) the question of whether as a Programme we should aim to include further activities in the workplan, in addition to the core initiatives, such as for example advocacy efforts or the development of guidelines and/or principles. The following were among the most important feedbacks from the discussion groups:

- *The MAC should not put too much energy into the Work Area groups anymore, but rather focus on the implementation of the core initiatives as the center piece of the SFS Programme;*
- *The MAC members should become more active in identifying and connecting the dots between the different projects, focusing on building synergies between the different core initiatives as well as between core initiatives and affiliated projects;*
- A mapping of the activities of the core initiatives could facilitate synergies and linkages between them, and provide an overall context. Furthermore, making available the full descriptions of core initiatives and affiliated projects, and asking new applicants to look for synergies with existing projects already when submitting their proposals, may further increase synergies and linkages;

- The MAC members have different understandings of core initiatives – some share the opinion that core initiatives are well-defined projects being implemented by a confined core group, while others believe that core initiatives should be ever open and growing projects, which anyone can join by contributing activities on the same theme. In the ensuing discussion, it was clarified that according to the criteria agreed by the MAC at its 3rd meeting, both understandings are possible and we do have both types of core initiatives in our current portfolio;

- The mobilization of financial resources is crucial for the successful implementation of the SFS Programme;

- Communication efforts of the SFS Programme need to be strengthened, comprising also aspects of education related to sustainable food systems;

- Awareness raising about the SFS Programme is important to promote participation of relevant food systems stakeholders, particularly from African and Asian countries as well as the private sector;

- The SCP Clearinghouse could be used increasingly as a platform to share relevant information, knowledge and tools on sustainable food systems.

The Coordination Desk will aim to take into account these feedbacks when preparing the draft workplan 2018-2019.

On the following day, the Co-Leads presented a proposal in relation to the workplan, which they called “Co-Leads’ suggestion for increased connectivity between the Co-Leads and MAC members”. Mr. Mechielsen informed the MAC members that following the group discussions in relation to the workplan, the Co-Leads developed a proposal of a way forward to address some of the key issues that were raised as priorities for future work. Concretely, the Co-Leads proposed to set up four small Task Forces (TF) in line with the SFS Programme work areas, which would focus on specific key tasks to be carried forward as part of the SFS Programme workplan. Each of the proposed TF below provides an example of a possible initial task to be addressed as a priority:

- **TF 1 on awareness raising and communication**¹
  - E.g. support implementation of communication action plan, etc.

- **TF 2 on enabling environments and capacity building**
  - E.g. establish linkages with regional SCP roadmaps and national SCP plans

- **TF 3 on information, knowledge and tools**
  - E.g. stocktaking of most compelling knowledge tools

- **TF 4 on partnerships and synergies**²
  - E.g. mapping of synergies and potential linkages among core initiatives and with affiliated projects

In the subsequent discussion, it was agreed that the TFs should not be overly formalized, allowing each TF to function in its own manner. The following MAC members showed interest in contributing to the different task forces:

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¹ This TF could also cover education.

² This TF would cover both internal (core initiatives and affiliated projects) and external (other 10YFP Programmes, relevant initiatives outside the 10YFP, etc.) partnerships and synergies, as well as resource mobilization.
The Co-Leads will follow up with a more elaborate proposal for the TFs shortly, allowing them to become fully functional and carry out initial tasks before the next MAC meeting which is planned for the second half of October 2017.

Subsequently, the task force facilitators will organize a first call among the interested members of their respective TFs, ensuring that also those MAC members which did not participate in the 6th MAC meeting are invited and have the opportunity to form part of the TFs. Between now and the next MAC meeting, the TFs would be expected to discuss their respective priority task(s) – which will be included in the workplan 2018-2019 – and to start working on their first task(s).

2.2 Issues related to communication

2.2.1 Communication strategy – communication action plan

Mr. Mulet reminded the MAC members that at the last MAC meeting in February, the communication strategy has been adopted. He informed the MAC that based on the communication strategy, a draft communication action plan has now been developed. He presented this draft communication action plan, including the following specific actions:

- Further develop the “Core Elements to Consider in Messaging” into clear, consistent messages that can be delivered in “one clear voice”;
- Further develop marketing materials;
- Identify events and secure speaker roles;
- Develop donor-oriented communication materials;
- Communication Action Plan development.

In the ensuing discussion, the MAC members supported the actions laid out in the communication action plan and agreed that consistency in communication about the SFS Programme is of major importance. Therefore, the MAC members were specifically in favor of the idea to develop a set of key messages of the SFS Programme, both to foster our own understanding as well as to facilitate our outreach to potential new partners and donors. It was proposed that a one page information document about the SFS Programme should be developed, in addition to a set of three to five key messages that should be translated into different languages once available. Furthermore, the need for compelling visuals was highlighted. Finally, the need to build on the communication-related activities of the different core initiatives was underlined. The MAC approved the communication action plan, pending the inclusion of these points.

2.3 Issues related to resource mobilization

2.3.1 Selected 10YFP Trust Fund projects

Mr. Frank Mechielsen, Senior Advocacy Officer Food, Hivos, invited Mr. Mink to provide an update on the selected 10YFP Trust Fund projects. Mr. Mink reminded the MAC members that the first 10YFP Trust Fund call for proposals for the SFS Programme was open until January this year. Subsequently, the eligible projects have been evaluated by a Technical Review Committee (TRC), which has selected three projects in early May, and recommended these projects to the 10YFP Board. He invited Ms. Elise Golan,
Director for Sustainable Development, USDA (United States), to inform the MAC members about the projects which have been selected, on behalf of the TRC.

Ms. Golan briefly laid out the evaluation process and criteria, provided a brief overview of the three selected projects: Measurement and management of fruit and vegetable losses in the production stage at the national level (Chile), by ODEPA (Office of Agricultural Studies and Policies); The Southern African Sustainable Seafood Initiative (SASSI): Safeguarding our seafood value chain in Southern Africa, by WWF South Africa; and Supporting smallholders towards improved livelihoods and sustainable production (Malaysia and Indonesia), by RSPO (Roundtable of Sustainable Palm Oil). She then explained the rationale for the outcome of the selection process, and informed the MAC members that the selected 10YFP Trust Fund projects will be officially announced in a brief ceremony on Wednesday evening, during the networking reception of the 1st Global 10YFP Sustainable Food Systems Programme Conference. Four further projects were shortlisted, however mostly due to funding limitations these could not be selected for immediate funding: Whey recovery and valorization in SMEs in the Argentine dairy basin, through public private partnership (Argentina), by Ministry of Environment and Sustainable Development; Reduce food waste in different supply chains links to protect natural resources, by WWF-Brazil; Healthy and Sustainable Gastronomy: Invigorating food systems in Costa Rica (TBR), by Ministry of Agriculture and Livestock (Costa Rica); and Sustainability along all value chains: identifying and promoting local initiatives linking small-scale producers and consumers, by Ministry of Agriculture and Livestock (Costa Rica). The 10YFP Secretariat will, however, consider these for any further funding opportunity.

In the discussion that followed, some MAC members suggested that in the future the MAC should be more closely involved in the selection process of Trust Fund projects. Mr. Mink reminded that all MAC members had been invited at several occasions to be part of the process, but only very few volunteered primarily due to the fact that organizations involved in the Trust Fund development and evaluation process are obliged to recuse themselves from participating in the call for proposals. However, he assured that all MAC members will again be invited to contribute to the development of the next 10YFP Trust Fund call for proposals, including the evaluation and selection criteria, and to be involved in the evaluation process.

2.3.2 Discussion on priorities for resource mobilization

Mr. Mechielsen invited Mr. Nout van der Vaart, Advocacy Officer Sustainable Food, Hivos, to provide an update on the resource mobilization platform. Mr. van der Vaart informed the MAC members of the functionalities of the resource mobilization exchange space on the SCP Clearinghouse, and presented the structure and administration of the resource mobilization platform, where SFS Programme members are invited to include information on donors as soon as the resource mobilization exchange space is fully functional. Subsequently, the MAC members split in four groups to discuss about their experiences and issues with regard to resource mobilization efforts.

The most important feedback from the discussion groups was that:

- The biggest issue is trust when it comes to informing each other about opportunities;
- We need to sell the proposals for core initiatives under the SFS Programme to the private sector.
- High level representatives of organizations in the MAC could act as ambassadors for the SFS Programme to attract financial resources.

The Co-Leads will take the outcomes of these discussions into account for the further implementation of the resource mobilization strategy.

2.3.3 Communication document targeted at potential donors

Mr. van der Vaart presented the communication document to the MAC members, and invited them to use this document together with the SFS Programme brochure for their communication to potential donors. As there were no objections, the communication document targeted at potential donors was approved by the MAC.
3. **Issues related to governance and membership**

3.1 **Update regarding Programme Partners**

Mr. Mechielsen invited Ms. Faes to provide an update on the current status of Programme Partners. Ms. Faes reminded the MAC members that at the last MAC meeting in February, 15 new Partners of the SFS Programme were adopted. In the meantime, several additional partner applications have been submitted. Ten partner applications from organizations in four different stakeholder clusters have been positively evaluated by the Coordination Desk. As there were no objections from the MAC, these organizations were adopted, bringing the total number of SFS Programme Partners to 105.

3.2 **Process for MAC renewal**

Mr. Mechielsen invited Mr. Mink to present the proposed process for the MAC renewal. Mr. Mink reminded the MAC members that according to the SFS Programme Terms of Reference (ToR), “the term of the MAC members is two years, renewable for up to two terms” and “unless the MAC decides otherwise, at least one quarter of the MAC members will change at the end of each term [...], evenly distributed across all five stakeholder clusters of the SFS Programme”. As the current MAC was formally constituted during its first meeting when the SFS Programme was kicked off on October 21st, 2015, the first regular term of the MAC will expire in October 2017.

Mr. Mink also reminded the MAC members that the ToR further stipulate that only existing SFS Programme Partners can become new MAC members, and that in case there are more suitable candidates than seats available, “the MAC members are elected by the Programme Partners of their respective stakeholder cluster, taking into account regional balance whenever possible.” And furthermore, that the ToR contain some additional guidance of relevance to the renewal of the MAC. In particular, they state that “MAC members that do not attend three consecutive meetings or teleconferences will not be eligible to re-election in the MAC”.

Mr. Mink then presented the proposed process and timeline for the MAC renewal. After a brief discussion, the MAC members agreed on the following proposed process, which includes some changes with regard to the initially proposed timeline:

- Existing MAC members to re-confirm their interest to remain in the MAC by July 30th.
- Coordination Desk to send out a call for expressions of interest to the SFS Programme Partners of those clusters with a vacant MAC seat, in the first half of August.
- Interested Programme Partners to express their interest by beginning of September.
- Coordination Desk to screen all expressions of interest by mid-September.
- Online vote facilitated by the Coordination Desk in the second half of September.
- New MAC composition sent to 10YFP Board for validation by beginning of October.
- Renewed MAC meets for the first time in its new composition on the occasion of the 7th MAC meeting (teleconference), in the second half of October 2017.

In addition, the MAC members expressed that they are in favor to continue working with the current MAC members that have been active over the past years, as they built trust among each other and managed to establish fruitful working relationships. The MAC therefore agreed that for this first MAC renewal round, all current MAC members who wish to do so may remain in the MAC for a further regular term, except those that have not attended at least one MAC meeting. In addition, they concurred that organizations willing to become new MAC members must be SFS Programme Partners before July 31st (need to have submitted their partner application by July 14th, at the latest), and that in case no suitable new MAC candidate comes forward to fill a vacant seat in a specific stakeholder cluster, the vacancy may remain until a suitable candidate will be found. Furthermore, the MAC members agreed to undertake efforts to reach out to potential new Partners, especially from Africa and Asia as well as private sector actors, to strengthen regional as well as stakeholder balance. Current MAC members who do not remain in the MAC will stay Partners of the SFS Programme, and their involvement in core initiatives or affiliated projects will not be affected.
Mr. Mechielsen invited all present MAC members to inform the Co-Leads and the other MAC members whether they have the intention to remain in the MAC and if yes, what will be their main contributions for the upcoming term. Most of the MAC members expressed their commitment to remain in the MAC for another term, with some MAC members expressing interest in principle however indicating that they needed to seek internal clearance before being able to re-confirm their organizations’ commitment to remain in the MAC.

The Coordination Desk will send a letter to all MAC members, inviting them to confirm their commitment to continue to serve on the MAC of the SFS Programme.

4. Next steps and other business

4.1 Wrap-up

Ms. Ndukwana thanked all the MAC members for their active participation at the 6th MAC meeting, and summarized the main discussions, including in particular regarding the process for the partial MAC renewal in the second half of this year, the communication action plan, and the establishment of four Task Forces.

4.2 Next steps

Mr. Mink summarized the next steps to be taken by the Coordination Desk, including:

- Launch the process for the MAC renewal;
- Kick-off the implementation of the communication action plan;
- Elaborate guidance on reporting requirements for core initiatives and affiliated projects;
- Further elaborate the proposed way forward in relation to the four Task Forces; and
- Explore ways to enhance the development and evaluation process under the next 10YFP Trust Fund call for proposals on the SFS Programme.

4.3 Any other business

No discussion took place under this agenda item.

4.4 Check-out of meeting participants

Under this last agenda item, Ms. Ndukwana invited the MAC members to exchange in pairs of two about their satisfaction with regard to the outcomes of the MAC meeting and whether their expectations have been met. The MAC members expressed their satisfaction about the 6th MAC, with some MAC members expressing their impression that it was the best MAC meeting so far. In terms of suggestions for improvement, there was a general feeling that the MAC meetings should offer more time for technical discussions on core initiatives, as the center piece of the SFS Programme. Furthermore, it was mentioned that the Programme’s link to the SDGs should be discussed more actively, as well as its linkages to other initiatives outside the 10YFP. A further suggestion included the possibility to have the MAC meeting after the partner meeting in the future, or at least part of it.
## Appendix 1: List of participants

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<th>Organization / country</th>
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<td><strong>Government agencies</strong></td>
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<tr>
<td>Ministerio de Ambiente y Desarrollo Sustentable, Argentina</td>
<td>Alicia Moreno</td>
<td><a href="mailto:amoreno@ambiente.gob.ar">amoreno@ambiente.gob.ar</a></td>
</tr>
<tr>
<td>Ministry of Agriculture, Livestock and Food Supply, Brazil</td>
<td>Helinton Jose Rocha</td>
<td><a href="mailto:helinton.rocha@agricultura.gov.br">helinton.rocha@agricultura.gov.br</a></td>
</tr>
<tr>
<td>Ministerio de Agricultura y Ganadería, Costa Rica</td>
<td>Roberto Azofeifa</td>
<td><a href="mailto:razof@mag.go.cr">razof@mag.go.cr</a></td>
</tr>
<tr>
<td>Consejo Nacional de Desarrollo Sostenible, Honduras</td>
<td>Ruth Xiomara Cubas</td>
<td><a href="mailto:xcubas@yahoo.com">xcubas@yahoo.com</a></td>
</tr>
<tr>
<td>Ministry of Economic Affairs, Netherlands</td>
<td>Willem Schoustra</td>
<td><a href="mailto:w.schoustra@minez.nl">w.schoustra@minez.nl</a></td>
</tr>
<tr>
<td>U.S. Department of Agriculture</td>
<td>Elise Golan</td>
<td><a href="mailto:egolan@oce.usda.gov">egolan@oce.usda.gov</a></td>
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<td><strong>Civil society organizations</strong></td>
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<td>IFOAM – Organics International</td>
<td>Gábor Figeczky</td>
<td><a href="mailto:g.figeczky@ifoam.bio">g.figeczky@ifoam.bio</a></td>
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<tr>
<td>Global Nature Fund</td>
<td>Stefan Hörmann</td>
<td><a href="mailto:hoermann@globalnature.org">hoermann@globalnature.org</a></td>
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<td><strong>Scientific and technical institutions</strong></td>
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<tr>
<td>Hebrew University Hadassah Medical School</td>
<td>Elliot M Berry</td>
<td><a href="mailto:elliottb@ekmd.huji.ac.il">elliottb@ekmd.huji.ac.il</a></td>
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<td><strong>UN agencies and other international organizations</strong></td>
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<td>FAO</td>
<td>Sandro Dernini</td>
<td><a href="mailto:Sandro.Dernini@fao.org">Sandro.Dernini@fao.org</a></td>
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<td>FAO</td>
<td>Fatima Hachem</td>
<td><a href="mailto:Fatima.Hachem@fao.org">Fatima.Hachem@fao.org</a></td>
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<td>Patrick Mink</td>
<td><a href="mailto:patrick.mink@blw.admin.ch">patrick.mink@blw.admin.ch</a></td>
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<td>Dominique Faes</td>
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<td>Hivos</td>
<td>Frank Mechielsen</td>
<td><a href="mailto:fmechielsen@hivos.org">fmechielsen@hivos.org</a></td>
</tr>
<tr>
<td>Hivos</td>
<td>Nout van der Vaart</td>
<td><a href="mailto:nvaart@hivos.org">nvaart@hivos.org</a></td>
</tr>
<tr>
<td>WWF France</td>
<td>Michael Mulet</td>
<td><a href="mailto:mmulet@wwf.fr">mmulet@wwf.fr</a></td>
</tr>
<tr>
<td>DTI, South Africa</td>
<td>Thembelihle Ndukwana</td>
<td><a href="mailto:TNdukwana@thedti.gov.za">TNdukwana@thedti.gov.za</a></td>
</tr>
<tr>
<td>DTI, South Africa</td>
<td>Christianah Molobi</td>
<td><a href="mailto:CMolobi@thedti.gov.za">CMolobi@thedti.gov.za</a></td>
</tr>
<tr>
<td>DTI, South Africa</td>
<td>Nomahlubi Nkume</td>
<td><a href="mailto:NNkume@thedti.gov.za">NNkume@thedti.gov.za</a></td>
</tr>
<tr>
<td>DTI, South Africa</td>
<td>Tebogo Moila</td>
<td><a href="mailto:TMoila@thedti.gov.za">TMoila@thedti.gov.za</a></td>
</tr>
<tr>
<td>DTI, South Africa</td>
<td>Parmella Makongwana</td>
<td><a href="mailto:PMakhongwana@thedti.gov.za">PMakhongwana@thedti.gov.za</a></td>
</tr>
<tr>
<td><strong>10YFP Secretariat</strong></td>
<td></td>
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</tr>
<tr>
<td>10YFP Secretariat</td>
<td>Cecilia Lopez y Royo</td>
<td><a href="mailto:Cecilia.Lopezroyo@unep.org">Cecilia.Lopezroyo@unep.org</a></td>
</tr>
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</table>