

WWF-Thailand

Sustainable Consumption and Production (SCP) in Agriculture and Forestry - Halting Deforestation and Improving Local Food Systems -

Scope

Thailand as a global food production hub is driven by an unprecedented increase in forest land conversion to agriculture, especially for maize production, which is used as animal feed and is largely associated to the country's environmental issues. At present, the majority of Thai consumers lack a deeper understanding of the factors shaping environmental degradation through food choices, where the current food production and consumption patterns are key threats to the country's food security, forests and climate change mitigation.

Approach

WWF aims to support, promote, and introduce SCP principles into current production modes and lifestyle patterns by forming multi-stakeholder partnerships, collaboratively developing environmentally sound solutions, and engaging consumers in campaigns for a strong, sustainable and balanced society.

Three pillars

- Promote integration of SCP principles into **governmental and corporate strategies and policies** for climate mitigation solutions.
- Encourage development and implementation of SCP principles within **business models** for promoting sustainable food systems.
- Improve availability, accessibility and quality of **consumer information**, resulting in increased awareness on SCP.

Key Initiatives

- 1) Establish Platform: The project has **initiated platforms, joined networks and piloted partnerships** with governments, the private sector and consumer markets. The aim is to connect the various stakeholders along the supply chain, establish common ground and identify ways to create synergies for implementing sustainable food systems, and contributing to climate change mitigation.
- 2) Localizing SCP: A **forest landscape restoration fund (FLR349)** is set up to incentivize farmers to stop deforestation and adopt sustainable farming practices in area-based SCP models. These pilot sites in Northern Thailand (Chiangmai and Nan provinces) serve as solution models to land degradation and deforestation, showing ways out of the destructive monocrop maize production, and connecting farmers directly to the Thai retail sector through sustainable supply chains.



3) **Traceability Platform:** Innovative tools for SCP such as an easy-to-use traceability and monitoring platform are developed, connecting consumers, retailers and farmers, and providing an interactive information tool for decision-making and participation of consumers in conservation.

4) **Consumer Campaign:** The “Eat Better” consumer campaign (online and offline) aims to raise awareness of and concern for the sustainability of food systems, impacts of food consumption on ecosystems, and the individual contribution towards sustainability through food choices.



QR code system for traceability has been developed and tested- attached to each plantation.

5) **Policy Recommendations:** These are developed based on research outcomes in cooperation with research institutes, universities and government agencies. Together, mitigation strategies, SCP measures, and capacity building needs are established.

