

Let's meet in the middle

How mid-stages of the
food value chain shape the way
we produce and consume

22nd March 2021
14:00-15:15 CET



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Moderator

Martina Fleckenstein,
Global Policy Manager Food,
WWF-International



Agenda



Introduction: Catalysing science-based policy action on SCP: *Value-chain approach & its application to the food sector (15 min)*

Martina Fleckenstein, Global Policy Manager Food, WWF-International

Governments working along the whole value chain to prevent food waste: The example of Norway (10 min)

Ms. Marianne Gjørsv - Senior Advisor - Norwegian Environment Agency

Big business as a lever for change in the middle of the value chain (10 min)

Ms. Scarlett Elizée – Sustainability Outreach Lead - Carrefour

Positive impacts of local distribution networks in Senegal, Brazil, Indonesia, Morocco, China & Mauritius (10 min)

Ms. Agnès Weil - Director of Sustainability and Philanthropy - Club Med

Discussion (20 min)

Final remarks (5 min)

Martina Fleckenstein, Global Policy Manager Food, WWF-International

Catalysing science-based policy action on SCP:

Value-chain approach & its
application to the food sector



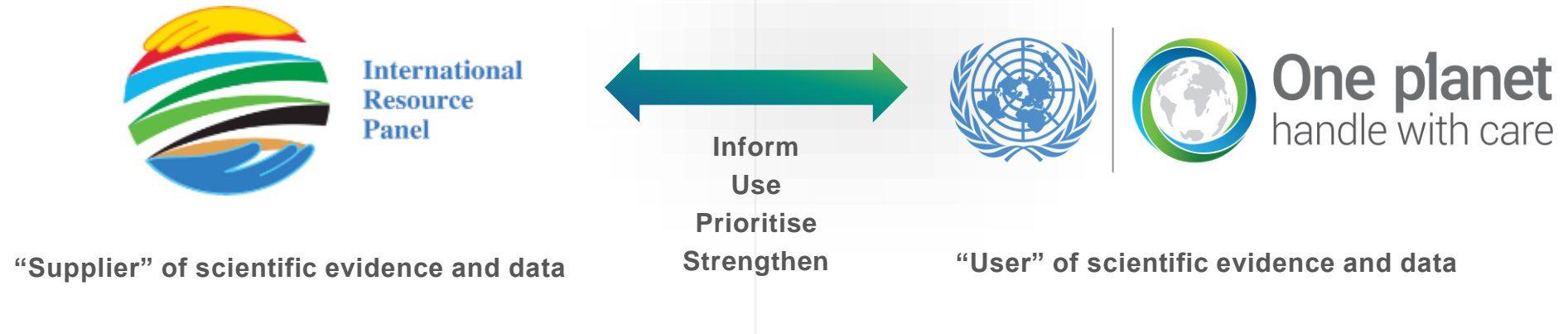
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**International
Resource
Panel**



Aim: Strengthen the science-policy interface to provide insights on the management of natural resources in relation to Agenda 2030.



Overview of the Task Group

Focus:

1. Apply practical approach to catalyse science-based action that can organise information in such a way that key intervention areas are identified and corresponding action shaped.
2. Value chain approach applied to 3 prioritized sectors: construction, food systems and textiles.



CATALYSING SCIENCE-BASED POLICY ACTION ON SUSTAINABLE CONSUMPTION AND PRODUCTION:

The value-chain approach & its application
to food, construction and textiles



#UNEA5

Register for the webinar: bit.ly/value-chain-UNEA

Download the report: bit.ly/value-chain-REPORT

THE VALUE-CHAIN APPROACH TO ACTION ON SUSTAINABLE CONSUMPTION AND PRODUCTION

Findings from the One Planet Network-International Resource Panel Task Group

Opening Remarks



Inger Andersen,
Executive Director,
UN Environment
Programme

Presentation



Arthur Eijls,
Policy Advisor,
The Netherlands
Ministry of
Infrastructure
& Water Management

Panel Discussion + Q&A



Rodrigo Rodriguez
Tomquist
Secretary of Climate Change
& Sustainable Development
Argentina Ministry of
Environment and Sustainable
Development,
Chair, IOYEP Board



Izabella Teixeira
Co-Chair,
International Resource Panel,
former Minister of
Environment, Brazil



Rishi Seegupta,
Chief Executive Officer,
Centre for Responsible
Business, India



Lee-Hendor Rutters,
Regional Manager,
South Africa National
Cleaner Production
Centre



Ligia Noronha,
Director, Economy
Division,
UN Environment
Programme

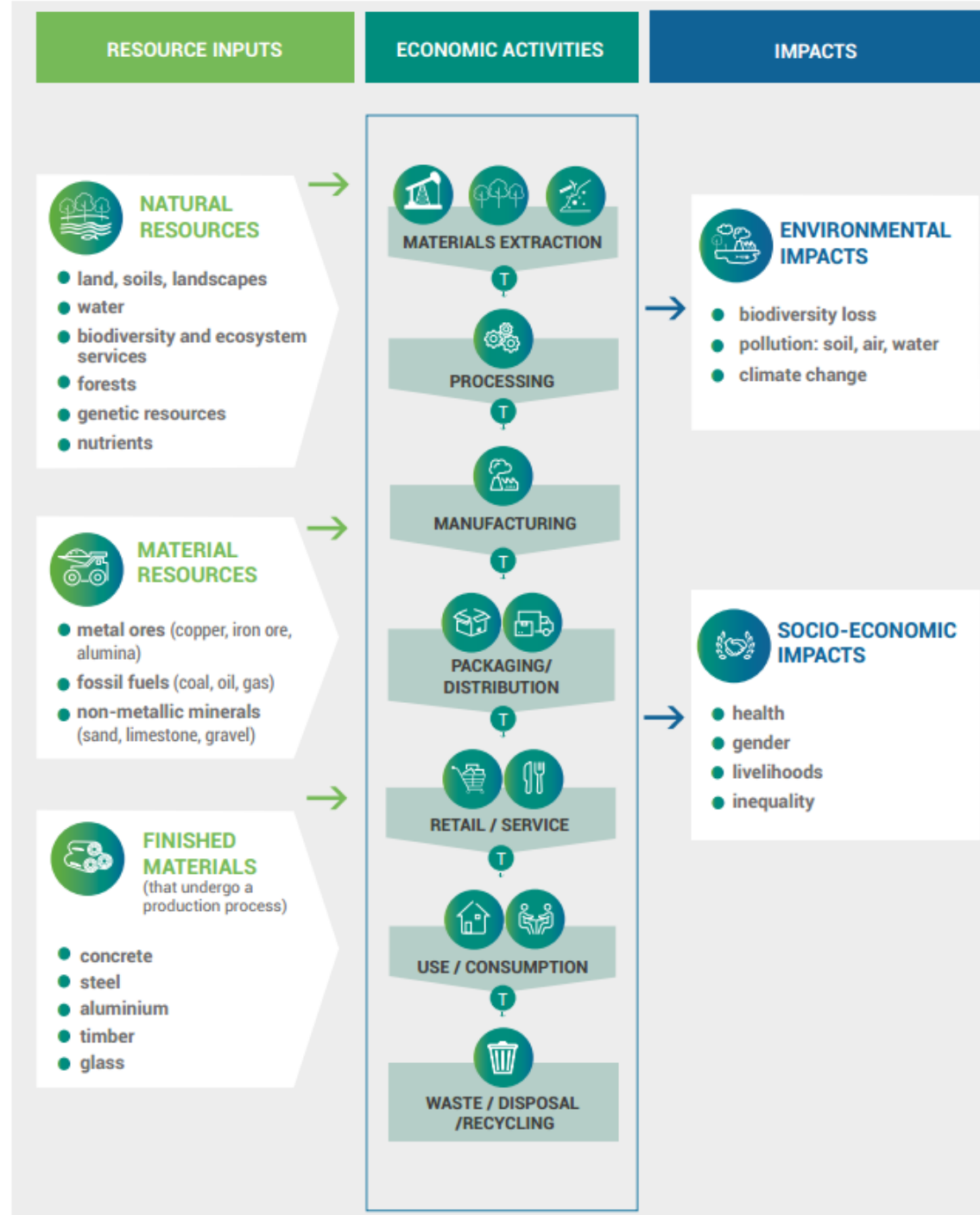


International
Resource
Panel

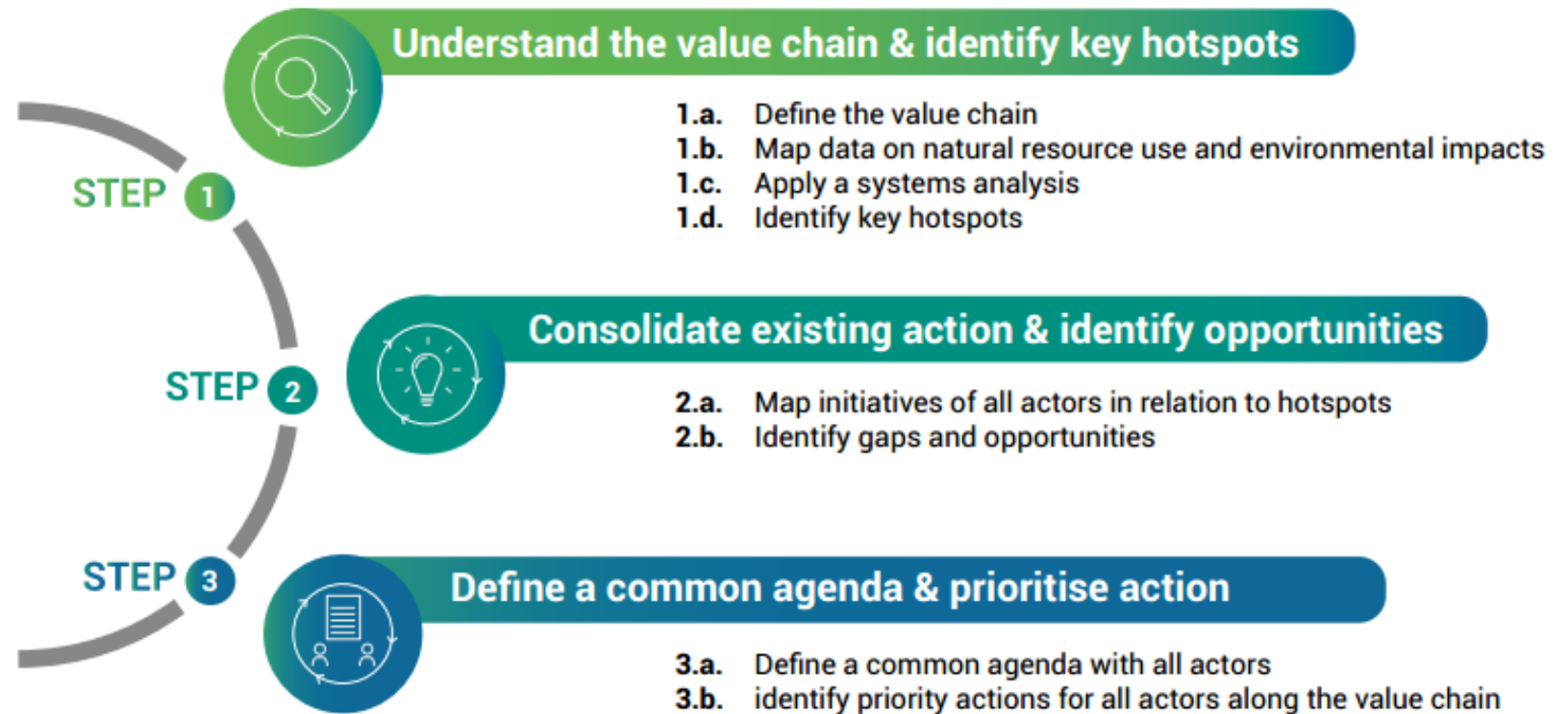


Date: 19 February 2021
Time: 1.30pm-3.00pm CET
 3.30pm-5.00pm EAT

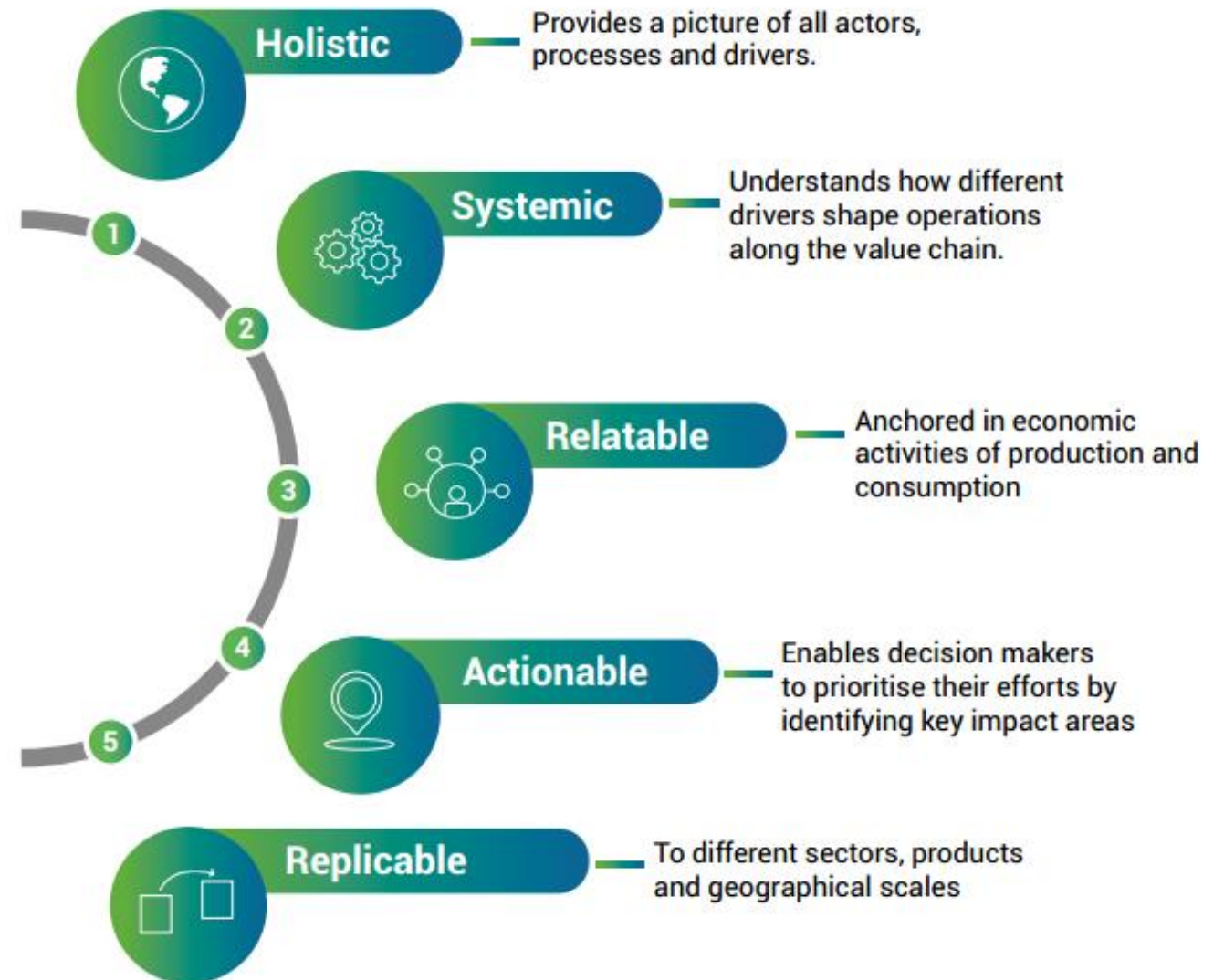
Natural resource use in relation to economic activities and their impacts



Overview of the value-chain approach



Five value-adding features of the value-chain approach



By applying a **systems analysis**, the Value-Chain Approach identifies the **socio-economic drivers and barriers** that cause the value chains of different sectors to operate as they do.

This takes into account the **complex feedback loops** that determine and influence the operations and behaviours of actors along different stages of the value chain.

In this way, the Value-Chain Approach goes beyond an understanding of **where** resource use and environmental impacts occur, to understand **why** this is happening and **what the key points of intervention** are for science-based policy action.





Food value chain: key findings

	Producing food	Processing & packaging food	Distributing & retailing food	Consuming food	Managing waste
Land, soils, landscape	● ● ● ● ●	●	●		●
Water	● ● ● ● ●	●		●	●
Biodiversity, Ecosystem Services	● ● ● ●	●	●	● ●	● ●
Genetic resources	● ● ● ● ●	●			
Minerals & nutrients	● ● ● ● ●	● ●	● ●	●	●
Fossil fuels	● ● ●	● ●	● ● ●	●	●

Natural Resource use along the food value chain

How food systems drivers shape the behaviour of different actors in the food systems:



Food companies: Consolidation & Vertical Integration

- Small number of companies control a significant proportion of the market, and the same company controlling different stages of value chain from farming to processing to retail
- From public to private governance
- Driven by market dynamics
- Big business & big employer



Farmers & Fishers: Fragmentation & Weak position

- One billion farmers
- Low prices & shrinking profit
- Structurally weak position
- Lack of infrastructure & low productivity

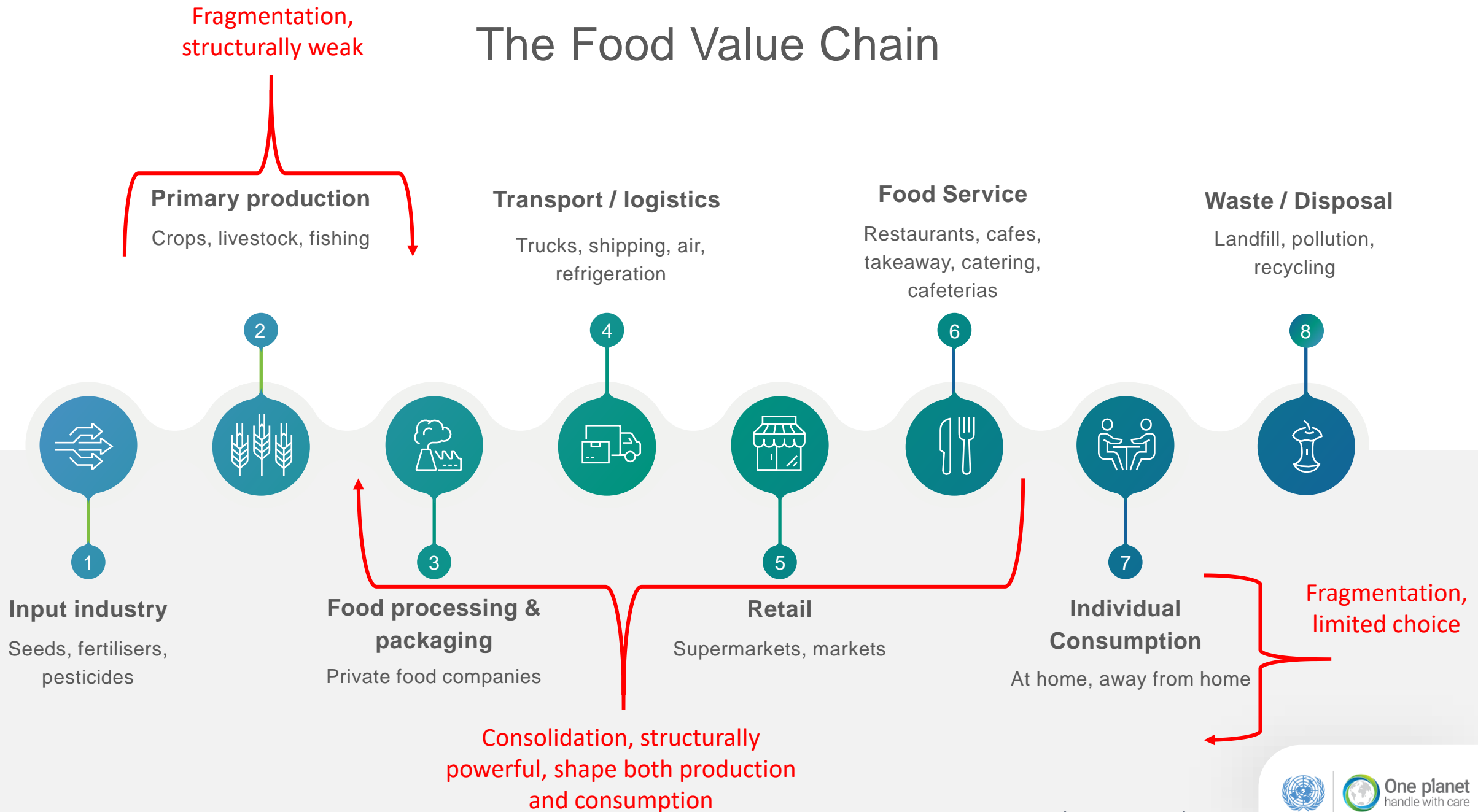


Individual consumers: Shaped by food environment

- Options determined by physical environment
- Lack of access & skills
- Lack of awareness
- Influenced by food companies



The Food Value Chain





01

What types of food we produce and consume:

Vast differences in resources and environmental impacts to produce different types of food along stages of the value chain including production processing, transportation, and disposal.

02

How much food we produce and consume:

One-third of all food produced is either lost at the production, transportation or processing stages, or wasted downstream in the food at the retail, food service and consumption stages.

03

How we produce food:

The majority of natural-resource use and environmental impacts takes place during production. Changing practices is critical using resources more efficiently and sustainably, while causing less damage to the environment.

Sustainable diets:

shift to plant-rich, away from ultra-processed foods & meat consumption

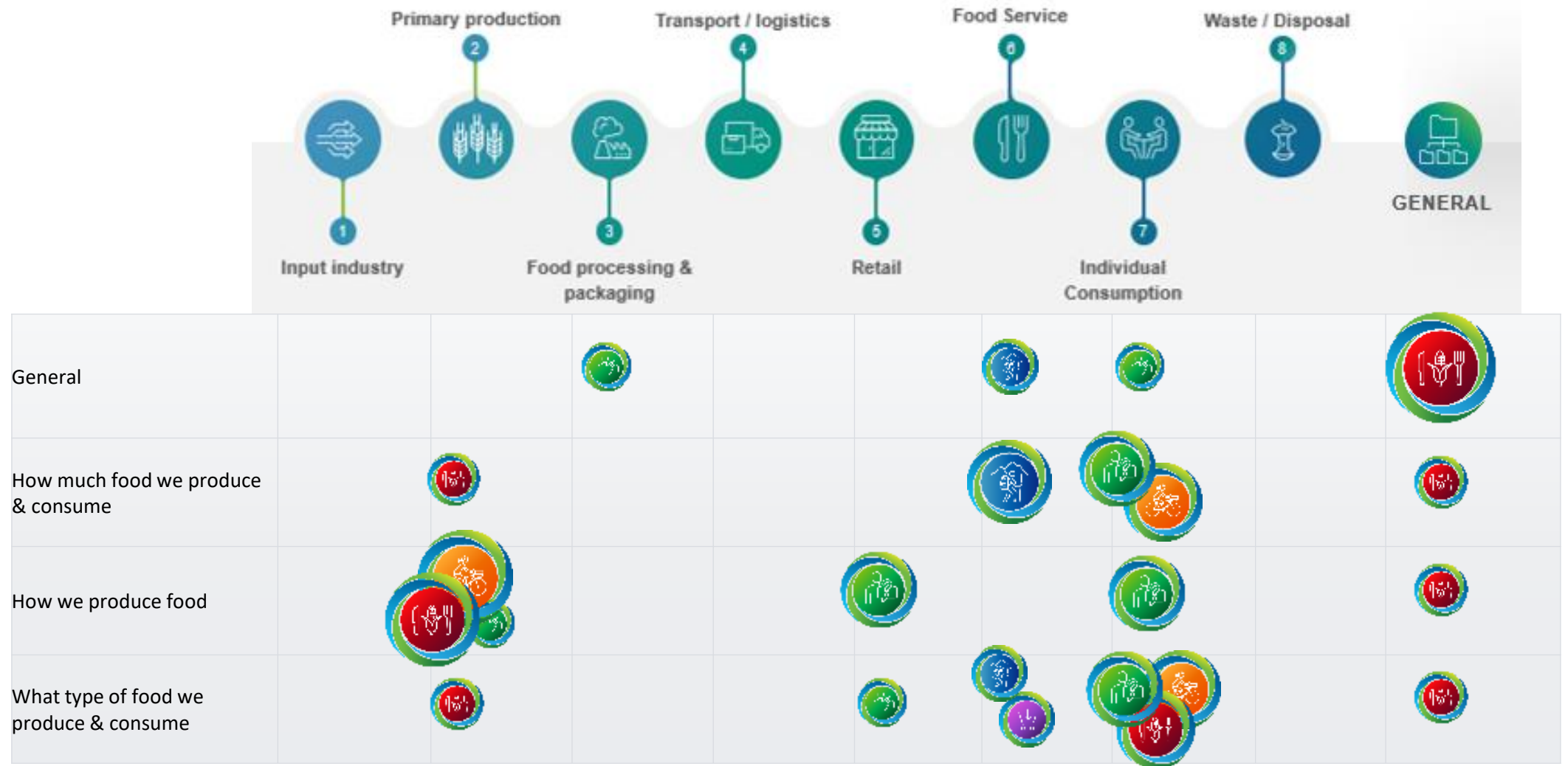
Food loss & waste:

Improved rural infrastructure, reshaping food environment

Sustainable intensification of yields: e.g. nutrient management, use of ecosystem services

Challenges & Opportunities

Mapping existing initiatives along the value chain



Governments
working along the
whole value chain to
prevent food waste:
The example of
Norway





Reducing food waste in Norway

The industry agreement

Senior Adviser Marianne Gjørsv

One Planet Network webinar on food waste 22.03.21



Photo: Marianne Gjørsv

CATALYSING SCIENCE-BASED POLICY ACTION ON SUSTAINABLE CONSUMPTION AND PRODUCTION:

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Report from One Planet Network and International Resource Panel



We need to focus on the middle stages of the food value chain; food companies, retail and food services

Key challenges to be addressed:

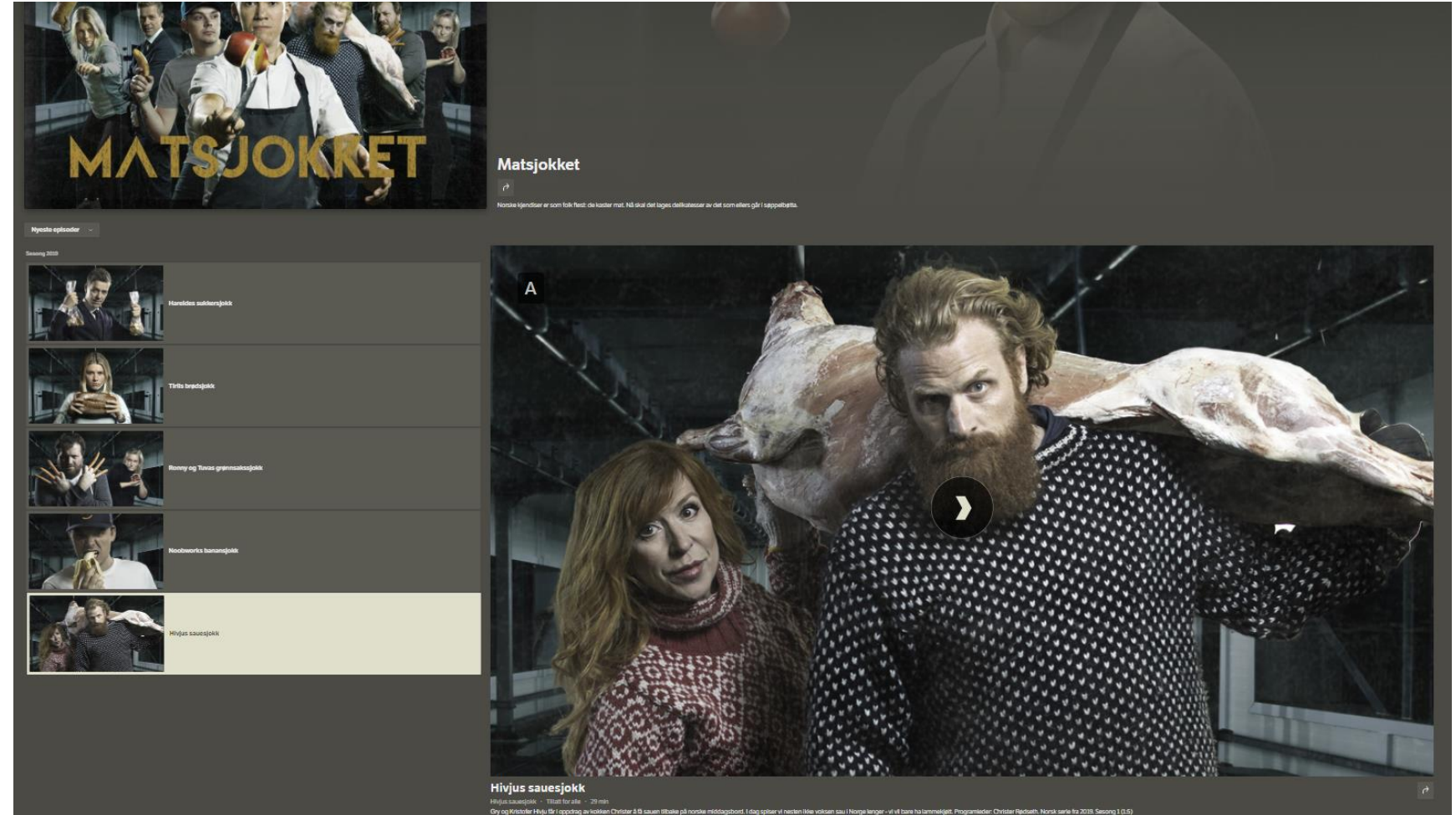
- what types of food we produce and consume
- how much food we produce and consume
- how we produce food

Food waste has to do with

- climate change
- biodiversity
- resource efficiency and
- consumption of energy and water

Food waste is bad for business and household economy

Food or waste? TV show about food waste



Photos: Marianne Gjørsv

Source: Norwegian Broadcasting, NRK TV, The Food Shock



The industry agreement to reduce food waste



Agreement to reduce food waste

News story | Date: 2017-06-28

The Norwegian Government and the food industry have signed an agreement to reduce food waste in Norway by 50 percent by 2030.

On June 23rd 2017, five Ministries on behalf of the Norwegian government and twelve food industry organizations, signed a binding agreement to halve food waste across the food value chain in Norway within 2030. Food waste in Norway refer to the edible part of food waste. This reduction target is in line with the UN sustainability goal 12.3 and in fact a bit more ambitious because the goal applies to the entire food value chain from primary production to consumers.

Ministry of Climate and Environment

Ministry of Agriculture and Food

Ministry of Trade, Industry and Fisheries

Ministry of Children and Equality

Ministry of Health and Care Services

TOPIC

Food

Climate and environment



Photos: Marianne Gjørsv

Miljødirektoratet.no



The term food waste in the industry agreement includes only the edible parts of food, produced for humans

Food resources intended for human use, but used for animal feed, is considered waste



The industry agreement provides knowledge and promotes cooperation on how to reduce food waste



One person's food waste in one year





We hope the industry agreement can serve as a model for other countries because

- it covers the entire value chain, not only consumers and retail levels
- partners will meet at a regular basis to take stock and exchange lessons learnt
- we will trigger friendly competitions and cooperation between the actors
- we will have systematic mapping of food waste



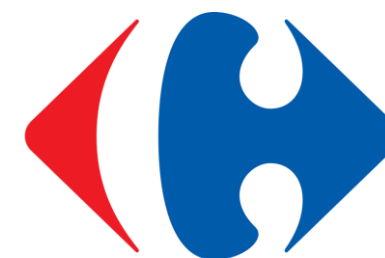
Big business as a lever
for change in the middle
of the value chain:
Carrefour



Overview of CSR Strategy

March 2021

Scarlette Elizée, Sustainability Outreach
Lead, Carrefour Group



Carrefour



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Raison d'être

"Our mission is to provide our customers with quality services, products and food accessible to all across all distribution channels. Thanks to the competence of our employees, to a responsible and multicultural approach, to our broad territorial presence and to our ability to adapt to production and consumption modes, our ambition is to be the leader of the food transition for all."

2020
Carrefour CSR & Food
Transition Index

Level of achievement

115%





1_PRODUCTS 107%

1.1_Organic products **90%**

1.2_Carrefour Quality Lines **101%**

1.3_Sustainable fishing **88%**

1.4_Sustainable forests **88%**

1.5_Packaging **168%**



2_STORES 163%

2.1_Food waste **191%**

2.2_Waste **96%**

2.3_CO₂ emissions **>250%**

2.4_Food transition "superheroes" **114%**



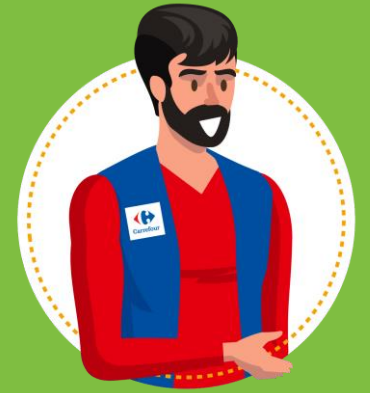
3_CLIENTS 100%

3.1_In-store food transition **106%**

3.2_Local products & purchasing **93%**

3.3_Act for Food program **100%**

3.4_"Healthier diet" action plan **100%**



4_EMPLOYEES 90%

4.1_Gender Equality **88%**

4.2_Handicapped workers **103%**

4.3_Training **69%**

4.4_Health & safety at work **100%**



Carrefour's engagements on packaging by 2025

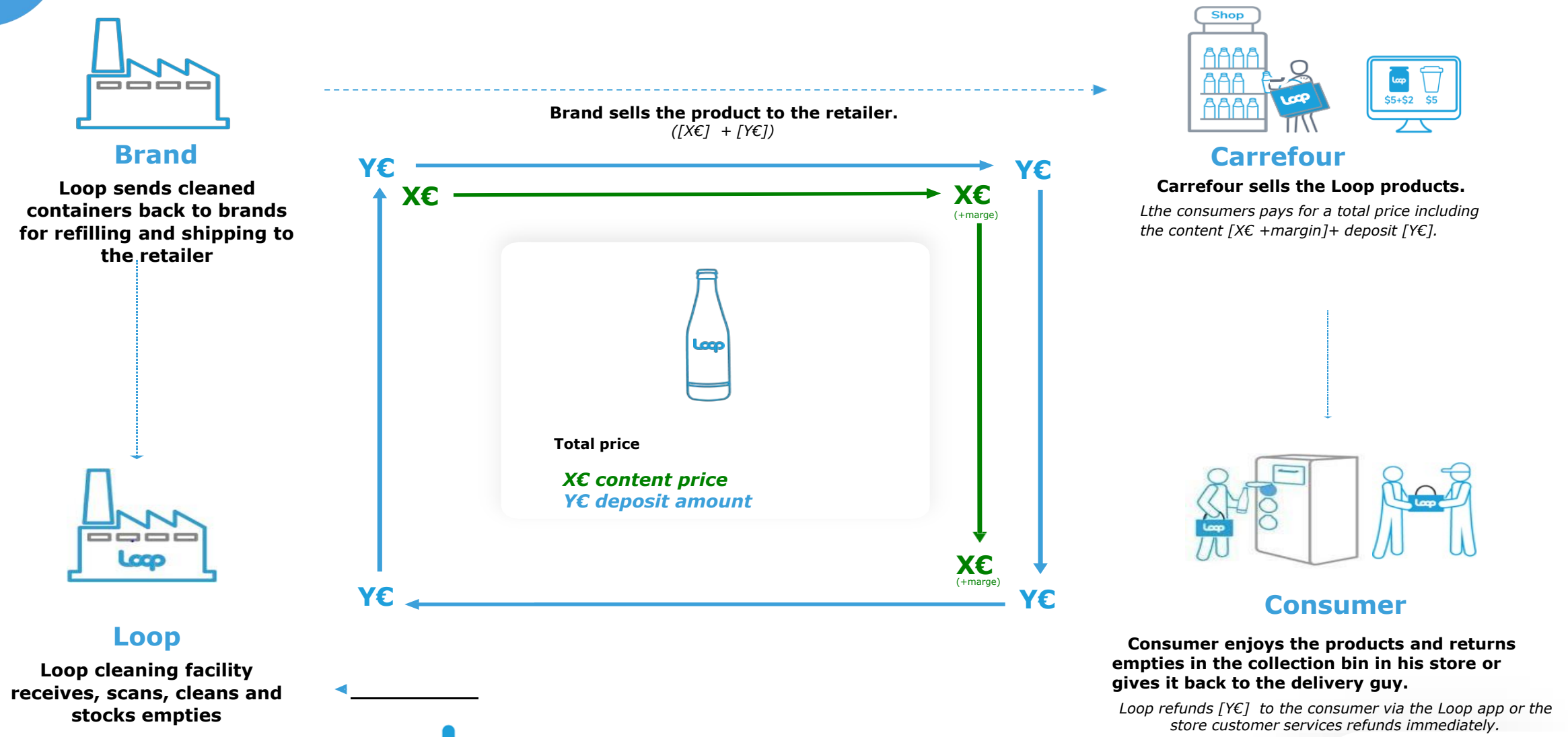
- 100% of Carrefour brand packaging is reusable, recyclable or compostable
- Reduce packaging waste by 20,000 tons
 - ◆ including 15,000 tons of plastic (since 2017)
- Integrate 30% of recycled plastic in our Carrefour packaging in Europe



Ex: Removing 70% of plastic packaging from organic fruits and vegetables in 2020



HOW DOES IT WORK?

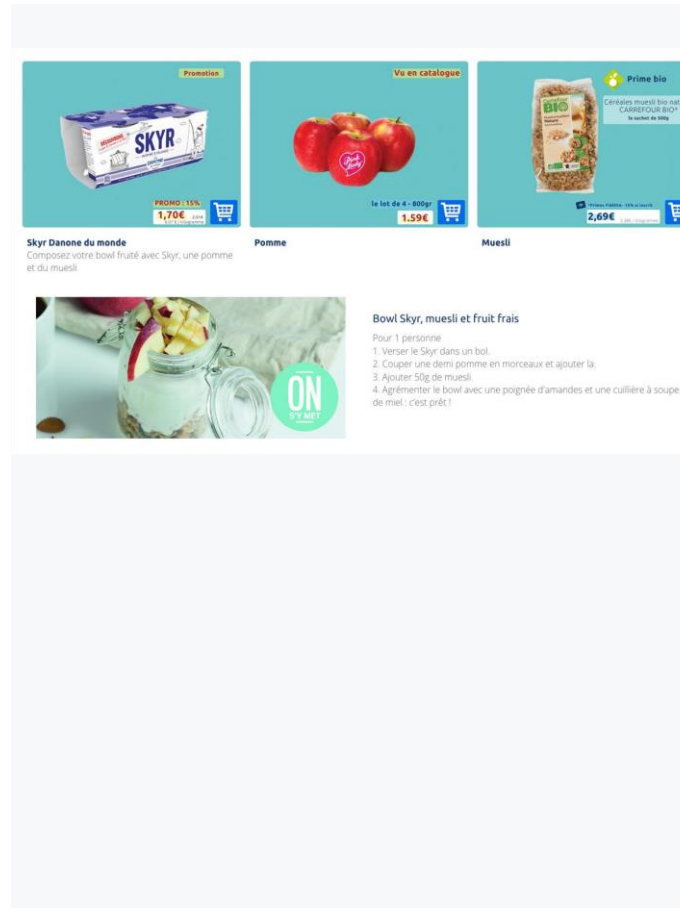


Advancing on the Food Transition with our national brand suppliers

Creation of the Food Transition Pact



- Network of 26 of our top national brands
- Building collective products to help our consumers to eat healthier and more sustainably



Carrefour's engagements on Climate

*Reduce CO2 emissions by 30% by 2030, and 55% by 2040 -
approved by the Science-based targets initiative*

Reducing energy consumption;

*Increasing the proportion of renewable energies in power
consumed;*

*Reducing refrigerant-related CO2 emissions by 2025 compared to
2010, by phasing out hydrofluorocarbon (HFC) gas refrigerants and
limiting refrigerant leaks.*



Collective action to create systemic change

Deforestation



CGF
Forest Positive Coalition of Action
Soy Manifesto, France

Plastic



- *French National Pact on Plastics*
- *EU pact on plastics*



Positive impacts of
local distribution
networks in Senegal,
Brazil, Indonesia,
Morocco, China &
Mauritius:
Club Med





Club Med

In partnership with **Agrisud**,
Club Med modifies its supply chain to
create and share more value locally



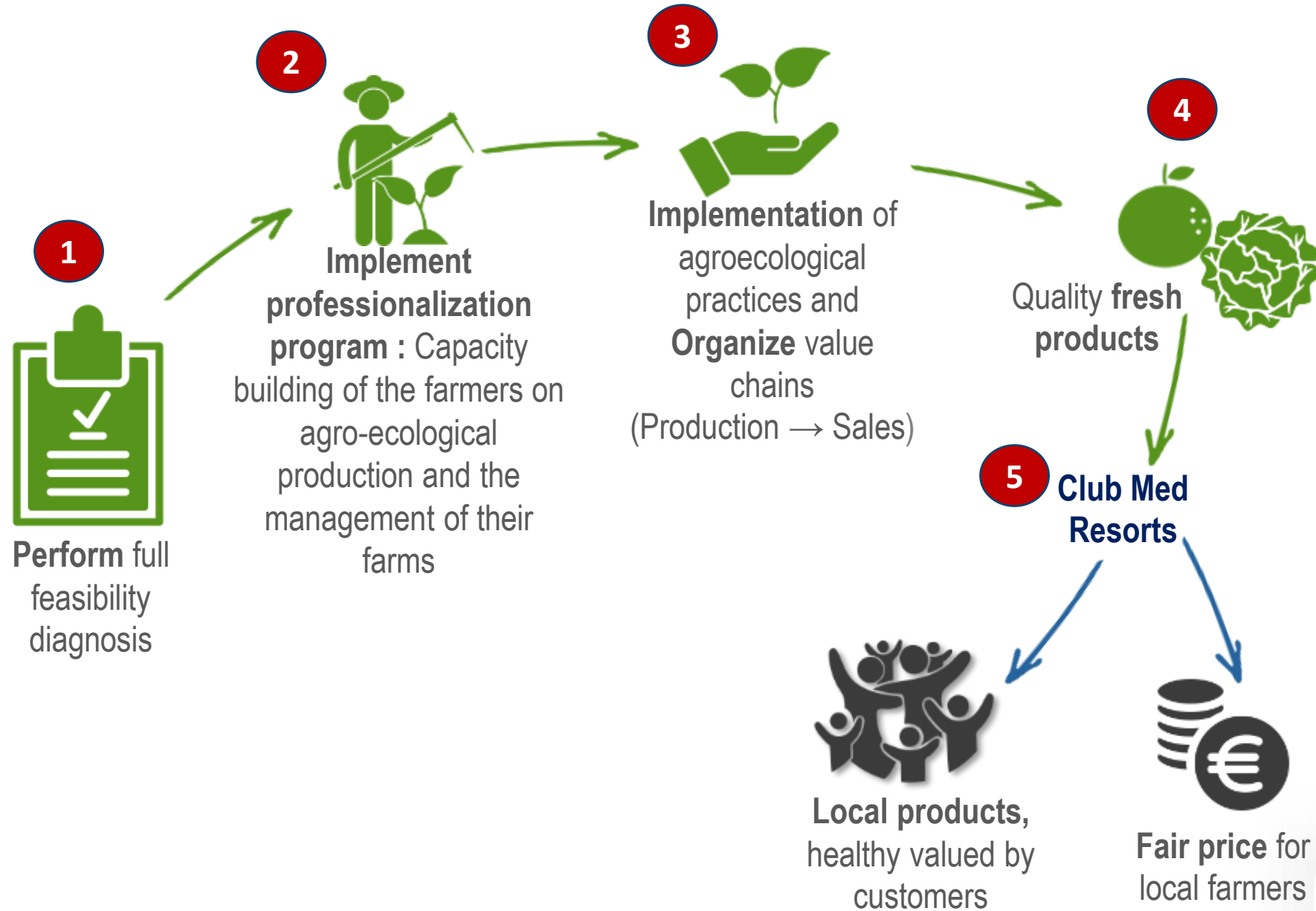
In return:

- Contribution to
- Resorts supplied with quality fresh traceable products
- A positive image valued by customers, employees, partners

**SUSTAINABLE
DEVELOPMENT
GOALS**



Diagram of the approach:

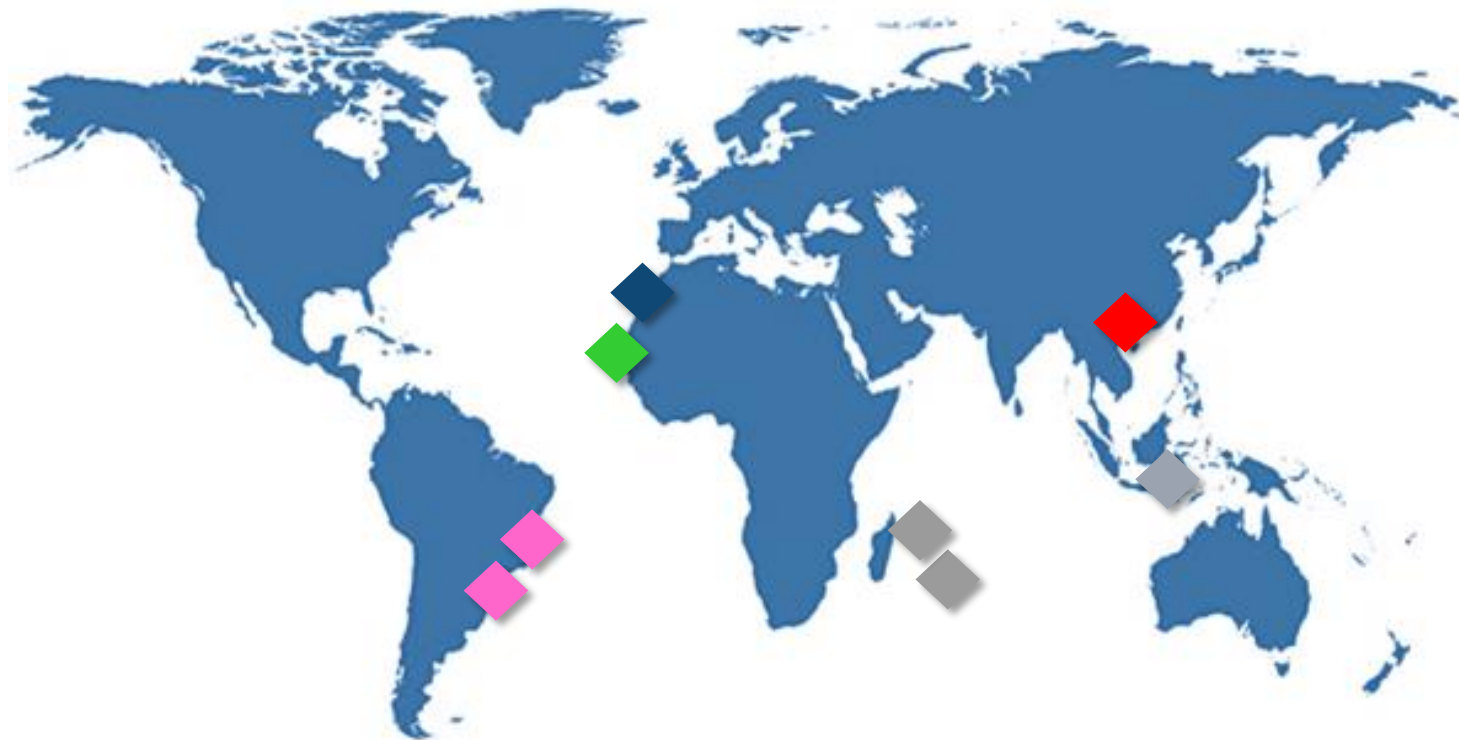




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In 2020, the program is implemented in 8 resorts and 6 countries :

Bali (Indonesia), Rio das Pedras et Lake Paradise (Brazil), Cap Skirring (Senegal), Marrakech (Morocco), Guilin (China), Plantation d'Albion et la Pointe aux Canoniers (Mauritius)





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In 2019 :



358 Family farms or VSB (very small businesses)



2 123 direct beneficiaries



66 t and more than **130 varieties** consumed by the resorts



83,5 k€ additionnal revenue from deliveries to resorts



Natural resources preservation: 156 ha switched to agroecology



Additional value creation on site level: 313 k€ generated by the VSB in 2019

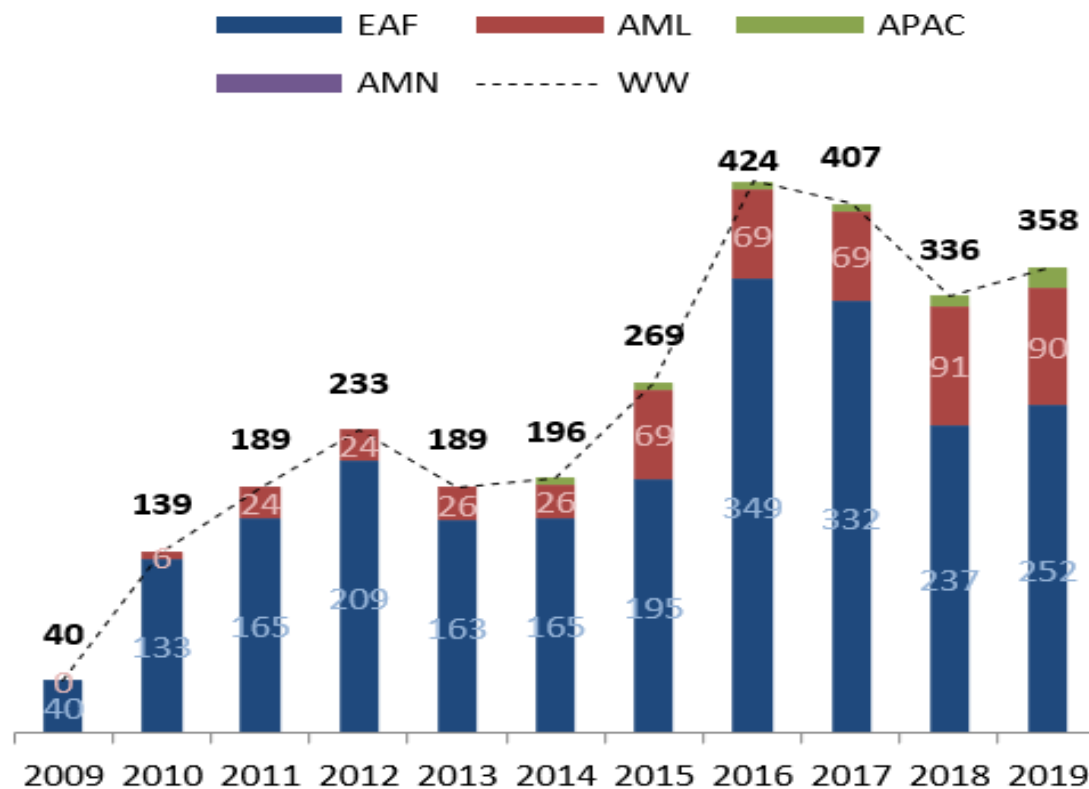


5 types of products: vegetables, aromatic herbs, fruits, eggs, & processed products



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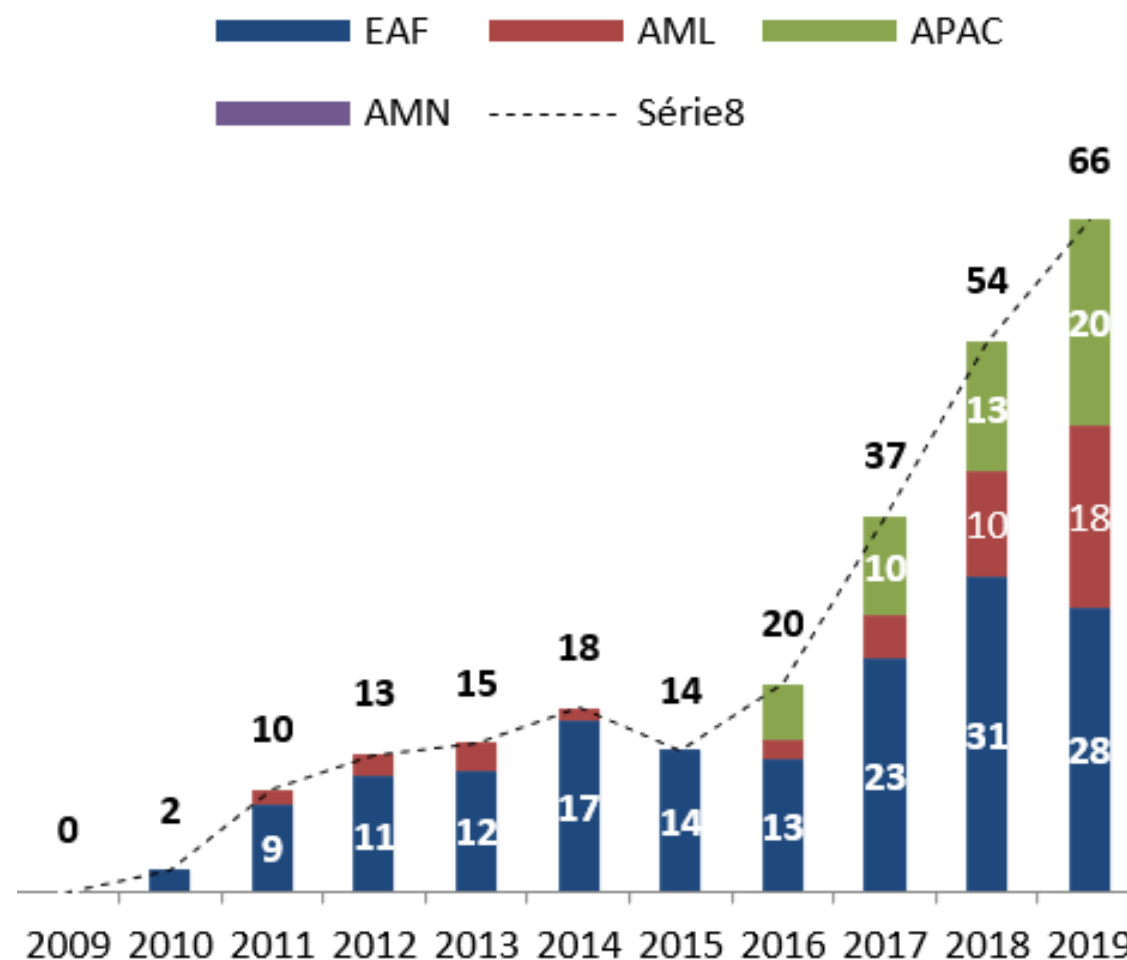
Agrisud - Number of garden farmers accompanied





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Agrisud - tonnage purchased from supported
VSBs



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As a conclusion: an effective way to break down silos in a value chain..

- Atomized offer >> allow producers to group together
- Fragmented supply chain >> link directly producers to consumers
- Direct enlargement of the chain : involvement of new players
 - >> local markets /local populations/ NGOs
 - >> local administrations
- Expanded influence on sustainable consumption
 - >> clients (from awareness >> to fundraisng)
 - >> employees



Thank you for your attention...

Discussion





CONSULTATIONS ON THE FOOD VALUE CHAIN

Call for nomination of experts
Call for submissions of existing
initiatives and solutions



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Thank you

