

Meeting report

Food Industries for People and Planet: Towards a New Research Agenda



February 20, 2019 | Tervuren, Belgium

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1. Executive summary and next steps

Poor diets – associated with both widespread nutritional deficiency and overnutrition – are the leading risk factor for disease and early death. Dietary patterns are shifting to increased demand for processed and animal-sourced foods, at the cost of a larger ecological footprint. Reshaping food systems to provide healthy diets for all while preserving planetary sustainability is among the most pressing challenges of our time.

Food markets and businesses are central to addressing this challenge. Food supply systems have changed dramatically over the past half century, with enormous advancements in improving food distribution systems, food processing technologies, and delivery of food services. These developments have been both responses to changing food demand and drivers of that demand. While many populations now have ample access to more diversified food, too many are still left behind; similarly, while markets try to offer healthy choices, they cater simultaneously to unhealthy diets. Food sectors are economically important in many countries, and increasingly so in the off-farm parts of supply chains. They also employ significant numbers of workers and the development of agri-food value chains can contribute to solving the jobs and poverty conundrums in sub-Saharan Africa and South Asia. However, modern food system development often also displaces small-scale businesses, thereby limiting jobs growth potential.

These conundrums leave us asking: What can and should be done to influence both business and consumer decisions toward healthier and sustainable food choices? How effective and efficient are subsidies on “nutritious foods” and taxes on “non-nutritious foods” over the long term? Are food labels certifying healthy and/or environmental standards effective at driving markets in ways that better align profits with protection of the health of people and planet? How can agri-food supply chains become dynamic job generators?

To date, little research has focused on these critical questions or on food industries in general, particularly at the mid-stream (food processing, distribution, and food services). To fill this knowledge gap, IFPRI has launched a new research program on [Food Industries for People and Planet \(FIPP\)](#). This program will provide evidence-based policy assessments aimed at making agri-food industries and food systems more inclusive in employment and income opportunities, more efficient in meeting global food needs, and more conducive to the promotion of healthy diets and environmentally sound production and distribution systems. The FIPP Consortium, comprised of a wide range of stakeholders – governments, food companies, research organizations, and civil society – will drive the program, identifying priority research questions and building partnerships.

At this first meeting of the European Chapter of the FIPP Consortium, participants identified several knowledge gaps that warrant further research. These included:

- The need for a better understanding of trade-offs associated with food systems investments and policies, particularly those that may emerge between the goals of achieving healthy diets, enhancing decent employment and income opportunities, and environmental protection.
- The extent to which changes in the midstream of the food system midstream are demand driven or mainly driven by the dynamics of the food industry itself.

- The effectiveness of marketing and product branding by food companies in influencing consumer decisions, and the type of public policies that can be effective in influencing dietary choices.
- More detailed assessments to identify the nutritional needs of different populations and population groups.
- The extent to which continued urbanization and middle-class growth will accelerate ongoing dietary change and exacerbate existing food system challenges.
- The enabling environment required to provide incentives for both large and small businesses to cater for nutritious foods and healthy diets.
- Tools and metrics need to be developed for comprehensive nutrition-sensitive and sustainable food system analysis.
- Deeper analysis is needed of the impact of new food standards – such as the regulation of CRISPR – on trade in food products, food value chain development, and dietary patterns.
- Better data and analysis are needed to understand the role of market concentration and power in different stages of the food supply chain (from primary production to processing and distribution to retail) on nutrition standards, food quality and access and employment generation.

To date, 18 Europe-based businesses, development NGO's, policymaking bodies, and research institutes have expressed keen interest to contribute to the European chapter of FIPP's Research Consortium. See Annex 1 for the list of affiliated agencies of the FIPP Global Research Consortium.

As next steps, FIPP Consortium members will be invited to present their research on these topics at the next FIPP Consortium meeting. Private sector representatives will also be invited to this event, and IFPRI will facilitate discussions to discuss concrete research-for-action proposals. The proposed date for this event is during the second half of 2019. Meanwhile, the next meeting of the FIPP Consortium European Chapter will take place in February 2020, at the LICOS/CEPS Knowledge Lab event.

2. Introduction

Strong partnerships – encompassing organizations and stakeholders from around the world – will form the core of [Food Industries for People and Planet \(FIPP\)](#). This roundtable event served to establish a European Chapter of the FIPP Consortium by bringing together key European research institutes working on food systems and food industries with representatives of major food companies, government agencies, and development agencies. The European Chapter of the FIPP Consortium will engage with ongoing food policy and development cooperation debates for reshaping food systems in Europe and developing countries. The European Chapter will engage with the broader FIPP Consortium so that all stakeholders can jointly benefit from synergies and work together to identify priority research topics and develop a funding strategy.

2. Meeting objectives

The primary goals of the meeting were to:

- 1) Identify knowledge gaps to which the research community (through the European Chapter of the FIPP Consortium) should prioritize as a contribution to the mentioned policy debates, but with the

general aim of fostering an enabling environment for food businesses that nourish people sustainably;

- 2) Identify opportunities for research partnerships between different stakeholders;
- 3) Define the knowledge-sharing platform through which the European Chapter would operate (including through webinars and annual meetings); and
- 4) Identify funding options to support FIPP research and activities of the European Chapter.

3. Background

Poor diets – associated with both widespread nutritional deficiency and overnutrition – are the leading risk factor for disease and early death. Dietary patterns are shifting to increased demand for processed and animal-sourced foods, at the cost of a larger ecological footprint. Reshaping food systems to provide healthy diets for all while preserving planetary sustainability is among the most pressing challenges of our time.

Food markets and businesses are central to addressing this challenge. Food supply systems have changed dramatically over the past half century, with enormous advancements in improving food distribution systems, food processing technologies, and delivery of food services. These developments have been both responses to changing food demand and drivers of that demand. While many populations now have ample access to more diversified food, too many are still left behind; similarly, while markets try to offer healthy choices, they cater simultaneously to unhealthy diets. Food sectors are economically important in many countries, and increasingly so in the off-farm parts of supply chains. They also employ significant numbers of workers and the development of agri-food value chains can contribute to solving the jobs and poverty conundrums in sub-Saharan Africa and South Asia. However, modern food system development often also displaces small-scale businesses, thereby limiting jobs growth potential.

These conundrums leave us asking: What can and should be done to influence both business and consumer decisions toward healthier and sustainable food choices? How effective and efficient are subsidies on “nutritious foods” and taxes on “non-nutritious foods” over the long term? Are food labels certifying healthy and/or environmental standards effective at driving markets in ways that better align profits with protection of the health of people and planet? How can agri-food supply chains become dynamic job generators?

Limited research exists to provide the evidence needed to adequately answer these questions. To fill this void, the International Food Policy Research Institute (IFPRI) has established a multi-stakeholder research consortium on [Food Industries for People and Planet](#) (FIPP). The FIPP Consortium and research program aims to enhance knowledge and the evidence base about policy interventions and agri-food business models that will help shift food systems toward healthier and sustainable outcomes and become a source of dynamic jobs growth.

The program will work through a broad, multi-stakeholder research consortium. The consortium brings together major research centers from developed and developing countries, policymakers, private sector actors representing various stages of the food system midstream, as well as development and civil society organizations. The consortium share knowledge, identify priority research areas, and build critical mass

for knowledge generation to provide strong evidence to build a healthy, inclusive, sustainable, and profitable global food future.

FIPP research will be developed across three core areas: (1) reshaping agriculture to supply fast-industrializing food systems; (2) creating jobs along inclusive agri-food supply chains; and (3) incentivizing food system actors to deliver safer and healthier food for people and the planet.

4. Presentations

Moderated by Teunis van Rheenen – Head of Partnerships and Business Development, IFPRI

Introduction to the FIPP program. The Midstream of Food Systems: What are the Knowledge Gaps? Rob Vos – Division Director, Markets, Trade and Institutions Division, IFPRI

- We need to change food systems to nourish almost 10 billion people. This is one of the greatest challenges of our time.
- We must balance four challenges simultaneously:
 - Closing the food gap: A 50 percent increase in calories supplied is required
 - Dealing with the malnutrition burden
 - Supporting inclusive economic development
 - Reducing environmental impact
- The vision of FIPP revolves around three premises:
 - The world needs healthier and more sustainable food systems – and food industries are key to both problem and solution;
 - The world needs jobs and food systems can help deliver these – through developing midstream of the system;
 - The creation of a modern food industry that can deliver on those promises requires sustained effort.

The goal of FIPP, therefore, is to understand the drivers of midstream food system changes, innovations, and behaviors and build an evidence base for interventions. While there is considerable research on agricultural production systems and inputs, less is known about food storage, transport, trade, processing, and retail. We need to understand what happens between the farm and the fork.

- We need to ask questions like: To what extent are changes in the midstream due to changes in demand, or how much is demand being influenced by the food industry?
- We need to work through the balancing act between food availability/quality and sustainability and we need the right incentives and the knowledge to steer things in the right direction.
- New food systems will need to work across the issues of food security, value chain development, food safety and dietary quality, and food system sustainability to address demand and supply incentives for safer, healthier, and more sustainable food; agri-food system efficiency; and inclusive agri-business and value chain development. These are all issues that FIPP will consider.
- Changing the approach to food policy will require a critical mass of actors. FIPP aims to build a research consortium with key development and public and private sector partners. All organizations present today are invited to join this consortium.

The Business Case for Healthy and Sustainable Food Systems. Alain Vidal – Director of Partnerships, World Business Council for Sustainable Development (WBCSD)

- The vision of WBCSD is to create a world where more than 9 billion people are all living well and within the boundaries of our planet, by 2050.
- WBCSD is a private sector organization with 70 member companies, but the private sector does not have the credibility necessary to lead food system reform. Collaborative efforts are required.
- The challenges are well understood, and previously outlined in Rob's presentation, but an additional one to consider is the growing middle class and their food trends, and how this will exacerbate other problems.
- The food system is more complex than e.g. the climate or energy sectors. It is perhaps the most complex system we have, and we are currently lacking the skills required to transform it.
- However, there are business opportunities; implementation of the SDGs related to food could be worth over US\$2.3 trillion annually for the private sector by 2030. These opportunities could generate upwards of 80 million jobs by 2030, about 2 percent of the forecasted labor force.
- Another solution lies in forest restoration, which is expensive (US\$23-67 billion) but would deliver far greater economic benefits (US\$170 billion/year).
- There are further opportunities in plant-based protein and reducing food loss and waste.
- WBCSD is working with companies to innovate, value ecosystem services and food, and collaborate.

Food Industries for Better Nutrition. Djeinam Toure – Technical Specialist, Global Alliance for Improved Nutrition (GAIN)

- GAIN recognizes that it is important to work with the private sector to improve nutrition.
- Globally, people are consuming an increasing share of their food from markets. In urban areas, most food is purchased in markets and even in rural areas this percentage is high. This shows the important role that markets play in shaping people's diets and providing access to adequate and nutritious foods.
- Food systems and diets are changing. We need to acknowledge the role that the private sector plays in bringing foods to markets and work with them to make positive changes to people's diets. GAIN sees four ways that we can do this:
 - Improve **Access** to nutritious foods
 - Build **Demand** for nutritious foods
 - Create a more **Enabling Environment** for business to support improved consumption of nutritious foods
 - Advance **Research** on public-private sector engagement for nutrition
- The public and private sector have very different ways of marketing foods. Public service announcements for nutritious foods are currently overwhelmed by commercial ads, both persuasively and financially. The private sector also appeals to people's aspirational ideals.
- GAIN has conducted consumer surveys to see what drives people and how we can speak about nutritious foods and encourage their consumption.
- We need better metrics to assess the impacts of nutrition-sensitive investments.

The Changing Food Business and the Political Economy of Agricultural and Food Policies. Jo Swinnen – Professor, LICOS and CEPS, KU Leuven

- This presentation focused on regulatory environments, particularly the EU ones, which also affect global food systems.
- There has been rapid growth in the number of food regulations. Regulatory standards affect trade and development.
- If we look at the number of complaints (STCs) both against the Agreement on the Application of Sanitary and Phytosanitary Measures (SPS) and who the complaints were submitted by, there is large disparity between countries, with the EU and USA far higher than any other countries. No developing countries are in the top 10, which shows how (in)active they are on this.
- The presentation also discussed recent debates on food standards and trade, such as the negotiations on the Transatlantic Trade and Investment Partnership (TTIP), as well as recent protests against the World Trade Organization and arguments for “fair trade not free trade”.
- A recent decision was made to regulate CRISPR as a GMO, which will have huge implications. Europe has been unable to make decisions on GMOs, creating a gridlock with repercussions beyond Europe. It is unknown how Brexit will affect this.
- LICOS have been working on regulatory issues for 25 years.
- In conclusion: Food standards can be both **barriers** and **catalysts** to trade and development.

Taking a multi-sectoral approach to sustainable food systems. Gerda Verburg – SUN Movement Coordinator, SUN Business Network

- Too much attention is being given to research. Meetings like this should focus on disruptive solutions, innovative partnerships. Of the meeting objectives, the one on identifying opportunities for research partnerships between the different stakeholders is the most important one. Research should answer a question rather than being an objective in itself.
- Everyone is aware that our food system is broken. Ministers are focused on crops and yields for increased GDP, rather than nutrition. Ministers of Agriculture should instead be Ministers of Food, Nutrition, and Sustainable Resource Use.
- Research organizations should focus on breaking down silos and connecting with what is going on in society, including the political economy. We need to understand what drives both big and small companies.
- The timing of this meeting is opportune. We are almost at the end of a European Commission cycle. A new Commission will be elected by the end of this year, bringing new opportunities.
- One recommendation is not to start with budgets for research, because subscription will be driven by the fact there are funds. First build the agenda, then see what research you need to do to get there. This partnership should be disruptive and break down silos.
- We need a meeting like this also with our enemies around the table and be ready for uncomfortable chats! Make civil society talk to Coca Cola, fast food companies etc.
- SDGs are country-owned and country-driven, so governments must engage also.

- Companies shouldn't only ask for incentives, but also for regulation (regulations can also be convincing!). Companies can be a part of the solution, but they must incorporate this in their core business case, not only in corporate social responsibility (CSR).
- Ideally, there should also be a Conference of the Parties (COP) for food, nutrition, and biodiversity, as already exists for the climate change negotiations.

5. Question and Answer

- On the SUN Business Network's interactions with private companies: At places like Davos everyone is too nice! The SUN movement is active in 60 countries, plus four Indian states. In many of these countries, many ministers participate in the meetings. But it's not easy. Solutions must be built at the community level.
- On the incentive for WBCSD companies to move towards FIPP: The business agenda is changing; CSR is dead and instead companies know they need to have sustainability as a key driver. Companies such as Olam and DSM are doing this. There is also an evolution among consumers, but this is challenging because healthy food is not always accessible, so industry won't be driven 100% by consumer demand. WBCSD thinks that the sustainability agenda is a strong one. Competition among companies creates good motivation for others to change.
- On the political economy and how elements of power relations can be incorporated into FIPP research: Power affects distribution of rents in the value chain – look at the cacao chain, for example (millions of smallholders but just three big companies). If you look from a value chain perspective, it's more nuanced. Some companies may join the consumer case, and some may be on the producer side. Retailers, however, know both the consumers and the producers. We always need to look at who are the winners and who are the losers. And we need to balance the various objectives of health, price, nutrition, quality, accessibility, etc. A lot of times consumers will vote with their wallets and we need to remember that when thinking about making value chains sustainable and inclusive.

6. Roundtable discussion

Moderator's comments. Simon Maxwell – Senior Research Associate, Overseas Development Institute.

Changing food systems and industries will have large impacts on employment and other factors. In the UK, for example, there are now more people making sandwiches for sale in shops than there are working in farming! We need to talk more about jobs, and less about food. This is a roundtable about the food **industry**, which also implies big changes for food policy. What happens if we start thinking about the food systems agenda as a subsector of the food industry agenda? It is possible to find a pathway for a progressive food industry. It is up to us to sort out the good from the bad food products, and then figure out how to get these products onto people's plates. IFPRI is the right place to have this discussion.

Participant comments – view from the private sector

- DSM is increasingly seeing consumer drive towards health/sustainability goals. This encourages DSM's experts working on Markets and Innovation to search for these opportunities and tweak their portfolios. If companies can explain products' benefits in a desirable/aspirational way then

consumers are willing to pay more for these products, but other times the additional costs within the product are hidden or invisible and consumers are not willing to pay a higher price. DSM is working with their partners on this.

- FrieslandCampina is a dairy cooperative; milk is a good example of a nutritious food that is readily available. Dairy products are the most researched in the health and nutrition space. Many advocates focus either on nutrition or on environmental impact, but there needs to be a balance between the two objectives. Dairy products, for example, have an environmental impact but consuming just a small amount of dairy can have a big impact on a person's nutrition. Plant-based products are fine, but animal-based products are good too.
- SternVitamin's product lines include vitamin and mineral premixes that address acute malnutrition and micronutrient deficiencies. One of these is fortified flour, and the Stern-Wywiol Gruppe's work on this is a good example of a public-private partnership. The company works with quite small companies involved in flour production. Very small flour processing companies are not mandated to fortify their flour, which could impact the nutrition of the poor who buy flour from these mills, but there are technical and safety issues to consider when working with very small mills. SternVitamin tries to work with small-scale businesses on these issues.
- Cargill sees a need for increased vitamin consumption, so the company has started to fortify its edible oils with vitamins to improve nutrition and worked with governments on standards to ensure that all suppliers fortified their oils. While it is difficult to change regulations, Cargill sets its own global food safety standards that can fill some gaps. However, there are currently research gaps on the nutritional needs of different populations. Another participant pointed out that it is also important to talk about decent jobs, equal pay, and what companies can contribute to the country – something that ministers are often afraid to ask of companies.
- The Food Foundation is focused on food companies and markets in the UK, but these lessons also extend to global companies. The UK is a good example of terrible dietary outcomes driven by food industry: “unhealthy calories” are three times more expensive than “healthy calories”, and low-income people would need to spend 70 percent of their incomes to afford the diet recommended by the government. Food policy is going to have a critical role in trying to reshape the food industry into the industry we need. In some places, the UK government is planning to regulate more strongly to drive towards better incomes. We need to look for opportunities that demonstrate the potential for multiple wins. Disclosure is also really important; there is so much we don't know because it isn't in the public domain – some things need to stay private, but a lot doesn't. We need to improve transparency.
- Participants discussed the EAT Lancet report, which some people (especially in the US) have described as a “corporate stitch-up”. Some people were surprised at the level hostility to the report, and the fact that some people who they thought would support it did not. In the UK, there is a concern that this hostility will set back progress. Others were not surprised by the report because it combined recent research; the public reaction indicated that people are scared.

Participant comments – view from the public sector and civil society

- SNV defines “inclusive business” as big companies working with small and medium enterprises (SMEs) in emerging countries. Small-scale agribusinesses can benefit from linking to the supply chains of large global businesses, and there are many examples of this. The benefits of these models include securing the market, access to finance, improving technical assistance and productivity, risk sharing, and advancing the development agenda. There are also advantages on the demand side, including sustainable sourcing. It is important to consider how small and medium farmers are included in the bigger picture. In the SNV portfolio, they see a shift from a focus on production to a food systems approach, but there’s not just one food system, we need to distinguish between traditional, mixed, and modern etc. There is also untapped potential for public private partnerships. One key research topic should be the business case for food industries for people and planet – we need to better understand the incentives and business models, as well as unpacking the employment issue. We need to unite the people working on food systems with the people working on employment issues.
- The European Commission currently faces an environment of uncertainty with the upcoming elections for the European parliament, a new Commission to be appointed, Brexit, etc. This might change the type of policies and assistance the European Commission has in the future, though it will continue to give priority to Africa, and on jobs. The European Commission is interested in finding out what incentives can be provided to both the public and the private side to drive them in the right direction. They are also trying to align better with their member states (particularly to access more funding for food systems). In the future, the European Commission plans to move more towards taking concrete actions towards pathways of change, and to building partnerships around this. It’s a good moment to do this because of the upcoming changes at the EC.
- DFID is shifting to a food systems lens. DFID is already working with the CGIAR, Bill and Melinda Gates Foundation, etc. on this. DFID is currently wrapping up a “best-buys” exercise and has identified a number of evidence gaps that the FIPP program could help fill. The competition model has had mixed results and DFID is exploring how to improve this model.

General discussion

Policy: The food system (in addition to health and climate systems) is broken and delivering unsatisfactory outcomes, but we need to focus on specific elements that can be changed, such as childhood obesity. Global solutions don’t always trickle down to the local reality, we need bottom-up solutions. These should employ political ownership at the highest level with relevant ministries all working towards the same goal. We need multi-sectoral policies funded from domestic budgets, else we will not get systemic solutions. The balance of priorities is not the same in each place and it’s important to remember this when thinking about food policy, e.g. jobs seem to be more important than nutrition in discussions in Africa. In developing countries especially, companies are focused on income, profit, etc. over nutrition and sustainability.

Food systems: The food system can be viewed as an ecosystem, and we need to understand the drivers from an evolutionary perspective. We also need to address the lack of tools/methodologies to comprehensively assess the food system. This is an action research exercise (rather than just research) to assess where change is feasible/likely and where there are good alliances to support this. IFAD and think tanks are trying to make a bridge between research and policy.

Urban food systems: We need to think about the 80 percent of food that is destined for urban areas. What happens in the urban arena is going to be very important in thinking about how food systems develop, and urban planners need to consider the importance of food. Cities are not homogenous, and we need to understand the different consumers. FAO have a Dutch-funded project in Bangladesh looking at how to feed Dhaka. They also recently launched a framework for the urban food agenda that covers industry, manufacturing, etc. and is structured around enabling environments, execution, and sharing lessons.

Employment: The United National Industrial Development Organization (UNIDO) looks after creating industries, but the context and issues vary by country. UNIDO focuses more on employment, economic development, connecting industry to value chains etc.

Consumer choice: We still have a lot of knowledge gaps on why people make certain choices. Why don't development institutes research the strategy of marketing? It seems like industry understand the psychology of consumer behavior much better than the public sector (though Wageningen University is doing some research on true pricing). How can we use this knowledge? Retailers also need to be included in this discussion – the entire supply chain should be empowered through a pull-push approach. We should not be afraid to bring our “enemies” around the table! We need to empower consumers to ask for healthier food, including a focus on schoolchildren. Consumer concerns on food safety should also be more integrated.

7. Moving forward

Rob Vos – Division Director, Markets, Trade and Institutions Division, IFPRI

IFPRI cannot move this large an agenda forward on its own. We need to understand things, win over policymakers and the business community etc. We talk about win-win-win solutions, but these are not always easy. This meeting has raised a lot of questions; we need better answers to these and this will require funding. Setting the agenda and developing the program needs to be done in partnership; organizations represented here are invited to join the FIPP Consortium, which will have regular meetings, answer questions of the sort that have been raised today, and jointly develop research.

Annex 1: FIPP Research Consortium

To date, the following organizations have expressed firm interest in joining the FIPP Global Research Consortium, including the European chapter:

1. AFCO Investment Company Ltd. (Tanzania)
2. Agrolink Flanders (Belgium) *
3. Amsterdam Centre for World Food Studies (Netherlands)*
4. August Secrets (Nigeria)
5. Center for Development Research (ZEF), University of Bonn (Germany)*
6. Centre for Institutions and Economic Performance (LICOS), KU Leuven (Belgium)*
7. Chinese Academy for Rural Development, Zhejiang University (China)
8. DSM (International)*
9. East Africa Fruits Co. (Tanzania)
10. European Centre for Development Policy Management (International)*
11. European Commission, DG Research & Innovation (International)*
12. Food and Agriculture Organization of the United Nations (International)*
13. Global Alliance for Improved Nutrition (International)*
14. HarvestPlus (International)
15. Healthy Maisha (Tanzania)
16. Indaba Agricultural Policy Research Institute (Zambia)
17. Institute of Development Studies, University of Sussex (United Kingdom)*
18. International Fund for Agricultural Development (International)*
19. Istituto Affari Internazionali (Italy)*
20. Millennium Challenge Corporation (United States of America)
21. Michigan State University (United States of America)
22. Overseas Development Institute (United Kingdom)*
23. Platform for African European Partnership on Agricultural Research for Development (International)
24. Small & Medium Enterprise Foundation (Bangladesh)
25. Stern-Wyviol-Gruppe (International)*
26. SUN Business Network (International)*
27. Swedish University of Agricultural Sciences (Sweden)*
28. United Nations Development Programme (International)
29. University of California Berkeley (United States of America)
30. Wageningen University & Research (Netherlands)*
31. World Agroforestry Center (International)
32. World Business Council for Sustainable Development (International)*
33. World Fish (International)
34. World Vegetable Center (International)

* Indicates proposed membership of the European Chapter of the FIPP Consortium

Annex 2: Meeting agenda

Food Industries for People and Planet: Towards a New Research Agenda

9:30 am – 2:30 pm, February 20, 2019

Royal Museum for Central Africa, Tervuren, Belgium

Format

The first meeting of the European Chapter of FIPP will take place on 20 February 2019. The event will be hosted jointly by IFPRI, LICOS and CEPS.

Following five introductory presentations, a roundtable discussion will take place – moderated by Simon Maxwell - which will focus on European perspectives on global food system challenges and identify the “knowns” and “unknowns” related to the key questions raised earlier, i.e.: What can and should be done to influence both business and consumer decisions toward healthier and sustainable food choices? How effective and efficient are subsidies on “nutritious foods” and taxes on “non-nutritious foods” over the long term? Are food labels certifying healthy and/or environmental standards effective at driving markets in ways that better align profits with protection of the health of people and planet? What agri-business and food industry organizational models will make the food sector more dynamic as a generator of jobs and incomes, especially in low-income contexts?

Agenda

9:30 am **Welcome**

Teunis van Rheenen – Head of Partnerships and Business Development (IFPRI)

9:35 am **Research, business and policy perspectives on the food industry (Moderator: Teunis van Rheenen, IFPRI)**

The midstream of food systems: What are the knowledge gaps?

Rob Vos – Division Director, Markets, Trade, and Institutions Division, IFPRI

The business case for healthy and sustainable food systems

Alain Vidal – Director of Partnerships, World Business Council for Sustainable Development (WBCSD)

Food industries for better nutrition

Djeinam Toure – Technical Specialist, Global Alliance for Improved Nutrition (GAIN)

The changing food business and the political economy of agricultural and food policies

Jo Swinnen – Professor, Catholic University of Leuven, LICOS, and CEPS

Taking a multi-sectoral approach to sustainable food systems
Gerda Verburg – SUN Movement Coordinator, SUN Business Network

The business case for healthy and sustainable food systems
Alain Vidal – Director of Partnerships, World Business Council for Sustainable Development (WBCSD)

10:15 am Q & A

10:45 am Coffee break

11:00 am Roundtable (Moderator: Simon Maxwell – Senior Research Associate, Overseas Development Institute)

12:50 pm Next steps

Rob Vos, IFPRI

1:00 pm Lunch and networking

2:30 pm Close

Annex 3. List of participants at the FIPP European Chapter meeting, 20th February 2019

1.	Sylvia Burssens	Agrolink Flanders
2.	Emma van Schaik	Amsterdam Centre for World Food Studies (ACWFS)
3.	Lia van Wesenbeeck	Amsterdam Centre for World Food Studies (ACWFS)
4.	Katrijn Otten	Cargill Belgium
5.	Laura Munro	Department for International Development (DFID)
6.	Max Baumann	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
7.	Jacobine Das Gupta	DSM
8.	Giulia Maci	European Centre for Development Policy Management (ECDPM)
9.	Dirk Lange	European Commission
10.	Willem Olthof	European Commission
11.	Wim Haentjens	European Commission
12.	Jamie Morrison	Food and Agriculture Organization of the United Nations (FAO)
13.	Rolf Bos	Friesland Campina
14.	Djeinam Toure	Global Alliance for Improved Nutrition (GAIN)
15.	Tom Arnold	Global Panel on Agriculture and Food Systems for Nutrition
16.	Emma Quilligan	International Food Policy Research Institute (IFPRI)
17.	Nick Minot	International Food Policy Research Institute (IFPRI)
18.	Rob Vos	International Food Policy Research Institute (IFPRI)
19.	Teunis van Rheenen	International Food Policy Research Institute (IFPRI)
20.	Sara Savastano	International Fund for Agricultural Development (IFAD)
21.	Daniele Fattibene	Istituto Affari Internazionali (IAI)
22.	Dorien Emmers	LICOS, KU Leuven
23.	Giulia Meloni	LICOS, KU Leuven
24.	Hannah Ameye	LICOS, KU Leuven
25.	Hendrik Feyaerts	LICOS, KU Leuven
26.	Jo Swinnen	LICOS, KU Leuven
27.	Joachim Vandecasteele	LICOS, KU Leuven
28.	Liz Ignowski	LICOS, KU Leuven
29.	Miet Maertens	LICOS, KU Leuven
30.	Rob Kuijpers	LICOS, KU Leuven
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32.	Simon Maxwell	Overseas Development Institute (ODI)
33.	Eelco Baan	SNV
34.	Leo Schulte-Vennbur	Stern-Wywiol-Gruppe
35.	Gerda Verburg	SUN Business Network
36.	Carl Johan Lagerkvist	Swedish University of Agricultural Science
37.	Anna Taylor	The Food Foundation
38.	Ali Badarneh	United National Industrial Development Organization (UNIDO)
39.	Coen van Wagenberg	Wageningen University & Research
40.	Alain Vidal	World Business Council for Sustainable Development (WBCSD)