

# **Summary Report of the First Save Food Partners Meeting**

**FAO Regional Office for Asia and the Pacific**

**Bangkok, Thailand**

**20 March, 2014**

**9:00 – 11:30 hours**



## **Summary Report**

### **Background**

A Save Food Partners Meeting was convened by the Food and Agriculture Organization of the United Nations Regional Office for Asia and the Pacific (FAO-RAP) on 20 March 2014 at FAO-RAP, in order to discuss the Save Food Campaign in Thailand and the development of a National Save Food Network. The draft agenda of the meeting is attached as Annex 1.

The objectives of the meeting were, to:

- Review and discuss the Save Food Asia-Pacific Campaign within the context of food losses and food waste in Thailand;
- Discuss potential areas for collaboration and partnership to strengthen and broaden Campaign activities across Thailand;
- Discuss the formation of a National Save Food Network in Thailand.

Prior to the meeting, a concept note outlining the objectives of the partners meeting, including the concept of a Save Food Network for Thailand, was circulated to all attendees and other prospective participants.

### **The Meeting**

Present at the meeting, were a number of FAO staff as well as invited representatives from the:

Food Science and Technology Association of Thailand  
Thai Chamber of Commerce and Board of Trade of Thailand  
Thai Food Processors Association  
Thai Retailers Association  
The Thai Packaging Association  
The Population and Community Development Association

A list of invited partners attending, is attached as Annex 2.

Mr. Hiroyuki Konuma, FAO Assistant Director-General and Regional Representative for Asia and the Pacific, welcomed the participants to the meeting and delivered the opening remarks wherein he outlined the rationale for the Campaign and highlighted the importance and relevance of the Campaign in Thailand. In particular, he highlighted the need to sensitize the public as to the importance of food. Mr. Konuma invited the collaboration of partners in raising awareness and in advocating for the reduction of food waste and food loss through the formation of a Save Food Network (SFNET) in Thailand.

A 30 second public service announcement (PSA), developed by FAO to promote awareness and advocate for reducing food loss and food waste was shown. The PSA with Thai sub-titles was screened by FAO across Bangkok during the period mid December 2013, through mid January, 2014.

Dr. Rosa Rolle, Senior Agro-Industries and Post-harvest Officer of FAO-RAP, delivered a presentation on the Save Food Asia-Pacific Campaign. During her presentation she highlighted the objectives of the Campaign:

- To raise awareness and draw attention to the high levels of food losses and the growing problem of food waste, and particularly table waste across Asia and the Pacific Region.

- To promote partnerships, and advocate for strategic approaches and actions to reduce food losses and waste and increase sustainable consumption in the region.

Her presentation outlined the linkages of the Campaign to the Food Strategic Framework of Thailand (2013-2016).

She informed that that following the Campaign launch in August 2013, FAO had developed a number of promotional materials for distribution: campaign brochures, posters, a public service announcement video (30 sec); a video animation targeting school children, a Save Food web-site and social media pages/ (face book, twitter, g+ and e-mail). A number of Campaign activities have also been implemented: a photography contest (regional), press briefings, conference presentations and press releases. FAO is currently in the process of engaging with strategic partners in the food sector, with CSOs, universities and with government agencies.

Follow-up discussions to both presentations highlighted the following recommendations/suggestions from participants:

- The importance of:
  - promoting the campaign through extension and education mechanisms.
  - putting the campaign in the proper perspective through food education that goes beyond the issue of simply talking about food loss and food waste in order to achieve long term impact.
- Farmers must be educated on proper packaging and transportation in order to effectively reduce food loss.
- The suggestion to tackle the issue of food loss separately from food waste using the supply chain assessment model. During discussions, it was noted that the campaign in its outlook is focused on awareness raising and advocacy, targeting a range of stakeholder groups.
- The need to involve a larger number of stakeholders in the campaign and in the network.
  - The Thai Chamber of Commerce volunteered to coordinate with all its members to integrate their participation in the Campaign.
- The need to make use of social media to promote the Campaign with young people.
  - Use of the Line app to promote Mr. Q as a Save Food icon when tagging friends.
  - It was also suggested that there was a need to make the web-site more attractive to young people.
- Linking the Save Food website to that of the Thai Chamber of Commerce and websites of other partners.

During discussions, the Representative of the Chamber of Commerce noted that the OAE had been working on the issue of food loss and food waste. Mr. Konuma welcomed the idea of collaboration with Government – Ministry of Agriculture, Ministry of Health and Ministry of Education, and informed of FAO's agreement for the Thai Government to lead and co-ordinate activities of a Save Food Network in Thailand.

#### The Save Food Network, Thailand (SFNET Thailand)

All participants supported the idea of developing a Save Food Network. Accordingly, draft TOR for the background and elements of the structure of a **Save Food Network, Thailand (SFNET)** prepared for discussion prior to the meeting, were reviewed in detail with participants, while incorporating their specific inputs/amendments. The elements of the document reviewed that include the suggested amendments, are attached as Annex 2.

It was agreed that these TOR would be circulated further to the meeting for additional input by partners.

Participants also flagged the importance of promoting best practice through the SFNET in order to sustainably and effectively reduce food loss and food waste.

In closing, Mr. Konuma thanked the participants for their attendance, feedback and input. He informed that FAO would follow up discussions with OAE and the MOAC on their integration into the SFNET. It was agreed that the next meeting would be convened within two months, i.e. during May, 2014.

## Tentative Agenda

# Save Food Partners Meeting

FAO Regional Office for Asia and the Pacific

Bangkok, Thailand

20 March, 2014

9:00 – 12:00 hours

09:00 – 9:15	<i>Welcome Remarks</i> – Mr. Hiroyuki Konuma, Assistant Director General and Regional Representative, FAO-RAP.
09:15 – 09:45	<i>Presentation on Save Food Asia-Pacific Campaign</i> – Rosa Rolle, Senior Agro-Industries and Post-harvest Officer, FAO-RAP.
09:45 – 10:00	<b>Coffee break</b>
10:00 – 11:30	<i>Discussion</i> <ul style="list-style-type: none"><li>- <i>Specific advocacy and awareness raising mechanisms to address food loss and food waste in Thailand</i></li><li>- <i>Areas for collaboration and partnership to strengthen and broaden Save Food Campaign activities in Thailand</i></li><li>- <i>Formation of a National Save Food Network in Thailand</i></li><li>- <i>Roles and responsibilities of partners in a Save Food Network</i></li></ul>
11:30 -11:45	<i>Summary, next steps and way forward</i>
11:45 -12:00	<i>Closing</i>

## List of Partners

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**Draft TOR of the Save Food Network (SFNet) revised as per participant suggestions during the 1<sup>st</sup> Save Food Partners Meeting for Thailand**

# Amended DRAFT

Save Food Asia-Pacific Campaign

## **Save Food Network, Thailand**

*Terms of Reference*





## A. BACKGROUND

Asia and the Pacific Region is a hotspot for fruit, vegetable and rice wastage globally (FAO 2013). Approximately 50 per cent of the fruits and vegetables, up to 37 percent of the cereals, and 20 percent of meat and dairy products produced in Asia and the Pacific Region are lost between production and the consumer. These post-harvest losses take place largely in the traditional supply chains that feed mass markets in the region and result largely from the lack of a market orientation, poor infrastructure, weak integration of supply chains, poor farm practices and a limited knowledge base. With growing incomes and changing food consumption patterns across the region, food waste - losses taking place in food retail in the food service sector and in the home - is increasing. Table waste, in particular, shows a growing trend across the region in urban centres with increasing incomes and increased dining away from home.

Food losses and food waste have adverse impacts on the region's food security, and represent a waste of resources – land, labor, water and energy - and efforts put into food production with negative impacts on the environment. Food losses and waste also rank as the third highest emitter of green-house gasses globally. According to FAO data, cereals, meat and vegetables are major contributors to the carbon footprint of food losses and waste.

Recognizing the urgent need to promote awareness of the magnitude of food losses and waste and their impacts on food security and hunger in the region, FAO launched the **Save Food Asia-Pacific Campaign** in Bangkok in August, 2013 during a high level Multi-Stakeholder Consultation on Food Loss and Food Waste. This Regional Campaign also seeks to advocate for solutions to addressing the issue of food loss and waste in the region.

Participants to the Multi-Stakeholder Consultation endorsed a Joint Communiqué on food losses and food waste, wherein they pledged to work together to create national and regional multi-stakeholder networks toward reducing food losses along the supply chain, and fight the growing problem of food waste.

A national Save Food Network would serve as a common platform for concerted and harmonized efforts geared toward raising awareness and advocating for the economic, social and environmental values and benefits of reducing food loss and food waste in Thailand. Possible activities to be implemented within the framework of such a Network, may include support to awareness raising and promoting advocacy for the economic, social and environmental values and benefits of reducing food loss and food waste in Thailand; information sharing and exchange on food loss and food waste in Thailand and the implementation of joint activities under the Save Food Asia-Pacific Campaign. Within this context and against this background, the Save Food Network, Thailand is being formed under the banner of the Save Food Asia-Pacific Campaign.

## **B. STRUCTURE**

### **1. Name**

The name of the Network will be the **Save Food Network, Thailand**, hereinafter referred to as the **SFNET**.

### **2. Establishment**

The SFNET will be established at the Save Food Partners meeting convened by FAO, on 20 March, 2014, at the FAO Regional Office for Asia and the Pacific in Bangkok, Thailand.

### **3. Goal and objectives**

The SFNET will be a voluntary partnership of stakeholders promoting harmonized efforts geared toward raising awareness and advocating for the economic, social and environmental values and benefits of reducing food loss and food waste in Thailand, operating under the umbrella of the Save Food Asia-Pacific Campaign. The SFNET aims to bring together public and private sector key stakeholders including line ministries/departments, academic and research institutions, farmer organizations, food production, processing, marketing, fresh market, consumer and trade associations with the following specific objectives:

- **To serve as a common platform** for concerted and harmonized efforts geared toward raising awareness and advocating for the economic, social and environmental values and benefits of reducing food loss and food waste in Thailand;
- **To exchange knowledge**, share experience and promote collaboration and concerted efforts among all stakeholders on the reduction of post-harvest loss and food waste in Thailand;
- **To contribute to the development of strategic approaches**, and facilitate the promotion and implementation of concerted efforts at the national level, geared toward reducing food loss and food waste in Thailand.