



USCIB Comments on the Contribution of the Private Sector and Civil Society to Improve Nutrition

The US Council for International Business (USCIB) would like to thank the Food and Agriculture Organization of the United Nations (FAO) for the opportunity to submit comments to the online discussion on the contribution of the private sector and civil society to improve nutrition. For your background information, USCIB is the American affiliate of the International Chamber of Commerce (ICC), the Business and Industry Advisory Committee (BIAC) to the OECD, and the International Organisation of Employers (IOE). As such, we work closely with intergovernmental bodies, including the Organization for Economic Cooperation and Development (OECD), the World Trade Organization (WTO), the International Labor Organization (ILO), United Nations bodies and vis-à-vis foreign business communities and their governments.

In addition, we would like to highlight that USCIB is a membership based organization which operates under bylaws that provide the framework under which we consult with our own stakeholders. Our processes are transparent. We provide views and inputs which are built through a consultative process and reflect a consensus among our large membership. We therefore hope that the FAO reads this submission as well as our previous one within this context.

The questions below are extremely broad and encompass themes which are complex. Although an online consultation will solicit some input, we would like to suggest that the FAO create a more targeted approach to engaging with stakeholders, including the private sector. We recommend a formal consultation with stakeholders, including the private sector, to have a more robust and complete discussion on these important issues related to nutrition.

USCIB believes that private sector know-how in the areas of innovation, science and technology, as well as good production and management practices, can be increasingly harnessed through effective partnerships with research institutions, farmers, policy-makers, and civil society. Furthermore, the private sector plays a critical role in further strengthening markets, economic growth and livelihoods. A few examples of partnerships in the areas mentioned above will be described below. While private sector involvement is key, there is also a need for government collaboration, particularly in helping ensure greater policy coherence, such as reducing barriers to trade.

As we expressed in our comments in the previous [submission](#) to the FAO online consultation, USCIB would like to underscore that advancing health and nutrition requires a multi-stakeholder approach that reflects the complexities of the issues. **There is no quick or simple solution to addressing challenges such as obesity, under-nutrition and disease. While we believe that the private sector has a role in producing healthy and nutritious food, it is equally important to address issues that impact the community's ability to thrive such as poverty, hunger, gender inequality, water access and sustainable agriculture.** It is within this context that we share with you below some examples of programs and approaches that reflect this complex reality.

1. FAO: Policy issues: What role can the private sector and civil society play in designing and implementing policies that make agriculture and food systems more nutrition-enhancing? What are the knowledge gaps?

The private sector can play an important role in achieving a more nutrition-enhancing food system by **innovating** and **investing** in the food and agricultural sector. In addition, meeting the growing challenges of the future, such as constrained resources, greater demand, and health-related challenges, will require policies that promote innovation and efficiency across the supply chain, from production to distribution and consumption.

While having the correct data such as knowledge of what a population is eating, knowledge of nutritional and health status of the population is crucial, it is equally important to have the right **institutional arrangements** in place to best support

coordination and implementation of effective nutrition strategies. Effective and efficient nutrition policies require **coordination across government ministries** working with the private sector and civil society.

Example 1: Water Efficient Maize for Africa (WEMA) is a public-private partnership led by the African Agricultural Technology Foundation and includes the International Maize and Wheat Improvement Center (CIMMYT), **Monsanto Company**, and the National Agricultural Research Systems of **Kenya, Tanzania, Uganda, Mozambique and South Africa**. Maize is a staple food for over 300 million people in Sub-Saharan Africa and this partnership aims to enhance farmers' and consumers' food security by developing and distributing drought-tolerant maize seed to smallholder farmers in the five countries. More than 90% of sub-Saharan Africa farmland is rain-fed. With drought always lurking on the horizon in Africa, providing better hybrid seed and agronomics are imperative to help African farmers manage their risk of drought and to consistently produce more grain to enable a secure food supply. Within the WEMA partnership, Monsanto Company is delivering, royalty-free, the corn seed genetics and know-how for breeding efforts; offering agricultural expertise to develop the locally adapted hybrids; and donating its biotech drought-tolerant and insect-protection traits. Monsanto personnel work with the WEMA teams to assist with the breeding, testing, product advancement, deployment and communication to ultimately get these improved products into the hands of small-holder farmers in Africa. The first conventional drought-tolerant white maize hybrid is available to smallholder farmers in Kenya for planting in September 2013. Assessment and approval for the future cultivation of biotech drought-tolerant hybrids is being carried out by the respective country regulatory authorities. The newly developed hybrids have the potential to have increased production opportunity compared with previous hybrids the farmers used.

Example 2: CropLife International member initiatives that improve seed through both traditional breeding and modern biotechnology, along with crop protection products, have directly contributed to increasing food supplies, as well as improving the nutritional value of certain crops. For example, in **Uganda**, seed companies have made bean crops — a staple source of protein — resistant to a devastating disease which has been known to decimate yields. Simply increasing yields and improving the bean crop harvests provides Ugandans with more protein in their food supply. Rice, which is the staple food for two billion people in Asia and Africa, is being improved through biotechnology to increase levels of beta carotene and iron, which can offset vitamin A and iron deficiencies. These crops are also being developed to be resistant to diseases and pests, use water more efficiently, tolerate soil salinity — all traits which can lead to increased crop quality and yield and make rice more readily available to local communities.

In **Malawi**, a leading plant science company has joined forces with local groundnut (peanut) growers to create a healthy food product for maintaining energy and weight. This product combines ground peanuts with soy protein to help combat malnutrition, which is prevalent among Malawians. Such tools and partnerships are helping people around the world get the nutrients they need.

2. **FAO: Programme issues:** *What have been the success stories and lessons learned by the private sector and civil society in implementing nutrition-enhancing agriculture and food systems programs at country level? How can the impact of such programs on food consumption and nutrition be monitored?*

Example 1: Partners in Food Solutions, is a joint initiative by **General Mills, Cargill, Royal DSM and Buhler** that links technical and business expertise with small and growing food processors and millers in the developing world. Its vision is to improve food security and nutrition to enrich lives around the world. Partners in Food Solutions has worked with 400 food companies in **Kenya, Zambia, Tanzania and Malawi**, impacting more than 137,000 local smallholder farmers who support an estimated 822,000 family members. Corporate partners have provided nearly 500 skilled employees who have volunteered over 40,000 hours on more than 192 individual projects.

Example 2: Nestlé's Rural Development Framework is an example of how the private sector invests in the development of farmers and their livelihood. In fact, nutrition is identified as one of the priorities. This Framework is built upon three audiences: farmers, farm workers and communities, with a supporting foundation which ensures alignment with trade partners and collaboration with other stakeholders. The intention is to be able to develop a consistent approach across the company and to set an appropriate level of ambition. It also allows Nestle to measure and report upon the progress and, finally, to be able to better orientate the business model to deliver business and societal benefits. The Rural Development

Framework has been developed with the help of various partners, such as the Danish Institute for Human Rights, Solidaridad and the Fair Labor Association, who have brought new insights and challenges in various areas.

Example 3: After a 7.0 earthquake that killed thousands of people and devastated the lives of millions in Haiti, in May 2010, **Monsanto Company** partnered with the Haitian Ministry of Agriculture; an international freight forwarder and logistics provider company, Kuehne + Nagel; The Earth Institute; the United States Agency for International Development (USAID) and the United Parcel Service (UPS) to place more than 130 tons of hybrid seed in the hands of **Haitian farmers**. Over two separate shipments, the seed donation has impacted 20,000 Haitian farmers, providing economic opportunities for farmers, their families and the broader community. Monsanto provided the hybrid seeds for free, so USAID could sell the seeds through farmer association stores at a significantly reduced price. The farmer stores used the revenue to reinvest in other inputs to support farmers in the future. The farmer associations alone received revenue from the sales. In Gonaive, farmers saw yields of more than 4 tons/ hectare, compared to traditional varieties that yield on average 0.6 ton/hectare. One of the recipients of the donation, Zanmi Agrikol (Partners in Agriculture), feeds the patients of Zanmi Lasante's (Partners in Health) hospital from its agricultural production. It also contributes in technical training and in donated seeds and fertilizers to the development of area peasant farmers.

Monitoring the impact of private sector initiatives:

The McDonald's Global Advisory Council (GAC) is an international team of independent experts assembled by the company to provide them with professional guidance in the areas of nutrition and children's well-being. The GAC plays a vital role in helping McDonald's to continuously evolve its thinking and approach in these areas. Members provide McDonald's with valuable insights, direction and recommendations about how to continue delivering a more beneficial experience to children and families.

Since 2004, the GAC has provided McDonald's guidance on key areas such as: global nutrition labeling, the children's well-being platform, developing metrics to gauge progress and understanding how to we can promote the consumption of more fruits and vegetables.

3. **FAO: Governance:** *What are the changes needed to make sure that the private sector and civil society are involved in building effective and sustainable governance mechanisms related to agriculture, food systems and nutrition?*

On the question of governance, we would recommend that the FAO clarify what is meant by that term. For example, we would like a clarification on who or whom would be governed? And on what legal basis would those entities be governed?

4. **FAO: Partnerships:** *What contribution can the private sector and civil society make for working across sectors and building strong linkages between food and agriculture, social protection, employment, health, education and other key sectors? How can the 'golden quadrant' be managed to create and scale up sustainable partnerships? What are examples of projects working jointly with the private sector, civil society, governments under an UN-wide initiative?*

As mentioned earlier, we believe that the private sector has a role in producing healthy and nutritious food. However, it is equally important to address issues that impact the community's ability to thrive such as poverty, hunger, gender inequality, water access and sustainable agriculture. Below are some examples of how the private sector is partnering with organizations to address these issues.

Empowering Women

5by20 is **The Coca-Cola Company's** ambitious global initiative to enable the economic empowerment of 5 million women entrepreneurs across our value chain by 2020. Through 5by20, Coca-Cola is developing and implementing programs that enable women entrepreneurs to break down the barriers they face. These programs include business skills training courses, access to financial services and access to support networks of peers or mentors. There are 5by20 programs enabling women in 14 counties: **Brazil, China, Costa Rica, Egypt, Ethiopia, Haiti, India, Kenya, Liberia,**

Mexico, Nigeria, the Philippines, South Africa and Thailand. By the end of 2012, approximately 300,000 women were impacted in total through the initiative.

Creating Access to Clean Water

Water is central to **The Coca-Cola Company's** business. It believes access to clean water is a vital component and bedrock of community health and nutrition. Providing communities with access to clean, potable water and improved sanitation helps prevent water-borne and diarrheal diseases, which can decrease nutritional intake and diminish absorption of vital nutrients. Coca-Cola has committed to becoming water neutral by 2020, and has nearly 500 water projects in over 100 countries with partners like USAID, United Nations Development Programme, World Wildlife Fund, and the Nature Conservancy. One of those, the **Replenish Africa Initiative**, was developed to provide clean water to at least 2 million Africans by 2015. More information about Coca Cola's water stewardship program can be found at <http://www.coca-colacompany.com/2013-water-stewardship-replenish-report/>.

Promoting Rural Development

Nestle has created the **Nestlé Prize in Creating Shared Value** to help business-oriented initiatives that address challenges in nutrition, water, or rural development, to scale-up or be replicated. The prize is rewarded to initiatives that reflect the spirit of Creating Shared Value, an approach any organization can take to create economic returns by developing solutions to societal problems. The prize is awarded to innovative projects, programs or businesses that have already been tested on a pilot or small scale, have demonstrated high social and environmental impact, and need support to become commercially viable. Nestle invests financial and technical resources in the winning initiatives, with the objective of helping them be brought to scale and to achieve financial sustainability. The winners share a total of approximately USD 540,000 in prize monies.

Promoting Healthy Lifestyles:

PepsiCo's Performance with Purpose guides the way Pepsi conducts itself as it continues to seek valuable counsel from key external stakeholders like Ceres, Columbia Earth Institute and global experts in the nutrition, science and global health policy communities. Together, these actions will help Pepsi maintain its long-term commitment to overall sustainability of the company. As an industry leader, Pepsi has a responsibility to help develop solutions to key global challenges, such as obesity. Pepsi will do this by transforming its product portfolio, establishing global initiatives, such as calorie labeling to improve nutrition education, supporting programs that promote physical activity and using its influence to engage in meaningful private-public partnerships to drive positive change.