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Thursday 19 January 2017
07.30 - 09.00
WFP Tent / Davos

FROM FORK TO FARM: Transforming our Food Systems



Our global food systems are broken. They are **unsustainable** (1/3rd of food produced is lost or wasted), **unequal** (800M people are undernourished and hungry) and **destabilizing** (food insecurity resulting in civil unrest). Moreover, the average diet is **unhealthy** (2B adults are overweight), leading in increased health care costs and a rise in Non-Communicable Diseases in both the developing and developed world.

This can't go on. A full-scale transformation is required to enable healthy diets while contributing to the socio-economic development and minimizing environmental impact and waste. Where traditionally the focus was on from farm to fork, it is now time to look at **from fork to farm**: putting the consumers' needs at the heart; looking at consumption, transportation, production and agriculture.

The Business & Sustainable Development Commission, Royal DSM, Unilever and the World Business Council for Sustainable Development are organizing a High Level Breakfast at the sidelines of the World Economic Forum, addressing the following dimensions:

- *Defining nutritious and sustainable diets from a consumer perspective, ensuring good quality food is available, affordable and aspirational*
- *Redefining food production, moving beyond agriculture towards coherent, aligned practices in the value chain to support a nutritious and sustainable diet*
- *Redesigning food consumption: enabling consumer's choice based on fact-based opinions and information, incentivizing healthy choices based on a common evidence base*
- *Improving the footprint: reducing food loss through optimized logistics and better sourcing*

Confirmed Speakers: Amanda Sourry, Feike Sijbesma, Mark Malloch-Brown, Johan Rockstrom, Peter Bakker

A formal invite together with more information, will be sent early January 2017.

For RSVP: FReSH@wbcsd.org

