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@wbcasd.org