



Summary Outcome Paper for Discussion

SCIENCE TO SOLUTIONS DIALOGUE 3

Everyone Eating Well within Environmental Limits

EAT and the World Business Council for Sustainable Development (WBCSD) convened through FReSH a Science to Solutions Dialogue (SSD) on Everyone Eating Well within Environmental Limits. This third dialogue took place from 4-7 December 2018 in Texcoco, Mexico, and brought together business, science and civil society to explore how to feed almost 10 billion people with sustainable and healthy diets. The summary of the discussion sets out three mutually supportive narratives to focus business action and the key solutions.

Our future depends on healthy people and a healthy planet, but environmental and health-related risks are rapidly increasing. Societal actions in several countries over recent months have demonstrated the dangers that national governments face when they act alone to drive change, such as enacting new taxes to tackle health care or climate risks. This has brought to the fore the real urgency for authentic collaboration that unlocks effective and connected solutions to tackle public health and environmental security.

Food Reform for Sustainability and Health (FReSH) is a collaboration between some of the world's largest companies in the food and agriculture sector. It stems from a partnership between the World Business Council for Sustainable Development (WBCSD) and EAT. FReSH recently convened a dialogue with a mixed group of private sector representatives, scientists and civil society framed by the global scientific evidence for healthy diets and sustainable food systems recently set out in the report entitled *Food in the Anthropocene: the EAT–Lancet Commission on healthy diets from sustainable food systems*.¹

This report provides a first indication of what a global goal similar to the 2°C or 1.5°C climate target would look like for food systems. This will help guide collective efforts to radically shift food production and consumption to support – rather than hinder – achieving global health and sustainability goals. Our shared intent is to actively engage in providing healthy and enjoyable diets for all, produced responsibly and within environmental limits by 2030. This paper summarizes the outcomes from the cross-sector discussion during which we set-out scenarios in response to the challenges posed by the EAT-Lancet report calling on business to contribute to food system transformation through innovation, valuation and collaboration.

The challenge:

Our food system has made great progress over the last century – securing access to, and the availability of affordable foods for an increasing share of the population. But this has come at the cost of rapidly degrading human and environmental health and the erosion of cultural and social systems that is exacerbating inequalities and exclusion. Food production is responsible for about a quarter of all greenhouse gas (GHG) emissions, occupies about 40% of the Earth's surface and uses 70% of all freshwater resources. Additionally, the over-application of fertilizers in some regions has led to surface and groundwater pollution, as well as dead zones in oceans. Moreover, our food system is responsible for 60% of global biodiversity loss, with land conversion and fragmentation for food production the primary driver. Food has also recently become the leading cause of premature mortality, with more than 2 billion people still suffering from nutritional deficiencies. Yet, at the same time and often in the same countries and cities, 2.1 billion adults are overweight or obese, suffering from diseases of overconsumption. Approximately 50% of the global population is malnourished in some form. This needs to change

We must shift the narrative to achieve healthy and sustainable food systems by 2030

Business is uniquely placed to offer solutions through innovation pathways that support increasing environmental sustainability, human dietary health and social well-being and that also provide economic opportunities across the value chain. The business narrative should clearly articulate the private sector's vision and ambition in purposefully contributing to urgent progress on food system transformation for health and sustainability.

Society needs these clear signals to help restore trust in the private sector's contribution to achieving healthy and sustainable food systems, which in turn will help to deliver the Sustainable Development Goals and the Paris Climate Agreement. Such a bold action may be hard to imagine in today's system, yet change generally follows when we shift our understanding of what is possible, a shift that must bring consumers along to help change consumption patterns.

We outline below three future narratives to help focus business action to achieve our ambition of providing healthy, enjoyable diets for all, produced responsibly, within planetary boundaries by 2030.

In 2030, all people will be consuming healthy foods produced sustainably.

In 2030, all people have access to affordable delicious and healthy food options and consume them in appropriate amounts. Diets are more diverse, with increased amounts of fruits, vegetables, legumes and nuts consumed daily. Consumers move meat to the side of the plate, mix it into dishes or reserve it for celebrations, and most people limit consumption to 600 grams per week. Consumers use sugar sparingly, consuming no more than 30 grams of added sugar daily. The relative risks linked to hunger-, diabetes- and diet-related coronary mortality drop to below 5% (compared to 20% in 2015)

Solutions

- Harmonized, science-based dietary and sustainability guidelines allow business, governments and civil society to coordinate actions without restricting local traditions, contexts and needs.
- Businesses have efficient sourcing and procurement standards to source healthy ingredients from sustainable production systems.
- Business internalizes sustainability, ending consumer confusion on differentiated standards.
- Business offers diverse, delicious and healthy product lines matching marketing efforts.
- Business offers everyone the opportunity to easily access healthy, nutritious and affordable food across all food groups, with an emphasis on fruits, vegetables, nuts and legumes.
- Packaging and marketing clearly indicate portion sizes and consumption frequency, and limit waste.
- Businesses harness their marketing experience and expertise to nudge people towards changes in lifestyle, eating behavior and social norms.

In 2030, we will be producing the right food in the right way in the right place.

In 2030, farmers have increased the production of fruits, vegetables, nuts and legumes by between 100 and 250% globally. The amount of meat consumed is lower in Western style diets for health reasons, and higher where undernutrition persists. Animal- and plant-based protein production efficiency, sustainability and diversification are the norm. Grains remain an important commodity for human consumption, with a growing diversity of grains produced and traded globally and reduced gaps in local productivity. Farmers produce food and receive financial rewards for environmental services generated, notably carbon capture, water quality and biodiversity conservation, increasing the value of rural communities while helping maintain affordable food for consumers.

Solutions

- Businesses offer new services, farming inputs and support that promote productive and regenerative farming practices related to nutritious crops with reduced food loss.
- Private and public sector research rapidly fills the development gap for sustainable increases in fruit, vegetable, nut and legume production (e.g., improved seeds, machinery and inputs).
- Business has re-evaluated the sustainable production of plant- and animal-based proteins, including developing better farming practices, rethinking feeds and feed composition, making much better use of breed diversity and circular production systems, and reducing losses.
- Business shifts to service-oriented business models, with products that work with – rather than against – environmental goals.
- The public and private sectors redirect support and financial reward systems to pay for healthy foods and environmental services – notably carbon, water and biodiversity.
- Markets for a diversity of fruits, vegetables, nuts and legumes have opened, creating new business opportunities for farmers and farming communities.
- Businesses' crop production and purchasing strategies provide more environmental and social services (e.g., agroforestry and intercropping), thereby meeting consumer demand.

In 2030, global trade will mirror global health and environmental targets.

By 2030, national governments and trade agreements have agreed upon and enforce strict land conversion limits to secure environmental protection, including biological carbon stocks, clean water and quality habitat for biodiversity. Nations trade carbon and water internationally in recognition of each country's natural capital. Business increases the number of crops underpinning dietary health and traded as international commodities by a factor of ten and source crops from locations where they are well adapted, resilient and profitable for rural communities. Furthermore, livestock production takes place in ways that best use land (e.g., grazing at appropriate levels on grasslands) and preserve ecosystems.

Solutions

- National land-use plans include and enforce – and international trade agreements recognize – global environmental limits and policies.
- Fair trading in natural capital becomes the norm by valuing a growing number and diversity of commodities produced in highly productive environments with low environmental risk.
- Financial products and services promote fair trading, supported by regulation.
- Organizations accelerate agricultural research and development, extension services and public-private partnerships to close yield gaps in fruit, vegetable, nut and legume crops whose production gaps lag far behind global need and emerging demand.
- Trade supports local economies by creating demand for a diversity of high-quality, healthy ingredients integrating local supply chains into global markets.

The FReSH dialogue

FReSH (Food Reform for Sustainability and Health) emerged from the WBCSD EAT partnership and is now a key project in the WBCSD Food, Land and Water Program. We have designed FReSH to accelerate transformational change in global food systems to reach healthy, enjoyable diets for all that are produced responsibly, within planetary boundaries. FReSH has brought business, science and civil society together to achieve this ambitious goal. It draws on knowledge and efforts from premier research institutions and is working with the business community to develop successful, high-impact solutions.

References

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