



KU LEUVEN



Food Industries for People and Planet: Towards a New Research Agenda *European Chapter Kick-off Meeting*

Place: Royal Museum for Central Africa, Tervuren, Belgium
Time & date: 9:30 – 13:00 am on 20 February 2019

Background

Poor diets make up the leading risk factor for disease and early death and are associated with both continued widespread nutritional deficiency and overnutrition. Dietary patterns are shifting to increased demand for processed and animal-sourced foods, at the cost of a larger ecological footprint. Reshaping food systems to provide healthy diets for all while preserving planetary sustainability is among the most pressing challenges of our time.

Food markets and businesses are central to addressing this challenge. Food supply systems have changed dramatically over the past half century, with enormous advancements in improving food distribution systems, food processing technologies, and delivery of food services. These developments have been both responses to changing food demand and drivers of that demand. While many populations now have ample access to more diversified food, too many are still left behind; similarly, while markets try to offer healthy choices, they cater simultaneously to unhealthy diets. Food sectors are important economically in many countries, and increasingly so in the off-farm parts of supply chains. They also employ significant numbers of workers and the development of agri-food value chains can contribute critically to solve the jobs and poverty conundrums in sub-Saharan Africa and South Asia. However, modern food system development often also displaces small-scale businesses, thereby limiting jobs growth potential.

What can and should be done to influence both business and consumer decisions toward healthier and sustainable food choices? How effective and efficient are subsidies on “nutritious foods” and taxes on “non-nutritious foods” over the long term? Are food labels certifying healthy and/or environmental standards effective at driving markets in ways that better align profits with protection of the health of people and planet? How can agri-food supply chains become dynamic job generators?

Limited research exists to provide the evidence needed to adequately answer these questions. To fill this void, the International Food Policy Research Institute (IFPRI) has taken the initiative to establish a multi-stakeholder research consortium on [Food Industries for People and Planet \(FIPP\)](#). The FIPP consortium and research program aims to enhance knowledge and the evidence base about policy interventions and agri-food business models that will help shift food systems toward healthier and sustainable outcomes and become a source of dynamic jobs growth.

The program will work through a broad, multi-stakeholder research consortium. The consortium brings together major research centers from developed and developing countries, policy makers, private sector actors representing various stages of the food system midstream, as well as development and civil society organizations. The consortium share knowledge, identify priority research areas, and build critical mass for knowledge generation to provide strong evidence to build a healthy, inclusive, sustainable, and profitable global food future.

FIPP research be developed across three core areas: (1) reshaping agriculture to supply fast-industrialising food systems; (2) creating jobs along inclusive agri-food supply chains; and (3) incentivising food system actors to deliver safer and healthier food for people and the planet.

Objectives

Strong partnerships – encompassing organizations and stakeholders from around the world – will form the core of FIPP. As such, the FIPP team intends to hold a roundtable event to establish a European chapter of the Consortium. This event will bring together key European research institutes working on food systems and food industries with representatives of major food companies, government agencies, and development agencies. The European chapter of the FIPP consortium will relate in particular to ongoing food policy and development cooperation debates relevant for reshaping food systems in Europe and developing countries alike. The European Chapter will engage with the broader FIPP Consortium so that all stakeholders can jointly benefit from synergies and work together to identify priority research topics and develop a funding strategy.

The main objectives of the event are to:

- **identify knowledge gaps** to which the research community (through the European chapter of the FIPP consortium) should prioritize as a contribution to the mentioned policy debates, but with the general aim of enabling the environment for doing business for food that nourishes people sustainably;
- **identify opportunities** for research partnerships between the different stakeholders; and
- **define the knowledge-sharing platform** through which the European chapter would operate (including through webinars and annual meetings).
- **Identify funding options** to support FIPP research and activities of the European Chapter

Format and agenda

The first meeting of the European chapter of FIPP will take place on **20 February 2019**. The event will be hosted jointly by IFPRI, LICOS and CEPS.

Following five introductory presentations, a roundtable discussion will take place – moderated by Simon Maxwell - which will focus on European perspectives on global food system challenges and identify the “knowns” and “unknowns” related to the key questions raised earlier, i.e.: What can and should be done to influence both business and consumer decisions toward healthier and sustainable food choices? How effective and efficient are subsidies on “nutritious foods” and taxes on “non-nutritious foods” over the long term? Are food labels certifying healthy and/or environmental standards effective at driving markets in ways that better align profits with protection of the health of people and planet? What agri-business and food industry organizational models will make the food sector more dynamic as a generator of jobs and incomes, especially in low-income contexts?

Agenda

09:30	:	Welcome <i>Teunis van Rheenen – Head of Partnerships and Business Development, IFPRI</i>
09:35	:	Research, business and policy perspectives on the food industry
		9:35 – 9:45 Introduction to the FIPP program The Midstream of Food Systems: What are the Knowledge Gaps? <i>Rob Vos – Division Director, Markets, Trade and Institutions Division, IFPRI</i>
		Panel <i>Moderator: Teunis van Reenen, IFPRI</i> 9:45 – 9:52 The Business Case for Healthy and Sustainable Food Systems <i>Alain Vidal – Director of Partnerships, World Business Council for Sustainable Development</i> 9:52 – 9:59 Food Industries for Better Nutrition <i>Djienam Toure, Global Alliance for Improved Nutrition (GAIN)</i> 9:59 – 10:06 The Changing Food Business and The Political Economy of Agricultural and Food Policies <i>Jo Swinnen, Professor, Catholic University of Leuven, LICOS, and CEPS</i> 10:06 – 10:13 Taking a multi-sectoral approach to sustainable food systems <i>Gerda Verburg – SUN Movement Coordinator, SUN Business Network</i> 10:13 – 10:45 Q & A

10:45	:	Coffee break
11:00	:	Roundtable: European perspectives and policy and research priorities <i>Moderator: Simon Maxwell – Senior Research Associate, Overseas Development Institute</i>
12:50	:	Next Steps <i>Rob Vos, IFPRI</i>
13:00 – 14:30	:	Lunch and networking

Participating Organizations

- Agrolink Flanders (Sylvia Burssens)
- Amsterdam Centre for World Food Studies (Lia van Wesenbeeck)
- Cargill Belgium (Katrijn Otten)
- Center for European Policy Studies (CEPS)
- Center for Institutions and Economic Performance (LICOS) (Giulia Meloni, Miet Maertens, Liz Ignowski, Dorien Emmers, Senne Vandeveld, Lara Cockx, Hannah Ameye, Tinh Cao Thi, Hyejin Lee, Rob Kuijpers, Joachim Vandercasteelen)
- Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ) (Annemarie Ionescu, Max Baumann)
- DFID, UK (Laura Munro)
- DSM, The Netherlands (Jacobine Das Gupta)
- European Centre for Development Policy Management (ECDPM), Maastricht (Fabien Tondel)
- European Commission (EC) (Wim Haentjens, Natalia Brzezina, Dirk Lange, Willem Olthof)
- Food and Agriculture Organization of the United Nations (FAO) (Jamie Morrison,
- The Food Foundation (Anna Taylor)
- FrieslandCampina, The Netherlands
- Global Alliance for Improved Nutrition (GAIN) (Djeinam Toure)
- GLOPAN (Tom Arnold)
- ICCO, Netherlands (Marijke de Graaf)
- Institute of Development Studies (IDS), UK (Maria del Mar Maetre Morales)
- International Food Policy Research Institute (IFPRI), USA (Rob Vos, Teunis van Rheenen, Nicholas Minot, Emma Quilligan)
- International Fund for Agricultural Development (IFAD), Italy (Sara Savastano)
- Istituto d’Affari Internazionali (IAI), Rome (Daniele Fattibene)
- Katholieke Universiteit Leuven (KU Leuven) (Jo Swinnen, Anna Fabry, Charlotte Janssens)
- Overseas Development Institute (ODI), London (Stephen Gelb, Simon Maxwell)
- Scaling Up Nutrition Business Network (SBN) (Gerda Verburg,
- SNV, Netherlands (Eelco Baan)
- Swedish University of Agricultural Science, Sweden (Carl Johan Lagerkvist)
- Wageningen Economic Research (WUR), The Hague (Coen van Wagenberg)
- World Business Council for Sustainable Development (WBCSD) (Alain Vidal)
- United Nations Industrial Development Organization (UNIDO) (Ali Badarneh)