

Private Sector Mechanism Position Paper

January 2014

NUTRITION

Private Sector Commitment to Nutrition

The Private Sector Mechanism (PSM) of the International Agri-Food Network (IAFN) is committed to expand its role as a major player with a highly visible footprint throughout the global food system. The PSM will build on the game changing achievements of the past 5 years through a robust network of partnerships to establish nutrition solution platforms that identify, prioritize and implement initiatives and programs within the framework of: (1) increasing sustainable agriculture production, especially for small holder farmers/ entrepreneurs and small and medium enterprises; (2) providing access to safe, affordable, nutritious food products that meet the needs of populations; (3) supporting specific nutrition interventions; and (4) targeting collateral nutrition enhancing activities.

The private sector recognizes the unique values it can leverage through public- private partnerships among key drivers to help: (1) support programs and initiatives to achieve the **Zero Hunger Challenge**; (2) fulfill the recommendations and guidance directions of the **2013 Lancet Series**; (3) participate in the **Scaling Up Nutrition (SUN)** movement; (4) strengthen the policy dialogue and advocate for relevant **UN Committee on World Food Security (UN CFS)** guidelines; (5) shape the sustainable agricultural productivity and nutrition targets in the **Post-2015 Development Framework**; and (6) fulfill the mission of the **International Conference on Nutrition (ICN2)** to build a new nutrition policy framework.

Key Recommendations

- Key driving bodies and stakeholders should consistently underscore the valued roles for nutrition as an integral component with related disciplines such as health, agriculture, education, environment, finance, gender, diversity, and other key development factors.
- Key driving bodies and stakeholders should emphasize the need and the synergistic outcomes to implement nutrition-specific interventions and to embed nutrition in multi-sectoral nutrition-sensitive strategies within national and local government plans and initiatives.
- Key driving bodies should recognize the likelihood of achieving the Zero Hunger Challenge and the Post-2015 Sustainable Development Goals are directly related to the efficiency and effectiveness of collaborations among private sector and stakeholder partners to implement mutually shared, purpose driven goals and aspirations for needy populations.
- ICN2 should establish and maintain open, transparent platforms for the private sector and interested stakeholders to stimulate discussions in preparation for the 2014 High Level Meeting in Rome in November to frame the new nutrition policy framework.
- Key driving bodies should facilitate forums and interactive mechanisms for the private sector to work with stakeholders to map the "Farm to Fork Food System" to identify and prioritize the multiple, essential roles where the private sector can utilize its tools, capabilities and expertise to facilitate scaling up solutions..
- IAFN should take the leadership role and create the environment for other private sector organizations to play facilitating roles to interact with the PSM to make specific "asks" for fulfilling new initiatives and cooperating with existing unfolding activities.

PSM: Key Guiding Principles and Focus Areas

Agriculture Production and Extension

- Seek to embed nutritional improvements in efforts to increase agricultural production, especially among women and small holder farmers/entrepreneurs that enable improved market access, maintain the integrity of the environment, and manage resource elements of production on a sustainable basis.
- Encourage and help facilitate diversification of food crops, livestock, and fisheries for local consumption based on local conditions, market and trade expansion and income generation.

- Ensure that soils have the right balance of nutrients and micronutrients to enable the growth of healthy, nutritious crops.
- Provide technical support, training, and expertise to prevent and mitigate the significant and pervasive contamination of staple commodities, livestock, poultry, eggs and milk throughout pre-and post-harvest production, processing, storage and manufacturing; improve quality; and reduce food losses throughout the food system.
- Help countries modernize their food systems to benefit from the opportunities for improving nutrition presented by changes in global food trade and production and the economy.

Research and Development

- Expand local technical and scientific capabilities through: (a) training, food preservation and other innovation techniques; (b) leveraging technical knowledge, expertise and overall capabilities; and (c) stimulating pre-competitive collaboration in R&D including food safety.
- Demonstrate the value of using scientific and evidence-based tools, guidelines, experiences, and lessons learned to improve nutritional outcomes across the food system by applying advances in science and technology.
- Develop tools and capabilities to build resilience into development to help individuals, households and communities prepare for, cope, and recover from economic, environmental and political shocks.

Nutrition and Health

- Disseminate and demonstrate the value of a healthy environment, using health services and facilities, vaccinations, safe water and sanitation, good hygiene practices, hand washing, fact-based nutrition information and maternal and child care practices such as breastfeeding, affordable, properly targeted nutrient rich foods with appropriate micronutrients.
- Seek to improve nutrition throughout the lifecycle with a wide variety of healthy and improved nutritional food products for all populations, especially women of child bearing age, newborns and children during the critical under 2 years of age to reduce underweight births, stunting, and wasting; emergency situations, social protection and protracted crisis; adolescents- especially girls; school feeding and to encourage education to help address over nutrition and its consequences..
- Co-create nutritious products through the lens of local food habits, preferences, consumption patterns and affordability of the needy; deliver safe, nutritious food solutions via innovative penetration of routes to market; and launch locally driven business models that emphasize local sourcing, gender and income generation through opportunities across the supply chain.

Empower and Support Women

- Empower and support the nutrition and food security of women with access to needed skills-development and training, financial and educational resources in the varied roles they play throughout the agriculture production cycle, including agriculture production, food purchasing, household meal preparation and distribution for better nutrition and health.
- Collaborate and build partnerships with other key sectors and integrate appropriate collateral components in order to enhance the likelihood of success.

Policy, Communications and Outreach

- Identify sound policy options to create and sustain a robust network of stakeholders and partnerships to implement comprehensive solutions for nutrition-enhancing food systems that reduce the multiple burdens of malnutrition.
- Develop constructive, transparent cooperation with health and other sectors to improve direct nutrition interventions and nutrition-enhancing policies and programs.
- Help develop local communication and outreach programs.