



Mobilizing the agri-food industry for food system transformation through benchmarking

Canada National Index on Agri-Food Performance, webinar, 16 April 2020

Content

Where is this coming from?

- Global call for corporate benchmarking
- Focus on systems transformations triggered by SDG-agenda
- Food system transformation is gaining momentum

What are next steps?

- Agreement on global metrics for corporate benchmarking
- Translation to national targets and metrics
- National and business commitments at UN Food Systems Summit (Q4 2021)

Typology of benchmarks

Issues benchmarks

Country benchmarks

Corporate benchmarks



IFPRI Global Hunger Index
Measuring hunger per country
on four indicators



WorldBank EBA
National policies supporting
business climate for farmers



Access to Nutrition Index
Measuring and comparing
companies on society's agenda

Building on a decade of experience with corporate benchmarking



Corporate benchmarking

- Measuring and comparing corporate performance
- on society's agenda and targets
- to enable data-driven engagement



- Calls upon the **competitive spirit** in the private sector for a race to the top
- Holds companies to account, allows for **peer comparison**, gives credit to leaders
- Clarifies **society's expectations** for the private sector
- Builds **bridges** between public and private sectors
- Empowers stakeholders to have an **informed dialogue** with companies

Creation of WBA was triggered by a global call from CEO's



- Called for **more benchmarks** to mobilize investors and incentivize companies to contribute to the SDGs
- Flagged that the current landscape of benchmarks is a **'headache'** for companies and investors
- Highlighted the need for **more structure and alignment** in the landscape of accountability mechanisms

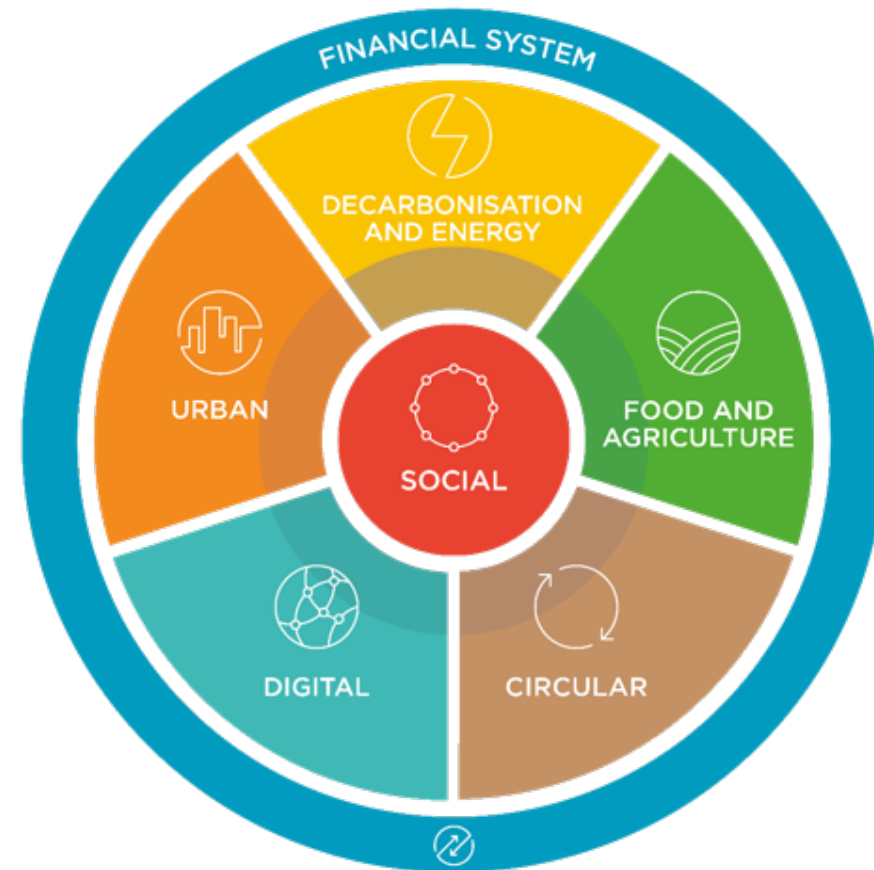
A growing global alliance aimed at helping achieve the SDGs through corporate benchmarking



120 Allies

- 47 Civil society organizations
- 27 Financial institutions
- 14 Standards, benchmarks, monitoring platforms
- 11 Business platforms
- 7 Research institutions
- 7 Governments/multilaterals
- 4 Consultancies

WBA benchmarks focus on seven transformations fundamental to achieving the SDGs



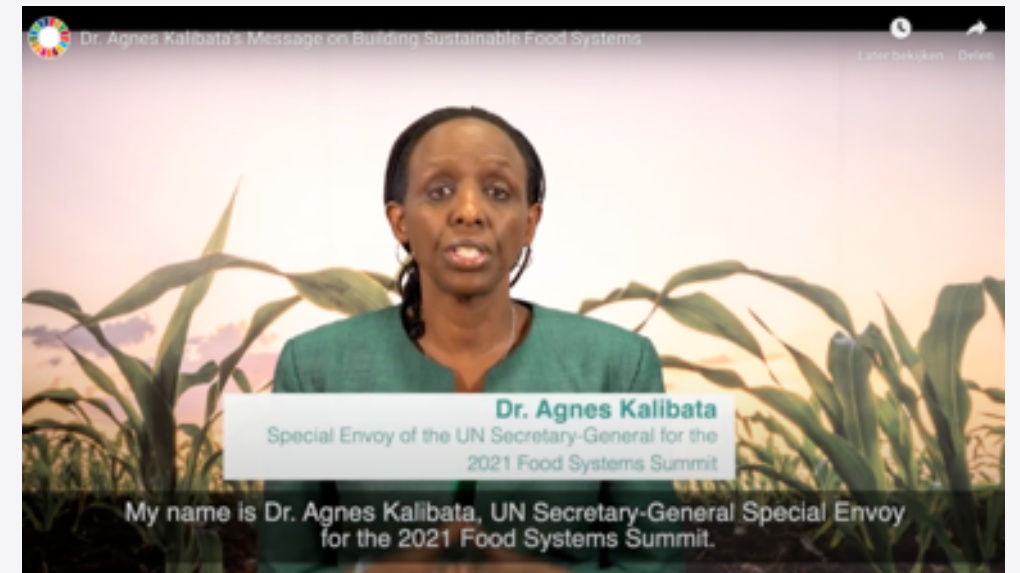
Measuring what matters most. Seven systems transformations for benchmarking companies on the SDGs.

<https://www.worldbenchmarkingalliance.org/systems-transformations-report/>

Food System Transformation is gaining global momentum



- Successful agenda setting on three dimensions
 - Nutrition: double burden
 - Environment: planetary boundaries
 - Social: just rural transition
- Ongoing global mobilization for action
 - 30 reports on food systems transformation
 - 29 sessions of Food Systems Dialogues
 - UN Food System Summit, Q4 2021



<https://youtu.be/tvccIUtCtOY>

Our benchmarking journey



WBA has selected 350 keystone companies across the value chain



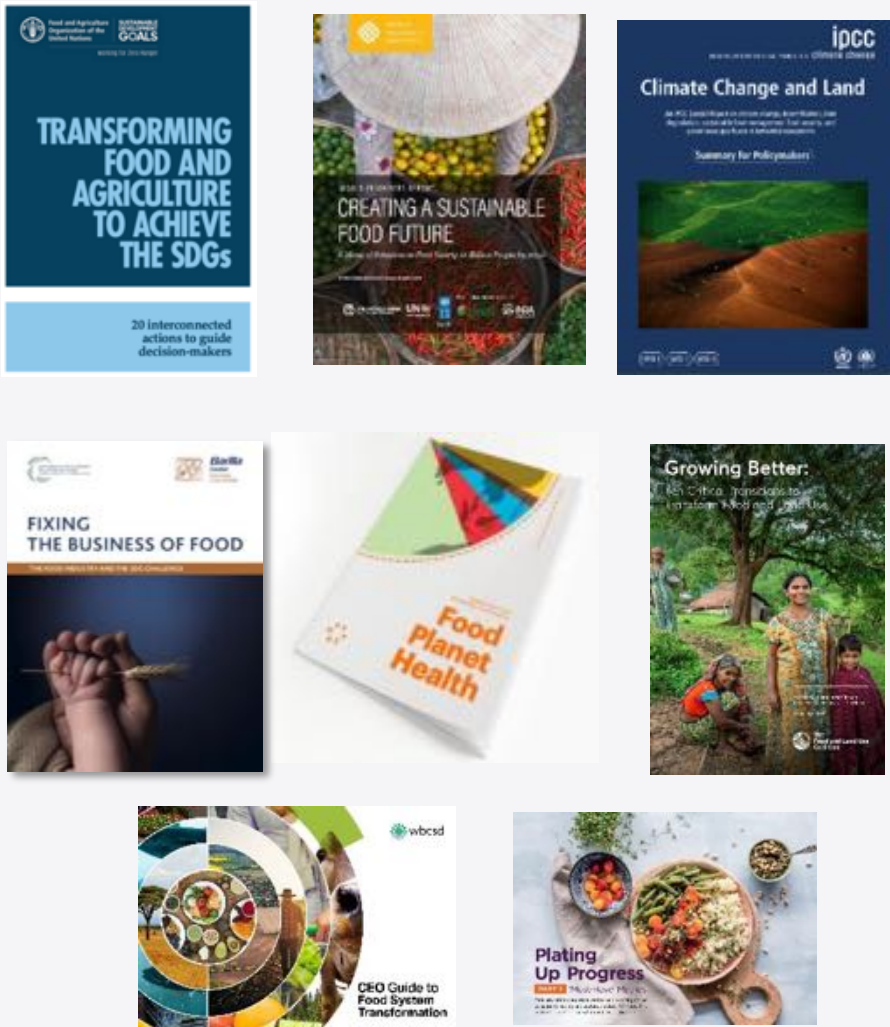
All food groups & industries covered



Eight Canadian companies selected

1. Agropur
2. Alimentation Couche-Tard
3. Empire Company
4. George Weston (Weston Foods & Loblaw)
5. McCain Foods
6. Nutrien
7. Restaurant Brands International
8. Saputo

We are translating the food system transformation agenda's into a framework for the private sector



Nutrition	Environment	Social inclusion
1. ...	1. ...	1. ...
2.	2.	2.
3. ...	3. ...	3. ...
4. ...	4. ...	4. ...
5. ...	5. ...	5. ...
6. ...	6. ...	6. ...
7. ...	7. ...	7. ...
8. ...	8. ...	8. ...
9. ...	9. ...	9. ...
10...	10...	10...

Existing benchmarks feed into the framework to promote alignment, structure and interlinkages



Nutrition	Environment	Social inclusion
1. ...	1. ...	1. ...
2.	2.	2.
3. ...	3. ...	3. ...
4. ...	4. ...	4. ...
5. ...	5. ...	5. ...
6. ...	6. ...	6. ...
7. ...	7. ...	7. ...
8. ...	8. ...	8. ...
9. ...	9. ...	9. ...
10...	10...	10...



First draft of themes and topics for WBA's Food & Agriculture Benchmark



Nutrition	
Theme	Topic
Hunger and malnutrition	Affordability
	Accessibility
	Nutrient availability
	Children's early years malnutrition
Healthy products	Unhealthy ingredients and foods
	Healthy, nutritious and sustainable ingredients, foods and drinks
	Protein diversification
Healthy consumption	Labelling
	Marketing
	Product promotion
	Workplace nutrition
System-wide health issues	Food safety
	Antimicrobial resistance

Environment	
Theme	Topic
GHG Emissions & Air Pollution	GHG emissions
	Air pollution
Land use and Biodiversity	Landscape restoration and natural carbon sinks
	Protect and conservation of terrestrial natural habitat
	Protection of marine natural habitat
Sustainable Food Production and Sourcing	Sustainable and productive agricultural and aquaculture practices
	Agrobiodiversity
	Fertilizers (especially N and P)
	Pesticides
	Sustainable sourcing
Freshwater quality and availability	Water Use Efficiency
	Waste Water Quality
Waste	Food Loss and Waste
	Plastics & packaging
Animal welfare	Animal welfare standards

- First draft themes and topics (nutrition and environment) for WBA's Food & Agriculture Benchmark
- Compiled by WBA, SDSN, Food Foundation, Columbia University
- Subject to consultation and expert review

Next steps

- Finalizing and publishing Themes & Topics Framework WBA's Food & Agriculture Benchmark
- Publication of country scenario's
 - WWF: assessment of 'planetary health diets' in 133 countries
 - EAT: assessment of 'planetary health diets' in G20
- Preparing country and business commitments of UN Food Systems Summit