



# Accelerating transformational change in global food systems

Ambitious. Transformative. Global.



## Business in action

Close to 100% of the food consumed across the world is produced and supplied by the private sector. This puts large and small businesses at the heart of transformational change in food systems all over the world.

**WBCSD's and EAT's joint program 'Food Reform for Sustainability and Health' (FReSH) is a platform for the private sector to accelerate transformational change in global food systems to reach healthy, enjoyable diets for all, produced responsibly within planetary boundaries.**

## We need change now

Worldwide, food systems are increasingly crippled at every stage – from production to consumption - by systemic issues that affect our health, societies, economies and environment.

### Unhealthy people

Food insecurity, famine, hunger and nutrient deficiency sit side-by-side with obesity, over-consumption, food loss & waste, and rising food-related lifestyle diseases including diabetes.

### Unhealthy planet

Current food systems contribute to – and suffer from – climate change, water stress, desertification, deforestation and many other inter-related issues.

### Unhealthy society

Poverty, income inequality, job insecurity and sub-standard working conditions are only some of the issues that the agricultural and food industry are facing.

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*"The risks are unquestionable, but the opportunities unimaginable. It's time we make the solutions tangible!"*

**Gunhild Stordalen**,  
Founder and President, EAT Foundation

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## Retail with a key role

Where traditionally the focus was from farm to fork, it is now time to look from fork to farm: putting the consumers' needs and desires at the heart; looking at consumption, transportation and production.

As a first point of contact for consumers, retailers can drive change across the entire food value chain. Engaging consumers, addressing food loss across the supply chain and aligning food production with suppliers are only some of the key roles retailers can play.

Two of FReSH's five work streams – namely C and D – present a particularly strong opportunity for retail to engage in:



Re-orienting food consumption works on understanding existing and shaping future consumption patterns, while food trade and logistics focuses on reducing food loss in the supply chain and improving food trade.

"Clear science-based targets will help businesses create ambitious yet implementable solutions, which can then be brought forward to guide policy makers to provide the framework for local or global food systems transformation"

**Peter Bakker,**

President and CEO, WBCSD

A growing number of companies are joining FReSH and we are excited to extend our collaboration with as many like-minded organizations and companies as possible.



## Get involved

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## About WBCSD

The World Business Council for Sustainable Development (WBCSD) is a global, CEO-led organization of over 200 leading businesses and partners working together to accelerate the transition to a sustainable world. WBCSD helps make its member companies more successful and sustainable by focusing on the maximum positive impact for shareholders, the environment and societies.

WBCSD has extensive experience in leading collaborative initiatives, bringing together various stakeholders from business, NGO, the scientific community and governments.

In the run-up to Paris WBCSD and its members successfully set up Low Carbon Technology Partnership initiative (LCTPi), to define and implement large-scale or scalable, impactful business solutions, to reduce emissions and deliver against the agreed 2C target. This success of mobilizing business to drive the improvements will be repeated for sustainable food systems.

## About the EAT Foundation

EAT is an international foundation linking food, health and sustainable development across science, business and policy. Originally launched three years ago, EAT is now an independent foundation with three core partners: The Stordalen Foundation, the Stockholm Resilience Centre and the Wellcome Trust. The overall objective of EAT is to expand scientific knowledge on the interconnections between food, health and environmental sustainability, spur innovation along the food value chain, and facilitate the development of evidence-based policies to radically transform the global food system to be able to deliver healthy, affordable diets to a growing world population within the planetary boundaries.

Multi-stakeholder, multidisciplinary and multi-scale collaboration between business, science, politics and civil society lies at the heart of EAT's work. EAT believes that a transformation of the food system is only possible if these diverse actors collectively address the intertwined issues of food, health and sustainability, and develop integrated strategies on food production and consumption to leverage multiple benefits for human and planetary health.