

OFFICIAL FEEDBACK FORM

DIALOGUE DATE	Wednesday, 9 June 2021 13:00 GMT +02:00
DIALOGUE TITLE	Driving Food System Transformation in South Africa via Agritourism Markets
CONVENED BY	Ms. Jeanette Sutherland, Founder & CEO, AgriLuxe Marketing (Convenor); Dr. Tshilidzi Madzivhandila, CEO, FANRPAN (Co-Convenor)
DIALOGUE EVENT PAGE	https://summitdialogues.org/dialogue/12109/
DIALOGUE TYPE	Independent
GEOGRAPHICAL FOCUS	South Africa

The outcomes from a Food Systems Summit Dialogue will be of use in developing the pathway to sustainable food systems within the locality in which they take place. They will be a valuable contribution to the national pathways and also of interest to the different workstreams preparing for the Summit: the Action Tracks, Scientific Groups and Champions as well as for other Dialogues.

1. PARTICIPATION

TOTAL NUMBER OF PARTICIPANTS

PARTICIPATION BY AGE RANGE



PARTICIPATION BY GENDER



NUMBER OF PARTICIPANTS IN EACH SECTOR



NUMBER OF PARTICIPANTS FROM EACH STAKEHOLDER GROUP



2. PRINCIPLES OF ENGAGEMENT

HOW DID YOU ORGANIZE THE DIALOGUE SO THAT THE PRINCIPLES WERE INCORPORATED, REINFORCED AND ENHANCED?

A decision was made to convene the dialogue in May. Recognizing time limitations, a core team was immediately established to plan the event and outreach was made to key persons from government agencies and the private sector to help facilitate the process and get buy-in. Given COVID-19, and other restrictions, it was decided to host the event online. Communication was kept with the UNFSS contact to seek guidelines/clarifications on issues not readily available/clear on the UNFSS site

HOW DID YOUR DIALOGUE REFLECT SPECIFIC ASPECTS OF THE PRINCIPLES?

How did you reflect specific aspects of the principles? Act with urgency: Once there was agreement to convene the dialogue, actions were taken promptly. Commit to the Summit: There were many challenges in planning and executing the dialogue. Apart from the COVID-related issues, load shedding (electricity cuts) is a real issue in South Africa, which posed concerns about efficiencies in preparatory meetings and execution of the dialogue. Nevertheless, commitment to the summit, ensured that we persisted. Additionally, the agenda was tailored to align with the objectives of the Summit. Be respectful: All actions for the dialogue were undertaken in an environment of respect, collegiality, and open communication. During the dialogue, participants' input and feedback were encouraged and there were no discord/confrontational responses throughout the sessions. Recognize complexity: Attempts were made to ensure that multiple stakeholder representatives participated. Given above-mentioned limitations, there had to be selectivity re topics of focus and related stakeholders invited to present. Nevertheless, the decision to support and informal network related to the theme of the dialogue was to ensure that discussions continue beyond the dialogue to better address complexities. Embrace multistakeholder inclusivity: See point above Complement the work of others. The presenters were selected because of alignment of their activities and the focus of the dialogue. The South Africa Agritourism Organization was invited to present on their work but did not participate. Build trust. This process began in planning and executing the dialogue and is expected to continue during activities beyond the Summit, including via the above-mentioned network

DO YOU HAVE ADVICE FOR OTHER DIALOGUE CONVENORS ABOUT APPRECIATING THE PRINCIPLES OF ENGAGEMENT?

The principles are practical advice and contribute to successful outcomes

3. METHOD

The outcomes of a Dialogue are influenced by the method that is used.

DID YOU USE THE SAME METHOD AS RECOMMENDED BY THE CONVENORS REFERENCE MANUAL?

Yes

No

4. DIALOGUE FOCUS & OUTCOMES

MAJOR FOCUS

Major topics of focus?

The themes of the dialogue related most to Action Track 2, although there are also strong linkages with Action Tracks 1,3 and 4.

The overall goal of the Dialogue was to present a market-based approach to addressing broken food systems. In this case, the focus is on market opportunities in the agritourism sub-sector

The objectives of the dialogue were to:

- ☐ Increase awareness and generate discussion among stakeholders on key market opportunities in the agritourism sub-sector to support all dimensions of food systems sustainability including food security & nutrition, sustainable job creation, and environmental conservation.
- ☐ Identify key policy and program interventions to support maximizing agritourism market opportunities for transforming South Africa's food system.
- ☐ Generate interest in establishing an informal Agritourism food systems network for continued dialogue and action beyond the Summit.

The theme of the dialogue was premised on the position that agritourism markets can provide strong incentives for transforming food systems. Functioning markets in which buyers and sellers exchange goods and services acts as a central organizing principle of successful economies. They can stimulate competition, place pressure on producers to improve products and services, and in turn offer better value for consumers .

The topics were categorised around 4 areas

1. Case studies – the objectives were to increase awareness on (i) various business approaches to the agritourism-sustainable food system agenda; (ii) good practices; (iii) benefits; and (iv) challenges
2. The culinary industry – the objectives was to explore the role of chefs in facilitating productive linkages between agritourism activities and the food system agenda, with particular emphasis on how facilitating farmers' inclusion in agritourism and food value chains
3. Challenges/Needs – the objective was to explore binding constraints to South African stakeholders to maximize agritourism market opportunities and learn what institutions are doing to help address them
4. Solution Brainstorming – the objective was to outline, within 4 working groups, agritourism market solutions to support the sustainable food system agenda

ACTION TRACKS

- ✓ Action Track 1: Ensure access to safe and nutritious food for all
- ✓ Action Track 2: Shift to sustainable consumption patterns
- ✓ Action Track 3: Boost nature-positive production
- ✓ Action Track 4: Advance equitable livelihoods
- ☐ Action Track 5: Build resilience to vulnerabilities, shocks and stress

KEYWORDS

- ✓ Finance
- ✓ Innovation
- ☐ Human rights
- ✓ Women & Youth Empowerment
- ✓ Policy
- ✓ Data & Evidence
- ☐ Governance
- ☐ Trade-offs
- ✓ Environment and Climate

MAIN FINDINGS

Main Findings?

1. Case studies – All three case studies - !Khwa ttu (<https://www.khwattu.org>); Setšong African Tea Crafters (<https://setsongtea.com>), and V&A Waterfront (<http://waterfrontfoodmarket.com>) highlighted their operations' positive impact on the agritourism agenda through many of the following dimensions, among others:
 - a. Creating new, unique, nutritious, and tasty food and beverage products using indigenous and local produce, which market data show are of high interest by tourists (domestic & international)
 - b. Displacing food and beverage products, traditionally supplied by large multinationals, with healthy options using local ingredients and services
 - c. Using indigenous ingredients, other cultural assets, and environmental resources to create services that raise awareness of the country's heritage while promoting the value of healthy eating/lifestyle and environmental conservation
 - d. Facilitating market access to smallholder farmers
 - e. Reducing food supply chains
 - f. Creating related off-farm jobs, particularly for women and the youth
2. Chefs – They play several important roles, including as:
 - a. Food activists to help raise awareness on food sovereignty, biodiversity, healthy diets, and food waste management
 - b. Facilitators of value chain inclusivity. For example, they source directly from small-scale farmers. They also work with them to educate on ingredients that are in high demand and how to use competitive marketing tools
 - c. Creators of nutritious, tasty foods using local ingredients to respond to consumer trends
3. Challenges/Needs – There was agreement that education, innovation, access to land and finance, marketing, infrastructure, and stakeholder coordination are priority issues. Available institutional support was also identified (see dialogue report)
4. Solution Brainstorming -See section "Outcome for each Discussion Topic"

ACTION TRACKS

- | | |
|---|--|
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| | Action Track 5: Build resilience to vulnerabilities, shocks and stress |

KEYWORDS

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| | | ✓ | Environment and Climate |

OUTCOMES FOR EACH DISCUSSION TOPIC

The aim of the working group discussions (solution brainstorming) was intended to identify some concrete business proposals to respond to the market opportunities and address related challenges highlighted in the other focus areas. These discussions resulted in

- A proposal: Indigenous 2.0 – The Next Generation Project.(Found in the Dialogue Report attached)
- A supporting Position Paper (Policy Brief) (Found in the Dialogue Report attached. Also attached as a separate document)

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AREAS OF DIVERGENCE

Areas of divergence?

- Some participants felt more emphasis should be placed on urban farming. While this is an important focus, the emphasis on rural areas is important for at least two key reasons: (i) incidence of poverty and malnutrition predominate in rural areas; (ii) strengthening rural economies offer opportunities for stemming the migration from rural to urban spaces. Population increase in urban cities is expected to explode within the upcoming decades. This scenario – without appropriate structural economic transformation - lends itself to compounded development challenges. Additionally, while the emphasis is on rural spaces, the proposed activities and expected impact do not preclude urban farming.
- Some participants felt that there should be a lowering of standards regulating food products/agricultural produce, particularly for those operating in the informal economy. Acknowledging challenges faced by small-scale producers with standards compliance, emphasis should be placed on facilitating these stakeholders to comply. The impact of lowering of standards on South African agribusinesses to competitively engage in regional, global value chains and to assure consumers of food safety (particularly after COVID-19) needs to be carefully considered
- Activities proposed as business solutions by some of the participants focused on promoting plant-based diets, while others emphasized meat consumption. It was agreed that it is important to focus on sustainable livestock rearing and agricultural practices, education and awareness on food nutrition and benefits, and to allow consumers free choice.

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ATTACHMENTS AND RELEVANT LINKS

ATTACHMENTS

- **Dialogue Report**
https://summitdialogues.org/wp-content/uploads/2021/06/Independent-Dialogue_SMMARY-REPORT_June24_2021-1.pdf
- **Position Paper (Policy Brief)**
<https://summitdialogues.org/wp-content/uploads/2021/06/Position-Paper-1.pdf>
- **Agenda**
https://summitdialogues.org/wp-content/uploads/2021/06/Food-Systems-Summit_Independent-Dialogue_SA_AgTourism-Markets_June-8-2021.pdf
- **Participants' List**
<https://summitdialogues.org/wp-content/uploads/2021/06/List-of-Participants.pdf>

RELEVANT LINKS

- **Dialogue Proceedings**
<https://www.youtube.com/watch?v=VACvW0XKqnQ>
- **Speakers' Bios**
https://agriluxemarketing.com/wp-content/uploads/2021/06/List-of-Bios_Independent-Dialogue-2.pdf
- **Opening Presentation**
https://agriluxemarketing.com/wp-content/uploads/2021/06/Independent-Dialogue_Opening_JS3-1.pdf