

# OFFICIAL FEEDBACK FORM

|                            |   |
|----------------------------|---|
| <b>DIALOGUE DATE</b>       | Tuesday, 11 May 2021 09:00 GMT +07:00   |
| <b>DIALOGUE TITLE</b>      | Enhancing the role and contribution of Private Sector in Improving Nutrition                          |
| <b>CONVENED BY</b>         | His Excellency Sok Silo, Secretary General, Council for Agricultural and Rural Development            |
| <b>DIALOGUE EVENT PAGE</b> | <a href="https://summitdialogues.org/dialogue/14026/">https://summitdialogues.org/dialogue/14026/</a> |
| <b>DIALOGUE TYPE</b>       | Member State  |
| <b>GEOGRAPHICAL FOCUS</b>  | Cambodia  |

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

50

## PARTICIPATION BY AGE RANGE

0-18

9

19-30

35

31-50

6

51-65

66-80

80+

## PARTICIPATION BY GENDER

29 Male

Female

21 Prefer not to say or Other

## NUMBER OF PARTICIPANTS IN EACH SECTOR

2 Agriculture/crops

3 Fish and aquaculture

Livestock

1 Agro-forestry

1 Environment and ecology

2 Trade and commerce

Education

3 Communication

11 Food processing

1 Food retail, markets

Food industry

Financial Services

Health care

14 Nutrition

4 National or local government

Utilities

1 Industrial

7 Other

## NUMBER OF PARTICIPANTS FROM EACH STAKEHOLDER GROUP

15 Small/medium enterprise/artisan

Large national business

2 Multi-national corporation

1 Small-scale farmer

Medium-scale farmer

Large-scale farmer

4 Local Non-Governmental Organization

3 International Non-Governmental Organization

Indigenous People

1 Science and academia

Workers and trade union

Member of Parliament

Local authority

9 Government and national institution

Regional economic community

11 United Nations

International financial institution

Private Foundation / Partnership / Alliance

Consumer group

4 Other

## 2. PRINCIPLES OF ENGAGEMENT

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

The event was organized with the Cambodian Food Manufacturers Association with the support of the SUN Business Network Coordinator to ensure that the private sector was well represented. This was a key opportunity for increasing inclusion of the private sector in the National Dialogues.

### HOW DID YOUR DIALOGUE REFLECT SPECIFIC ASPECTS OF THE PRINCIPLES?

The private sector was well represented and had good opportunity to express views and representatives of government, UN, DPs and civil society were also present to join in the discussion sessions. Short welcoming remarks were provided to set the scene and to provide perspectives from the UN, the private sector and government. Following these remarks, the participants were divided into six groups of approximately 10 persons to consider the focus questions and to obtain diverse views on the topics of interest.

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

Private sector actors had some trouble with online registration, especially for the smaller businesses with less experience in use of the online platform. Additional assistance may be necessary to assist those unfamiliar with video conferencing to more easily join the event when face to face or blended events are not possible.

# 3. METHOD

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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

The dialogue brought together about 50 participants mostly from private sector to discuss and explore the role and contribution of private sector in improving nutrition. The outcome of the dialogue will serve as important inputs for the development of the pathway for a sustainable and inclusive food system 2030. The private sector is huge and relatively untapped potential both technical and expertise and financial to help closing the gap of sustainable and robust food system that has the ability to drive the achievement of all 17 Sustainable Development Goals.

The focus of the dialogue event was to discuss the role that the private sector can play in enhancing nutrition in Cambodia and to consider ways in which nutrition can serve as a good business opportunity for the private sector. These business opportunities arise through product development and innovation; demand generation and improved understanding of consumer behaviour; quality management product safety and packaging systems; and the through the promotion of nutrition and healthy diets in retail settings.

The dialogue event aimed to highlight the importance of the private sector as a source of innovation and creativity and the importance of profit as a foundation for sustainability for the food system.

### 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

The private sector is recognized as being essential for achieving good nutrition in Cambodia, at all stages of the value chain, in shaping the food environment and in meeting consumer demand. The private sector makes a vital contribution in terms of the variety of food available, the nutritional content of food, food safety and food affordability. The private sector can also make a vital contribution through the fortification of staple foods, fish and soy sauce and for iodised salt. It is further recognized that COVID-19 has affected the availability and access to healthy food and that all sectors must come together to improve the food system to ensure stability and resilience. There is scope for improvements all along the value chain and for the greater use of technology to promote efficiency in the food system and livelihoods.

Many challenges were identified in the discussions and key recommendations for increased private sector activity suggested to support nutrition included: improved regulation, standards and compliance; support for research and innovation; capacity building for industry; access to finance; promotion for local products, based on improved quality of the products.

It was agreed the SUN Business Network can play a crucial role in bringing together diverse stakeholders, providing advocacy and giving greater voice to the private sector for matters relating to nutrition.

As a small country, Cambodia finds it difficult to compete with imported goods. Electricity and transport costs in Cambodia are high and this compromises the competitiveness of local manufacturing.

It is necessary for Cambodia to engage youth and encourage women entrepreneurs in dealing with the many challenges to promote innovation and contribute to improved job opportunities and livelihoods. Both producers and consumers need more education about nutrition and healthy diets and producers offering unsafe products or using misleading labelling need to face the consequences of their actions through enforcement of laws and regulations.

The state media should help to promote local products and to raise consumer awareness and demand.

### 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                       |
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### KEYWORDS

|   |                           |   |                         |
|---|---------------------------|---|-------------------------|
| ✓ | Finance                   | ✓ | Policy                  |
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## OUTCOMES FOR EACH DISCUSSION TOPIC - 1/5

### PRODUCT DEVELOPMENT AND INNOVATION

**THE CHALLENGES:** Several Challenges have been identified through the vibrant and inclusive discussion. The major challenges are highlighted below:

- Lack of Research & Development Capital, high costs for smaller businesses, especially family business and difficult to protect the investment, lack of access to reliable information on packaging and machinery
- Lack of experience, lack of space to prototype ideas and limited exposure to new ideas
- Limited knowledge & skill and limited access to food safety expertise
- Apparent lack of market as consumers appear to prefer imported good
- Limited institutions to support research and innovation and, especially to connect to the private sector and the concerns of property right protection
- Very little understanding of production chains and unwillingness of producers to test product quality or understand the benefits of doing so, and the limited knowledge on investment prioritization
- Limited knowledge on eco-friendly packaging.

Note that consumers are an important consideration in terms of these challenges. There is little understanding of consumers' interests and orientation of product development around these needs.

Producers are frustrated by consumer preferences for imported products as they must invest a large amount to improve product quality and many times, they lack the training to make this investment work.

### WHAT ARE THE NECESSARY CONDITIONS FOR THE PRIVATE SECTOR TO CONTRIBUTE TO IMPROVED NUTRITION?

There should be more research studies to better understand the existence of consumer demand and understanding what consumers value as well as an enabling environment to make sure the investors could capture a return on investment through a supporting regulatory environment and legal protection.

There is an important role for government to support product development and innovation with various policy instruments because of the relatively small scale of businesses and the lack of existing institutions to promote research and innovation.

The businesses involved must also develop a culture of responsibility for their products and their impacts. This can be supported by requirements for place of origin of products, nutrition labelling, certification of agricultural practices, fair trade and ethical practices. Many of these ideas are new for Cambodian consumers and producers. Apps can be used to increase product traceability and transparency in practices.

### ACTION TRACKS

- ✓ Action Track 1: Ensure access to safe and nutritious food for all
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### KEYWORDS

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## OUTCOMES FOR EACH DISCUSSION TOPIC - 2/5

### DEMAND GENERATION FOR SAFE AND NUTRITIOUS FOOD

**THE CHALLENGES:** While there is an uptick of demand of safe and nutritious food as the likelihoods and the awareness on the benefits of safe and nutritious food have improved, there still several challenges remain. A number of challenges have been identified through the dialogue:

- Awareness and knowledge of the consumers and the producers on nutrition and packaging are still limited.
- Safe and nutrition food are still expensive. For many, price of food is still the most important consideration and cannot afford healthy diets.
- Partnerships between the government, development partners and private sector are also challenging.
- Youth prefer to go out to eat where foods are not always safe and nutritious
- Lack of regulation/laws and adequate measures to prevent the consumption of unsafe and unhealthy food,
- Advertisement of unhealthy food by companies.
- Enforcement of the existing laws and regulations is still a big challenge
- Lack of awareness campaign/drive on nutritious and safe food at school
- Lack of human capital in the private company on food safety and nutrition

### WHAT NEEDS TO BE PUT IN PLACE TO IMPROVE THE DEMAND FOR SAFE AND NUTRITIOUS FOOD?

- Awareness raising for consumers on nutrition and healthy diets; innovations in marketing, including on social media and public setting and share knowledge through workshop, meetings, etc.
- Strengthen the enforcement of existing laws and regulations
- Strengthen the awareness on food safety and nutrition for producers, processors and consumers.
- Affordable and acceptable safe and nutritious food prices for consumers
- Promote local production and reduce reliance on import products, and
- Continue to provide technical training on safe food production to farmers to meet the demand for local food.

### ACTION TRACKS

|                                     |  |
|-------------------------------------|--|
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### KEYWORDS

|                                     |                           |                                     |                         |
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| <input type="checkbox"/>            | Women & Youth Empowerment | <input type="checkbox"/>            | Trade-offs              |
| <input type="checkbox"/>            |                           | <input type="checkbox"/>            | Environment and Climate |



## OUTCOMES FOR EACH DISCUSSION TOPIC - 3/5

### WHAT ARE THE CHALLENGES IN IMPROVING QUALITY AND MANAGEMENT OF PACKAGING AND SAFETY SYSTEMS?

Several mandatory and voluntary standards are available in Cambodia that could be implemented to ensure quality, safety, and healthy products for the consumers. Among these are quality management system (ISO 9001), food safety management system (ISO 22000), HACCP, GMP, BRC, organic standards. However, there are many challenges to successfully implement them. Those challenges were identified in the discussion and are listed below:

- Lack of technical knowledge and basic skills, funds and resources by the private sector to implement the standards including limited access to operational guidelines. Low awareness and knowledge by workers.
- Limited access to external support including food safety, quality management system experts and institutions that provide the consultation services.
- The involvement of private sector in implementing food quality management and packaging is limited.
- Lack of incentives and willingness by private enterprises in implementing existing standards
- Demand for food safety certified products is perceived as low
- Consumers' preference for the imported products.
- Overall lack of knowledge by food producers and processors; lack of awareness on packaging and food safety issues and on the benefits of improved packaging and safety systems; poor storage and handling techniques as most SMEs are family owned.
- Standards are not implemented along the value chain i.e. the issue of quality of raw materials
- Limited access to information and supply of raw materials, packaging technology, as well as limited knowledge and skills by workers that affect the packaging quality.

### WHAT ARE THE NECESSARY CONDITIONS FOR IMPROVING QUALITY AND MANAGEMENT OF PACKAGING AND SAFETY SYSTEMS?

In order to improve quality management, packaging, and food safety management, several conditions must be met and require the efforts of all actors including the government, DPs, private sector and consumers.

- There must be a shift from traditional to modern practices and mindset; build the mission and vision to produce safe and quality food products for consumers.
- Strengthen private sector both at management and technical level through capacity building programs and direct assistance to the private sector and service providers on standards, quality and food safety management systems, labelling and nutrition facts.
- Establishment of the operational guidelines for relevant food standards and make them available to the public.
- Establish incubation centers.
- Raise broader awareness to both the public and all actors of the food value chains (producer, handler, processor, distributors, retailers...) on the benefits of safe and quality food, quality management system, packaging and their role and responsibilities in ensuring safe, quality and nutritious products.
- Build brands for Cambodian products to increase trust of the consumers and more interest in Cambodian foods.
- Enforce regulations and laws, develop corporate social responsibility, ensure availability of local raw materials, improve access to finance for SMEs, promote competitive prices, link the national and sub-national levels; promote behaviour change; and promote women and youth in enterprise development.
- Support development of financial plans for investing on technology, packaging and quality assurance system.
- Establish forum for private sector to exchange experience on production and packaging
- Strengthen the local supply of raw materials.

#### ACTION TRACKS

|   |  |
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#### KEYWORDS

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## OUTCOMES FOR EACH DISCUSSION TOPIC - 4/5

### WHAT ARE THE BIGGEST CHALLENGES IN PROMOTING THE NUTRITION AND HEALTHY DIETS?

THE CHALLENGES: There are lots of challenges in promoting nutritious and healthy diets. The main challenges identified in the dialogue are:

- Price factor. Nutritious foods are expensive,
- Traditional behaviors and cooking culture,
- Seasonal food availability,
- Strong competition from imported products which have lower market prices.
- Knowledge of producers and consumers is still limited, and
- Low incomes and inability to access/afford healthy diets.

### WHAT NEEDS TO BE IN PLACE TO PROMOTE NUTRITION AND HEALTHY DIET?

- Strengthen the capacity of Cambodian producers, processors and relevant key players to produce and process nutritious food.
- Consumers must be willing to make changes in their diet; Promote the awareness campaign including through social media and the state media should help spread the key messages
- Royal Government of Cambodia support the promotion of nutrient dense foods;
- Educate consumers about the nutritious food and which type of foods the body needs.
- Education plays an important role in promoting nutrition since childhood.
- Improve advertising to make products more attractive and include products labels that help consumers better understand the nutrition facts.

### ACTION TRACKS

- ✓ Action Track 1: Ensure access to safe and nutritious food for all
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### KEYWORDS

- ✓ Finance
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- ✓ Policy
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## OUTCOMES FOR EACH DISCUSSION TOPIC - 5/5

### WHAT ARE THE NECESSARY CONDITIONS FOR PRIVATE SECTOR TO CONTRIBUTE TO IMPROVING NUTRITION?

The dialogue has also discussed how the private sector could contribute to improving nutrition. The following recommendations were identified:

- Government shall provide incentives for promoting nutrition. For example, tax exemption policy for food products with nutritional standards or simplify and speed up the registration process of companies.
- Provide technical assistance to build capacity of private sector to produce safe and nutritious food including but not limited to training on food safety, product development, nutritious products, entrepreneurship, resource efficiency. Programs and project directed at supporting private sector shall have longer timeframes.
- Provide financial assistance both loans and grants to scale up or improve production.
- Strengthen awareness on healthy diets and nutrition to retailers, traders, and consumers in order to steer demand.
- Facilitate and simplify product testing to validate the information on the labeling of products.
- Establish a directory of producer/process and suppliers
- Create an enabling environment for fair competition among private sector and imported products
- Establish a taskforce to build capacity for private sector as needed.
- Facilitate the dialogue between private sector and government at management and technical levels in a regular basis.
- Having a clear plan (roadmap) to support private sector to process safe and nutritious food as well as supporting market linkages.
- Regular dialogue between DPs that support nutrition and private sector to ensure that private sector received updated information on the scientific evidence on nutrition.
- Support to reduction of production costs so that products can be more affordable.
- Promote local producers of packaging.
- Strengthen implementation of laws and regulations on fortified product (e.g. imported product shall be fortified too)
- Request to MoYES and media to lower the cost of advertisements for nutritious and safe products.
- Develop networks and spaces to share experience and facilitate innovation, related to nutrition and food safety.
- Raise awareness of consumers on safe and nutritious foods including fortified food.
- Strengthening research and development and innovation.
- Innovate on the use of new products that are more nutritious (e.g. cricket...)
- Improve information sharing to consumers (e.g. App that can tell about the nutrition quality of the product).
- Strengthening Public-Private -Partnerships

#### ACTION TRACKS

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#### KEYWORDS

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| <input type="checkbox"/>            | Women & Youth Empowerment | <input type="checkbox"/>            | Trade-offs              |
| <input type="checkbox"/>            |                           | <input type="checkbox"/>            | Environment and Climate |

## AREAS OF DIVERGENCE

While advocating the role of the private sector there are still many expectations that the incentives for the private sector should be provided by government and requests for protection from competition. The general perception is that imported goods are unfair competition.

### ACTION TRACKS

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| <input type="checkbox"/> |                           | <input type="checkbox"/>            | Environment and Climate |

# ATTACHMENTS AND RELEVANT LINKS

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## ATTACHMENTS

- **The Role of the private sector in improving nutrition**  
[https://summitdialogues.org/wp-content/uploads/2021/04/Role-of-PS-sector-in-improving-nutrition\\_HSC.pdf](https://summitdialogues.org/wp-content/uploads/2021/04/Role-of-PS-sector-in-improving-nutrition_HSC.pdf)
- **Speech by HE Sok Silo on the role of the private sector in improving nutrition (Khmer)**  
<https://summitdialogues.org/wp-content/uploads/2021/04/Speech-on-roles-of-private-sector-in-improving-nutrition-11-May-2021.pdf>

# CORRECTIONS, ADJUSTMENTS, OR CHANGES - 1/2

Title Speech by HE Sok Silo (English version)

Date 03/07/2021

Speech that could not be attached previously

## ATTACHMENTS

- **Speech by HE Sok Silo in English**  
[https://summitdialogues.org/wp-content/uploads/2021/07/3.PSDialogue\\_SPEECH-by-Sok-Silo.pdf](https://summitdialogues.org/wp-content/uploads/2021/07/3.PSDialogue_SPEECH-by-Sok-Silo.pdf)

# CORRECTIONS, ADJUSTMENTS, OR CHANGES - 2/2

Title Additional Speeches

Date 03/07/2021

Speeches that could not be attached

## ATTACHMENTS

- **Speech by Ms Claire Conan, WFP Representative and Country Director**  
[https://summitdialogues.org/wp-content/uploads/2021/04/1.PSDialogue\\_WFP\\_remarks.pdf](https://summitdialogues.org/wp-content/uploads/2021/04/1.PSDialogue_WFP_remarks.pdf)
- **Opening remarks by Meav Soktry, Cambodian Manufacturers Association**  
[https://summitdialogues.org/wp-content/uploads/2021/04/2.PSDialogue\\_Meav-Soktry-Speech.pdf](https://summitdialogues.org/wp-content/uploads/2021/04/2.PSDialogue_Meav-Soktry-Speech.pdf)