

OFFICIAL FEEDBACK FORM

DIALOGUE DATE	Thursday, 5 August 2021 13:00 GMT +04:00
DIALOGUE TITLE	The imperative of food and nutrition security and sovereignty; activating the bold steps - The perspective of householders.
CONVENED BY	Mr Guy Pierre Morel
DIALOGUE EVENT PAGE	https://summitdialogues.org/dialogue/39296/
DIALOGUE TYPE	Member State
GEOGRAPHICAL FOCUS	Seychelles

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?

The dialogue started with a short introduction of the United Nations Food Systems Summit as part of a global initiative to transform and add more value and equity to the world food systems and to deliver the targets of Sustainable Development Goal 2, and the need to build a more robust food and nutrition security and sovereignty ecosystem. The participants were briefed about the strategy of involvement and participation in the form of broad spectrum national dialogues to harvest inputs to articulate the changes that must happen to the current food system at country level. The participants were guided to complete the UNFSS assigned Attendance Form during which time the Food Systems Summit Principles of Engagement were elaborated to provide a framework for convergence to purpose. The introduction concluded with a short presentation about Seychelles' current food system that was built from secondary data to provide a clear picture of the current state of affairs and to provide the participants with some background information as thought and discussion starters.

HOW DID YOUR DIALOGUE REFLECT SPECIFIC ASPECTS OF THE PRINCIPLES?

The relevant principles were intentionally repeated throughout the Dialogue to instill a sense of purpose and to encourage the participants to deeply reflect about the principles as motivational anchor points and drivers that underpin the change and transformation process that would be required to build a robust food defense strategy at country level.

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

The seven Food Systems Summit Principles of Engagement could evolve to become a generic/global framework of core values and principles with potential for inclusion in all Member States food defense strategy. This could become one of the strand (in the mix of strands) to self-perpetuate the longevity of the United Nations Food Systems Summit strategic intent.

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

The subtheme of the second Dialogue was “What must we do right to get more local householders to consumer more local farm commodities?”

The second subtheme was designed with the intention to capture the perspective of the demand side of the equation; that is the consumers’ views and insights with regard to what must we get right to create more consumer demand and pull for local farm commodities in a market that has open access to imported food commodities and is on the receiving end of the strong influence of globalization and homogenization of taste, and the explosion of fast food outlets that serving “junk” food. The subject is also high on the national agenda of the Ministry of Health to tackle the problem of obesity in the population and to encourage local consumers to eat more nutritious food to mitigate the risk of brewing a local epidemic of unhealthy eating.

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 participants debated and identified four main groups of problem areas that they thought are limiting the demand and the pull for locally produced farm commodities at household level. These are:

- Inadequate education of householders of the superior nutritive value of local farm commodities and local cuisine.
- Local farm commodities are more expensive than import substitutes.
- Difficulty to easily access food commodities that are produced locally.
- Less attractive product packaging and presentation that affect the perceived value.

The issue of inadequate education of householders of the superior nutritive value of local farm commodities and local cuisine is considered a key challenge to overcome. This is more so especially in a market where there is more visibility, more mojo and more marketing drive to promote fast food as a convenient, cool and affordable option for a meal. In fact the power of better marketing is so strong and visible that fast food has become the default option for lunch in most schools, and in many food outlets. On the other hand there is practically no investment to promote local farm commodities and limited activation campaigns to course correct the situation of skewed and bias advertising and promotion. The overall conclusion is that a do nothing position will continue to provide the space for the growth of junk food and the consequential associated dietary problems and other associated socioeconomic challenges.

The higher prices of local farm produce and the associated premium is linked to a system of low production and low productivity, coupled with an expensive route to market with speculative vendors and middlemen who collectively drive up the price with margin that spreads from 50% to 200% compared to the farm gate price. The situation is exacerbated when demand for local farm commodities increases with increased tourism activities. The pricing component of the marketing mix problem is such that it is considered one of the most impactful challenges that could help or hurt the growth of the local component of the country food system and food defense strategy.

Other than a few market places scattered around the three main islands, and some road-side outlets, it is difficult to source local food commodities that are produced locally. This is due the poor level of distribution and low level of organisation of the local food production system. Most of the 500 retail outlets do not normally stock and sell local farm produce and most of them prefer to retail import substitutes. Even the dedicated market places that is supposed to sell only local farm produce have tilting towards imported substitutes.

The issue of packaging and presentation of local farm commodities is considered a smaller barrier. Most farmers do not sort, grade their produce and the general presentation of the produce is unattractive. Often the commodities are exposed to direct sunlight and roadside pollutants resulting in loss of quality.

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

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

OUTCOMES FOR EACH DISCUSSION TOPIC

The participants made three main recommendations to influence consumer preference and demand for locally produced farm commodities and local cuisine.

There is an immediate need to activate a sustained national educational and marketing campaign to create more awareness of the superior nutritive value of local produce especially those that are cultivated under organic and natural farming system and to stimulate more interest in local cuisine. The campaign, communication channels and activities should be broad-based to target a mixed audience. The actions should include a mix of above and below the line interventions targeting schools as a primary group with a mix of formal and extracurricular messaging, the use of social media as a low cost channel to deliver contents to all segments, food fairs and sampling experiential to influence preference and the appointment of influencers. The key actors could involve the Ministry of Education, Ministry of Health, NGOs and the private sector.

To address the issue of high speculative pricing and accessibility, there is a suggestion to put in place a partnership with the retailers association to build better linkages between the farmers and the community retail outlets to offer a more structured and organised alternative route to market and consumer as a short term solution. There is also a proposal to facilitate the development of cluster farming system whereby farmers will form groups, associations that will own their retail outlets as well as the retailing of their farm commodities.

To improve product attractiveness there was suggestion to encourage and train farmers in sorting, grading, packing and presentation of their farm produce.

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AREAS OF DIVERGENCE

There were no significant areas of divergence.

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