

OFFICIAL FEEDBACK FORM

DIALOGUE DATE	Wednesday, 2 September 2020 17:00 GMT +00:00
DIALOGUE TITLE	Inclusive Global Agri-food Supply Chains: Going 'Behind the Brands' from commitments to uptake
CONVENED BY	IFAD, OXFAM
DIALOGUE EVENT PAGE	https://summitdialogues.org/dialogue/45650/
DIALOGUE TYPE	Independent
GEOGRAPHICAL FOCUS	No borders

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

999

PARTICIPATION BY AGE RANGE

0-18

19-30

31-50

51-65

66-80

80+

PARTICIPATION BY GENDER

Male

Female

Prefer not to say or Other

NUMBER OF PARTICIPANTS IN EACH SECTOR

Agriculture/crops

Fish and aquaculture

Livestock

Agro-forestry

Environment and ecology

Trade and commerce

Education

Communication

Food processing

Food retail, markets

Food industry

Financial Services

Health care

Nutrition

National or local government

Utilities

Industrial

Other

NUMBER OF PARTICIPANTS FROM EACH STAKEHOLDER GROUP

Small/medium enterprise/artisan

Large national business

Multi-national corporation

Small-scale farmer

Medium-scale farmer

Large-scale farmer

Local Non-Governmental Organization

International Non-Governmental Organization

Indigenous People

Science and academia

Workers and trade union

Member of Parliament

Local authority

Government and national institution

Regional economic community

United Nations

International financial institution

Private Foundation / Partnership / Alliance

Consumer group

Other

2. PRINCIPLES OF ENGAGEMENT

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

N/A—See Method

HOW DID YOUR DIALOGUE REFLECT SPECIFIC ASPECTS OF THE PRINCIPLES?

N/A—See Method

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

Seek to engage civil society, farmers and women's rights organizations not just as beneficiaries, but as agenda-setters and decision makers.

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

There is growing recognition of the importance of increasing voice and power of smallholder farmers. Recent critiques and concerns voiced by civil society, farmer and women's rights organizations, scientists and others over the UN Food System Summit centered on the Summit representing "Big Agriculture" interests, and the lack of voice and power on the part of civil society, in particular the absence of farmers and women's rights organizations in constructing the plan, principles and content of the global Summit. The need is great for bottom-up, participatory, integrated, rights-based approaches to governance at all levels to address structural inequities in food systems organizations. Increased smallholder voice and power is also central to holding global food companies accountable for commitments to a more sustainable food system. Since 2018, IFAD has supported Oxfam's initiative Inclusive Global Agri-food Supply Chains: Going 'Behind the Brands' from commitments to uptake. While Oxfam initially convened these dialogues independently of the UNFSS, the 'Behind the Brands' partnership with IFAD has made important contributions to inform the pathways the Summit prioritized to lead to equitable and sustainable food systems by 2030, in particular Action Track 4, Advance Equitable Livelihoods, by indicating key steps to address unequal power dynamics and advance rights-based approaches that amplify farmer voice and power. Starting 2013, The Behind the Brands (BtB) campaign called on the world's 10 biggest food and beverage companies to adopt better sourcing policies and spurred significant commitments on women's empowerment, land rights and climate change. Mars, Mondelez and Nestlé committed to tackling gender inequality in their cocoa supply chains. The Coca-Cola Company (TCCC), PepsiCo and others declared zero tolerance for land grabs in all their supply chains. General Mills and the Kellogg Company committed to science-based targets for reducing greenhouse gas emissions and eliminating deforestation in their sourcing. Oxfam advised and monitored companies on implementation of their commitments in key countries in the Global South, including Brazil, Ghana, Guatemala, India and Malawi. Implementation of global commitments requires policy and practice change from suppliers, especially agribusiness traders that dominate markets, yet have policies that lag behind those of their customers. Oxfam first assessed 7 agribusinesses' policies in 2019. In 2020, Oxfam commissioned 4 external evaluations and updated the 2019 agribusiness scorecard, and used the evaluations to publish Shining a Spotlight: A critical assessment of food and beverage companies' delivery of sustainability commitments. A major goal of BtB is to increase the voice and power of smallholder farmers, CSOs, farmers' and women's rights organizations on implementation of commitments. Oxfam teams in Brazil, Ghana, Guatemala, India and Malawi convened 11 private sector/CSO dialogues in the last year alone. These dialogues have placed farmer and women's rights organizations in direct contact with companies, often for the first time (f.e. convenings bringing together rural fruit workers unions with BtB companies sourcing from Brazil). In addition to farmers, these convenings have engaged indigenous peoples (f.e. in bringing traditional leaders from farming communities in Malawi into the Large-Scale, Land-Based Investment platform). Before publishing the report, Oxfam also held an Opportunity to Comment period with all BtB brands and agribusinesses. In total, we engaged thousands of small-scale producers, more than 90 CSO partners, and over 40 sustainability and procurement leads within major companies making commitments. All together, Oxfam documented around 7 million smallholder farmers covered by of the sustainability commitments—demonstrating the potential for scale. The coronavirus pandemic is exacerbating inequality and has further exposed vulnerabilities in the food system, including a rise in acute hunger and loss of income for farmers. The BtB initiative also considers how to build more resilient supply chains in the era of disruption by covid.

4. DIALOGUE FOCUS & OUTCOMES

MAJOR FOCUS

The Behind the Brands (BtB) initiative focus was on transformation of the food system by challenging the world's 10 biggest food and beverage companies to adopt stronger social and environmental sourcing policies and practices, based on significant commitments on women's empowerment, land rights and climate change that benefit smallholder farmers. The initiative makes major contributions to Action Track 4, 'Advance Equitable Livelihoods,' and is relevant for Action Track 5, 'Build Resilience to vulnerabilities, shocks and stresses,' as well as Track 3, 'Nature Positive Solutions.'

The BtB initiative worked to shift agri-food company sourcing away from exploitive models toward models that advance rural transformation, sustainable agricultural development, global food security and eliminate rural poverty. The project's overarching objectives supported IFAD's strategic priorities by encouraging improved multinational corporations (MNC) policies on climate, land, women, and smallholders, which if implemented, can help drive: more equitable inclusion of smallholders in value chains; the right to be heard; gender empowerment; more sustainable food production; fair sharing of natural resources; and increased financing for development for the millions of producers, workers and communities in supply chains.

The overarching goal for the BtB was to improve the livelihoods of smallholder farmers impacted by global agri-food supply chains by shifting core business practices toward socially, environmentally, and economically responsible sourcing through progress on trackable commitments. This was pursued through a 'critical friend' approach with the 'Big 10', their subsidiaries and suppliers to implement their commitments. Oxfam's critical friend approach involves collaborating on implementation of commitments while reserving the right to comment publicly when a company underperforms. The approach included four linked pathways:

1. Engage ten of the largest food and beverage companies on implementation of commitments recognized as significant during the BtB campaign phase: Mars, Mondelez and Nestlé: tackling gender inequality in their cocoa supply chains. The Coca-Cola Company, PepsiCo and others committed to zero tolerance for land grabs. General Mills and the Kellogg Company set science-based targets for reducing greenhouse gas emissions and eliminating deforestation in their sourcing).
2. Extend commitments to associated global agribusinesses, with a focus on suppliers/traders needed to implement policy commitments, including ADM, Bunge, Dreyfus, Barry Callebaut, Olam, Wilmar and Cargill
3. Drive transformative change, hold companies accountable, and create new models for change in five target countries where BtB company supply chains have an impact on smallholders and there are opportunities for the companies to transform industries.
4. Establish better food sector governance through investor engagement, civil society capacity and building an improved social criteria and measurement in standards and certification.

Oxfam and partners worked to spur the transition of commitments to practice, from headquarter level to countries in the Global South, such as Brazil, Ghana, Guatemala, India and Malawi. Following the three-year implementation period (2018-2020), Oxfam commissioned 4 external evaluations (2 on women's economic empowerment, and 1 each on land rights and climate change) and updated our 2019 agribusiness scorecard to assess the extent of progress. Most of the company commitments were on a 2020 timeline. 2020 represented an important accountability moment, as companies moved to make 2030 commitments as part of the "Decade of Delivery" for the SDGs.

Oxfam participated or organized several dialogues around the findings of the report. Oxfam also engaged farmers and women's rights organizations, civil society organizations, policymakers, experts and company representatives in dialogues at the national level in the Global South that demonstrate how to implement global sustainability commitments in practice, in a way that increases voice and power of civil society, farmers and women's rights organizations.

ACTION TRACKS

<input type="checkbox"/>	Action Track 1: Ensure access to safe and nutritious food for all
<input type="checkbox"/>	Action Track 2: Shift to sustainable consumption patterns
<input checked="" type="checkbox"/>	Action Track 3: Boost nature-positive production
<input checked="" type="checkbox"/>	Action Track 4: Advance equitable livelihoods
<input checked="" type="checkbox"/>	Action Track 5: Build resilience to vulnerabilities, shocks and stress

KEYWORDS

<input checked="" type="checkbox"/>	Finance	<input checked="" type="checkbox"/>	Policy
<input checked="" type="checkbox"/>	Innovation	<input checked="" type="checkbox"/>	Data & Evidence
<input checked="" type="checkbox"/>	Human rights	<input checked="" type="checkbox"/>	Governance
<input checked="" type="checkbox"/>	Women & Youth Empowerment	<input type="checkbox"/>	Trade-offs
		<input checked="" type="checkbox"/>	Environment and Climate

MAIN FINDINGS

Through Behind the Brands (BtB) initiative, Oxfam has documented companies action on their 2020 commitments covering an estimated 7 million smallholder farmers. Commitments are just the first step; real progress results from implementation in countries and through supply chains.

On women's economic empowerment, Oxfam found that companies have produced gender assessments and action plans of variable quality with persistent gaps in addressing gender equality in supply chains. On land rights, companies have made progress in adopting and utilizing available frameworks and guidance at the global and headquarters level, but implementation is uneven in supply chains and geographies, as the task becomes increasingly complex. On climate change, companies have made progress on delivering targets in line with a 2°C global warming scenario by addressing agricultural emissions and have also improved data and disclosure. Not all companies have kept pace with a 1.5°C global warming scenario, and serious action on deforestation remains elusive.

Implementation of commitments requires policy and practice change from suppliers, especially large-scale agribusinesses. In our 2020 assessment, we have seen some small improvements in agribusiness scores, particularly in the 'small-scale producers' and 'transparency and accountability' themes. However, the divide between the top performers and those at the bottom is widening.

Overall, we have found that while companies have taken important steps at the global level, progress stalls in translating those approaches to countries and through supply chains. There are positive innovations happening in key sourcing countries. Particularly promising are implementation efforts that are locally owned and involve engagement between multinational and national companies, civil society, labor unions and governments. Key blockages must be addressed – including by providing the right incentives and disclosing suppliers – to create change at scale.

Transparency remains a core challenge. Companies largely treat transparency as a reporting requirement, rather than an opportunity to drive innovation and become more resilient through sharing and learning. Greater transparency in global supply chains paves the way for new business models that empower small-scale producers and workers. It enables stakeholders to tailor context-specific and locally relevant solutions that respond and adapt to complex local realities. Without transparency, companies cannot hope to meet their human rights due diligence obligations.

Expectations that companies will meet these obligations continue to increase, driven by consumers, CSO's, investors, employees, governments and inter-governmental bodies. On human rights performance, the gap between the goals we need to meet and actual practice remains very large. As a result, a number of countries, particularly in the European Union, are crafting new laws to require human rights due diligence across companies operating in Europe. Specific regulations for supply chain human rights issues are already legally binding in California (US), the UK, France and Australia.

Since the start of Oxfam's campaign to fix the broken global food system, some of the ingredients of progress are there, but transformative action by big corporations and governments remains to be seen. Oxfam has seen progress in company commitments that benefit smallholders. Prior to Behind the Brands, companies had demonstration projects to improve incomes of smallholders. However, most of these focused on improved productivity, were not under the umbrella of a policy or sourcing commitment and served as isolated islands of excellence in a sea of inequality.

A more resilient global food system requires urgent, systemic change. This change demands a move away from current business models, which are founded on short-term profit maximization, towards more holistic ones which internalize social and environmental performance and good governance. During the next decade – already dubbed the 'decade of delivery' – we must make progress on the systemic drivers of this inequality to protect the only planet we have and to ensure that small-scale farmers and workers get their fair share of the value they create. The global pandemic brings an opportunity for industry to recognize workers' and farmers' true value, and has shown that doing so would minimize food supply chain disruptions and strengthen business continuity. A key next step is moving more companies towards Living Income / Living Wage commitments for farmers and workers in food supply chains, with time bound action plans and integration into the company business model and strategy. The best plans integrate climate and gender justice.

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KEYWORDS

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OUTCOMES FOR EACH DISCUSSION TOPIC - 1/8

During the Bend the Brands campaign and through their work on implementation, companies made progress on several fundamental issues touching the lives of people in the food system. But we did not see sufficient change in the entrenched issues that continue to drive inequality in supply chains. In the decade ahead – already dubbed the ‘decade of delivery’ by the United Nations – companies must make progress on the systemic drivers of this inequality, including climate change, to ensure that small-scale farmers, workers and communities maintain access to their resources and receive their fair share of the value they create.

The events of the past year have only underscored the urgent need to tackle the global inequality crisis, from COVID-19 to climate disasters, to protests to end systemic racism and promote racial justice. While companies are becoming more aware of inequality and their contributions to it – and have continued to make commitments around human rights and sustainability – the food system is becoming increasingly concentrated. We have seen that farmers’ share of the end consumer price of a typical food basket has decreased by 44% since 1998, while input suppliers, traders, food manufacturers and supermarkets have all increased their share. The rights and livelihoods of the 2.5 billion people engaged in smallholder agriculture globally are at risk as more land is concentrated in the hands of the business elite, allowing them to capture the benefits from it. This global inequality crisis has seen the power and financial reward of big business and other owners of capital increase at the expense of ordinary people, including those who grow and process our food. Market concentration in the agri-food sector has reached new extremes in all areas of the food supply chain.

Through the implementation phase covered in this report, Oxfam has worked with companies to develop models to implement global commitments, including efforts to drive progress deep into practice in the Global South. In so doing, we have tested several initiatives that serve to advance an inequality agenda. From these efforts, a vision for more equitable and resilient supply chains is emerging. In particular, this vision requires moving away from current business models, which are founded on short-term profit maximization, towards more holistic business models which value and internalize social and environmental performance and a greater voice for stakeholders in governance. It also means holding to account those who have the most power in the system.

Foundational to this vision is that small-scale farmers, workers and their communities have greater influence over food value chains: that their rights are respected, they retain their land and resources, they receive a fair share of value, and they are more resilient to shocks caused by climate change, pandemics or other forces. In this new system, income rather than productivity is the benchmark for farmer-oriented support. There is greater equality and equity between men and women and for marginalized groups in food value chains, including in opportunities, in respect for rights, in pay, and in influence in political space. Companies champion system-oriented strategies to achieve scalable and sustainable change for entire communities, instead of predominantly undertaking resource intensive interventions targeted at specific groups of farmers. Governments around the world enforce laws and provide regulation to protect the rights of communities.

Now is the time for the food sector to move from the gradual adoption of good practices toward faster, more fundamental transformation. As long as shareholder primacy takes precedence over social value, we will be stuck with partial solutions. Short-term profits and disproportionate shareholder returns are irreconcilable with investing in economically resilient supply chains or achieving true social and environmental sustainability.

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

KEYWORDS

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

OUTCOMES FOR EACH DISCUSSION TOPIC - 2/8

Real progress requires both industry-wide collaboration and individual leadership by companies. Leadership entails adopting systemic approaches to advancing equality in value chains, to working across intersectional issues, and to collaborating with all stakeholders to demonstrate that another way of doing business is possible. Realizing climate ambition requires not just investments in direct operations but also shifts in food and land-use systems to address the multiple and interlinked challenges of climate change, food security, farmer livelihoods and land rights. Companies that address these interlinked challenges and their underlying causes will be ahead of the curve in meeting the growing demand for stronger social and human rights performance. Governments and investors also need to take action to create a level playing field and strengthen human rights performance. The global pandemic brings an opportunity for industry to recognize workers', women's and farmers' true value and reshape the global food system. More is at risk, and yet more is possible than ever before.

A top priority should be a commitment to living income for farmers and living wage for farm and food workers, with timebound, measurable, action plans that include climate and gender justice.

Specific discussion topics/action recommendations at the level of actor include:

Companies

Topic 1: A new way of doing business

- Redefine corporate purpose (at the board level) to include a company's stakeholders, including workers, consumers and affected communities, in addition to its shareholders.
- Require non-financial objectives for companies' strategy based on ESG criteria (i.e. the wellbeing of people, communities and the environment) and embed this in supplier management; monitor and publicly report on progress in suppliers' performance; integrate policies into the KPIs of buyers, recognizing trade-offs and prioritizing positive environmental and social performance.
- Exercise preferential sourcing from suppliers that safeguard the environment, guarantee a living wage/income and that give greater voice, power and value to workers, women and farmers through the ownership and governance structure of their business.
- Make a commitment to eliminate commercial and trading practices that place undue levels of risk and pressure on suppliers to cut costs. This should include setting appropriate pricing based on sustainable production costs, and providing long-term, predictable and transparent contracts and payment terms for suppliers.
- Implement commercial and trading practices that promote new business models, such as worker cooperatives, benefit companies and social enterprises, that protect and restore the environment, strengthen communities' and women's rights, and share value with employees or workers in the supply chain. Track results using gender-disaggregated data.
- Ensure full transparency and traceability across supply chain tiers and extend supplier disclosure to the farm level.

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OUTCOMES FOR EACH DISCUSSION TOPIC - 3/8

Topic 2: Human rights and transparency

- Adopt a comprehensive and transparent human rights due diligence (HRDD) approach that engages rights holders meaningfully and applies a gender analysis throughout.
- Embed human rights responsibilities in corporate governance and the company's purpose, and ensure that respect for human rights is measured and managed, with regular progress reports issued by companies.
- Create or participate in effective and operational-level grievance mechanisms for employees, workers and affected communities across supply chains and address barriers to access; ensure that suppliers do the same, and track progress.
- Align government advocacy – including through lobbying and trade associations – to responsibilities under the UN Guiding Principles on Business and Human Rights (and development and implementation of National Action Plans) and ambitions for Sustainable Development Goals.
- Advocate for and engage with governments and peers to take necessary action to address land inequality and to ensure that smallholders secure their land titles.

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KEYWORDS

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✓	Women & Youth Empowerment		Trade-offs
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OUTCOMES FOR EACH DISCUSSION TOPIC - 4/8

Topic 3: Climate justice

- Accelerate the implementation of science-based emissions reduction targets aligned with limiting global temperature rise to 1.5°C above pre-industrial levels, prioritizing action in operations and in agricultural supply chains, with clear interim milestones and disclosure.
- Eliminate deforestation and exploitation from supply chains.
- Address climate risk supply chains by developing strategies that build the resilience of small-scale farmers and communities and drive value chains that give greater voice, power and value to workers and farmers.
- Advocate for public policies that incentivize stronger climate action and support agricultural and land use models such as agroecology and landscape approaches.

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OUTCOMES FOR EACH DISCUSSION TOPIC - 5/8

Investors

Topic 4: More responsible finance

- Elevate assessment of social risks and impacts to levels similar to those afforded to environmental and governance risks.
- Align ESG policies with mainstream investment processes and risk management frameworks.
- Become ESG stewards, actively engaging companies on ESG risk management and impact.
- Signal the importance of commitment to gender equity and human rights across all companies in your investment portfolios.
- Encourage companies to replace a shareholder primacy model with a stakeholder value one.
- Ensure that environmental and social impacts (direct and indirect) are a priority for board-level oversight, and factor into assessment of management performance.
- Use economic power to encourage the adoption of robust, national-level regulations that advance better corporate conduct on environmental and social issues across value chains.

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KEYWORDS

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OUTCOMES FOR EACH DISCUSSION TOPIC - 6/8

Governments

Topic 5: Protect human rights vis-à-vis the private sector

- Require that companies disclose human rights risks, support mandatory human rights due diligence across their supply chains and ensure legal accountability.
- Require that companies pay living wages to workers and living income to smallholders, provide safe and healthy working conditions, and support collective bargaining rights and engagement with independent trade unions.
- Support and implement the Voluntary Guidelines on the Responsible Governance of Tenure of Land, Fisheries and Forests (VGGTs) and encourage companies to pursue business that secures land titles for small-scale producers.
- Require paid leave and ensure that women have equal opportunities for advancement, and support women workers to raise their voices safely and effectively in company operations and supply chains.
- Support the adoption of the United Nations Treaty on Business and Human Rights, in addition to ensuring that the UNGPs are being implemented nationally, for example through strong National Action Plans. This UN treaty should set binding standards on states, including recognizing that corporations have legal responsibilities with respect to human and labor rights and ensuring that these are observed in practice, with provisions for sanctions and access to grievance and remedy for affected parties.

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OUTCOMES FOR EACH DISCUSSION TOPIC - 7/8

Topic 6: Encourage innovation that addresses inequality

- Incentivize companies to democratize their ownership through mechanisms like profit sharing and employee-owned ownership plans, and build the solidarity economy by incentivizing the creation and expansion of cooperatives and other types of stakeholder-oriented enterprises.

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OUTCOMES FOR EACH DISCUSSION TOPIC - 8/8

Topic 7: Climate-just pandemic recovery

- Embed climate action at the heart of coronavirus recovery plans and accelerate the transition to a zero-carbon economy in a just and inclusive manner. This should include a robust roadmap for building a fairer and more sustainable food system that incentivizes sustainable agricultural and land-management strategies that center food security and land rights (forest protection, soil health, agroforestry, pastureland management) and strengthens the resilience of small-scale farmers.
- Require companies to measure and report their greenhouse gas emissions and make climate-related financial disclosure mandatory across the economy in line with the Task Force on Climate-related Financial Disclosures (TCFD) recommendations.
- Hold companies legally accountable for their climate and environmental impacts, and the accompanying social and human rights violations.
- Complement voluntary commitments on zero deforestation with demand-side regulations that prohibit the import of commodities linked to deforestation or the violation of FPIC.

ACTION TRACKS

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KEYWORDS

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AREAS OF DIVERGENCE

Since the start of the Behind the Brands implementation initiative, Oxfam has seen progress in company commitments that benefit smallholders. Over the course of dialogue with many different stakeholders over the course of the initiative, many stakeholders have held that some of the companies engaged in Behind the Brands have important demonstration projects underway that benefit smallholders and seek to improve their incomes. However, most of these focused on improved productivity, were not under the umbrella of a policy or sourcing commitment and served as isolated islands of excellence in a sea of inequality. This was only exacerbated by the pandemic, which accelerated the already significant socioeconomic, environmental, and governance risks in supply chains, and placed many farmers already low incomes in jeopardy.

A positive sign is that we have seen important progress with companies setting policy and sourcing commitments that, taken together, mean that more than 7 million smallholders in the 17 major food and beverage and agribusiness company value chains are covered under the umbrella of a commitment. The pandemic has also increased awareness of the need to build greater resiliency in supply chains, in particular through increased farmer income; companies are thinking bigger and making bold new commitments. However, setting commitments is only the first step: implementation of these commitments necessitates that companies put sustainability at the core of their business models and strategy, which is increasingly seen as the most important emerging area of focus. Oxfam has been at the forefront of advancing this agenda. As opposed to engaging major food and beverage companies on individual demonstration projects that benefit smallholders, we have advocated for, secured and then helped shape company commitments that result in all smallholders in a company supply chain being under the umbrella of a commitment, including specific commitments on farmer income, climate, gender and land. We have also worked to hold companies accountable for implementing these commitments. And, we engage companies on demonstration projects and initiatives that are designed with the intention of demonstrating how global commitments can be implemented on the ground in the Global South. Through the initiative, we are at the forefront of ensuring that company approaches to improving lives and livelihoods of smallholder farmers are comprehensive, credible, and integrated into core business strategy and practice. A key next step is moving more companies towards Living Income / Living Wage commitments for farmers and workers in food supply chains, with time bound action plans and integration into the company business model and strategy.

The lessons from the Behind the Brands implementation initiative are highly relevant for addressing some of the recent controversy over the UN Food System Summit representing “Big Agribusiness” interests, and the lack of voice and power on the part of civil society, in particular the absence of farmer’s and women’s rights organizations in constructing the plan, principles and content of the global Summit, underscores the growing importance of both increasing voice and power of smallholder farmers and their representative organizations and of holding the largest global food companies accountable. This has been a focus of Oxfam’s Behind the Brands implementation work, with a focus on amplifying the voice and power of local Civil Society Organizations, and farmer’s and women’s rights organizations, including unions, in engaging companies. As the debate around the UN Food System Summit demonstrates, it is not enough to undertake projects with farmers as beneficiaries; farmers need strengthened negotiating capacity and to have a seat in decision-making spaces. Oxfam has been able to make key advances to this end (for example, in bringing rural fruit worker unions into direct engagement with companies in Brazil).

Oxfam hopes to further engage Summit participants in this agenda—and, as importantly, to help bring farmers and women’s rights organizations voices into the dialogue, with increased agenda-setting ability. Amplifying voice and power will be a major area of focus for Oxfam’s 2030 strategy.

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

CORRECTIONS, ADJUSTMENTS, OR CHANGES

Title Inclusive Global Agri-food Supply Chains: Going 'Behind the Brands' from commitments to uptake

Date 23/09/2021

Array

ATTACHMENTS

- **GlobeScan Sustainability Leaders Survey 2021**
<https://summitdialogues.org/wp-content/uploads/2021/09/GlobeScan-SustainAbility-Leaders-Survey-2021-Report.pdf>

RELEVANT LINKS

- **Shining a Spotlight A critical assessment of food and beverage companies' delivery of sustainability commitments**
<https://www.oxfamamerica.org/explore/research-publications/shining-a-spotlight/>