

Workshop on stakeholder perspectives

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Ailda Oppers

Director of Food, Animal Health and
Welfare and Consumer Affairs

Ministry of Economic Affairs, Agriculture
and Innovation
The Hague, The Netherlands



Sustainable development as public – private sector objective

Netherlands Agriculture

- Small country, 16 mln inhabs
- Efficient/intensive farming sector: too intensive?
- Importer of raw materials
- High-tec processing industry
- Large exporter of food products
- Agribusiness added value: 70 bn \$
- Agri export: 85 bn \$ Import: 58 bn \$
- Societal concerns:
 - local envi problems
 - landscape & physical planning
 - global problems

Supported by: research, financing, transport, government policies and EU-legislation



Sustainable development as public – private sector objective

Development priorities in the Netherlands:

- Decreasing our impact on global footprint
- System innovations in livestock sectors
- Create economic sustainable development perspectives
- Diversity of quality goods for critical, demanding consumers
- Healthy diets for consumers (obesity as economic threat)
- Licence to produce (civil society):
 - transparency
 - meeting consumer demands
 - acceptance in local communities

Sustainable development as public-private sector objective

Different stakeholder perspectives:

- Government wants to protect public goods for next generations
- Companies want to make a profit and safeguard their future, Sustainability high on the board room agenda
- Civil society wants to be taken seriously
- Consumers don't want to worry about their food

Sustainable development as public-private sector objective

Dutch approach so far:

- Innovative responsible livestock sector needs a supporting Government (partnership)
- The establishment of multistakeholder agreements for premium markets
- Results in 2010:
 - 30% growth quality food products
 - 100% growth selling rates (meat and dairy)
- Internationally supporting and facilitating Round Tables (i.e. soy, palm oil, cocoa)
- One of the initiators of the Dialogue for sustainable livestock development



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Sustainable development as public – private sector objective

What do we need in a public – private partnership on livestock:

- Commitment to common goals & objectives
- Exchange of information on stakeholder interests, data & research results
- How do we go from dialogue to actions?
- System innovation models: there is no “quick fix”
- Business opportunities for sustainable development
- Investments by and on behalf of all stakeholders
- Identify enablers & thresholds for progress
- Proof of concept on the floor
- Private sector and NGO’s in the lead!



Sustainability fits all!

