Global sustainable Livestock Advocacy for Development (GLAD) project
Session objective and agenda

• 5 - Welcome-intro about glad and purpose - Michael
• 10 minutes - Peter - presentation on UNFSS and what was learned
• 15 - Michael - lead discussion on what this means toward COP27 - Jimmy+Donald and others that attend
• 5 - Towards COP27 - sharing what we will be doing Michael
Six years of GLAD and its evolution

GLAD 1: Global livestock advocacy for development (2016-2019)
- Evidence generation
- Message development
- Limited comms and media engagement

GLAD 2: Advancing investments in sustainable and equitable livestock systems (2019-2022)
- Innovative campaigns and products
- Proactive media engagement
- Working with and through ambassadors
- More concerted influencing and engagement (GLF, UNFSS, CFS, LMPs, One Health)

GLAD 3: Growing the financial and policy support for sustainable livestock systems in LMICs (2022-2025)
- Strategic interventions on priority topics guide phase 3
- Brokerage on investable solutions
- Targeted engagement & communications around priority topics
- Build alliances

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Strengths

• Greater, strategic engagement and partnerships
  • Processes UNFSS, AGRF, Nutrition 4 Growth, EAT, HLPF, CFS, UNEA, GLF, GFAA, COP26, CAADP
  • Partnerships – UNEP, SEBI, IYRP, GASL

• Diverse and innovative comms products – campaigns and human messaging, targeted social media, Op-eds, One Health Message briefs, Blogs on other platforms (conversation, SDG advocacy hub, etc)

• Mobilization diverse champions and ambassadors to speak for and with us; one health and nutrition deeper dives

• Focus on key narratives – Nutrition, One Health and Climate adaptation

• Mainstreaming gender – livestock – development nexus

• Linkages to national level LMPs and CAADP processes
Proposed priority issues

- Livestock in context, multiple roles and goals
- LDF in safe, nutritious and healthy diets
- Climate change adaptation and resilience with livestock
- Rangelands for land restoration, biodiversity/nature base solutions and livelihoods

Addressed through four intervention approaches
Intervention approaches

- **Evidence** on the results and potential returns from investments in sustainable livestock systems assembled, synthesized and made widely accessible.
- **Powerful and targeted communication** messages and products make the case for more and better investments in sustainable livestock systems.
- **Brokered** interactions among innovators, entrepreneurs and investors accelerate investment in sustainable livestock system solutions and innovations.
- **Targeted engagement** influences international, regional and national investors to make more and better investments in sustainable livestock systems.

Applied at different intensities across key issues.
Meat of the matter: can there be a food systems transformation without livestock – reflections from the UN FSS.

Presentation by Peter Ballantyne
A messy process

Advisory Committee

Special Envoy (Agnes Kalibata)

Secretariat

(Global Engagement (IFAD); Evidence, knowledge Policy (FAO); Communication, advocacy, mobilization (IFAD))

Scientific Group

Action Tracks

Champions Network

Summit Dialogues

UN Task Force

1 – Member State Dialogues

2 – Global Dialogues

3 – Independent Dialogues

Solution clusters

Game-changing propositions

Commitments

Online platform

Pre-Summit (July)

Coalitions

Country pathways

Summit (September)

Levers of Change

1 2 3 4 5

Group of Friends

Member States

Civil Society

Group

Private Sector

Group

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What we wanted to achieve

• Recognition of livestock system as part of the solution – an opportunity for food systems
• Livestock not identified as the problem

• We did not win / but neither did we lose – a good-enough result?
Secretary-General’s Chair Summary and Statement of Action on the UN Food Systems Summit

Summit 2021 (New York, Food Systems Summit)

STATEMENT

Secretary-General’s Chair Summary and Statement of Action on the UN Food Systems Summit

Adequate food for all. Hunger was on the rise again. Three billion people — almost half of all humanity — could not afford a healthy diet. Malnutrition in all its forms — including obesity — was deeply entrenched, leading to a broad range of negative health, education, gender, and economic impacts. Drivers of food insecurity and malnutrition — including conflict, climate extremes, and economic volatility — are further exacerbated by poverty and high levels of inequality.
How late “wake up call” brought balance to UN Food Systems Summit

James Nason, 12/10/2021

Better than expected outcome
Ultimately the result was “more balanced than you would have dared hope three months ago”.

There was also a sense that prominent summit members driving strong anti-meat agendas, confident the process favoured their position, pushed too far in calling on hundreds of countries to eliminate meat.

“That generated a huge amount of dissent within the whole UN structure, it managed to galvanise farmers and got a lot of people thinking and talking together, and at a formal level to show that there are two sides to the story.”

Greater battles ahead
While the efforts helped the global livestock sector to dodge a bullet, many more shots lie ahead, most pressingly in the form of the Climate COP 26 conference taking place in Glasgow at the end of this month.

Mr Polkinghorne said it had been encouraging to see the industry working together on a global level, through groups such as the Global Meat Alliance, World Farmers Organisation, and the Protein PACT in the

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Observations

• A lot of activity and investment by livestock sector – independent dialogues, country dialogues, action tracks, internal discussion, outreach, commitments
Independent dialogues

The role of livestock in developing a sustainable food system

Grazing Livestock: Building Sustainable Protein Supply Chains

Embracing change and harnessing diversity: the roles of livestock in future food systems

The livestock-meat chain and its compliance with the SDG: future challenges

Canadian Livestock: Confidence and Security through Sustainable Production

The Role of the Global Meat & Livestock Sector in Future Sustainable Food Systems

U.S. Animal Agriculture as a Solution to Global Food Systems Challenges

U.S. Farmers and Ranchers as a Solution to Building the Sustainable Food Systems of the Future

Plant-based strategies for human and planetary health

Plant-based innovation and the just transition to better diets

Regenerative Agriculture: Scaling agroecological production for better human, animal and planetary health
Commitments

U.S. Dairy Net Zero Initiative
Training livestock producers regarding Holistic Management
Restoring grasslands, shrublands, savannahs & rangelands - through sustainable extensive livestock-based food systems
Protein PACT for the People, Animals and Climate of Tomorrow
Pathways to Dairy Net Zero
Global Sustainable Livestock Coalition
Eastern and Southern Africa consumers need for future food systems
Coalition for Action: Resizing the livestock industry
Projeto de Criação de Pondeira, Frangos de Carne com Construção de Infraestrutura
Canadian Beef Sustainability Goals 2030
Global Roundtable for Sustainable Beef
Meat once a week
National Dairy Farmers Assuring Responsible Management (FARM)™ Program
Observations

• Some action tracks went well (food safety in AT1); we could build alliances and agree clear priorities and paths forward.

• Others were fought to a standstill (AT2) with competing narratives going forward
If it isn’t safe, it isn’t food:

*Promoting food safety to achieve the 2030 SDG agenda*

**Action Track 1 – Food Safety**

27 July, 2021
Multi-stakeholder Climate Action towards Sustainable Livestock-based Food Systems

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Closing her speech, WFO Board Member emphasised the importance of sharing knowledge and best practices, especially among farmers, to improve climate change adaptation and mitigation capacity and boost nature-positive production.

Livestock plays an integral role in economic, social, and environmental development. Working together through the entire value chain, in a joint bottom-up approach, including all the actors and not only the institutions, is the only way to get environmentally, socially, and economically viable solutions for a sustainable livestock sector that everyone can benefit from. That is why, in the framework of last year’s UN Food Systems Summit, WFO, together with science organisations and the private sector, established a Global Sustainable Livestock Coalition.
Compassion played an active role throughout the 18-month FSS process. One of the highlights was our involvement in co-leading the Sustainable Livestock Cluster. Working in collaboration with others, we led the development of the Sustainable Livestock Cluster Paper C and the subsequent paper: Solutions that aim to optimize and align consumption and production so that the sector stays within all planetary boundaries and contributes to ensuring healthy diets for all.

Building on these papers, and in partnership with 50 by 40, we posted a collective commitment to establishing a coalition for action with four areas of focus:

- Resizing the livestock industry and meat reduction
- Shifting to agroecological, regenerative agriculture
- Supporting a just transition
- Adopting good standards of animal welfare.

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It was encouraging to hear some governments talking about moving away from industrial farming although although statements offering true game-changing ideas, such as moving away from industrial animal agriculture and tackling diets over-reliant on animal-sourced foods, were much rarer. So far, addressing these issues remains a global policy blind spot.
25 livestock-relevant coalitions

Four ‘directly related to’ livestock
- A coalition for food systems transformation through agroecology
- Resizing the livestock industry
- Global sustainable livestock coalition
- Restoring grasslands, shrublands and savannas through sustainable extensive livestock-based systems

Four where livestock are key
- A coalition of action for achieving zero hunger
- The coalition of action for healthy diets from sustainable food systems for children and all
- School meals coalition: nutrition, health and education for every child
- A global action agenda to advance nature-positive innovation

Livestock could feature in most others
- Coalition on food is never waste
- True value of food initiative
- Social protection for food systems transformation
- A coalition of action 4 soil health
- The coalition to repurpose public support to food and agriculture
- Halting deforestation and conversion from agricultural commodities
- Better data better decisions for nature-positive production
  - Land and freshwater nexus
  - Agrobiodiversity
- Coalition of action on decent work and living incomes and wages for all food systems workers
- Making food systems work for women and girls
- Coalition on sustainable and inclusive urban food systems
  - Indigenous peoples’ food systems
  - Resilient local food supply chains
  - Climate resilient development pathways
- Public development banks coalition

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Reflections

• In such messy processes, it’s important to create your own clarity; know the process and pick the targets well; have good intelligence
• The dialogues gave space for a lot of opinions; where to bring in science and evidence
• Let’s not be naïve and assume best intentions of others – need to prepare for ‘battle’
• Countries the key players and spaces – they face and make the critical choices [global processes are likely to be influenced by influencers and the like]
• Engage on many fronts; we avoided creating a livestock ‘corner’ that would become a target
• Evidence is essential; having the right people and relationships in the various spaces is even more critical
• We were not ‘together’ enough in our preparations and organizing – no single ‘team livestock’; but several groups worked together and got strengthened through the processes
• Try to identify shared ambitions; and then work towards them in our own ways
Questions for discussion

• What have we learned form UNFSS presentation to carry forward for COP27
• Engaging in COP 27 – what are the top 3 things we can do together
• Post-COP27 engagements what will success (for the sector) look like?
COP 27 Activities

• Campaign
• Proactive media
• Landing page for messages, assets and resources
• Supporting champions to be involved in various different sessions