

## 16 October 2020 **World Food Day**

WHAT CAN THE **PRIVATE SECTOR** DO TO SUPPORT SUSTAINABLE FOOD SYSTEMS AND OUR FOOD HEROES?

Private sector companies, many of which have been severely strained by the pandemic, can have an enormous influence on how communities, economies and food systems respond to a range of challenges including climate change. They can make a difference by sharing expertise and resources:

### **SUPPORT SMALL ENTERPRISES**

Large enterprises should do everything possible to keep their businesses going, insulate supply chains, and consider extending credit where needed to help smaller enterprises stay afloat.

### **PROMOTE FOOD SAFETY**

Respect national food safety regulations and measures to protect food as well as staff. Reinforce good hygienic practices and better food safety and quality along the food chains, especially in developing countries.

### **PROVIDE GOOD WORKING CONDITIONS**

Private businesses should invest in sustainable, resilient food systems with decent employment and social protection programmes to protect the most vulnerable.

### **MAKE HEALTHY DIETS APPEALING, AVAILABLE AND AFFORDABLE**

Private sector food-related businesses and retailers need to make healthy and sustainable food options attractive, available and affordable.

### **SHARE TECHNOLOGIES**

Food companies must share technologies that transform food systems and manage supplies, especially where highly perishable goods are involved (fruit, vegetables, fish, aquatic products, etc.).

### **SUPPORT SMALLHOLDERS THROUGH E-COMMERCE**

E-commerce companies can facilitate trading of surplus produce in times of crisis and increase the marketing of agricultural products with, for example, special subsidies for smallholders. They can also open their businesses as much as possible to smallholder producers.

### **OFFER FAIR FINANCIAL TERMS**

Banks and financial institutions can help farmers with outstanding loans by waiving fees, extending payment due dates, or offering alternative repayment plans for farmers who cannot work or sell their produce due to conditions like pandemic restrictions.

**Grow, Nourish, Sustain. Together.**

*Our Actions are our Future.*

## SHARE KNOWLEDGE

Companies can share expertise or technologies with public and other private entities to help improve sustainable food production and livelihoods. Tech giants like [Google, for example, have developed mobile apps and other digital tools](#) to help tackle challenges ranging from climate change and crop pests to pandemics.

## ADOPT SUSTAINABLE PRACTICES

Companies who source their products from the planet's natural resources should be mindful of their impact and adopt a sustainable approach. Seafood businesses, for example, can follow the [Code of Conduct for Responsible Fisheries](#).

