

## Full Report

# Regional Dialogue: Promoting Sustainable Food Consumption and Shift to Healthy Diets in Asia through Farm to Fork Concept



**Date:** Thursday 27 January 2022 | 10:30 -13:30 (Bangkok Time)

**Venue:** Online via Zoom

### Disclaimer

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## List of Acronyms:

<b>AIT</b>	Asian Institute of Technology
<b>CE</b>	Circular Economy
<b>COVID-19</b>	Coronavirus Disease
<b>EU</b>	The European Union
<b>FEP</b>	Food environment policy
<b>GHG</b>	Greenhouse Gas
<b>HDI</b>	Human Development Index
<b>MNCs</b>	Multinational Corporations
<b>RPAC</b>	Regional Policy Advocacy Component
<b>SCP</b>	Sustainable Consumption and Production
<b>SDGs</b>	Sustainable Development Goals
<b>SWITCH-Asia RPAC</b>	SWITCH-Asia Regional Policy Advocacy Component
<b>TERI SAS</b>	The Energy & Resources Institute School of Advanced Studies
<b>UNEP</b>	United Nations Environment Programme
<b>UNFSS</b>	UN Food Systems Summit

## Background:

The EU-funded SWITCH-Asia programme aims at supporting the development of a green economy and the transition towards a low-carbon, resource-efficient and more circular economy in Asia, promoting economic growth while decoupling it from environmental degradation. The SWITCH-Asia Regional Policy Advocacy Component (RPAC), implemented by United Nations Environment Programme, is designed to strengthen the dialogue at regional, sub-regional and national policies on Sustainable Consumption and Production (SCP) and thereby contributing to green growth and reduction of poverty in Asia.

In spite of the fact that Asia is the largest contributor to global food production, it is home to a large portion of the world's poor, hungry and food-insecure people. Food accessibility remains one of the key challenges in the region, especially among low-income households. There is rapid urbanization over large parts of Asia and currently about 50% of the population lives in urban area. Studies have shown that urbanization influences both quantity and diversity of food consumption while risks such as climate change, natural disasters, price volatility, among others, impact the food accessibility of lower income households.

In Asia, increasing food consumption by a growing population, together with changing dietary habits, poses an immense challenge for the global food system and is associated with healthy and environmental impacts. Improving access to food and facilitating a transition towards healthier and sustainable diet are essential aspects of green growth and food systems transformation in the region.

In this context, EU SWITCH-Asia RPAC in partnership with UNEP, TERI School of Advanced Studies (SAS) and AIT organized a regional dialogue based on the concept of Farm-to-Fork and discussed sustainable food consumption with focuses on ensuring healthy and sustainable diets for the low-income households, with key stakeholders and experts in the region to gather first hand insights.

## Objectives of the event

The objective of the regional dialogue was to enrich existing knowledge and identify opportunities to promote sustainable and healthy diets in Asia through engaging wider stakeholders into the discussion on:

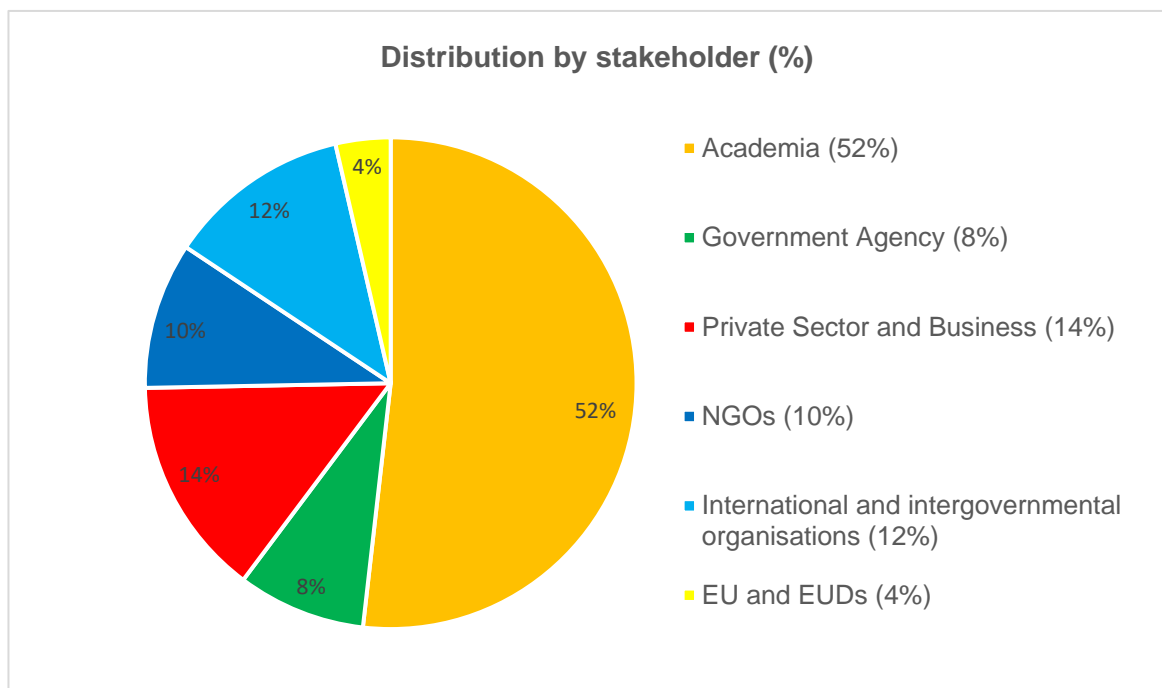
- Practical enablers that enhance healthy and sustainable diets in Asia
- Challenges and solutions that will encourage transformation towards more sustainable food systems and promote sustainable and healthy diets
- Existing best practices that showcase impactful yet easily implementable solutions/actions that can bring about radical changes in the way we consume as a society.

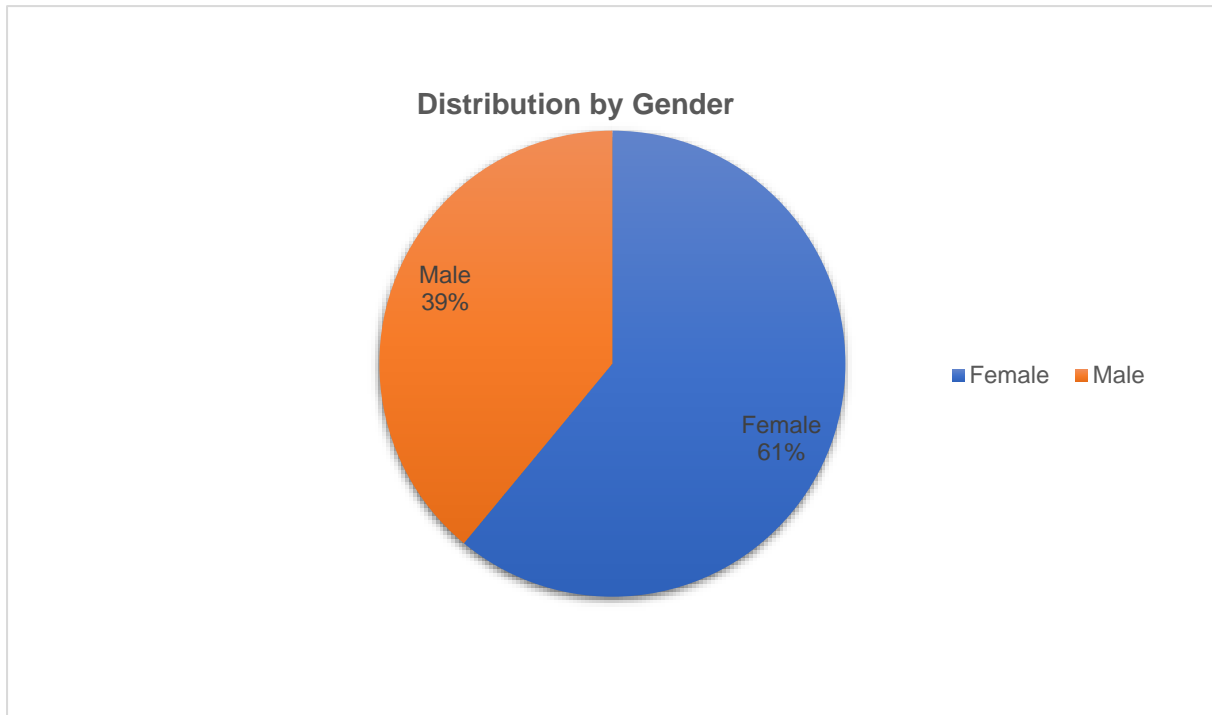
## Logistical information about the event

The event was organized by the SWITCH-Asia RPAC in partnership with TERI SAS and Asian Institute of Technology through Zoom and was livestreamed on AIT's Facebook [page](https://www.facebook.com/ecAIT/videos/1304591656679745/). <https://www.facebook.com/ecAIT/videos/1304591656679745/>

## Review on Participants:

More than 372 participants registered prior to the event. The regional dialogue was attended by more than 337 participants belonging to different stakeholder groups via Zoom and reached to 3559 viewers via Facebook livestreaming. Among the 337 participants via Zoom, 90 participants attended the whole event and 171 participants spent more than 2 hours engaging in the event. Figures below present the distribution of participants who registered prior to the event by stakeholders. Based on the registrations, 61% of the participants were female and 39% were male.





## Summary of key messages:

The regional dialogue brought together stakeholders from government, private sector, academia and civil society to share insights, policy experience and practices on how to promote sustainable food consumption and shifts to healthy diets patterns in Asia especially for the low-income household. The dialogue brought both nominated regional experts in policy, technology, business and education and the variety of stakeholder from public in order to diversify and expand perspectives that lead the collaboration and innovation.

Practical enablers, challenges and solutions towards sustainable food consumption and healthy diets were shared through panel discussion and case studies, followed by 4 detailed break-out discussion groups in the aspects of business, technology, policy, and capacity building and awareness. It is highlighted that all these aspects are equally important and they have to be looked at together and supports are needed from all stakeholders. Improvement of sustainable and healthy diets and access to healthy diets especially for vulnerable in Asia are equally significant to address the challenges of sustainable food systems.

In order to increase links with global context, the dialogue was also registered in UN Food Systems Summit (UNFSS) as a follow-up independent dialogue to build momentum on commitments to advance local and national food systems



transformation, especially UNFSS Action Track 2 of shifting to healthy and sustainable consumption patterns. <https://summitdialogues.org/dialogue/48585/>

## Welcome remarks

### **Dr. Mushtaq Memon**

Project Manager, EU SWITCH-Asia Regional Policy Advocacy Component (RPAC)

Dr. Memon noted that this is the decade of action for climate change and ecosystem restoration, and sustainable consumption and production interlinks everything. Hence, circular economy is top on the agenda, focusing on the three planetary crises: climate change, biodiversity and nature loss and pollution. He stated that sustainable consumption and production and circularity of food systems are key to achieve the global goals.

Further, production of and access to healthy diets are equally important. Dr. Memon thanked EU for their generous support under the Switch Asia since 2007 for supporting SCP in Asia in the various sectors and thanked them for their leadership and the vision on SCP especially bringing ‘farm to folk’ as one of the components of the EU Green Deal. He highlighted that the dialogue will document the farm to folk strategy, address the challenges of sustainable food systems, and recognize the inextricable links between healthy people, healthy societies and healthy planet.

### **Prof. Prateek Sharma**

TERI School of Advanced Studies, New Delhi, India

Prof. Sharma welcomed the participants and speakers, and stated that the food systems contribute almost a quarter of GHG emissions. In this context, the EU Farm to Fork strategy includes four components: sustainable food production, sustainable food processing, distribution and sustainable food consumption, and the food loss and waste prevention. He noted that sustainable food consumption becomes a very important component of the Farm to Fork strategy. He also remarked that the regional dialogue on promoting sustainable food consumption and the shift to healthy diets in Asia is timely and will help in better understanding and identifying various mechanisms to which the shift to healthy diets can take place.

## Opening remarks

### **Dr. Michael Bucki**

EU Delegation to India and Bhutan



Dr. Bucki remarked that dialogue is like a two-way street. On one hand, they are proud to share the standards, the policy and the vision that make the European food systems more sustainable and resilient, but on the other hand they want acknowledge that the systems still leave a lot of room for improvement and they have a lot to learn from the farm, farmers, households and markets. He highlighted that the core messages of the EU Green Deal and Farm to Fork strategy are twofold. One, business as usual is not an option as the world is fast approaching three main planetary boundaries: climate change, biodiversity collapse, and an out of control surge in our dependence on scarce natural resources. Second, leaving anyone or anything behind is not an option. All systems, ecosystems, human population, farming, agro-industries and food distribution are interconnected. Hence solutions need to be holistic and integrated.

He emphasized that Farm to Fork strategy is a comprehensive principle and systemic approach that seeks harmony between the local and the global supply and demand in the long term trends and unpredictable crisis, aiming at coherence across the many pillars of the EU Green Deal. The ambition is to transform the whole food system from seeds and farms down to food waste, on both the supply and demand sides. This involves better informing and empowering consumers to make smarter and greener decisions.

## Keynote Speech 1: Policies and experiences on promoting sustainable food consumptions and facilitating the shift to healthy and sustainable diets by EU

### **Mr. Benoit Sauveroché**

Delegation of European Union to India

Mr. Sauveroché presented an outline of the EU Farm to Fork strategy. The three dimensions of the Farm to Fork strategy are social, economic and environmental dimensions. It is an integrated strategy, which encompasses all the stages of the supply chain from the primary production, through the processing industry and the distribution chain down to the consumer. In the centre, they have all the stages of the food production distribution and consumption chain including all the satellite actors. The strategy also includes an international dimension and it has a toolbox with a mixture of financial incentives, education and awareness, funding, research and innovation, and procurement. They have a series of actions that will target the corporate governance, sustainable business models, and a code of conduct for the market with a focus on healthy options.

EU is also focusing on food packaging, food safety, food fraud, information labelling, food waste, and price modulation for enabling healthy choices amongst consumers. To the international dimensions on the farm to fork, the EU also wants to be more directly involved in supporting the developing countries in their transition to sustainable food systems. He concluded that based on similar diagnoses and goals in EU and Asia, they can stimulate each other in adopting efficient strategies adapted to our local context and addressing the global challenges.

## Keynote Speech 2: Promoting healthy and sustainable diets through the 'farm to fork' approach: A case study on Meghalaya, India

### **Mr. James Sangma**

Minister of Food Civil Supplies & Consumer Affairs, Forests & Environment, Health & Family Welfare

Mr. Sangma opened by stating that industrialization and global supply chains have allowed for food production to be revolutionized into a global business opportunity. He reiterated that industrial agriculture has corroded the planet because of its injudicious ecological practices like mono cropping, systematic erosion of soil and biodiversity and the local food systems. The change in diets and cash guzzling investments required by the farmers have displaced millions of marginalized farmers from their livelihoods and land resources. He also highlighted the world's disproportionate dependence on just three crops: maize, rice, and wheat, and that the deepening climate change crisis is changing the nutritious values of all crops just with a nutritious profile of rice going down. It is putting about 16 million population at severe malnutrition risk.

He noted that India's nutritious risk profile as a nation has been increasing steadily and as Minister he is attempting to make Meghalaya climate resilient. He aims to ensure the rights of the people to healthy and culturally appropriate food, produced through ecologically sound and sustainable methods and their right to define their own food and agricultural systems. He shared that they have already begun their revolutionary framework of an innovative carbon farming act to incentivize regenerative agriculture in the state to go back to a consultative and regenerative approach.

Mr. Sangma also highlighted that what's most important is the "market to mind space model". It is important to marry native produce to premium value chains and packaging for the modern world. He noted that an unsustainable food system is a deeply cultural problem as well. With such rich native value food chains and mission of food sovereignty as its charter, Meghalaya aims to lead the nation in being the food visionary. He concluded by saying that it is important to incubate our farmers to be entrepreneurs, and our food systems to produce millions of native food brands radiating global learnings of the world.

## Background on sustainable food in Asia and instructions for group discussions

### **Dr. Chubamenla Jamir**

TERI School of Advanced Studies

Dr. Jamir shared initial findings of a baseline study on the food consumption pattern of low income households in Asia, specifically focusing on South, Southeast and East Asia, conducted in collaboration with SWITCH-Asia RPAC. She shared that from 2000 to 2018, there has been an increase in the calorie consumption in all the three sub-regions of South, Southeast and East Asia, and there's also been an increase in the

fat and protein consumption. However, it was seen that the protein consumption is quite low, much less than recommended although Asian countries are the largest producers of different food items in the world. More than half of all the undernourished people in the world live in Asia. It is also noted that both undernourishment and over-nourishment such as fat remain challenging to Asia, like in most parts of the world. She shared the findings we saw in Asia, for example, there is an intrinsic linkage between dietary factors and culture. However, there is a shift from traditional and local food towards more of processed foods, especially in the urban areas leading to increased consumption of macronutrients, especially fats and sugars, which lead to higher health risks.

She also noted the complexities and differences between the lower income households and the urban middle class or higher class. Hence, there cannot be a one-size-fits-all solution for addressing these issues. She highlighted that fruits and vegetable present opportunities for transitioning towards healthier diets, which are still consumed in very low quantities much lower than the required the recommended quantities. She also remarked that principles of organic and natural farming should be promoted as they can also improve accessibility to healthier food. She concluded by reiterating the importance of promoting traditional and local food which is sustainable and nutritional.

## Session I: Panel Discussion – Practical enablers towards sustainable food consumption and healthy diets in Asia

### **Panelist 1: Business**

#### **Dr. Bhavani Shankar**

Department of Geography, University of Sheffield UK

Dr. Shankar spoke about value chains and markets in the context of sustainable nutritious diets. He shared that fruits and vegetables and animal source foods are delivered predominantly within a market that has very little public support as compared to millets, pulses and various other cereals and so on. He shared research which finds that Eat Lancet sustainable healthy diet would cost about \$3.30 per person per day in India which is very expensive for the region. He noted that currently consumers spend currently about 60 cents and thus there is a massive gap between food expenditures now and what would be needed to shift to healthy diets, because some categories like fruits, vegetables and animal source foods are extremely expensive, as provided by the market. He highlighted the challenges are that fruits, vegetables and animal source foods are high value crops and are also high risk, so farmers are hesitant to invest and produce them. The risks range from diseases, weather, pests, market uncertainty, fluctuating prices, prevents investment and fragmented supply chains.

Further, there's very little cold storage, which leads to 30 to 40% loss of fruits and vegetables in many parts of Asia along the supply chain. He remarked when innovations and policy support exist, in many cases, those are typically targeted at richer, urban, premium markets, hence the rural areas get neglected. Win-win opportunities should be taken care of commercial opportunities which improve

nutrition, for example investing in cold chains and cold storage. He noted that a lot of innovation is happening across the sector in small scale. Low tech, sustainable and locally appropriate technologies, which can be used quite widely, will cut food loss and help nutrition sensitive processing, so that the nutrients don't leak out when you process it and make it available across seasons.

## **Panelist 2: Technology**

### **Prof. LIU Xiaojie**

Chinese Academy of Sciences, China

Prof. Xiaojie shared the case on food education in Kulon Country, Inner Mongolia province of China. She stated that food education is a relatively new term in China about diet and good eating habits. She shared that Kulun County used to be a poverty-stricken county and in March 2020 was completely out of poverty. Her team helped to have the children of low income households to learn food related knowledge and the skills to develop better eating habits through the food education project.

She highlighted that technology has been applied into the whole process of the food education project. First, they adopted a field survey techniques to clarify diet problems and the needs from the children where they found problems, such as lack of knowledge about nutrition, lack of understanding of local and ethnic cultures and custom, and picky and partial eating habit. Second was application technology transformation, where they organized the compilation of teaching materials and conducted training. Third was using internet technology for training and communication and lastly they built food education classrooms with modern kitchen equipments.

## **Panelist 3: Policy**

### **Dr. Tilkavati Karupaiah**

Taylors University, Malaysia

Dr. Karupaiah stated that the transition pushing back towards healthy food environment requires stakeholder participation and requires systemic changes. She highlighted that government in any country is the biggest initiator of change and thus it is key to analyse what factors influence the government to lead food environment policy (FEP) processes. She noted that there are essentially four to five components that are integral to composition, labelling, provision, retail and prices. Policy framing covers land use, health promotion, the media usage, negotiation with stakeholders, a systematic approach to tackling policies from the thinking start onwards to the execution, administration and creativity.

She shared that strategies in policy processes shows the low to high HDI countries are generally far below the ability to perform compared to the other countries. The second aspect that is crucial for success is resources availability or maximization. Funding or financial support through government grants and subsidies is important to compensate for loss and infrastructure support is extremely vital, but another aspect

to consider is the experience and the expertise of the stakeholders. Capacity building is key to ensure the implementation is successful. The third component of success is stakeholder partnership or support. She concluded that overall they noticed specific to the low HDI countries and in many Asian countries, industry engagement or support, as well as monitoring and accountability system aspects need to be factored into ensuring success.

#### **Panelist 4: Capacity building and awareness**

##### **Dr. Bandana Shakya**

International Centre for Integrated Mountain Development (ICIMOD), Nepal

Dr. Shakya shared some thoughts on how capacity and awareness is integral to achieving the sustainable food system and how it complements the three other enabling pillars of business, technology and policy integrated and at different scales. She shared the regional programs of capacity building on nutrition oriented food value chain conducted by the International Centre for Integrated Mountain Development. This looks into capacities to better production environment, for example, organic farming, application of various soil, land, water and energy technologies. They support women farmers and smallholder farmers to increase capacities to value add for the market, such as product diversification, enterprise development, and more. She shared that local markets in the mountains still have a very rich food resource base that they derive from different agro-ecological zones, but there was a critical gap that majority of their local cuisines do not have proper nutritional analysis done. Hence, nutrition tagging is very important to make consumers aware the dietary diversity and the importance of taking diverse diet.

She highlighted that capacity enhancement must focus on all value chain actors, from primary producers to local institutions, enterprises, industries, traders, decision makers, hospitality sectors and consumers especially women and children. She also emphasized that competencies and capacities for sustainable food system have to be both systemic and disciplinary. She noted that there is a need to look at both capacities at the organization and individual levels.

#### **Summary of Q & A in panel discussions**

During the Q&A session in panel discussion, the most asked questions cover the challenges faced by local farmers, the good cases showing how government and other stakeholders encourage and promote home-grown products of local farmers, the challenges in the effective implementation of policies that promote locally home-grown crops that low-income families (countryside) can buy, and how to address these challenges through policies on both demand and supply sides. Below we summarized the key questions and responses.

***Q1: What are good practices to create demand for nutritious and sustainable products while ensuring there is enough supply of these products?***



**A:** We worked and found that value chain interventions become so much more powerful in terms of raising consumption when they're combined with local demand raising interventions. Thus, the combination of policies working at multiple points between systems seems to be the way to go all interventions rather than just intervening in one part and hoping that will do the trick. Demand improvement is not enough, as there is little research on how consumers behave on healthy food consumption in low-middle income countries contexts. (Answered by Dr. Bhavani Shankar, University of Sheffield UK)

**Q2: What is the challenges on organic farming as there is no policies promoting this, especially in the country like Nepal where large number of farmers are dependent on farming for their income and organic farming provides low productivity and income in compared to chemical farming?**

**A:** The mountain farming needs support from both the government and other stakeholders to help mountain farmers getting real value of their farming, as the smallholder farmers in hills are abandoning the farming or agriculture system, and turning on to other liberated nonfarm sources. We really have to intervene and support mountain farmers with appropriate technologies, financing tools, processing services, and credit services, so that the farming becomes really lucrative for their livelihood. It's important that state support the products of local smallholder farmers through certification process, so that the products reach the higher market. (Answered by Dr. Bandana Shakya, Nepal)

## Session II: Moderated Group Discussion

### Group 1: Business

**Case Study Presenter: Community Supported Agriculture: Reconnect people with land**

**Dr. Shi Yan**

Farmer Shared Harvest Organic Farm, China

**Facilitator: Prof. Sapna Narula**

School of Management Studies, Nalanda University, India

The discussion started with Dr. Yan presenting a case study from China. She gave insights into a community supported agriculture here both farmers and consumers were stakeholders.

The group discussed various business stakeholders such as large farms, social entrepreneurship and how they face challenges related to technology, financing and capacity. The main feedback and insight include:

- The group discussed how big sustainability standards can bridge the gap between farmers and consumers by giving certificate of trust.

- The role of Multi-National Corporations (MNCs) was discussed focusing on social local enterprises. The group highlighted that policy support is important for such enterprises.
- Changing consumer behavior is important for creating the pull for businesses.
- The group also discussed willingness to pay and affordability as important factors.

## **Group 2: Technology**

### **Case Study Presenter: Gravity Good Ropeways for enhancing livelihood and nutritional security in Nepal**

**Mr. Diwakar KC,**  
Griffiths University, Australia

### **Facilitator: Ms Charvi Kapoor**

Research Scholar, TERI School of Advanced Studies

The discussion started with Mr. Diwakar presenting a case study based on Gravity Goods Ropeways (GGR) in Nepal and explained about how route based technology was used to transport goods and how it really helped all the stakeholders in that particular ecosystem.

The group discussed how and what technologies can help in improving diets of low-income households in Asia, with communities' engagement. The main feedback and insight include:

- The group discussed that there is no one-size-fits-all model and it depends on each case.
- The group participants shared various technologies, for example, a lot of digitization models are there to enable access of nutritious food to people.
- It was also mentioned that the right technology is very important and that has to be supported by government. Hence, the role of government and policy is equally important for application of technology. All aspects are equally important and they have to be looked at together and support is needed from all stakeholders.
- Further, a lot of participants also shared innovative ideas. They discussed about AI based technologies which have been used today to access to sufficient and nutritious food.
- In terms of social media, one of the participants shared how social media like Instagram can be used to deliver specific nutritious food.
- The importance of crop insurance was discussed. It was also highlighted to provide good networks to farmers at the ground level, so that they can also reach out to technologies predicting crop weather.
- Grid systems were also discussed which has a lot of bearing on the utilization.



### **Group 3: Policy**

#### **Case Study Presenter: Policies for Nutritional Security in Bhutan**

**Ms. Ugyen Yangche**

College of Natural Resources, Royal University of Bhutan

#### **Facilitator: Prof. Kiran Bains**

Punjab Agriculture University, India

Ms. Yangche presented a case study presentation from Bhutan, and explained that Bhutan is facing challenges and barriers of climatic change and terrain. Bhutan is moving into commercialization but it's mostly subsistence agriculture. The country is working on a five-year plan focusing on water, food and nutrition security. Government is one of the major stakeholders. Still the country has some very great policies of the school feeding programs running in the country. The importance of bringing the safe food for the children were highlighted. Hand washing and sanitation and cooking the food in hygienic conditions are some of important aspects.

The group discussed what and how policy initiatives drive sustainable food consumption. The main feedback and insight include:

- It was noted that farmers should be incentivized to produce nutritious crops such as fruits and vegetables and animal based foods. For these crops, pricing policy is very important and this is especially in case of highly perishable foods.
- The group discussed that governments should help farmers to get adequate price for the high risk crops.
- Up skilling the capacity of the extension workers and knowledge dissemination about healthy foods were mentioned by most participants.
- Digital literacy of farmers and consumers is equally important. The good infrastructure to support the farmers were also highlighted in the discussion.
- The two components to be taken care of by the policymakers for healthy diets emphasized by the group were: 1) accessibility to all and; 2) supporting farmers in crop diversification.

### **Group 4: Capacity building and awareness**

#### **Case Study Presenter 1: Creating awareness on nutrition and health for women and child development**

**Mrs. Ram Pyari,**

Ministry of Women and Child Development, Rajasthan, India.

#### **Case Study Presenter 2: Capacity building to eliminate hunger among the vulnerable groups in the society?**

**Ms. Radhika Maheshwari,**

Jodhpur Chapter, Robin Hood Army, India

**Facilitator: Ms. Bhargavi Nagendra**  
Socratus Foundation, India

The session started with a case study on the Anganwadi work that is being done in Rajasthan. It is an excellent insight about how it is done at the localized level, and capacity building at the grass-root level is so important to ensure the malnutrition levels come down and create much more awareness. It also shows that women empowerment is an overarching intervention across and how it has helped.

The group discussion encapsulated the whole umbrella of the different kinds of stakeholders at different levels, and the kind of capacity building programs and the awareness at each level at a systemic and a personal level. The main feedback and insight include:

- At the consumption level, the group discussed how it is important for the learnings from the research community to come to the community level and how it can be practiced further, so that it can enhance the nutritional levels and also revive some of the traditional knowledge that already exists.
- There were also some very interesting studies on reducing food waste shared, for example a study done in China which use data to create awareness on reducing food waste among restaurants and consumers. Throughout, it was discussed how it is extremely important not just for the government to take up initiative, but also for different stakeholders from bottom to up to start these kinds of dialogues and initiatives.
- Further, participants shared how social media is used to reach out to more people like minded people who would want to come and volunteer. Although those are not formal structures, the kinds of informal structures also play very important roles in creating awareness, and eventually help one realize that there's a need for capacity building of these kinds of people who want to contribute at their own personal levels.

### **Summary of Q & A in group discussions**

The 4 break-out group discussions are moderated separately by facilitators through inviting participants to provide ideas or share information to the specific questions designed for different groups. Below we summarized the key feedback received from the participants during the group discussions.

#### **Group1 on Business**

***Q1: What type of best business case studies are there in Asia (that help in improving diets of low-income households)***

1. Community based platform to sell local seasonal food direct from farmers
2. E-commerce delivery platform for organic food or eco-labeled food
3. Service on renting land for household in country side

4. Companies that are utilising agri waste and fermentation based technologies to produce fungi based and plant based products at a fraction of cost of their animal-derived counterparts
5. Government funded projects to assist the low income groups at a much individual level as to assist with local business establishments
6. Investing in compiling disaggregated information and learning focused training programs for farmers

**Q2: Who are the key stakeholders?**

1. Communications for consumers (the willingness and choices of consumers will affect what kind of food product will be offered in the market)
2. Local community (especially the country-side) to empower and involve them (either as a business partner or labour source)
3. Financing agencies
4. Public funding for open access research in sustainable food innovation such as alternative protein that can diversify our protein sources
5. Policy makers providing policy support and incentives to businesses to adapt products into formats for the bottom of the pyramid
6. Agencies working in communities' changing and near to farmers.

**Group2 on Technology**

**Q1: What type of technologies can help in improving diets of low-income households in Asia?**

1. Clean Energy can enable access power and also can lead to other development outcomes.
2. A great Equalizer, e.g. Micro-hydropower in Nepal.

**Q2: What techs used so that farmers can sell their produce online?**

1. In the context of Nepal, at the moment, there are not many ways to do so for the farmers. It is hard to have access to electricity and mobile networks, in the case of high hills. Farmers can be indirectly helped by market actors and the government agencies.

**Q3: Are there any specific technologies that can be upscaled to a larger context in Asia?**

1. Clean electricity can be upscaled to a larger context in South East Asia via Hydroelectricity.
2. Meteorological technologies such as Agri Drones can be upscaled for the benefit of the farmers. It would result in optimum usage of inputs in farms not only helping the farmers but the soil as well.

3. While digitization provides some benefit to farmers, but they have least power in the supply chain. Most of the income in the sector is directed towards market intermediaries and other players in the supply chain rather than the farmers.
4. Usage of social media.
5. Crop Insurance assisted by satellite monitoring.
6. AI and IOTs can be upscaled for the benefit of food consumption. Decentralized approach can be adopted in order to scale up.
7. Digitization models: Access to safe and nutritious foods must be emphasized in South Asia.

***Q4: How can communities better participate in benefit from technologies and improve their nutritional security?***

1. Help of cooperatives and other local community groups to reach grassroots.
2. Focus should go towards marketing that encourage healthy eating practices. For example, in Kyrgyzstan, app to develop Nutritious meal planning for families.
3. Business analytics can be used to understand the market. Manipulation, monitoring of relevant parameters can be used to improve demand.
4. Data collected showed that consumers tend to choose healthier local alternatives when informed about the available foods, through a promotion of Local foods via android apps in Canada. Such strategies can be adopted in order to promote traditional or neglected foods to improve food security.

**Group 3 on Policy**

***Q1. What policy initiatives that drive the transition towards improved food consumption in Asia?***

1. Incentivizing farmers for switching to healthy food production
2. Pricing policy. Fruit and vegetable consumption has not increased to an optimum level which is the direct result of lack of availability and affordability along with production, shared by one participant. One participant laid focused upon lack of economic access in India of fruits and vegetables.
3. Adequate Storage
4. Road Infrastructure for connecting the farmers with the market
5. Taking both 'farm to fork' and 'fork to farm' approach - working with farmers and consumers
6. Food labelling
7. One participant shared a policy case in China. China issued a new food safety law in 2015 to ensure improved better food production, distribution and inspection and reduce food waste.
8. Regional diversity must be acknowledged in implementing local food policies.

***Q2: Do feeding programmes for children an effective measure for improved nutrition and better development of children?***

1. It is a good initiative but not sure how much reaches to the children and how much somewhere else. How to make that effective is the question.

#### **Group 4: Capacity Building and Awareness**

***Q1: Who are the key stakeholders?***

1. Local government sectors,
2. Researchers,
3. Tourism Sectors (Homestays)
4. Youth Organizations
5. Mid-day meal relevant stakeholders

***Q2: Briefly, what are the key areas of a capacity building required to shift wards healthy and sustainable diets in your geographical region and hence your country? And what type of capacity building programmes can facilitate this shift?***

1. Sensitize the local communities about the nutritional value about the local landraces which are actually said to be Nutri-densed food.
2. Capacity building especially for the younger generation.
3. Women's agency and training on nutrition.
4. Training incentivizing farmers for switching to healthy food production.
5. Digital literacy for the farmers is very important.

***Q3: What are the areas in which awareness programmes are needed to shift towards healthy and sustainable diets in Asia? And what type of awareness programmes can facilitate this shift?***

1. Benefiting from the local resources which are easily available around the region.
2. Promote local food which can help the local communities in improving economy as well as improve the nutrition in their daily diet.
3. Media especially social media influences food choices. Leveraging media for bringing about behavioral change.
4. Awareness must be spread among Low Income and Marginalized groups.

## **Closing Remark**

### **Closing Remark**

**Prof. Shaleen Singhal**

TERI School of Advanced Studies, New Delhi

Prof. Singhal thanked all the speakers and participants for an insightful dialogue on this critical issue of bridging the gap between nutrition and sustainability for all. He remarked that technology, policy, capacity and business need to work together to solve this challenge and ensure accessibility of healthy diets for all.

## Highlights of discussions:

Through the well-designed panel discussion and group discussions, the participants were inspired by the panel speeches and case presentations by both experts and practitioners in the aspects of business, policy, technology and capacity building. The participants actively engaged in detailed discussions and shared valuable information and ideas.

During panel discussion, what are and how to address the challenges in policies and their effective implementation on promoting healthy diets and sustainable food consumption especially for low-income families, were well exchanged between speakers and participants from both demand and supply sides. Participants were keen to learning more practical cases in the region.

Through the group discussions, it is found that the responses received from the four aspects are crosscutting, in which digitalization technologies including AI or e-commerce platforms were thought to be up scaled, and economic policies to incentivize and benefit farmers were highlighted. In terms of capacity building, trainings for farmers on switching to healthy food production, and awareness of children and women were stressed.

## Evaluation results:

### 1. Your satisfaction on the overall organization of the event



### 2. The knowledge from the dialogue is useful to your work and your daily use.





3. The dialogue increases your understanding and interest to learn more about sustainable food consumption and healthy diets in Asia.



4. How satisfied are you with the Panel Discussion?



5. Any Comments?

14  
Responses

Latest Responses  
"the webinar was really amazing"

6. How satisfied are you with the Group Discussion?



The evaluation survey was designed and conducted to provide an informal measurement to collect feedback and comments on this dialogue and the topic of sustainable food consumption and healthy diets in Asia.

It was assessed by using the scale from 1 (lowest) to 4 (highest) to see how satisfied are the participants with the event, and the extent to which the dialogue improved the understanding and interest to learn about sustainable food consumption and healthy diets in Asia. Totally 49 feedback were received, through which it can be observed that 78% of respondents' satisfaction with the dialogue is the highest score of 4, and



more than 65% of respondents rated the extent to which the dialogue increased their understanding and interest at the highest score of 4.

In terms of the open questions, it was observed that panel and group discussions and Q&A sessions are the favourite moments interested by the participants, and the cost issue of healthy food for lower income households were also pointed out. Below we summarized the comments received through the evaluation survey at end of the event.

**5. Comments on the panel discussion:**

- Organized and informative
- The discussion should be extended
- Go into depth of the subject area
- Follow-up and collaborations would be appreciated

**6. Comments on group discussion:**

- Informative and useful
- Very interactive and enriching
- Case studies were interesting
- Helpful to look at a scenario from various point of views

**7. Favourite moments in the webinar:**

- Opinions taken during breakout rooms
- Great discussions
- Business stakeholders engaged
- **Panel and group discussions**
- Discussion on extended food supply chains
- Case studies
- **Q&A with panelists**
- Discussions with technology experts
- Presenting research methods and results

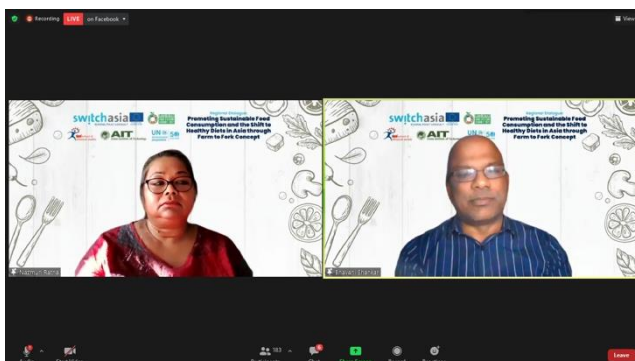
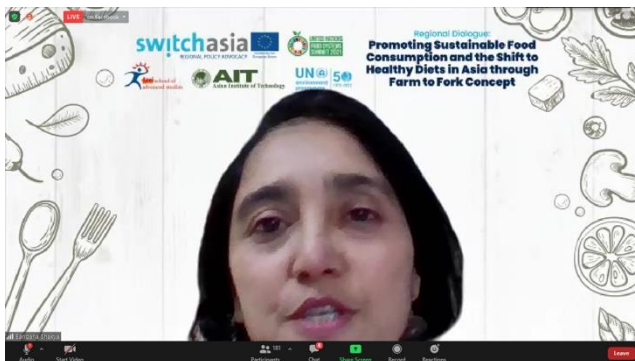
**8. What remaining questions do you have (if any) about this dialogue subject?**

- **Cost of food** is the main concern when it comes to healthy and sustainable foods
- What are the interventions of business?
- EAT-lancet recommendation could be unrealistic to lower income households, is there a better approach?

**9. What could have made this session better?**

- Networking with fellow participants
- **More time for discussion of questions**
- **More case studies and best practices**
- Some polls and activities to make it more interactive
- Better time management

## Snapshots of the event



## Annex:

### Annex 1: The Final agenda

Time	Programme
10:30 - 10:40	<b>Welcome Remarks</b> Dr. Mushtaq Memon <i>Project Manager, EU SWITCH-Asia RPAC</i> Prof. Prateek Sharma <i>TERI School of Advanced Studies, New Delhi, India</i>
10:40 – 10:45	<b>Opening Remarks</b> Dr. Michael Bucki <i>EU Delegation to India and Bhutan</i>
10:45 – 10:55	<b>Keynote Speech 1: Policies and Experiences on Promoting sustainable food consumption and facilitating the shift to healthy and sustainable diets by EU</b> Mr. Benoit Sauveroché <i>Delegation of European Union to India</i>
10:55 – 11:05	<b>Keynote Speech 2: Promoting healthy and sustainable diets thorough the ‘farm to fork’ approach: A case study on Meghalaya, India</b> Mr. James Sangma <i>Minister of Food Civil Supplies &amp; Consumer Affairs, Forests &amp; Environment, Health &amp; Family Welfare</i>
11:05 – 11:15	<b>Background on sustainable food in Asia and instructions for group discussions</b> Dr. Chubamenla Jamir <i>TERI School of Advanced Studies</i>
11:15 – 12:05	<b>Session I: Panel Discussion – Practical enablers towards sustainable food consumption and Healthy Diets in Asia</b> Moderator: Dr. Nazmun N. Ratna <i>Faculty of Agribusiness and Commerce, Lincoln University, New Zealand</i> <b>Panelist 1: Business</b> Dr. Bhavani Shankar <i>Department of Geography, University of Sheffield UK</i> <b>Panelist 2: Technology</b> Prof. LIU Xiaojie <i>Chinese Academy of Sciences, China</i> <b>Panelist 3: Policy</b> Dr. Tilkavati Karupaiah <i>Taylors University, Malaysia</i> <b>Panelist 4: Capacity building and awareness</b> Dr. Bandana Shakya <i>International Centre for Integrated Mountain Development (ICIMOD), Nepal</i>
12:05 – 12:15	<b>Break</b>
12:15-12:55	<b>Session II: Moderated Group Discussion</b> <b>Group 1: Business</b> <b>Case Study Presenter: Community Supported Agriculture: Reconnect people with land</b>

	<p>Dr. Shi Yan Farmer Shared Harvest Organic Farm, China Facilitator: Prof. Sapna Narula <i>School of Management Studies, Nalanda University, India</i></p> <p><b>Group 2: Technology</b> <b>Case Study Presenter: Gravity Good Ropeways for enhancing livelihood and nutritional security in Nepal</b> Mr. Diwakar KC, <i>Griffiths University, Australia</i> Facilitator: Ms Charvi Kapoor <i>Research Scholar, TERI School of Advanced Studies</i></p> <p><b>Group 3: Policy</b> <b>Case Study Presenter: Policies for Nutritional Security in Bhutan</b> Ms. Ugyen Yangche <i>College of Natural Resources, Royal University of Bhutan</i> Facilitator: Prof. Kiran Bains <i>Punjab Agriculture University, India</i></p> <p><b>Group 4: Capacity building and awareness</b> <b>Case Study Presenter 1: Creating awareness on nutrition and health for women and child development</b> Mrs. Ram Pyari, <i>Ministry of Women and Child Development, Rajasthan, India.</i> <b>Case Study Presenter 2: Capacity building to eliminate hunger among the vulnerable groups in the society?</b> Ms. Radhika Maheshwari, <i>Jodhpur Chapter, Robin Hood Army, India</i> Facilitator: Ms Bhargavi Nagendra <i>Socratus Foundation, India</i></p>
12:55 – 13:20	<p><b>Closing Plenary</b> <b>Report back from each group (5 minutes per group)</b> Facilitator: Dr. Chubamenla Jamir</p> <p><b>Closing Remark</b> Prof. Shaleen Singhal <i>TERI School of Advanced Studies, New Delhi, India</i></p>

## For more information

SWITCH-Asia event page:

<https://www.switch-asia.eu/event/promoting-sustainable-food-consumption-and-the-shift-to-healthy-diets-in-asia-through-farm-to-fork/>

**Contact SWITCH-Asia Regional Policy Advocacy Funded by European Union**  
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**Mr. Mushtaq Ahmed Memon**

Regional Coordinator for Resource Efficiency

United Nations Environment Programme, Regional Office for Asia and the Pacific

Project Manager

Regional Policy Advocacy Component

(SWITCH-Asia – the European Union funded programme)

Email: [memon@un.org](mailto:memon@un.org)