

*Live webinar*

# Transforming the Food System: TEEB AgriFood for Business

**19th March 16:00 - 17:00 CET**



Part of the

**WE VALUE NATURE**  
10-DAY CHALLENGE



# Agenda

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- **Opening, Capitals Coalition**
- **Flash presentations about TEEBAgriFood pilot applications**
  - Juan Elvira, APEAM, Mexico: *sustainable avocado from Mexico*
  - Ana Tureta, Pao de Quejo, Brazil: *working towards carbon neutral cheese*
  - Pedro Martins, LivUp, Brazil: *benefits of a short supply chain with smallholder organic farmers*
- **Advancing the uptake of a capitals approach within the AgriFood sector**

# The value of your drink



[www.menti.com](http://www.menti.com) Code: **74727063**



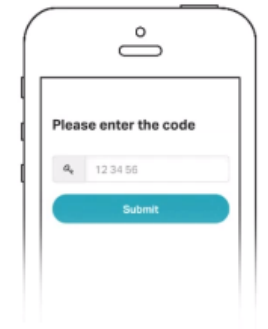
1

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# CAPITALS COALITION

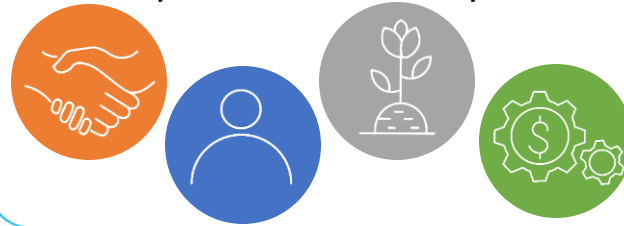


## WHY

We are failing to tackle the global challenges of loss of nature, climate change & inequality because decisions are currently based on insufficient information that excludes people & nature.

## WHAT

We use a capitals approach to transform the way decisions are made so that they include the value provided by nature, people, society and the economy.



## HOW

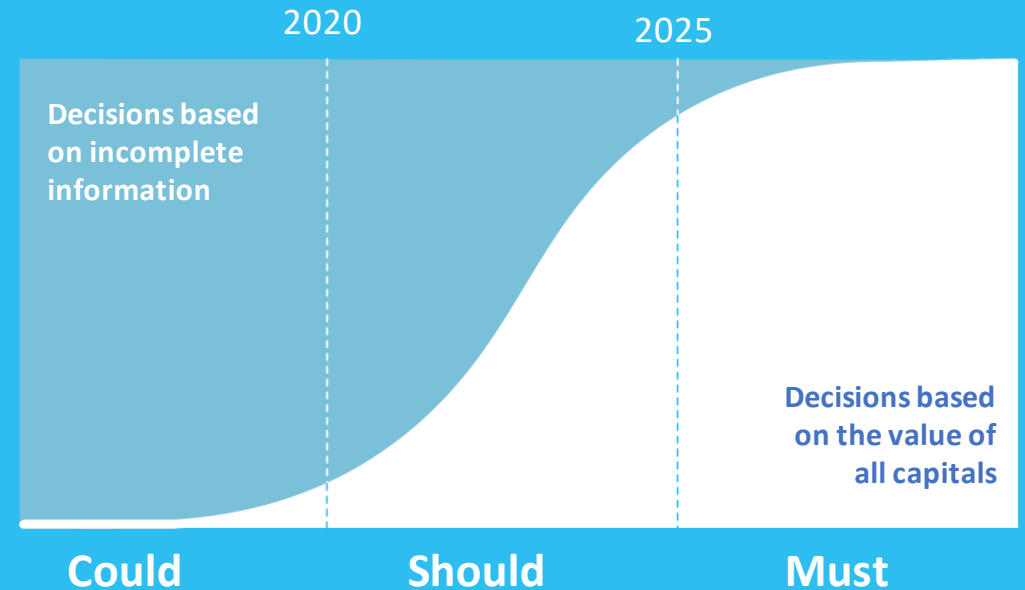
We work through collaboration with 370+ organizations at the core & thousands more engaged around the world. This systems approach means we have a unique oversight and provides inspiration, ideas and resources to get things done.



## SO WHAT

Our shared ambition is that by 2030 the majority of business, finance and governments will include all capitals in their decision making, and that this will deliver a fairer, just and more sustainable world.

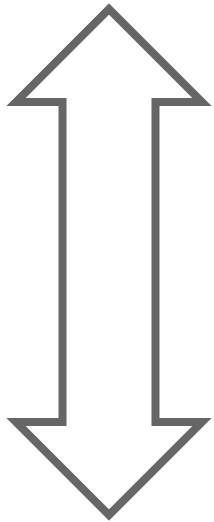
We are moving from we 'could' to we 'should' to we 'must' include all capitals in all decisions.



# What is a capitals approach?

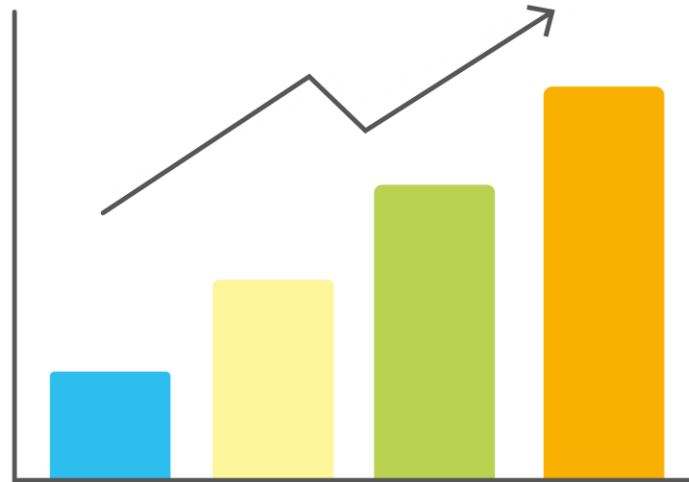
## Impact & Dependency

A capitals approach highlights our dependency on nature and people making it critical and, therefore, embedded in all decisions.



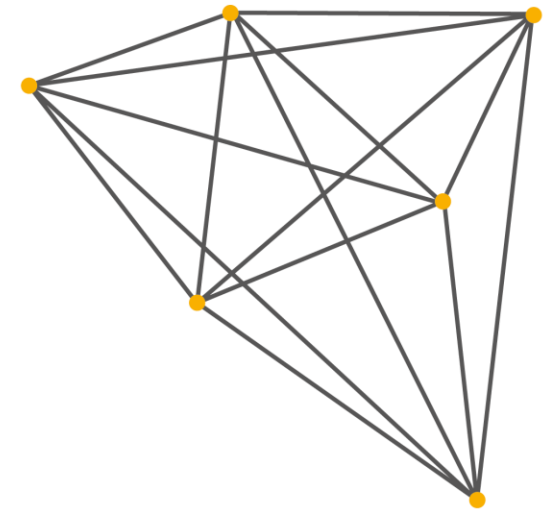
## Measure & Value

A capitals approach values impacts and dependencies so that we understand their relative importance and worth and are forced to transform the way we act.



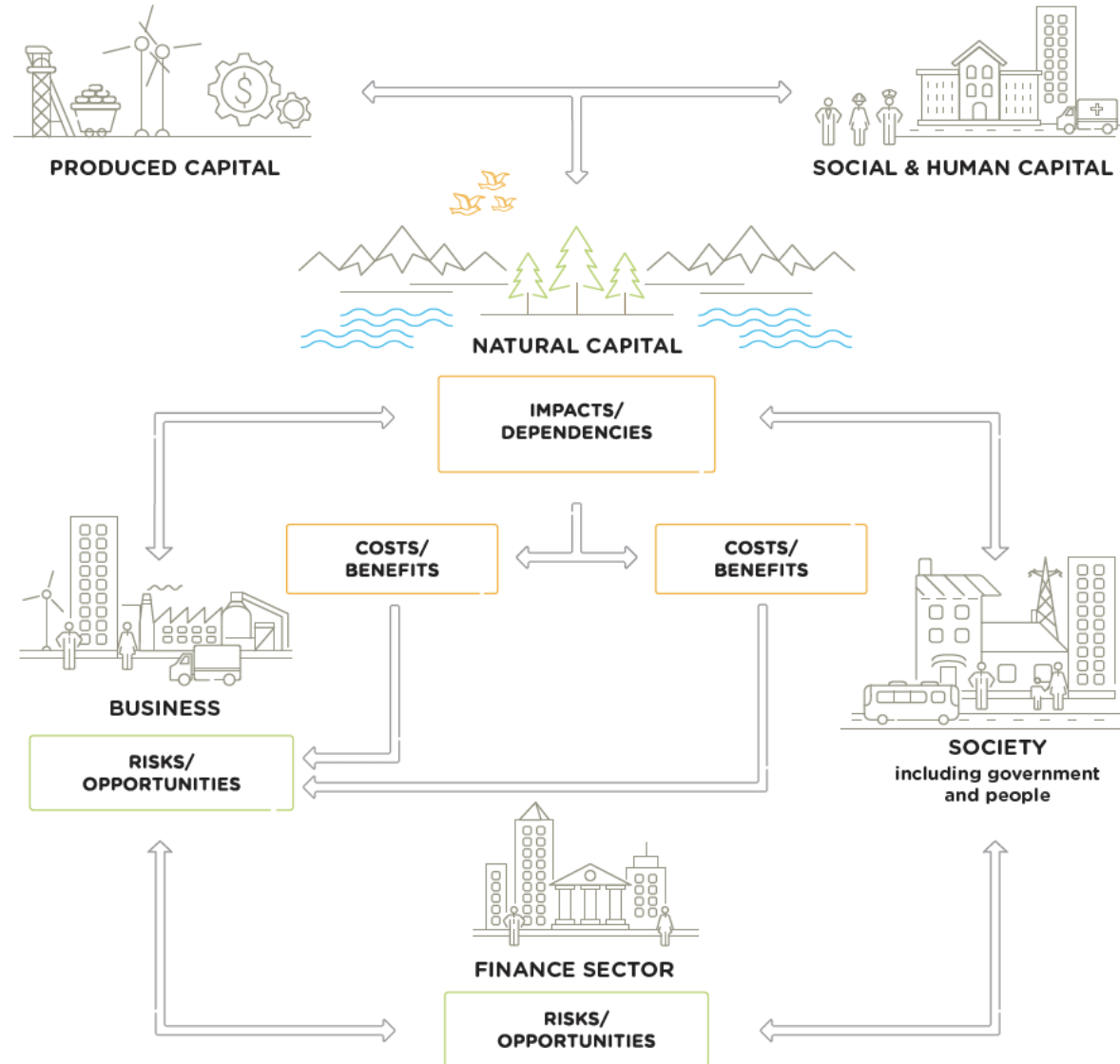
## System

A capitals approach exposes the shared risks and opportunities, clearly indicating how everything is connected.



# FRAME STAGE: Why?

Capital impacts and dependencies: conceptual model for business and finance



# Why is a capitals assessment useful?

## Potential applications



**Inform strategy,**  
understand  
risk and  
opportunity



**Compare options**  
such as  
sites or  
sourcing



Estimate  
total value or **net  
impact**



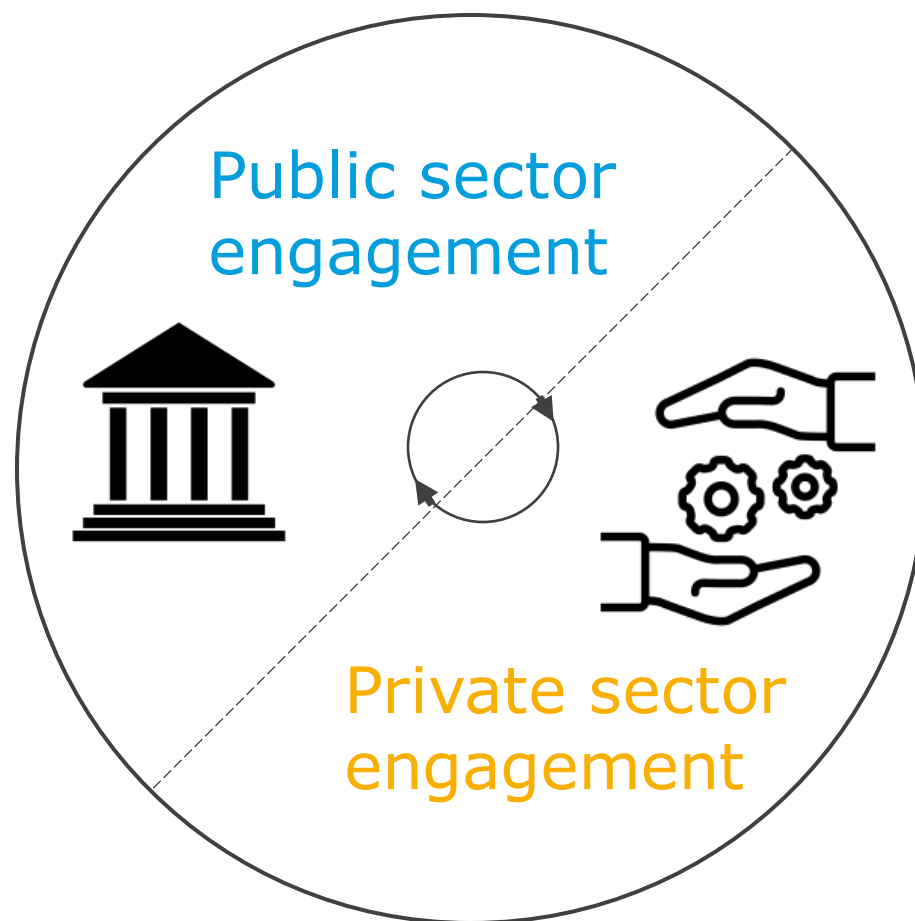
Assess  
impact on  
**stakeholders**



**Communicate**  
internally  
or externally

# TEEBAgriFood Country Implementation Project

The **E**conomics of **E**cosystems and **B**iodiversity  
Promoting a sustainable agriculture and food sector



CAPITALS  
COALITION



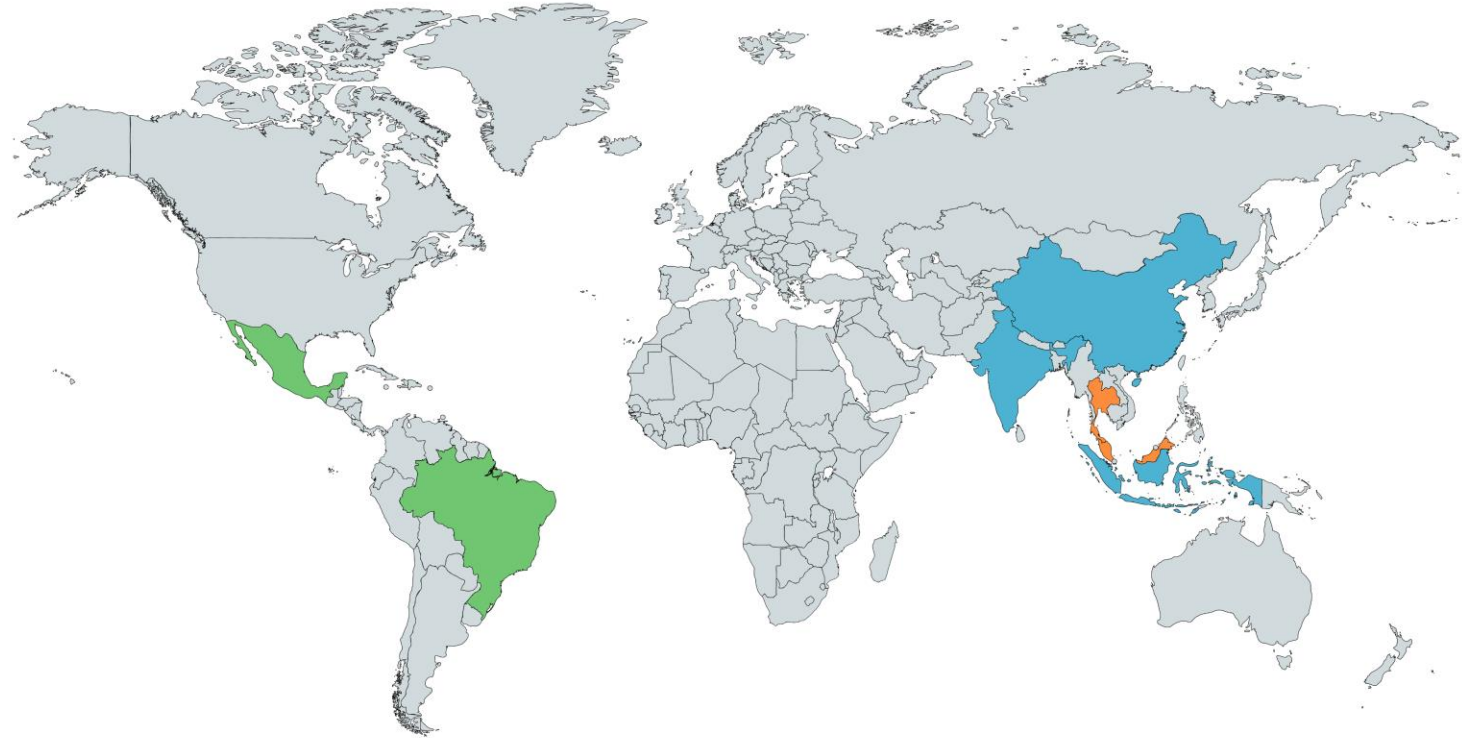
Funded by the  
European Union



# Project scope

By engaging with food businesses and governments in 7 countries:

- Brazil
- China
- India
- Indonesia
- Malaysia
- Mexico
- Thailand



Brazilian Business Council for Sustainable Development (BCSD-Brazil)



Indonesia Business Council For Sustainable Development



# TEEBAgriFood for business: activities



## What?

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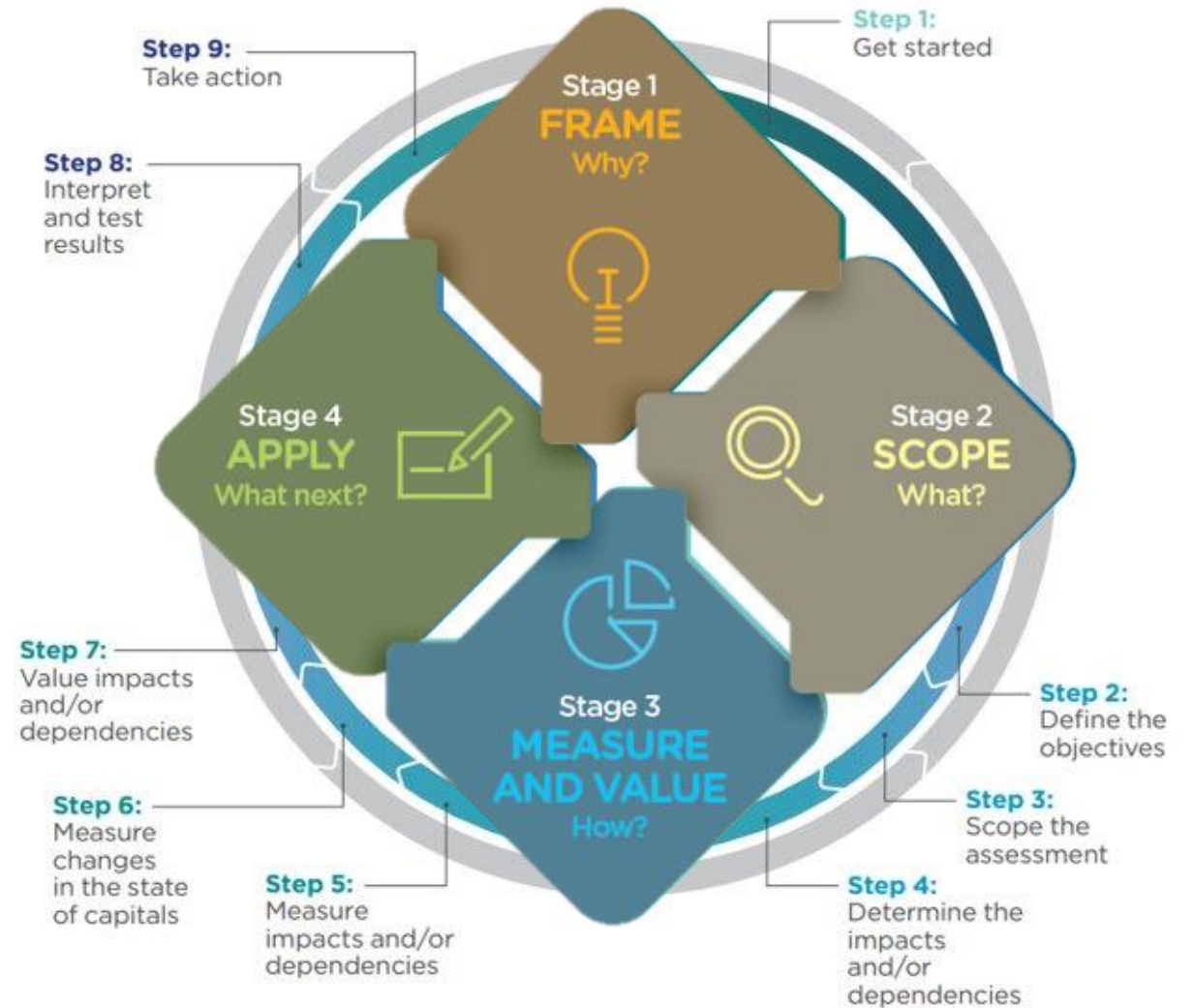
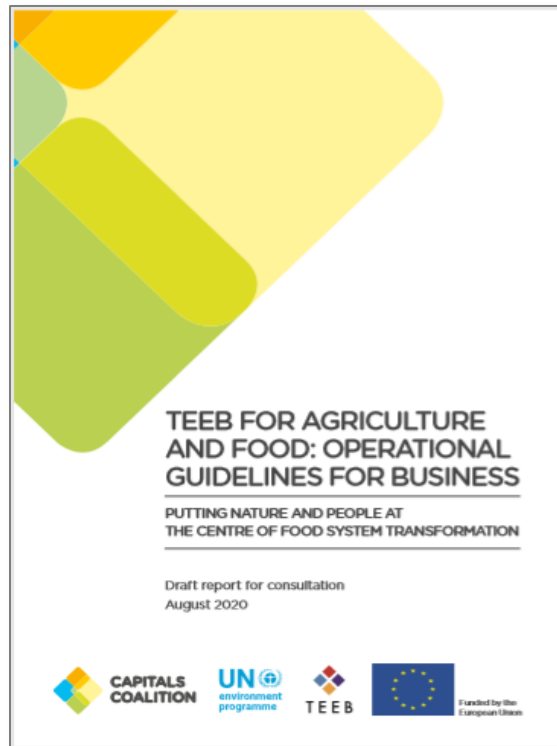
**Engagement  
with  
businesses**

## How?

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- Guidelines for business
  - Country-by-country collaboration
  - Roundtables
  - Trainings
  - Gather application
-

# Operational Guidelines for business



# What does an assessment look like?

## Olam sugar cane case study

### WHAT NEXT

- ✓ Overall productivity increased by 15%
- ✓ 62-billion-liter water saved over 3 years
- ✓ 20,500 farmers reached through Olam's smallholder program

**HOW** Measuring and valuing impacts and dependencies of **water indicators** and productivity



### WHY

In India, 1500 to 3000 liters of water are needed to cultivate 1kg of sugar cane.

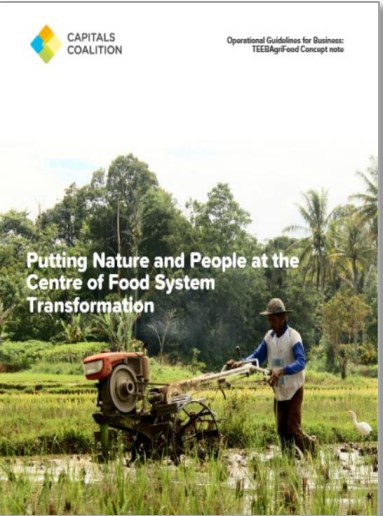
The assessment **informs the sustainability strategy**

### WHAT

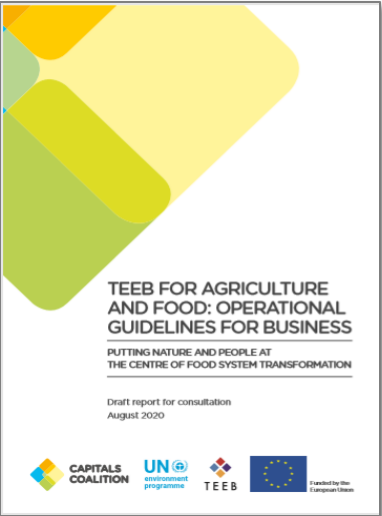
Natural capital assessment on sugar cane plantation in Maharashtra and Madhya Pradesh to assess material **water dependencies and impacts**



# Next steps for the TEEBAgriFood for business project



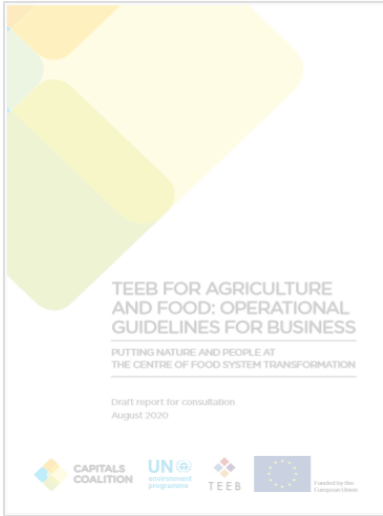
Concept note  
**March 2020**



Draft Guidelines  
**August 2020**



Consultation & Piloting  
**2020 - 2022**



Final publication  
**October 2022**



Case studies  
**2021- 2022**



# Flash Presentations



Juan Elvira  
*Sustainable avocado from Mexico*  
APEAM, Mexico



Ana Tureta, Embrapa  
*Working towards carbon neutral cheese*  
NUU Pão de Queijo, Brazil



Pedro Martins  
*Benefits of a short supply chain with smallholder organic farmers*  
LivUp, Brazil

Make your suggestions and leave your feedback on Mentimeter –  
Code: **74727063**

# **APPLY STAGE: What next?**

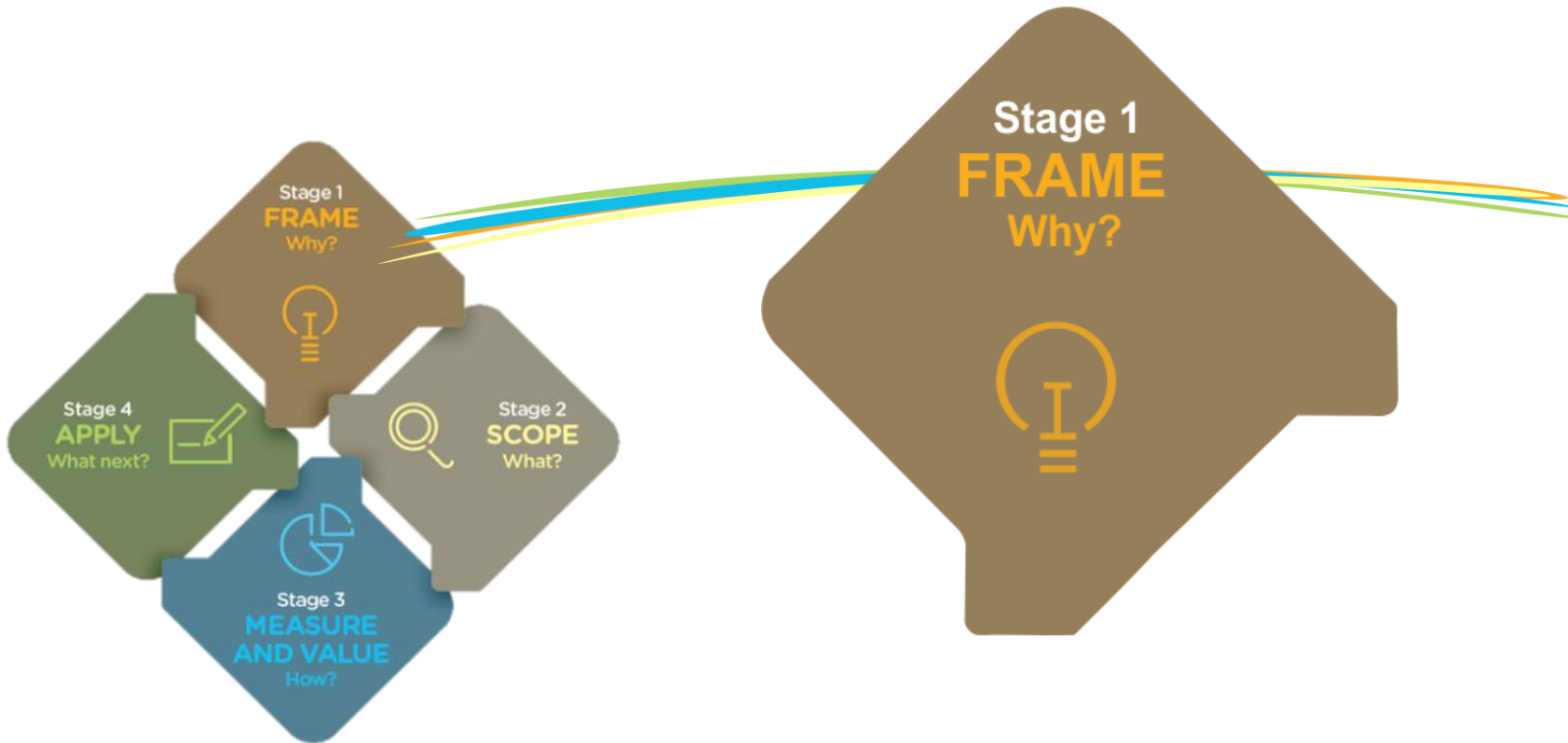


## **THE CASE OF MEXICO: SUSTAINABLE AVOCADO PRODUCTION**



**FORESTS AND BIODIVERSITY (CLIMATE CHANGE)**

# WHY ?



✓ Green Agenda was the first step: soil conservation, water management, responsible use of pesticides.

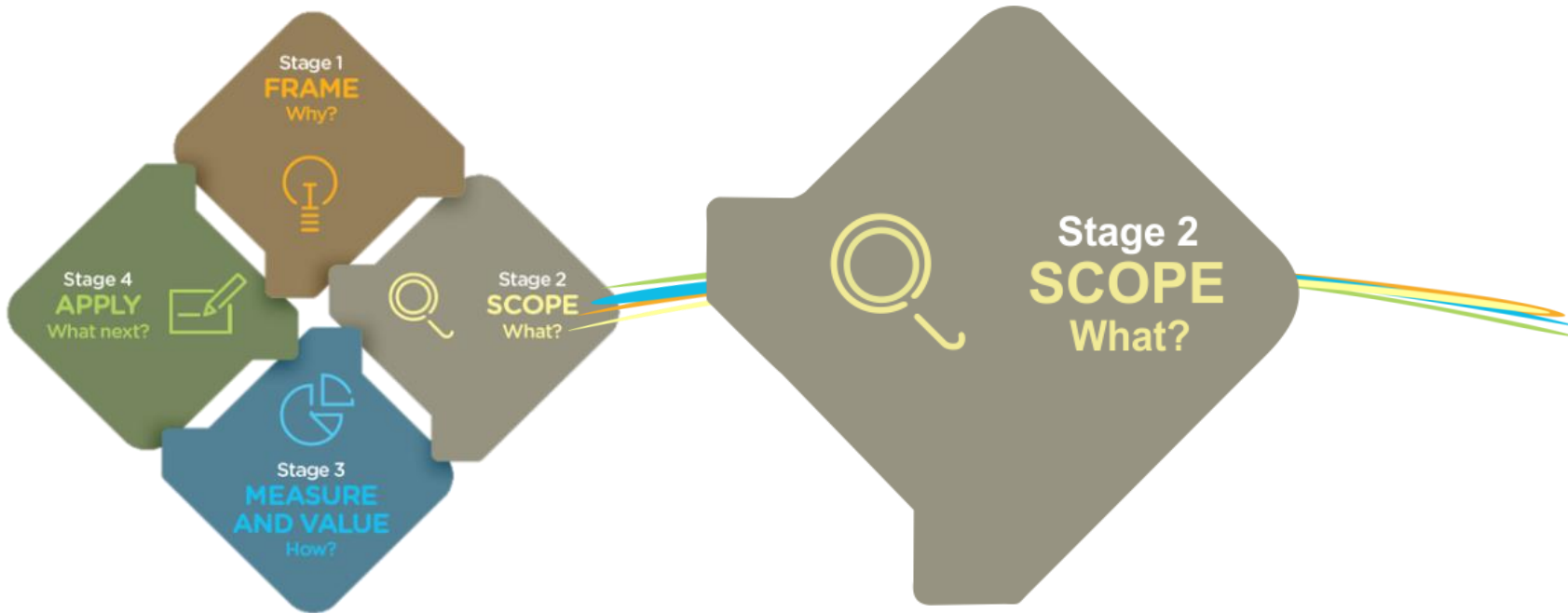
X Negative impact on natural capital of avocado orchard expansion

- ❖ Decrease biodiversity
- ❖ Deforestation
- ❖ Threats to water sustainability





# WHAT ?



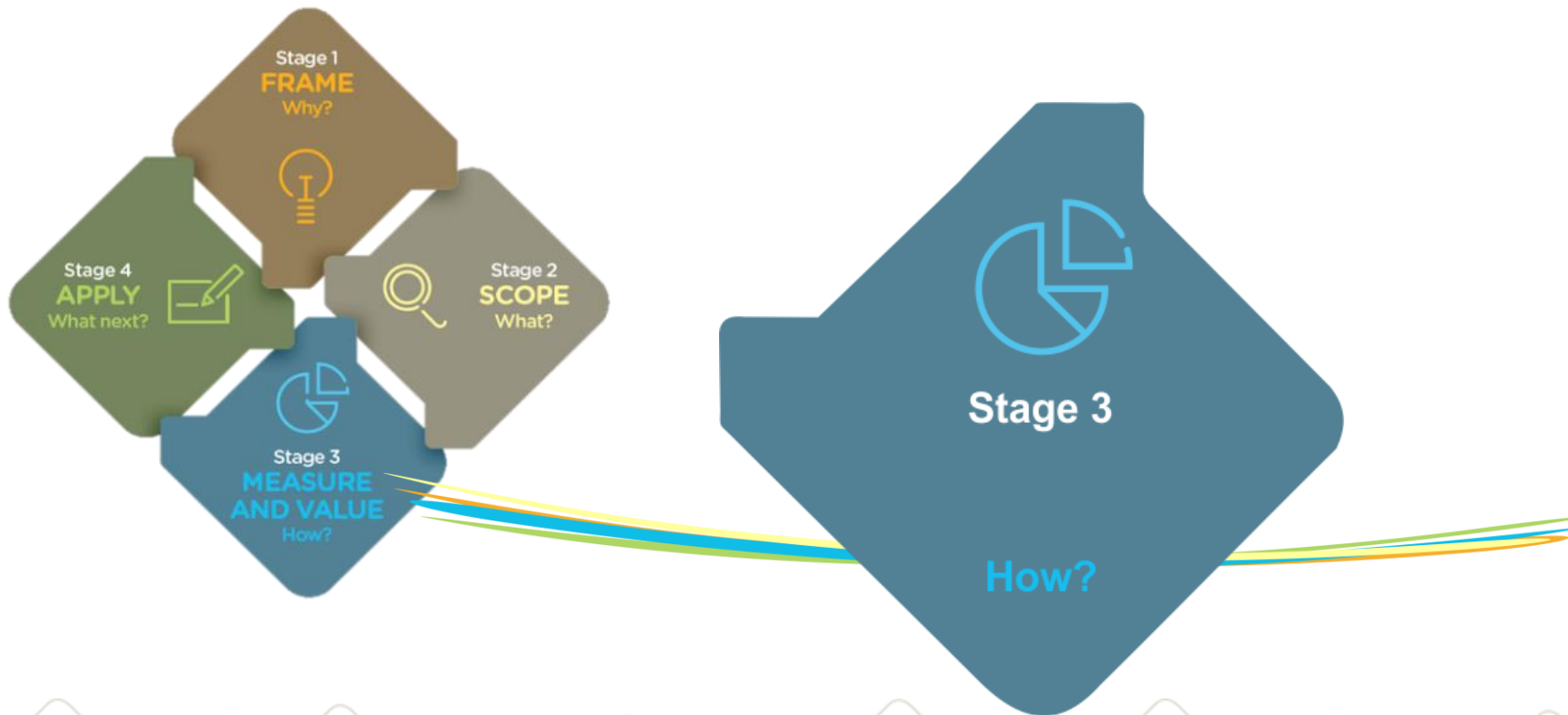
**Find a method to reduce the environmental impact**

**What are we doing to increase sustainability?: Social responsibility, climate change**

**❖ Agreement: avocado growers and Federal Government to make it sustainable**



# HOW ?

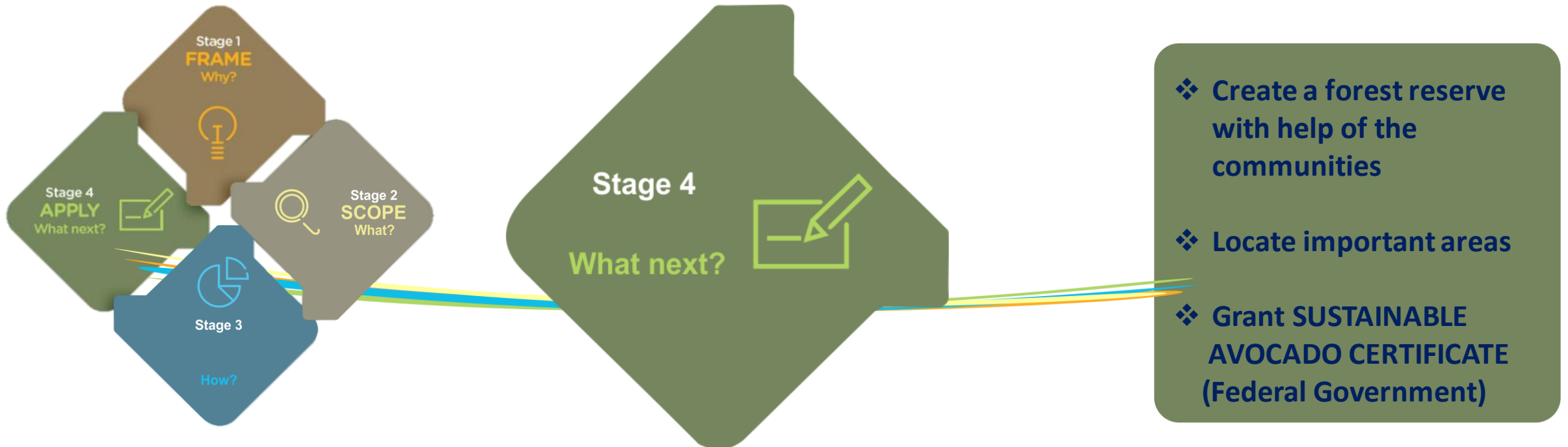


Case assessment confirms the need to work on forest and biodiversity

- ❖ Implement Environmental Compensation Program
- ❖ Forest conservation is financed and operated by growers



# WHAT NEXT ?





# APPLY STAGE



Forest reserves

Avocado trees



Avocado packing area



Waiting for the harvest time



# TEEB AGRIFOOD NUU Pão de Queijo - an assessment under construction

Ana Paula D. Turetta

Researcher at Brazilian Agriculture Research Corporation  
(EMBRAPA)

Based at Embrapa Soils, Rio de Janeiro.



To assess risk and opportunities, especially regarding the suppliers and consumers. For NUU it is important to promote a sustainable production among farmers/suppliers and spread this concept for the consumers.

Main motivation  
Why?

- Improve risk management
- Improve business advantage
- Improve reporting
- Capturing financial opportunities

What?

Value chain: milk => cheese

Impacts/dependencies of livestock land use.

Quantitative and if possible monetary

## Measure and value

Material issue	Impact driver/dependency	Indicator	Data source	Data gaps / key uncertainties
Land use	Land use change/land available for pastures	% land use (pasture, agriculture, natural areas)	MapBiomas	Scale
Fertilizers dependency	Degraded soil/healthy soils	Amount of fertilizers applied	Censo Agropecuário IBGE	Scale
GHG emissions	Land use change/livestock activity	GHG monitoring or indirect calculated by the average number of cattle/area	Censo Agropecuário IBGE	Scale
Food security	Climate variabilities/change in suppliers	Average of livestock production in a time scale	Censo Agropecuário IBGE	Scale



Apply  
What next?

Continue the calculation.....

Material issue	Change in capitals	Method to measure change	Indicator for change	Data source	Data gaps/ key uncertainties	Summary of findings
Use of fertilizers	Natural	Monitoring the fertilizers application	Amount of fertilizers applied	Primary data (collected in the field)		

To apply the results in the business /to get seek for financial support to develop the project.

**Obrigada!**  
**Thank you!**  
ana.turetta@embrapa.br

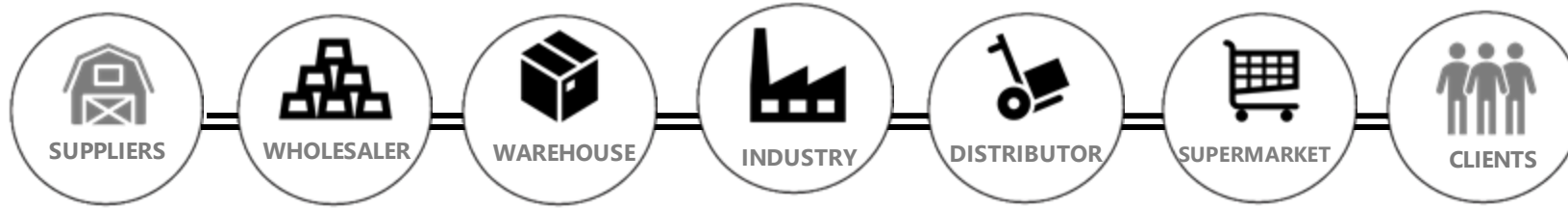


**Embrapa**

MINISTÉRIO DA  
**AGRICULTURA, PECUÁRIA  
E ABASTECIMENTO**

**BRASIL**  
GOVERNO FEDERAL

# What was/is the objective of your assessment?



Low integration, inefficiency and waste

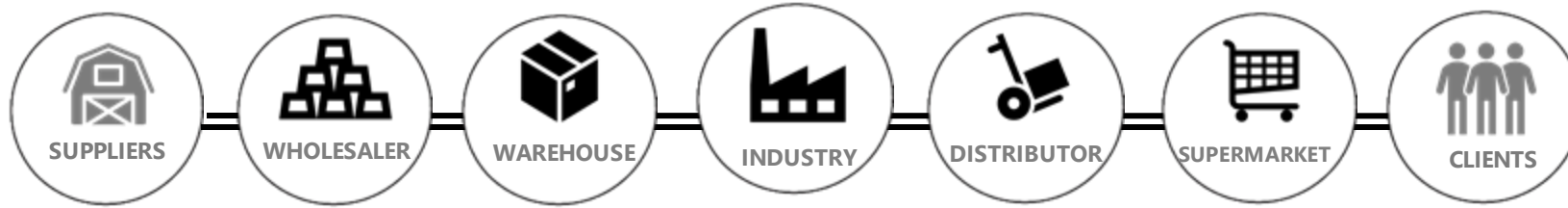


High integration, facilitating decision-making and generating shared value across Liv Up's food system

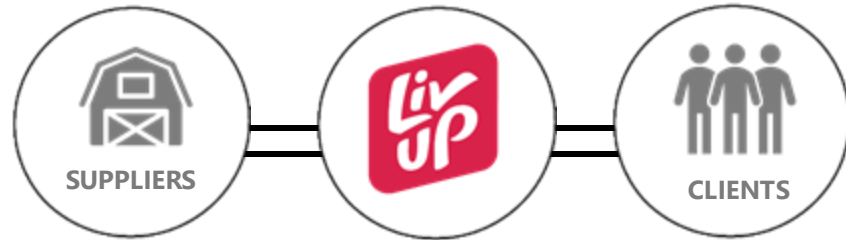




# What was/is the objective of your assessment?



Low integration, inefficiency and waste



High integration, facilitating decision-making and generating shared value across Liv Up's food system

- How can we measure it?
- How can we measure the impact of a short supply chain with smallholder organic farmers?
- Is this strategy worth the effort?
- Are we communicating all the shared value created? All the benefits and impact we generate?





# How did you conduct your assessment?

## WHAT NEXT

- **Contrast organic X non organic planting** (natural, social and human benefits)
- **Communicate** impact generated to stakeholders (from clients to investors)
- Apply framework to **other parts of value chain**. Ex: **Compare and contrast benefits of buying at Liv Up X conventional supermarket** - (plastic packaging, ingredient environmental impact, reverse logistics, waste)

## HOW

Measuring qualitative and quantitative **impacts of the “dedicated planting”**

- **In the organic ingredient supply** - *Quantitative*: Financial gains (R\$) by planting planning with Liv Up; Organic supply guarantee (KGs and %)
- **Social return of this activity** - *Qualitative* (Life quality improvement; Socio-financial stability; Acquisition of new machinery)



## WHY

Value the capitals involved in our short supply chain with smallholder farmers.

The assessment will help us **strengthen our strategy, improve stakeholders’ impact communication** and map chain risks,

## WHAT

Measure social and human **impacts of “dedicated planting”** (direct partnership with farmers) and **organic agriculture**, in addition to mapping opportunities for the chain development.

# How did the results of your capitals assessment influence decision making or how do you hope that it will influence decision making?

Better understanding and evaluation of the impact we generate across our food system

- Consolidation of Liv Up's Sourcing Strategy
  - Prioritize organic food <> prioritize direct partnerships
- Consolidation of Liv Up's Sustainability and ESG Strategy
- Quantitative and qualitative evaluation of social value generated through direct partnerships → better communication to investors and consumers about our impact → strong rebranding around impact: "Liv Up: Food for those who matter"
- More resources to S&S department to deepen the analysis



# Q&A

Ask your questions to our speakers in the chat



# Next steps for the TEEBAgriFood for business project

## India

Roundtable

Training program starting  
29<sup>th</sup> April running till  
November 2021

Case studies for  
publication Q3 2022

## China

Roundtable

Training program starting  
in June running till  
November 2021

Case studies for  
publication Q3 2022

## Indonesia

Roundtable

Training program starting  
1<sup>st</sup> June running till  
November 2021

Case studies for  
publication Q3 2022

Engagement in [Malaysia](#) and [Thailand](#) to follow in 2022



# Continue the conversation

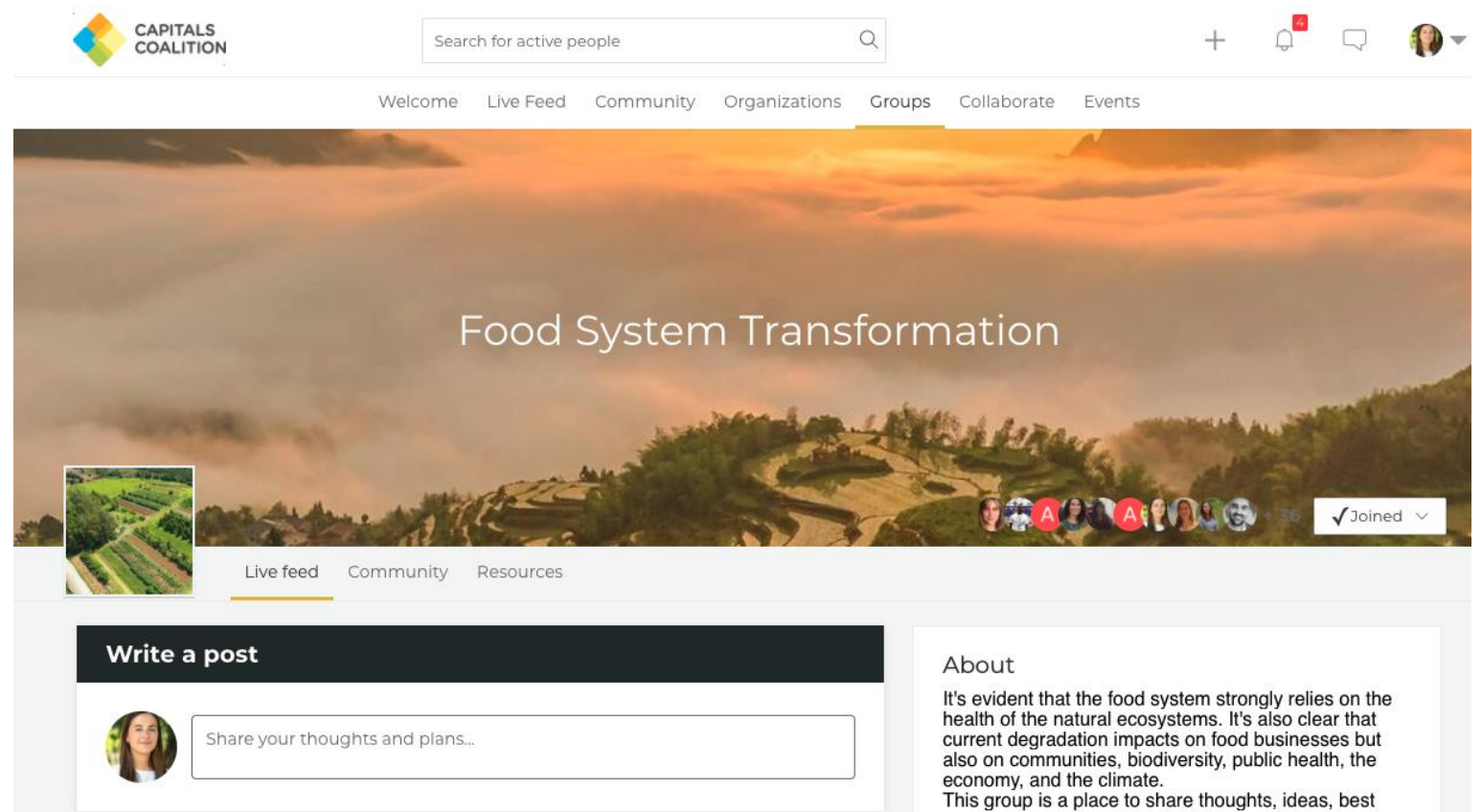
- ✓ Global consultation
- ✓ Join training sessions
- ✓ Building capitals approach evidence base
- ✓ Curating collaboration on the [Capitals Community Food System Transformation Group](https://community.capitalscoalition.org/)

Connect with the Capitals Community and join a network of professionals working together to redefine value and transform decision-making.

This online platform facilitates engagement and collaboration among the extensive Capitals Coalition network.

Join the conversation to share knowledge & experiences, events and opportunities.

<https://community.capitalscoalition.org/>



The screenshot shows the user interface of the Capitals Coalition's online community platform. At the top, there is a search bar for active people and navigation links for Welcome, Live Feed, Community, Organizations, Groups, Collaborate, and Events. The main header features a large image of a landscape at sunset with the text "Food System Transformation". Below this, there is a "Live feed" section with a "Write a post" prompt and a text input field. To the right, there is an "About" section with text describing the group's focus on food system transformation and its impact on ecosystems, communities, and the climate.

Search for active people

Welcome Live Feed Community Organizations Groups Collaborate Events

Food System Transformation

Live feed Community Resources

Write a post

Share your thoughts and plans...

About

It's evident that the food system strongly relies on the health of the natural ecosystems. It's also clear that current degradation impacts on food businesses but also on communities, biodiversity, public health, the economy, and the climate. This group is a place to share thoughts, ideas, best practices, and connecting initiatives with the aim of

# AMEBIN Activities 2021

April-June 2021



**Share experiences** and lessons learned. B to B events for sharing real cases of sustainable agriculture implemented in Mexico focused on Agriculture and Biodiversity; and Cooperatives and Producer Associations experiences.



**Sharing available** solutions in Mexico that respond to national context: Financial Solutions and Technology & Innovation (4.0 Industry) to implement sustainable agriculture practices on the field.



**Sharing collaboration platforms** to look for support and allies (Mexican Alliance for Business and Biodiversity; Global Compact Mexican Network)

## LAUNCH: Food & Beverage business training: Key steps to conducting a first natural capital assessment

- **For whom?** (F&B) Companies interested in learning how to approach a first NatCap assessment
- **When?** Tuesday 23 March 14:00 – 16:00 CET
- **Register:** You can sign up for this training [here](#)



# Get involved in The We Value Nature 10-Day Challenge

- Sign up to receive **daily challenges**. Each challenge can be completed in around 10 – 20 minutes and will help you take the next step on your nature journey.
- Register for practical, interactive sessions.



[wevaluenature.eu/10-day-challenge](http://wevaluenature.eu/10-day-challenge)







**WE VALUE  
NATURE**

[wevaluenature.eu](http://wevaluenature.eu)  
[info@wevaluenature.eu](mailto:info@wevaluenature.eu)  
[@WeValueNature](https://www.instagram.com/WeValueNature)

Supporting



**CAPITALS  
COALITION**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821303

# Thank you!

Contact us:

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[www.capitalscoalition.org/project/teebagrifood-for-business/](http://www.capitalscoalition.org/project/teebagrifood-for-business/)

<http://teebweb.org/agrifood/>

<https://community.capitalscoalition.org/>

