



THEORY OF CHANGE

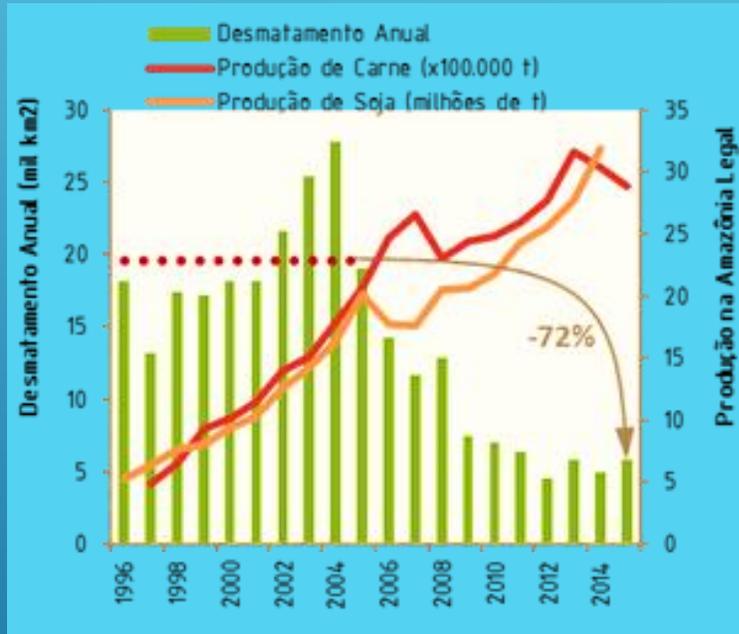
Chapter 9 of TEEB AgriFood Foundations

Peter May

How changing the way we measure the performance of agricultural and food systems (including significant interacting systems such as land use, freshwater management, demographics and labour) can catalyze a broader paradigm shift in evaluation, accounting, education and communication towards changes in policymaking, business and consumer behavior.

MAIN MESSAGE

Case: What price or benefit from land use intensification?



Case: Moratorium on soybeans from deforested areas



CALL FOR EVIDENCE



Case: Taxation of sugar-based drink taxes in Mexico and some US states – effectiveness?



On Sugar and the “Speed of Change”...

- Advised daily dose of sugar²: 30g (UK, NHS)
- Can of Coke (330ml) contains 35g of sugar³ (116% of advised daily dose)
- Global spending on food marketing to youth= \$1.8 billion (2009)⁴
- 51% of this spending is in sugary drinks and other sugary products
- Under 1% of this is spent on fruit and vegetables

	Brought to Public Attention	Legislative / Policy Response
Cigarette Smoking / Cancer risks	1930s	1970s
Leaded Gasoline / Nerve system risks	1920s	1970s
Excessive Sugar / Obesity & Diabetes	??	??

¹ www.goo.gl/cQk7w8 | ² www.nhs.uk/chq/pages/1139.aspx?categoryid=51 | ³ www.goo.gl/U79pQ8

⁴ www.goo.gl/b0jfYW | Picture from www.goo.gl/gRyr9V

- ▶ **The objective: identify pathways toward wider scale recognition and adoption of best agricultural and industrial practices**
- ▶ Identify how to reduce downstream health, work and food security, carbon and water footprint and other socio-environmental effects along the value chain.
- ▶ We implicitly expect that **the proper evaluation and broadcast of value chain health, climate, etc., impacts and hence demonstrated budgetary and non-monetary social and environmental costs associated with various mainstream food value chains can trigger policy responses**

SUB-SECTIONS FOR DISCUSSION

1. Understand **ways in which the principal stakeholders in the current agrifood system can be motivated to engage in this effort**: what motivating forces such as competitive position, consumer satisfaction, ethical basis, reputation, image, can leverage change?
2. What are the proper **incentives and associated positive forces to foster transformational change**? What are the barriers that impede such transformation?
3. **Changes needed in consumer and corporate behavior and awareness** that will bring about such a paradigm shift
4. Summarizing: what are the pathways needed going forward to **muster the commitment and goodwill of stakeholders, bringing this to bear on the design and implementation of integrated systemic approaches** to agrifood value chain transformation?

KEY IDEAS FOR THE CHAPTER

- ▶ Inputs are needed from all other chapters, with particular relevance of the parallel initiatives discussed in Chapter 2 (SDGs, IPES, IPBES, etc.)

INPUTS FROM OTHER CHAPTERS AND
YOUR IDEAS ON THIS?