



DELTA IN TIMES OF CLIMATE CHANGE II

INTERNATIONAL CONFERENCE

OPPORTUNITIES FOR PEOPLE, SCIENCE, CITIES AND BUSINESS
 ROTTERDAM THE NETHERLANDS, 24-26 SEPTEMBER 2014

Deltas in Practice, policy-practice sessions	
Deltas in Practice Theme 5. Food security and the rural landscape	
DP 5.1 Towards a climate adaptive integrated approach of the food chain	
Chair	MA Rob Bonte, Royal HaskoningDHV
Organised by	MSc Hilde van Duijn, Royal HaskoningDHV
Presentations	<ul style="list-style-type: none"> MSc Frank Mechielsen, Oxfam Novib, the Netherlands
	<ul style="list-style-type: none"> Dr. Eddy Moors, Wageningen UR, the Netherlands
	<ul style="list-style-type: none"> MSc Jan Burger, Coca Cola North West Europe and Nordics, the Netherlands
Session topic	<ul style="list-style-type: none"> A large part of the world's food comes from deltas influenced by climate change. How do multinational companies stay the preferred food supplier and guarantee food quality and availability?
Objective of the session	<ul style="list-style-type: none"> The challenge for multinational companies lies in the whole food chain. Leaders from industries, NGOs and the scientific sector discuss the transition towards a climate adaptive integrated food supply chain. They exchange ideas, best practices and identify barriers to make sure people in vulnerable areas will have access to enough, qualitative and affordable food in the future.
Main conclusions and lessons learnt from the presentations	
<ul style="list-style-type: none"> Oxfam Novib launches a campaign: "Behind the brands: change the way the food companies that make your favourite brands do business". The aim is to show what "lies beneath the iceberg". Oxfam Novib makes consumers and multinationals aware of the way products are produced, using a scorecard with 7 themes (transparency, women, land, climate, farmers, workers and water) and 300 indicators. Its goal is to enable consumers to change the way the top 10 multinational food companies (like Coca Cola, Kellogs, Nestlé) do business. Focus on naming, shaming and faming. Dr. Moors illustrates that climate change is threatening the security of water and food supply based on the situation in India. More than 20% of agricultural production remains unsustainable without further improvements. This leads to higher food prices and changing living conditions for humans and animals. In order to adapt to the growing number of extreme weather events, a system innovation is needed using newly developed concepts, focusing on water storage, efficient water use, reduced vulnerability, improved use of rain fed agriculture and water demand management. Coca Cola's climate goal is to reduce the carbon footprint of the drink in your hand with 25%. For Coca Cola water, energy and food are at the heart of its sustainability challenge and agriculture is critically linked to all three of them. Since Coca Cola is producing locally, the continuity of its supply chain is under growing stress, especially in areas with increasing water shortages (needed for both the production process in the plants as well as for growing crops). Coca cola has launched a sustainable agriculture programme using sustainable agriculture guiding principles. A successful case story on making supply chains more resilient is the growing of strawberries in Spain for the brand Innocence. A 40 % reduction in water use was realised with slightly higher yields. 	
Main conclusions of the discussion	
<ul style="list-style-type: none"> Companies, government and NGO's / society form a 'golden triangle'. The Climate 	





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adaptation debate often focuses on flood prevention. More attention in the public debate should be given to long term availability of fresh water for agriculture in times of water shortages.

- Consumers favour brands that are producing in a sustainable way, but are reluctant to pay for it.
- To multinational companies, protecting their brand is important, but more important is securing the supply chain. Sustainable sourcing is the key for business continuity and expansion. The sustainability ambitions of Coca Cola are not part of a separate department but embedded in the procurement function.
- Companies focus on earning money. Society focuses on creating jobs. The challenge is to merge those ambitions.
- In order to implement climate smart agriculture, the entire food chain, plus the government needs to be involved. Transparency is required from all parties involved in these discussions. Solutions need to fit local requirements, discussions and piloting on local scale is therefore crucial.
- Multinational companies should start a number of pilot projects. Show farmers how to use water more efficiently, show the government what kind of action is needed from them and show the public what you are doing (transparency).

Main result or conclusion of the session

The discussion on how to make the food chain more climate resilient has started and actions are being taken by multinational food companies. All parties should participate actively in the debate and take action: multinational companies, NGO's, government and local farmers. Case studies and pilot projects show promising results. It takes time to realise an actual transition, but we have started and a lot of applicable measures are available for implementation. The discussion between the different parties involved is fruitful, and needs to be continued.

Most exciting insights or outcomes

- Securing the supply chain is essential: Coca Cola spends more money on agricultural ingredients than on marketing. The sustainability ambitions of Coca Cola are embedded in its procurement activities.
- In order to implement climate smart agriculture, addressing food security, adaptation and mitigation, investors, farmers, the private sector and the government need to be aligned. Solutions that meet the local requirements need to be identified.
- The focus in discussions on climate change often lies on flood prevention, the importance of fresh water supply is an underestimated issue. This discussion needs to be placed on the agenda, involving the food production and processing industry.

