

WBCSD FReSH Project “Diversified Proteins” – Feb 2019



Sustainable Protein Goal: Optimizing protein consumption and production for nutritionally healthy and environmentally sustainable diets

Action areas (*)

- Soy based products for human consumption
- Beans & peas
- Other plant based proteins
- Broiler & Eggs
- Pork
- Dairy
- Beef
- Aquaculture: Salmon, shrimp, tilapia and carp

* Action areas have been chosen as key food groups, now and in the near future, globally, where the WBCSD industry group can make a difference based on inhouse science and business capabilities



WBCSD Project “Diversified Proteins”



As a group..

- We create a room for businesses to connect to develop new solutions that require collaboration along the value chain
- We give a platform for businesses to showcase to the external world what they are already doing to improve the sustainability impacts of protein nutrition
- We align on a sustainability framework comprising environmental, nutrition and social indicators to focus and the solutions with high impact and understand what we can commit to

We need a framework – Could we use/build on SUSFANS?

Figure 4. Tool to prioritize solutions



Source: FReSH Project / Science to Solutions Dialogues
Model to discuss impacts of different solutions

1. Opportunity for businesses to show impact in a balanced way and to differentiate their product offerings against a credible, broadly endorsed framework of pre-defined, “non-negotiable” performance metrics

2. Diversified Protein Framework

- **For plant and animal based protein sources**
- **Balanced** for environmental, nutrition & diet related, social and economic aspects **to bring the food system back into the safe operating space**
- **Suitable for businesses along the entire value chain**
- **Connecting** execution parameters, business can influence, with societal needs of the food system with quantitative relationships established in a model at different scales (regions, value chain position)
- Valid for different regions: **EU, US, BRA, CN, India**
- **Stakeholder Endorsement** by FAO, WWF, WHO, WRI, WBCSD, IFIF, Academy of Nutrition and Dietetics

3. Avoid target setting on a level of detail which does not reflect a balanced approach between all sustainability aspects and does not allow for different regional context

What are our key criteria for the framework?

Desired output: demonstrate in a straight forward (visual?) way that a business solution / supply chain

- Scores better than the existing/alternative solutions
- Has a better impact in 1 or more of the dimensions (environment, social, health, business)
- Does not do harm in any of the dimensions

Usability: Easy to use by a sustainability or LCA expert, possibly with support of nutrition expert. Exposes business only to the framework & modelling complexity that supports decision making (output can be tailored to users)

Credibility: Engage relevant institution for support and endorsement

Scope: Specific product solutions/supply chains

Key questions, businesses want to be answered with the food system model supporting the framework

1. What is the impact of my product portfolio along the value chain on the different performance metrics? (at least high level: neutral, small, large)
2. How can I change this impact with new solutions and portfolio measures?
 - How can I steer my supply chain? (most sustainable production systems, most sustainable raw materials)
 - How can I meet or exceed the requirements set forth from retail and food distribution?
3. How does improved sustainability relate to cost at the production and at the consumer level?