



Next step: Secure the Omnilabel as an agenda item

Track 2 agenda item UN FSS

Led by Professor Tim Lang (City, University of London), Lise Colyer (Quota.Media), Gavin Wren (Quota.Media)



Following widespread international support achieved at the UN FSS pre-summit affiliated event, recording here: <https://youtu.be/rPHKjWb4qCs>

multiple types of information about their food. It will adhere to a set of metrics led by and monitored independently for governments with UN approval.

1. The solution in a nutshell

A simple, unifying, multi-criteria 'Food Omnilabel' which provides consumers with what they want –

2. Proposal in a nutshell

We seek a UN resolution backing the creation of a Framework for Food Omnilabels. Food



Omnilabelling is the creation of simple labels which convey multiple types of information which consumers want. This includes health, environment, social values, and relevant process and content information. This is technically possible, often withheld but is seen by consumers as their consumer right. The UN FSS is the moment to make this happen. We ask the UN now to act as an “urgent adopter”.

3. Introduction

Given the international support for a UN-led Omnilabel – from a global audience of food systems professionals and consumers across business, research and policy sectors, we believe the proposal for a Food Omnilabel Framework should be progressed to the Food Systems Summit agenda itself within Track 2.

4. Background

You will already be aware of our proposal – submitted ahead of our affiliated event and published on the Food Systems Summit platform, and also copied below as an attachment.

Our event was a resounding success garnering international support from 23 countries and warrants a place on the official UN FSS agenda, under Track 2.

The results

- 170 registered to attend
- Attendees: a global audience of 70 from 23 countries, via Zoom + 500 via TikTok livestream
- Follow up interest: 54 emails requesting for further information from those who had registered but been unable to attend.
- All communicants expressed support for the proposal and asked how they could aid the campaign to see the proposal make its way on to the official UN FSS agenda.
- See below, highlights from the comments, queries and pledges of support.
- [This](#) is the recording of our event.

5. Action

As an official agenda item at the UN FSS we will introduce the proposal to the summit’s wider audience and propose that the Food Omnilabel Framework is adopted by the UN Human Rights Council as an urgent resolution. This resolution must also call on governments to adopt the omnilabel.

At a glance Omnilabel benefits are:

- 60 per cent of the economy is driven by consumers – this needs to be harnessed to transform the food system dramatically and rapidly.
- The Omnilabel metrics proposed harness agri-food to help deliver each and every UN-SDG. Food’s role in delivering SDGs has been largely overlooked to date.
- The UN has a duty to empower consumers to make positive human rights food choices: Professor Joachim von Braun who heads the [Scientific Group for the UN Food Systems Summit](#), said, **“There is no other area - where the human rights of so many people are violated - as in the food system.”**
- Dr. David Nabarro, whose organization 4SD has led the summit dialogue process, said the stakes couldn’t be higher for food systems reform. “If we get food right, then the [Sustainable Development Goals] will be achieved. If we get food wrong, then actually it’s going to be very hard indeed to have the world that we need and want for the future.”
- And Meera Shekar, global lead for nutrition at World Bank, said “the summit’s mandate doesn’t include any built-in accountability mechanisms... The urgency is absolutely clear. After the summit we need action. We need to have agreed upon, implementable actions.”
- The Omnilabel addresses human rights, fosters reform and builds in accountability.

As attendees, all food systems professionals, in our audience pointed out:

- The urgency for an omnilabel cannot be over-stated. It engages consumers in the great food challenges facing humanity: the impact food has on health, the environment, economy and social justice.



- Conflicting brand-led omnilabels are emerging which do not address human rights. Food giants including Nestlé, Cargill, Danone, Unilever, Impossible Foods – to name but a few – are adopting their own fragmented types of omnilabel. There must be coherence to how omnilabels emerge. The danger is that consumers’ ability to influence the food system will be weakened without consistency, coherence and accountability.
- Armed with accurate information, consumers are able to turn the dial on food system practices. Where consumers go, business will follow. We know consumers will favour those businesses working toward the highest human rights standards.
- A rigorous, global set of metrics, which embody human rights across the entire food system, must be adopted as a matter of urgency. Only the UN is able to take the leadership role.
- Environmental Social and Governance investment is attracting ever growing funds, but investors need a simple set of metrics to demonstrate that a food company meets a global and rigorous approved criteria. Deloitte said last year that the number of retail and institutional investors applying ESG principles to at least one quarter of their portfolios jumped from 48 percent in 2017 to 75 percent in 2019. Deloitte predicts that investment managers will launch a record 200 new ESG funds by 2023, more than double those of the previous three years. Prince Charles alone leads a fund committed to investing \$10 billion in nature capital such as regenerative agriculture by next year – 2022.
- **There is no other proposal before the UN capable of quickly engaging the world’s consumers in improving lives so efficiently as this one.** The danger is that, left to company self-regulation, omnilabelling could become a ‘pick’n’mix’ voluntary approach to what is declared on food labels. Labels need to be trusted to be effective. They must be outside commerce if they are to shape commerce.
- Already we know that corporate self-monitoring and corporate-led labels do not work. As our event heard, the Harkin Engel protocol is just one example. Child slavery in the cocoa trade has only gone up rather down since it was adopted. Fairtrade and Rainforest Alliance are not monitoring child slavery – indeed no programme is.
- Currently 1.56 million children are harvesting cocoa in Ivory Coast and Ghana alone – that’s after 20 years of the Harkin Engel protocol.
- You will also see from the comments we received that young people specifically are looking for the UN support and the protection an omnilabel would provide, in the face of powerful lobbies obstruct policy which would deliver on human rights in the food system.
- Our speakers and audience confirmed that the data collection and tech required is in place, making it possible to deliver rigorous omnilabel measurements.

Omnilabel metrics

The scheme proposed connects to each of the UN’s Sustainable Development Goals.

Label metric	Metric to measure, examples
Food safety	Addressing animal welfare standards and food quality standards
Nutrition	Improving metrics to address obesity
Labour	Judging living wages throughout a supply chain, gender equality, health and welfare standards



Environmental impact Water scarcity, food waste, GHG emissions and other pollutions (inc, ie, plastic packaging), biodiversity loss, soil impact to be measured against possible positives, ie regenerative agriculture, carbon off-setting. Opportunity to introduce UN's Eco Accounting mechanism, applying the true cost of the product to nature

Land sovereignty Judging the origin of the product against land displacement and land rights. Also water rights inc in particular those of Indigenous People. And the impact of pollution on traditional food systems.

Matrix demonstrating how this labelling system will drive adoption of UN SDGs.

SDG	UN SDG	Label metric impact	Significance for diet and food
1	No poverty	Labour	Inequalities determine access to diet; c. 80% of the world's poor are rural, many working in agrifood
2	Zero hunger	Labour, nutrition, land sovereignty	c. 800 million are hungry; c. 2 billion overweight or obese
3	Good health and wellbeing	Food safety, nutrition, labour, environmental impact, land sovereignty	Ensure healthy lives and promote well-being for all at all ages
4	Quality education	Labour + the label itself	80% of the world's poor are rural, many working in food
5	Gender equality	Labour	Women are concentrated in the lowest paid, least secure roles across agrifood, providing a reserve of cheap, flexible labour on which modern food supply chains are built, according to Oxfam
6	Clean water	Environmental impact, land sovereignty	Crops and livestock account for 70% of all water withdrawals
7	Affordable clean energy	Environmental impact, land sovereignty	Food systems use 30% of global energy resources
8	Decent work and economic growth	Labour, environmental impact	80% of the world's poor are rural, many working in food



9	Industry, innovation and infrastructure	Labour, environmental impact, food safety, nutrition,	60% of the economy is driven by consumption – directing consumer choices toward improved choices will create rapid positive innovation
10	Reducing inequality	Food safety, nutrition, labour, environmental impact, land sovereignty	80% of the world's poor are rural, many working on food.
11	Sustainable cities and communities	Nutrition, labour, environmental impact, land sovereignty	Directing consumer choices toward improved choices will create rapid positive innovation
12	Responsible consumption and production	Food safety, nutrition, labour, environmental impact, land sovereignty	An estimated 30% of food is wasted; changing dietary patterns increase food's footprint
13	Climate action	Environmental impact	Diet is a major contributor to climate change, accelerating with the nutrition transition. Agri-food production contributes 30% of GHG emissions
14	Life below water	Environmental impact, land sovereignty	c.29% of commercially important assessed marine fish stocks are overfished; c.61% are fully fished
15	Life on land	Environmental impact, land sovereignty	A third of land is degraded; up to 75% of crop genetic diversity is lost
16	Peace, justice and strong institutions	Food safety, labour, environmental impact, land sovereignty, the label itself	The Aarhus Convention confirms that access to the information in an omni-label is a human right
17	Partnerships for goals	Food safety, nutrition, labour, environmental impact, land sovereignty, the label	Working with all FSS constituencies
Reach the community furthest behind	Reach the community furthest behind	Labour, environmental impact, land sovereignty, the label	Delivering change to the lowest paid and most exploited in agri-food production



6. Audience comments from our UN FSS pre-Summit affiliated Zoom event.

"Thank you for organising this event. It is about time we give the power to the consumer (you, me, your friends and family) to decide what they really want to have in their plate and in their body at every meal. It affects our health, our morals, but also our planet."

This label addresses the three major points that must be covered for each consumer product: environment, human health and social justice..."

"If we have access to clear information, consumers will help the population gain access to sustainable knowledge too, helping us unify the people in our transformation. With agriculture having one of the biggest impacts on our planet, we need to offer ourselves a fair chance to make a difference. We are billions so there isn't any small choice. It would be the beginning of something big. If we keep developing all these solutions without informing the end user this doesn't make any sense and all our efforts will be vain."

"What can we do with the lobbies? Here in Peru they make their own laws. Was almost a "war" we from the civil society declare to our congress to conquer our nutrition food for children and adolescents Law."

"A lot of people don't even realise slavery is still a thing in 2021... We really need a label to inform and raise awareness about this. How many other products are concerned..."

"One of the big failings that we're seeing with voluntary certifications is the emphasis on multistakeholder initiatives vs centering of rights-holders."

"I'm the MD of a big food company, and support the development of omni labelling 110%, what should I do to get behind this and help make this happen?"

"Goodweave is funded by small user fees as well as foundations and members. User fees are paid by exporters and importers to participate in the program and earn the right to use the label"

"We focus on cacao at the moment and have [an ongoing pilot](#) aiming at traceability to become a standard in the industry"

"We need to move towards 'choice editing' where consumers cannot but make a more sustainable choice because the less sustainable options cannot be produced. Similar to not being able to buy a car that does not have seat belts."

"A lot of people can't be bothered to do anything anymore because the only choice they can afford is between bad and worse because they don't trust labels or are lost with all these labels indeed. We do need more unity."

"Dependence on labelling fees is one of the things that really undermines things like Fairtrade certification - dependence on brands for approval can lead to weakened standards to win over licensees."

"This has been a fantastic panel, thank you for organising and to the great speakers. Food for thought....we should all commit to sharing this with 10 people..."

"I'm thankful to have been able to listen to this and to have such a global focus on, what has become a global food issue."

"Thank you for the invite and kudos to the organizers!"

"At all panellist and people thanks for this meeting very insightful."

I look forward for future interactions."

"People who provide info about food manufacturer lies and (truth) should be compensated and manufacturers who provide transparent information about their products should be highlighted."

"What would be interesting is how you would be able to see how products 'score' on different aspects and there will be tensions. It would pose the question that you may feel at least you are making a positive difference somewhere with something by your choice."

"Business runs on profit and growth. If the person buying anything knows that the item is slave-free they'll choose it. Eventually, if enough people



choose slave-free, the companies will have to change to slave-free offerings.”

“Looking forward to these efforts crystalizing”

“Thank you!!! Had a great summit!”

“Brilliant panel. Thank you!”

7. Attendees joined from these countries:

- Belgium
- France
- Germany
- Sweden
- Holland
- Ireland
- Denmark
- Portugal
- Switzerland
- United States
- New Zealand
- Australia
- The Philippines
- Canada
- Ecuador
- Belize
- Peru
- Ethiopia
- South Africa
- Ghana
- Kenya
- Nigeria
- United Kingdom

8. Attachment:

UN Food Systems Summit Action Track Two

Shift to sustainable and healthy consumption patterns

Track: Food Demand

To improve the product experience of healthier and more sustainable food and improve consumers motivation and capability.

Led by **Daniel Vennard**

Proposal: a global, unifying, UN-endorsed SDG-friendly food label

Led by Professor Tim Lang, Emeritus Professor of Food Policy, City University and advisor to Track 2 of the Food Systems Summit

Omnilabel

Authors: Lise Colyer, Gavin Wren, Jake Williams, James Foss, Lily Davison, Megan Denny, Ellen Norris. Email: lisecolyer@quota.media

What problem is your solution addressing?

1. Lack of co-ordination in addressing the food system’s human rights impact on nutrition, food safety, environmental impact, labour rights and land sovereignty. Too often solving one is achieved at the expense of others.
2. Evidence supports the need for a new and innovative labelling scheme.¹ This would hybridise the hundreds of front-of-pack labelling schemes that currently exist, providing the consumer with a complete picture of the implications of their choices. For example, no labelling scheme confirms respect for land sovereignty, or the living wage throughout a value chain. Consumers seek a validated choice to support companies doing the right thing. Myriad nutritional matrixes exist and carbon or environmental impact labels are also proliferating. We

¹ SAPEA, *Science Advice for Policy by European Academies*. (2020). *A sustainable food system for the European Union*. Berlin: SAPEA. <https://doi.org/10.26356/sustainablefood>



need to bring all concerns together under one unifying banner.

3. The technology, science, metrics and consumer demand all exist. They need to be brought together in one over-arching ratings scheme, that drives food systems transformation through consumer power.

So, this solution delivers transparency, traceability and accountability in food systems, unifying the world's consumers in powering all relevant UN SDGs.

Differing standards re: food safety, for example, or nutritional values, across markets should not be considered an obstacle.

We cite the example of the [General Data Protection Act](#) of the European Union, introduced in law three years ago. It is the gold standard in protecting the human right to data privacy, setting a bar global governments seek to meet. It has been integrated successfully into mainstream business and consumer practice.

The Omnilabel should aim to trigger a race to the top, setting high standards for top ranking metrics. Ultimately, though, its purpose is to fully inform consumers about their choices and trade-offs, not to discriminate against those choices.

1. Introduction

It's well-accepted that in addressing the problems, in particular the human rights breaches, created by the food system, that we are not lacking scientific insight. We are lacking application of science-backed solutions².

Everyone who eats, in other words, each of us, belongs to the most impactful stakeholder group in the food system: consumers. We are the best drivers of science-backed solutions.

A unique policy window is opening as three power streams of influence converge. The maturity of data science led food systems solutions; increased

consumer demand with Gen Z and political urgency in mitigating food systems impact make this the right time to act.

All we need is transparency, traceability and accountability. Armed with this we are able to transform the food system at lightning speed.

We are nimble and well-funded enough to drive innovative opportunities overnight. We have no vested business interests.

When consumers eat with full visibility of the United Nations Sustainable Development Goal (UN SDG) implications, we are able to promote the market growth of sustainable production and delivery. The impact this would have on humanitarian and health cost reduction would be eye watering³.

There is a [well-established and growing appetite](#) for consumers to impact the food system through our choices.

Traditionally, food provenance has been vital to consumer choice, so this proposal delivers to a long-standing market expectation. We know it would be adopted at scale and speed.

The label itself educates consumers about SDGs and human rights, immediately popularising an understanding of food system impacts. Nutritional-index product labelling is of course well-known and established, though it could be improved. This proposal takes labelling to the next level in terms of fully integrated human rights information. An existing consumer example is [Tony's Chocolonely](#), which uses each and every product label to highlight slavery in the chocolate food chain. It's become a marketing tool that has helped the brand grow exponentially.

Where we consumers go, business and policy follow. Our choices can end deforestation and genocide through illegal land grabs. They can reduce water scarcity, biodiversity loss and greenhouse gas emissions. They can address poverty, poor nutrition, gender imbalance, and poor welfare standards.

² United Nations Food Systems Summit 2021 Scientific Group Food Systems – Definition, Concept and Application for the UN Food Systems Summit; OECD Making Better Policies for Food Systems; von Braun J., Afsana K., Fresco L.O., Hassan M., Torero M. (2021) Food Systems – Definition, Concept and Application for the UN Food Systems Summit A paper from the Scientific Group of the UN Food Systems Summit March 5, 2021.

³ De Vries, H., Donner M. (2021) How to innovate business models for a circular bioeconomy? Bus Strat Env. 2021;1–16.



How does your solution address the problem?

2. The game-changing outcome

2.1 A UN-endorsed global framework for labelling all food products, presenting an holistic SDG impact rating, details below. Adopting the label should be voluntary. Brands might not choose to adopt it. We know consumers will favour those brands that do, and in particular those which apply the label to navigating positive product range choices, delivering the best possible SDG outcomes to consumers.

2.2 This should be complemented by an app delivering customers, via a QR code, the complete story of the product's origin, at every stage, ie the seeds were planted where and when, the location of the meat packing plant and its labour relations rating, where the cow was raised and what it was fed. There are many examples of this technology, [this](#) is a very compelling one.

This allows consumers to make fully informed, impactful choices. For example, they might choose to eat meat despite its carbon impact, but they will choose the product that ate methane-reducing feed, feed that didn't include deforestation-causing soy, was raised on legal land (not illegally stolen or deforested), and processed in a meat-packing plant with a solid record for labour rights.

2.3 What's currently missing are:

- One unifying, global labelling framework, endorsed and supported by the UN.
- [Adoption of existing](#) technology to trace agri-food inputs at every stage.
- Effective independent monitoring in key areas to validate traceability.

Is this a new solution or an existing solution that needs scaling?

It's a collaboration of existing solutions that need scaling.

3. We propose

3.1 Creating a UN committee with representatives from across all five Food Systems Summit action tracks, to approve and monitor the framework criteria. This will unify disparate experts who are currently not functioning in a holistic fashion to deliver SDGs. To be clear this committee must include representatives of Indigenous Peoples, young people, labour organisations, civil society and business interests, such as the World Business Council on Sustainability, as well as leading academics and independent experts.

3.2 Adoption of a UN endorsed set of traceability standards that can be rolled out in a tech supplier-neutral fashion across all agri-food chains. Food brands will be able to choose their own tech suppliers to monitor value chains, but the UN will validate that its own standards have been adopted.

3.3 Creation of UN endorsed independent monitoring systems across all relevant sectors. This is urgently needed in [some food system sectors](#) such as cocoa production in West Africa, where at least half of all workers are unpaid children working in slave conditions and it's commonly accepted only a third of product is being monitored by existing systems, ie Fairtrade. Also, in fishing where [Dolphin Safe](#), for example, admits it cannot guarantee the truth behind its labelling programme. There are many experts and examples that would inform this element of the proposal, such as [Rugmark](#).

4. How the game changing proposal works

A global set of standards for retail food and drink labelling which address all relevant SDGs. We propose the labelling system should start with food and, once in place, then address drinks.

Technology

The technology is now available to provide full traceability, allowing all contributors to input at each stage of a food product's journey – from the seed choice, to the field, to harvest and all way through the production, transport and marketing process.



Inputs can be completed without broadband or wi-fi access from the field, ocean, warehouse or lorry and can be done on basic, non-smart mobile phones.

Data-driven Solutions Support SDG Actions

Ethical development of novel data-science and AI applications have been shown to actively enhance progress towards achieving the SDGs. Creating this dynamic network of accountability will increase coherent action from local to global levels, tying a place-based approach into common global framework.

Direct tipping by consumers to producers

It allows consumers to access, in real time, information about the origins of products from the shop floor.

It even allows consumers to tip, via an app, farmers, fishermen and women and producers, directly.

This empowers consumers to directly engage with food systems transformation and SDGs with every purchasing decision. It unifies and popularises food system change.

The technology is able to measure localised impact, ie carbon footprint for transporting food will change depending on where it is bought and whether it is carried by boat or plane etc. Water scarcity is a localised issue, the calculation will change depending on whether the crop or meat feed come from a water scarce or water-rich location.

So, it allows locally-relevant measurement in real-time of agri-food impacts on SDGs.

It's a level-playing field, discounters stock climate-friendly, nutritional food

There is evidence this would not create elitism in food purchase choices. Already discount supermarkets across the UK and Europe are seeing huge growth in sales of plant-based meat alternatives, for example. Most mainstream supermarkets are adopting climate friendly practices – making climate friendly choices accessible to mainstream consumers.

Quota's proposed labelling system expands this consumer choice to embrace the holistic food systems impact of choices.

4.1 The label could create a rating for the categories such as these five:

- Food safety
- Nutritional profile
- Quality of labour
- Environmental impact
- Land sovereignty

Through UN agencies such as World Health Organisation, the Food & Agriculture Organisation and the UN Environment Programme, together with Member States, Food Omnilabel schemes should be developed in line with the UN's Sustainable Development Goals and national priorities.

Taking our 5 category example above, the details underpinning an Omnilabel would have (a) overarching categories plus (b) more detailed metrics.

Label Categories	Metrics / measures underpinning the categories
Food safety	Addressing animal welfare standards and food quality standards
Nutrition	Improving metrics to address obesity
Labour	Judging living wages throughout a supply chain, gender equality, health and welfare standards



Environmental impact

Water scarcity, food waste, GHG emissions and other pollutions (inc, ie, plastic packaging), biodiversity loss, soil impact to be measured against possible positives, ie regenerative agriculture, carbon off-setting. Opportunity to introduce UN's Eco Accounting mechanism, applying the true cost of the product to nature

Land sovereignty

Judging the origin of the product against land displacement and land rights. Also water rights inc in particular those of Indigenous People. And the impact of pollution on traditional food systems.

Matrix demonstrating how this labelling system will drive adoption of UN SDGs.

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Reach the community furthest behind	Reach the community furthest behind	Labour, environmental impact, land sovereignty, the label	Delivering change to those the lowest paid and most exploited in agri-food production



5. Benefits of this labelling scheme

5.1 To the Research community

This labelling scheme integrates ground-breaking research into a practical application which will create genuine change. Creating change has been the impulse for much great research. However, it is rarely given the opportunity to be applied in the real world. This scheme will make it possible.

5.2 To the Policy community

This is a unifying framework that leverages consumer power to improve food systems. Outcomes will include improved nutritional outcomes, new full-circle economy employment opportunities and business innovation.

5.3 To the Business community

This leverages opportunities presented by ESG investing and Nature Capital investments in particular. It supports the development of a unifying framework for ESG standards.

Major food and beverage companies, including Nestlé and PepsiCo, are joining calls for mandatory human rights due diligence, for example. This would catalyse implementation.

Which organization/s, institution/s or group of individuals are associated with the solution?

In addition to Quota's extensive high-level food systems professional network, and the UN, others would include The World Bank, OECD, IFPRI, HLPE, IPES-food, and include the organisations behind the following metrics:

6. Existing metric models to support development of the rating system

6.1 This is far from a definitive list. It is designed to show how much useful data has been generated, how many metrics have been created, yet are not being put to work, allowing consumers to support UN SDGs through their food choices.

- World Benchmarking Alliance report on [350 most influential food and agriculture](#) companies able to drive the UN's sustainable development agenda forward⁴.
- UN [Eco accounting](#) framework⁵.
- UK Eco accounting framework, [the Dasgupta Review](#)
- World Business Council for Sustainable Development, [Vision 2050](#)⁶.
- Unilever is [developing monitoring processes](#) to ensure living wage is paid throughout its entire supply chain
- [Oxfam metrics on labour](#)⁷.
- [Water scarcity](#)⁸.
- [Greenhouse gas emissions from food systems](#)⁹.
- [Food waste](#)¹⁰.
- [Commodities causing deforestation](#)¹¹.
- [Carbon impact](#).
- Nutritional metrics in [supermarket provision](#).

6.2 Examples of existing legislation to support SDGs

- [US Select committee](#)
- [French due diligence law re: supply chains](#)

4 World Benchmarking Alliance, Food and Agriculture Benchmark

5 System of Environmental-Economic Accounting—Ecosystem Accounting: Final Draft Prepared by the Committee of Experts on Environmental-Economic Accounting

6 World Business Council on Sustainability Vision 2050

7 A critical assessment of food and beverage companies' delivery of sustainability commitments, Oxfam, March 2021

8 Heller, M.C., Willits-Smith, A., Mahon, T. et al. Individual US diets show wide variation in water scarcity footprints. *Nat Food* 2, 255–263 (2021). <https://doi.org/10.1038/s43016-021-00256-2>

9 Food systems are responsible for a third of global anthropogenic GHG emissions, March 2021

[Nature Food](#) 2(3):1-12, DOI:[10.1038/s43016-021-00225-9](https://doi.org/10.1038/s43016-021-00225-9), Project: [edgar emission inventory](#)

10 United Nations Environment Programme (2021). Food Waste Index Report 2021. Nairobi. REPORT 2021

11 World Resources Institute, Global Forest Review, 2021



- [Due diligence on rainforest safe supply chains in the UK](#)

7. Background – why we know this game-changing idea is do-able

Quota is an online news and events title, with a professional audience of 25,000 across the business, research and policy sectors of the food system. Our audience is made up of professionals in a role of influence, at manager level and above. You will find us at [Quota.Media](#).

Quota is a mission-based business, founded with the express purpose of improving the food system faster through great unity and co-operation.

Our audience is in a unique position to provide high-level support and insight that connects expertise across the business, research and policy sectors. These sectors are widely recognised as functioning in a siloed fashion, preventing, say, good research from being adopted by business or policy, preventing business from supporting good policy, and preventing policy from delivering functional food systems.

By bringing these professions together, they are able to join the dots to deliver transformation.

Quota is able to access the world's most respected experts to coalesce around new systems – making cohesion, delivery, and impact simple, practical and possible.

If selected as a game-changing solution, how will you leverage the UN Food Systems Summit to scale your solution?

We would unify participants across the UN Food Systems Summit to dedicate their specialist knowledge to delivering this proposal, as described above.

At this stage we ask the Food Systems Summit Secretariat to dream big and accept the mind shift needed to deliver this game-changing proposal.

We will then outline a complete implementation plan, invite all relevant interest parties to join,

and, together without our own widespread base of support for this proposal, pull together the expertise needed to roll out this plan.

Our network includes academics and policy experts as well as multinational food corporates who could be interested in acting as early adopters of the scheme to demonstrate its benefits.

Is this idea applicable to a particular geography, demography, landscape or other type of setting (e.g. high- or low-income countries, aquaculture)? If so, please specify.

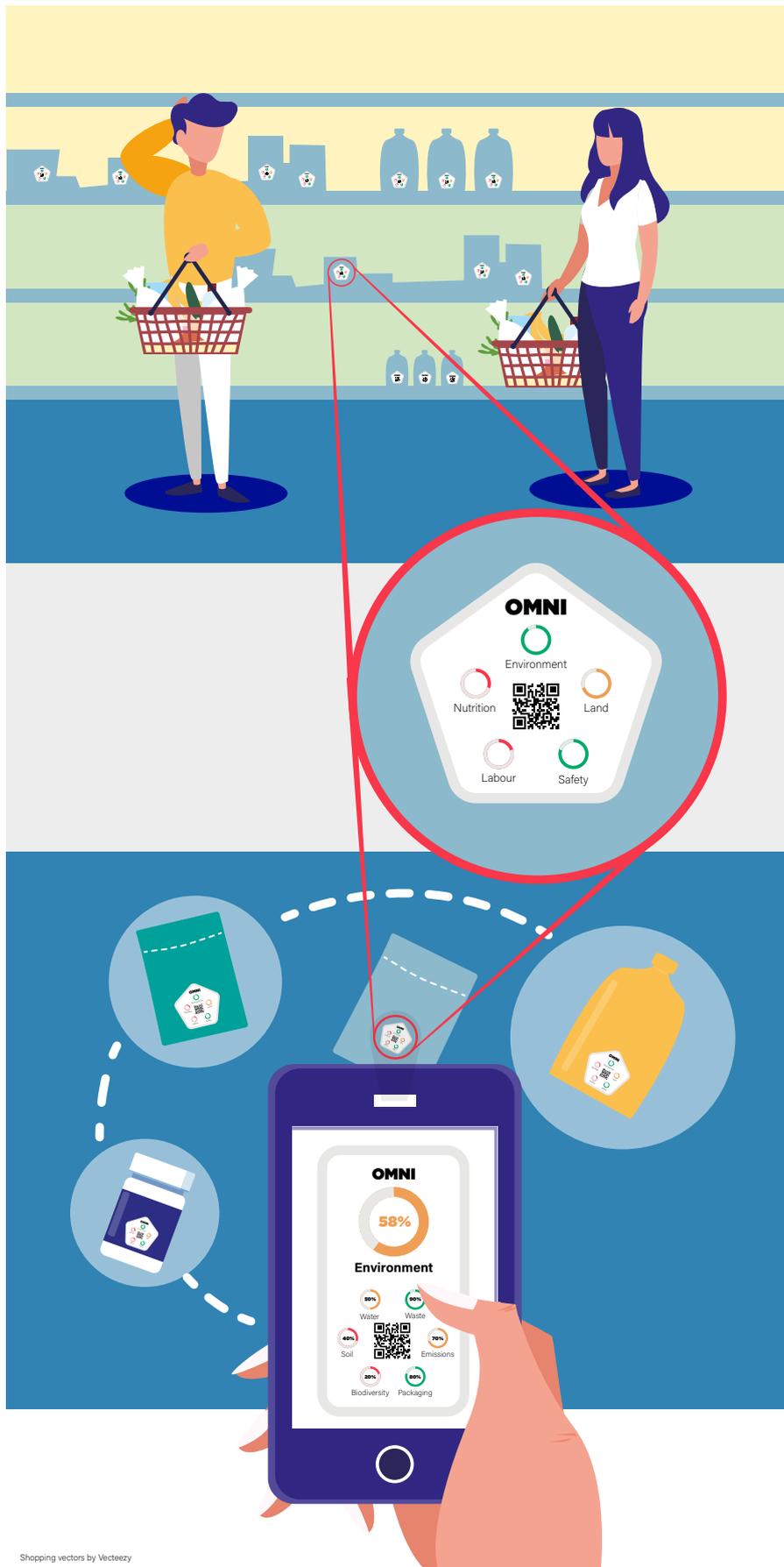
All countries, all food types sold in a retail setting.

Who are the main actors that would put this action into place?

1. The UN would endorse and support the mechanism, as described above.
2. The label framework would be developed and managed by a committee unifying relevant UN participants from across all give Food Systems Summit action tracks.
3. Food brands would opt-in to deliver the traceability inputs throughout their supply chains and apply the front of pack label to retail products.
4. The UN would oversee the independent monitoring mechanism.

Source and process

Described above.



Shopping vectors by Vecteezy

