

# **BREAKOUT SESSION: ALIGNING VALUE CHAINS FOR SUSTAINABLE CONSUMPTION PATTERNS**

WBCSD's recently launched [Vision 2050](#) report highlights how business can lead the transformation towards a 'regenerative and equitable food system producing healthy, safe and nutritious food for all.' The Vision 2050 food transition pathways centers around making diets healthier and more sustainable, ensuring value chains are equitable, transparent, and optimized for people and the planet.

A key opportunity in support of this transition is to build and sustain end-to-end value chain collaboration for health and sustainability, harnessing consumer demand for healthy, sustainable, and equitably produced food while ensuring sufficient supply over time and de-risking sustainable production practices for farmers.

During this session we discussed company partnerships that put this theory into practice. Consumer trends and certain behavior patterns, such as dietary shifts, are seen as risks by some companies today, but they can be mitigated through better value chain collaboration. To be successful, companies need to not only take the lead in developing healthy and sustainable products but also to actively generate demand among consumers for these options, pulling the whole system in a healthier and more sustainable direction. We also launched the [Responsible Meat Initiative](#), a whole value chain approach that mobilizes business action around meat production.

## **KEY TAKEAWAYS**

- It is vital that business embraces its role as part of larger systems and works to address pressing environmental and social challenges while being accountable for the positive and negative impacts generated – engaging all stakeholders across value chains is a critical first step.
- Through innovation, collaboration, and long-term investment, businesses can develop differentiated products that rely on regenerative value chains and constitute social and environmental progress.
- We heard from several companies that recognize that the foundation for environmentally sustainable practices is economic viability. They are integrating into their business models multiple initiatives to financially support their suppliers and maintain the durability of the value chain (paying producers fairly, stock programs, infrastructure grants, seed grants, mentoring programs, etc.).
- Businesses face challenges in generating effective supply chain collaborations to help achieve their sustainability goals due to the extensive and complex nature of supply chains, linked to traceability, transparency, shared data, and coordination. These challenges may be overcome by long-term partnerships with the right suppliers. Responsible sourcing practices can generate positive reactions from consumers, thereby helping to justify investment in sustainable supply and lasting supplier relationships.
- Consumer demand for sustainably produced products is a useful lever for supporting cross-value chain collaboration. The private sector urges governments to put appropriate incentives and frameworks in place to enable and encourage cross-value chain collaborations for sustainability.
- WBCSD's Responsible Meat Initiative (ReMI), which was launched during this session, mobilizes businesses along the pork value chain to collectively address the challenges of producing sustainable meat and consuming meat responsibly. Businesses are coming together to achieve their sustainability goals across the entire value chain (animal welfare, circular economy, workers' rights, etc.).

## **REFERENCES**

- Responsible Meat Initiative <https://www.responsiblemeat.org>
- WBCSD CEO Guide to Food Systems Transformation available [here](#)
- WBCSD Food and Agriculture roadmap chapter on healthy and sustainable diets available [here](#)

**More information**  
[Emily Grady](#)