



Supporting Global Livestock Advocacy for
Development (GLAD) project

Strategy to Engage the United Nations System on
Sustainable Livestock

Emerging Ag Inc.
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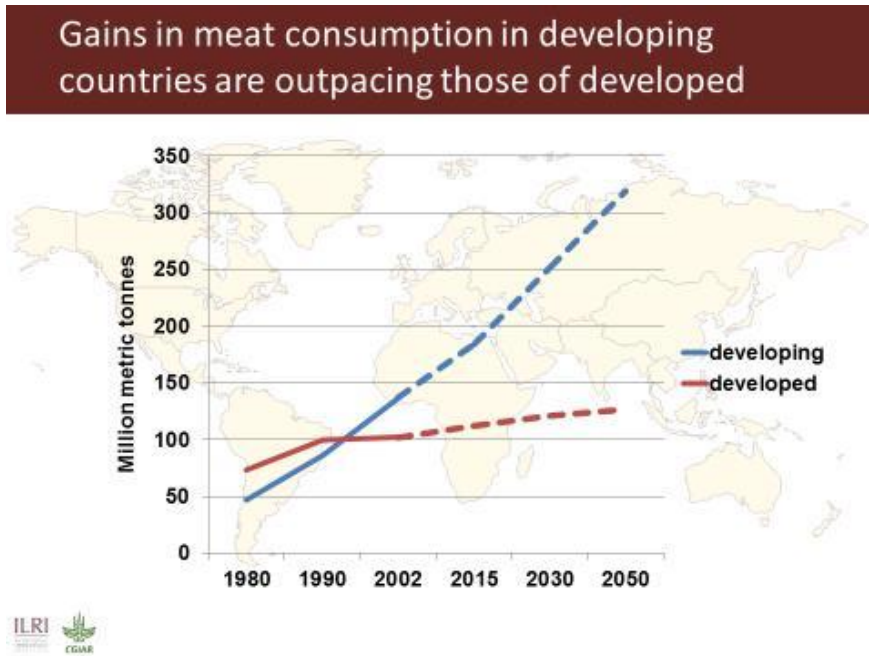
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Why livestock

The central importance of livestock to broad-based development is under-represented in global fora, particularly in the development community.



As the Food and Agriculture Organization of the United Nations (FAO) reports, demand for meat, milk, and eggs is skyrocketing around the globe and the increasing demand for beef, pork, poultry and milk will continue to rise.

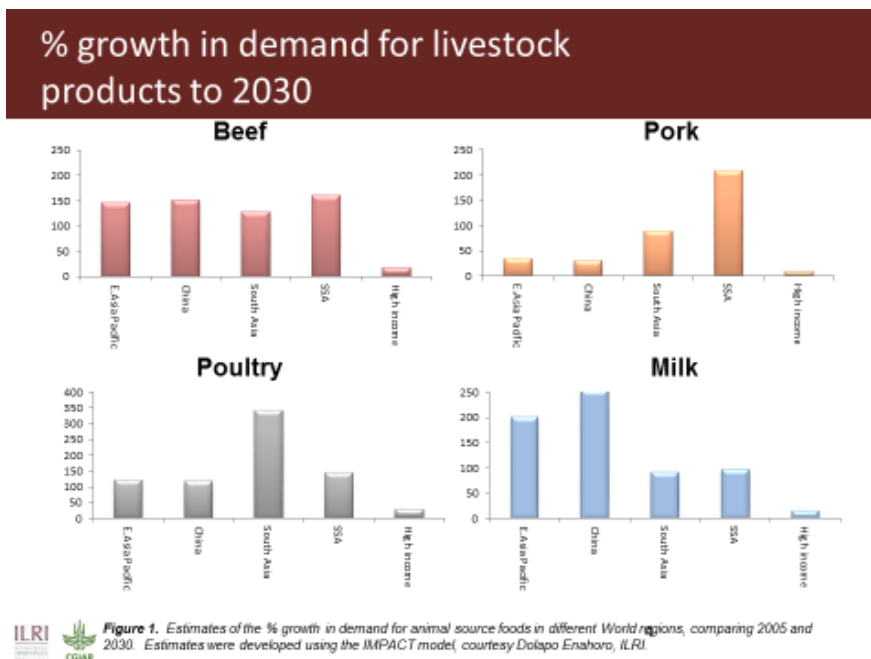
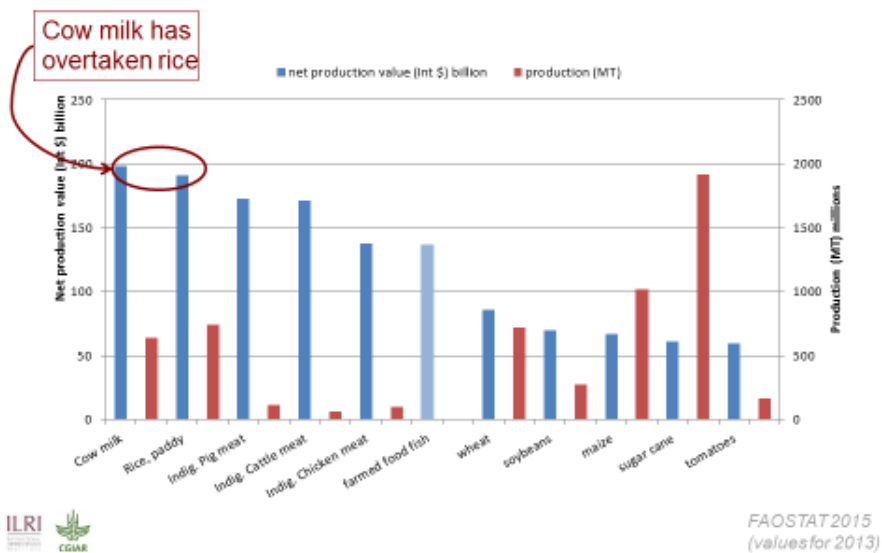


Figure 1. Estimates of the % growth in demand for animal source foods in different World regions, comparing 2005 and 2030. Estimates were developed using the IMPACT model, courtesy Dolapo Enahoro, ILRI.

According to FAO, animal-source foods in 2014 comprise 5 of the 6 highest value global commodities. This reflects a significant increase in meat consumption in the developing world (albeit a concomitant decrease in consumption in the developed world) over the past 35 years, with this trend expected to continue.

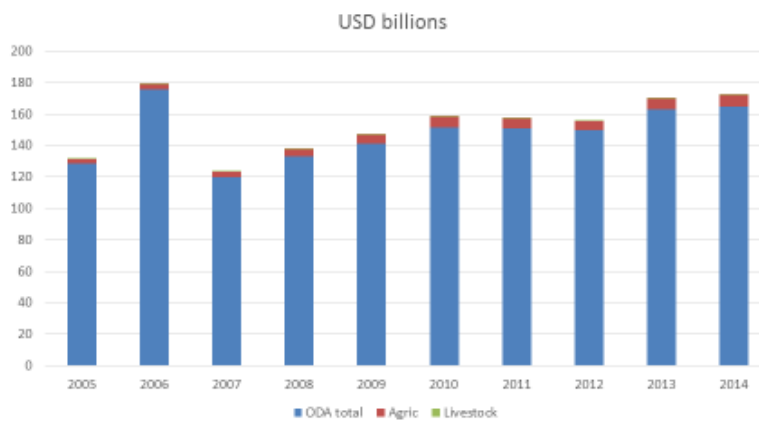
Animal source foods: 5 of 6 highest value global commodities (total value of these 5=US Int \$715 billion)



Some 750 million smallholder farmers and herders depend on livestock for their food, livelihood and income. Many of these are women and youth, for whom livestock serve as a pathway out of poverty. This sector provides an average of 40% of the GDP of the global south ; globally, milk, meat and eggs are among the most valuable of agricultural commodities.

The foregoing notwithstanding, animal agriculture has not garnered the visibility and attention it deserves, as clearly demonstrated by official development assistance (ODA) allocations over the past ten years. The following graph and table are indicative of how the livestock sector has been largely ignored in development financing in the past, a dire situation as the international community embarks on work to meet the 17 Sustainable Development Goals (SDGs) <http://www.un.org/sustainabledevelopment/sustainable-development-goals/> over the next 15 years, with sights set on eliminating poverty, ending hunger and malnutrition and leaving no one behind.

ODA: total, portions for agriculture and livestock



ODA: total, portions for agriculture and livestock by the numbers

Year	ODA Total	Agric	Livestock
2005	128	3.22	.08
2006	176	3.50	.10
2007	120	3.91	.09
2008	133	4.69	.12
2009	141	5.78	.12
2010	152	6.69	.11
2011	151	6.11	.09
2012	150	5.79	.12
2013	163	6.55	.15
2014	165	7.02	.28



Roles for GLAD

The work of the International Livestock Research Institute (ILRI) and other actors in the sustainable livestock sector are essential inputs to discussions and decisions to ensure food security and to eradicate poverty around the world while providing healthy and nutritious diets.

There exist large opportunities for this community to help raise awareness of the importance of animal agriculture, particularly in the international arena where development policy issues are discussed and important decisions are made that can influence policies at every other level – regional, national and community/local.

This strategy outlines ways for ILRI and other actors in sustainable livestock development to build stronger engagement with the United Nations System.

Objectives for engagement with the UN system

The broad objective of this work is to **enhance the position of the livestock sector as an enabling instrument of change** in international fora and developing nations alike. This strategy identifies issues to focus on and partners to work with.

The specific objective of this strategy of engagement is, through positive examples and messaging, to raise the international profile and position of the developing world's agriculture livestock subsector by:

- Increasing understanding of small-scale livestock enterprises as indispensable to: (1) people's well-being, particularly the 750 million people who are dependent on livestock and represent a large proportion of the world's poorest people; (2) sustainable food systems; and (3) more equitable global economic prosperity
- Supporting the creation of enabling environments for developing-country livestock production
- Eliciting donor interest, engagement and expansion of funding in research for livestock-based development

The livestock sector has been under fire in the North due to its adverse impacts on:

- Human diets and health through overconsumption of animal-source and other foods
- The environment, e.g., through deforestation and water pollution
- Climate change through the significant amounts of greenhouse gases emitted by cattle, sheep, goats and other ruminant livestock
- Animal welfare
- Human health through livestock-transmitted diseases, contaminated milk, meat and eggs, and overuse of antibiotics in livestock production systems

For the above reasons, negative perceptions of livestock systems persist in the North, even among international and UN entities, despite efforts to address them.

Significant opportunities exist to promote sustainable and responsible smallholder livestock systems by focusing on the following.

- *Livestock nourish people:* Livestock play large roles in delivering vital nutrients to people around the world, a fact of particular importance in the first 1000 days of life, when nutritionally balanced diets are needed to ensure that children fulfil their cognitive and physical potential.
- *Livestock provide livelihoods:* Livestock remain central to 750 million of the most disadvantaged people in the world, including many women with few means other than livestock keeping of earning a living and providing for their families.
- *Livestock provide pathways out of poverty:* People depend on livestock for income and jobs generated along livestock value chains (e.g., producing, processing and selling livestock feed or milk, meat and eggs and products derived from them) and as means for improving their agricultural productivity and securing their assets.
- *Livestock-derived foods are in high demand:* The livestock subsector contributes an average of 40% of agricultural GDP across the developing world, where the subsector is growing rapidly to meet rising demands for milk, meat and eggs.
- *Livestock help preserve biodiversity:* Livestock keeping helps to maintain vast grazing areas that they share with wildlife—areas that, due to low or erratic rainfall, cannot be used to grow crops.

- *Livestock can help reduce greenhouse gas emissions:* Poor livestock keepers, who are among the most vulnerable of the world's people to climate change, can significantly reduce their livestock-generated greenhouse gas emissions by adopting improved practices such as rangeland management systems that store more carbon in soils and feeding systems that improve the efficiency of converting feeds to foods.

The **target audience for engagement** will be the United Nations Systems, including key:

- UN bodies
- UN staff
- UN Member States (Permanent Missions of Countries to the UN)

Based on the power maps and a prioritization exercise, bodies and processes to target are identified below. In achieving these objectives, the strategy will also call on partnerships with organizations outside the UN system. For these a similar power map is presented leading to a set of target partners.

Priority issues for engagement

Any development strategy must address the challenges not only of economic development but also of adequate nutrition, gender equity, and environmental sustainability, particularly in the context of climate change.

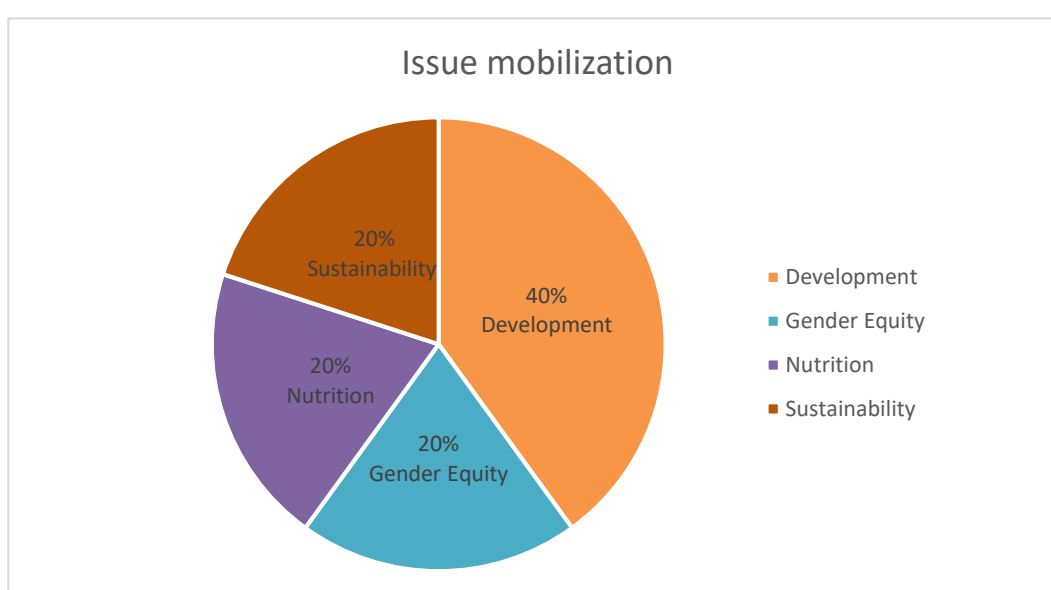
The strategy identifies four global issues that are significantly impacted by smallholder livestock systems and that are of large concern to the UN and where the agenda is most tractable to sustainable livestock advocacy efforts —**Economic development, balanced nutrition, gender equity and sustainable food production in the face of climate change**. These issues will be the priorities for engaging with the UN.

Other issues high on the sustainable livestock agenda, such as animal and human health are recognized as important but are less suitable for UN advocacy at this time. They are likely to be advocacy target through other strategies developed by ILRI with the wider livestock development sector.

The strategy proposes to focus most effort and resources (40%) on the issue of economic development and 20% of resources each on the gender, nutrition and sustainability issues.

It is believed that **significant positioning gains can be made for livestock** with innovative messaging on livestock's many impacts on economic development, particularly as this development intersects with balanced nutrition, gender equity and sustainable food systems, and their many components such as rural, smallholder and pastoral livelihoods; market access; jobs for youth; and training and talent development. Among the larger matters at risk if sufficient funding is not in place for livestock development are social inclusion and peaceful societies.

Informed issues management will be essential to minimizing exposure to risk within the multilateral policy context while raising the positive profile of livestock, particularly as this sector affects women and other vulnerable groups and is indispensable to many people's well-being and to sustainable food systems.



Development

The broad issue of “sustainable development” has now been placed within the purview of the **High-Level Political Forum on Sustainable Development (HLPF)** which reports to the UN General Assembly through the UN’s Economic and Social Council (ECOSOC). Traditionally, the sustainability of farming and food systems has not been a priority area for the UN General Assembly (UNGA) and overlaps significantly with FAO’s mandate. The recent HLPF session in July 2017 focused on the following Sustainable Development Goals: SDG 1: ‘End poverty’; SDG 2: ‘End hunger, achieve food security and improved nutrition and promote sustainable agriculture’; SDG 3: ‘Ensure healthy lives and promote well-being for all at all ages’; and SDG 5: ‘Achieve gender equality and empower all women and girls’. SDG 17: ‘Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development’ will also be treated at this meeting.

The UN system takes action on development and other issues confronting humanity. Most of the UN agencies support developing countries in their fight against poverty and conflict.

The **UN Development Programme (UNDP)** leads in issues relating to broad social, economic and human development. In conjunction with the OECD, UNDP coordinates the Global Partnership for Effective Development Cooperation (GPEDC), which is an inclusive multi-stakeholder partnership that brings together the full range of development actors to ensure that finance, knowledge and policy have maximum impact on development results. Participation in the high-level meetings (HLM) of the GPEDC is important as this Global Partnership considers development issues relating to agriculture, food security, nutrition and livestock.

Messages to be highlighted in this context include the following:

- Animal agriculture helps smallholder family farmers and herders to increase their incomes.
- Animal agriculture has the potential to reinvigorate rural economies, providing smallholders with sustainable livelihoods and a resilient source of economic growth. Livestock generate marketable products that are generally of a higher value and less vulnerable to harvest timing than many crops and that can be produced by small-scale household production systems.
- Judicious development of the livestock sector could make a substantial contribution to raising nutrition levels, increasing agricultural productivity, improving the lives of rural people, contributing to growth of the world economy and achieving Sustainable Development Goals 1 and 2.
- Livestock enterprises are a readily available means for young people to make a living.

Nutrition

The issue of nutrition is germane to SDGs 2 and 3, which, as noted above, was also the focus of the **HLPF 2017**. The crucial role of livestock in delivering vital nutrients for a healthy and nutritious diet around the world should be promoted, underscoring that a healthy, diverse, nutrient-dense diet, being key to the learning capacities of children, has far-reaching effects for the development of society as a whole.

In addition, the UN has declared an **International Decade of Nutrition** and activities will be scaling up over the next 9 years. This provides an ideal opportunity to apprise the international community of the fact that, among other benefits, animal agriculture can be a source of better nutrition:

- Given its nutrient-rich package, dairy has the ability to provide the world's population not just with basic nutrition but with better nutrition.

- In general, plant proteins are of lower quality than animal proteins due to lack of certain essential amino acids and the presence of components (such as fibre-rich plant cell walls or other “anti-nutritionals”) that impair absorption by the human body.
- High-quality proteins, such as those found in milk and eggs, have essential amino acids that are both easy to digest and in proportions that meet human needs.

Gender equity

Because of the importance and cross-cutting nature of gender equity in achieving the quest for sustainable development, this issue is addressed in SDG 5: “Achieve gender equality and empower all women and girls”. Achieving gender equity is at the crux of overall sustainable development and therefore inextricably linked to every other SDG. Gender issues are central to livestock development for the following reasons.

- Women comprise a significant portion of the 750 million smallholders depending on livestock livelihoods.
- In developing countries, livestock are a readily available means for women to earn a living and provide food and other essentials for their families.
- In many developing countries, women have limited access to resources such as land and capital but are able to own or manage livestock.

Sustainability

Sustainability is the essence of all the SDGs. In the case of small-scale livestock keepers in low- and middle-income countries, this sustainability is affected by many factors, not the least of which is climate change. A key target for the climate change SDG is to strengthen the resilience and adaptive capacity of poor communities to climate-related hazards and natural disasters. In addition, there is great potential for small-scale livestock keepers to mitigate (as well as cope with) climate change through by adopting practices such as improved rangeland management to store greater amounts of carbon in soils. Livestock also help to sustain ecosystem functioning by preserving soils and biodiversity:

- Livestock play important roles in preserving and restoring soil fertility and the biodiversity of plants and wildlife;
- Moving herds of animals is critical to preventing and reversing desertification; and
- Keeping ruminant animals that graze lands too dry or marginal for cropping provides food and incomes to local people and helps can reduce global warming by stopping or reversing land degradation.

UN organization terminology

- **Specialized agencies:** Autonomous organizations working with the UN and reporting to ECOSOC.
- **Funds and Programs, Research and Training Institutes:** Address particular humanitarian and development concerns. These bodies usually report to the General Assembly through an executive board.
- **Initiatives:** Project undertaken under the auspices of a UN body or of the UN Secretary General

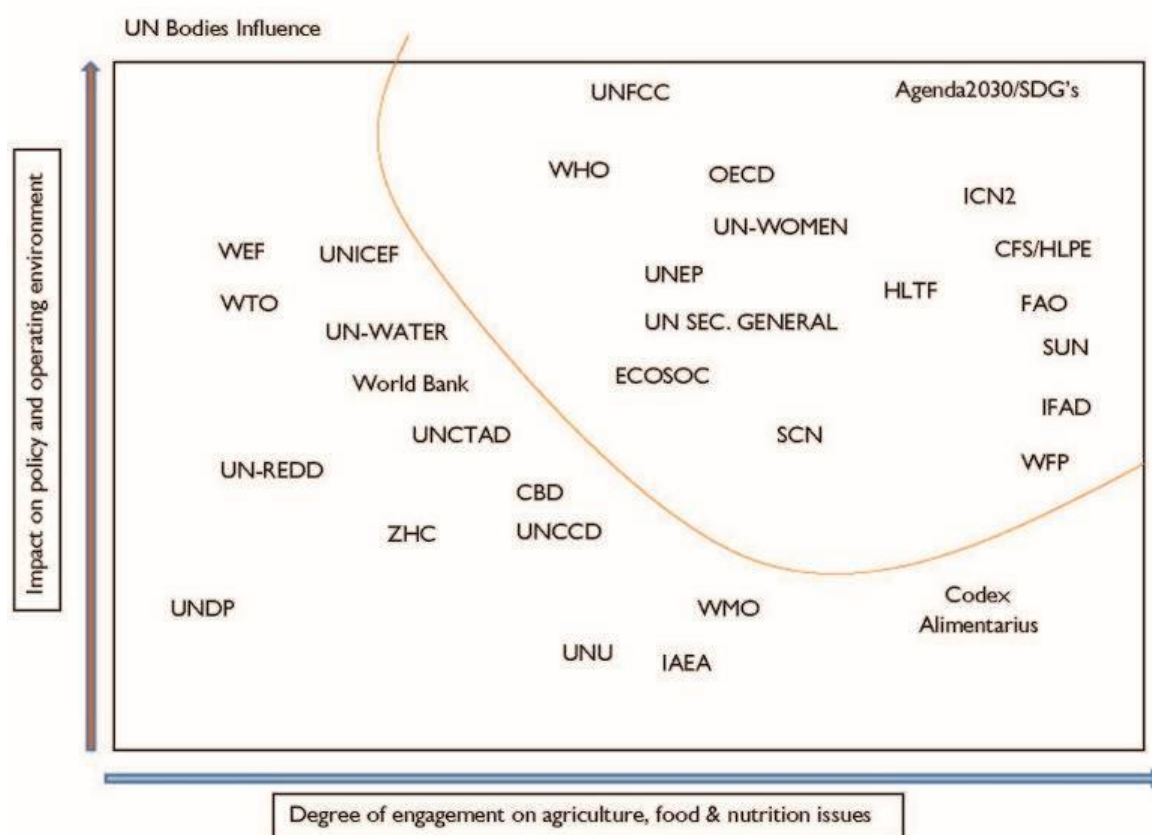
There are a great many organizations and processes dealing with agriculture, food security, nutrition, livestock and sustainability. While it is fundamental to have a good knowledge of the political landscape and understanding of where influence and opportunities lie, it is not necessary to develop a relationship with all groups, but to be aware of their existence and smartly engage when appropriate.

Institutions and influencers

This strategy distinguishes UN and associated organizations according to several criteria:

- Are the organizations mostly involved in technical work (standards, programs)?
- Does the work of the organization potentially impact the positioning of the livestock subsector?
- What is the degree of engagement of each organization in agriculture and food issues?
- What is the potential impact of the organizations on livestock-related policy and on the livestock subsector's operating environment?

In the map below, the UN organizations above the line are potentially the most influential on livestock issues and should be the targets for advocacy efforts in this strategy.



Key agencies for positional engagement

The strategy proposes to focus on three levels of prioritization for UN engagement.

Priority 1:

- High degree of engagement on key issues of relevance to the livestock subsector
- High impact on policies that have an intersection with Liverstock.
- Easier access to state actors
- Opportunities for partnerships and relationship-building

Priority 2:

- High degree of engagement on key issues of relevance to the livestock subsector
- High impact on Agriculture and Food policies
- More difficult access to non-state actors
- Opportunity to supplement livestock profile with new partnerships and relationships

Priority 3:

- Lower degree of engagement on key issues of relevance to the livestock subsector
- Lower impact on policies that may intersect indirectly with Livestock.
- More difficult access to non-state actors
- Low opportunities for partnerships and relation-building

The top priorities for UN processes would be:

- 1) Agenda 2030 Sustainable Development Goals
- 2) UNFCCC – Climate Change Negotiations
- 3) ICN2 follow up – including Decade of Action on Nutrition

Interaction with UN member states

The UN system is funded and governed by the countries that constitute its membership. The United Nations has 193 member countries. All UN Member States are represented in the General Assembly — a "parliament of nations" which meets regularly and in special sessions to consider the world's most pressing problems. Each Member State has one vote. Decisions on such key issues as international peace and security, the admission of new members and the UN budget are decided by a two-thirds majority. Other matters are decided by simple majority. In recent years, a special effort has been made to reach decisions through consensus, rather than by taking a formal vote. The Assembly cannot force action by any State, but its recommendations are an important indication of world opinion and represent the moral authority of the community of nations.

The regular session of the General Assembly takes place from mid-September of one year to mid-September of the following year. The main part of each session occurs between the opening of the session in September and the end of December in a given year. Its work is carried out by its six Main Committees and other subsidiary bodies, with technical and substantive support being provided by the UN Secretariat.

Following the priorities above, this strategy proposes the following priority countries for interaction. The countries below are selected based on criteria including their relationship with ILRI, diversity of regional interests, roles with the UN, and importance as donors :

Kenya	ILRI host; influential in UN NYC; host of UNEP and UNEA
Ethiopia	ILRI campus; host of AU; focused CAADP programme; committed to agriculture
Canada	Donor; livestock important domestically and in ODA; active at UN
UK	Donor; livestock important domestically and in ODA; active at UN
Denmark	Donor; livestock important domestically; active at UN

India	Biggest consumer and producer of dairy; powerful when motivated at UN
USA	Donor; livestock important domestically and in ODA; active at UN
Ireland	Donor; livestock important domestically and in ODA; active at UN
Vietnam	Regionally important; growing livestock sector
Bangladesh	Regionally important; growing livestock sector
Brazil	Regionally important; growing livestock sector; powerful at UN
Argentina	Regionally important; growing livestock sector
New Zealand	Donor; livestock important domestically and in ODA; active at UN
Australia	Donor; livestock important domestically and in ODA; active at UN
Switzerland	Donor; livestock important domestically and in ODA; active at UN

The African Union is a special case and will also be prioritized. The AU co-ordinates 54 votes inside the UN and has some of the most affected regions.

Elements for proactive engagement with the UN

The strategy has five elements for proactive engagement:

1. **Raise the influence of livestock-for-development organizations on key UN agencies and individuals.**
2. **Strengthen relationships with key UN agencies and individuals.**
3. **Develop strategic partnerships with key UN agencies and individuals.**
4. **Mobilize knowledge.**
5. **Leverage partners outside the UN to influence specific events and agencies.**

Actions to deliver these elements will include:

- 1) Improving the understanding of the UN and its key processes by livestock-for-development organizations and leaders;
- 2) Developing, translating and communicating key evidence of livestock roles and benefits into actionable knowledge for use by UN agencies and individuals;
- 3) Improving and widening coverage of livestock-for-development issues in media likely to influence UN processes and actors;
- 4) Developing joint livestock advocacy products, events and campaigns involving several livestock-for-development organizations targeted to specific UN events, processes, agencies and staff;
- 5) Proactively participating in UN events and processes;

- 6) Catalyzing improved communications and concerted actions among a core set of livestock-for-development actors.

In addition to these actions targeted to each of the core elements, a set of general ‘principles of engagement’ will be followed:

- **Expose the UN to livestock-for-development leadership:** Deploy leaders from across different organizations carefully—that is, in strategic settings and with proper preparation. In many UN settings, participation is expected to comprise high-level staff (often defined as CEO/director general strictly or sometimes open to vice-presidents) and these individuals must be well-briefed and understand how the particular UN agency or process works. They may sometimes bring an assistant who needs similar briefings.
- **Make links with ‘farm’ and other less visible groups:** Farmers (herders) and other close to the ground community or sector actors are often excluded from international policy debates on agriculture and food. Engaging with coalitions of farm and producer groups is important, particularly given the current livestock debates in many European countries. The chairs of many of co-operatives or their equivalents for livestock are farmers and producers and could serve as powerful allies in UN fora, where they have an official seat in most consultative mechanisms arising from the Rio processes in 2012. It is particularly valuable for these groups to actually participate in UN activities, as farmers, herders, smallholders, women, youth or entrepreneurs.
- **Be physically present at key UN events:** Raising the public profile livestock issues impinging on the poor involves active participation by livestock-for-development representatives in events bringing together key influencers and policymakers in the agri-food community. As the UN is so particular, working with specialists to help arrange speaking slots, networking and conference side-events can deliver the right levels and forms of engagement (see Annex 1 for a typology of UN events).
- **Understand the UN calendar:** The UN calendar consists of milestone events, such as UN outreach missions, which are organized well in advance, and ad hoc events responding to UN developments. Livestock-for-development actors should deploy resources, in particular key people, to make use of both kinds of influencing opportunities. Annex 2 lists some particularly relevant events in 2017 (as an example; it is desirable that such a calendar is maintained for future years).
- **Mobilize Knowledge:** Mobilizing knowledge and expertise is a core value of the CGIAR system, ILRI and the livestock community. Livestock are at the forefront of many social and environmental challenges. The Livestock sector needs to increase its capacity to intersect with emerging challenges and provide the expertise to help decision makers address these challenges.

Annex 1: UN meeting typology

The UN provides a variety of settings where the positioning of livestock issues will be strategically important. Different types of delegations and profiles should be mobilized to match the different audiences.

The typology below classifies events by their type and the profile of representatives to be mobilized.

- UN Meetings and Conferences:
 - Venues for announcements, for instance on partnerships.
 - Mobilization of livestock-for-development spokespeople and experts in speaking roles and of policy staff in monitoring and relation-building roles.
- UN Negotiations:
 - Member State negotiators convene over several days or weeks to agree on UN resolutions on a specific subject.
 - Mobilization of livestock-for-development expert and technical staff to either join as negotiators or be available on call to help address highly technical or new issues arise.
- UN Plenary:
 - Main hall meetings with member countries represented officially with flags, official UN protocol. Some opportunities for brief, high-profile interventions.
 - Mobilization of livestock-for-development leaders to give keynote addresses or join panel sessions, as appropriate.
- Bilaterals:
 - One-on-one meetings between the livestock-for-development delegations and Member State missions, regional groups and UN staff
 - Mobilization of livestock-for-development leaders to take meetings at the ambassador/ministerial level.
- Outreach Missions:
 - Direct meetings with countries, focused on ambassadors, scheduled for specific times.
 - Mobilization of livestock-for-development leaders and senior policy staff (profiles could include communications, public affairs, government affairs, regulatory affairs, and sustainability positions)
- Side Events:
 - Events organized in the margins of the official UN program (plenary) during off times (e.g., breakfast, lunch, evening receptions) by Member States, Observers and concerned non-State Actors.
 - Mobilization of livestock-for-development policy staff to develop a program for the event, of experts, leaders and facilitators to speak at the event, and of administrative staff to coordinate the logistics for the event.

Annex 2: UN ‘livestock’ calendar

While each year’s focus is different, some key UN events take place every year and offer opportunities for the livestock-for-development community. Other events follow different timetables and may be one-offs to be targeted for a specific issue. Such a calendar should be maintained and shared with key partners in livestock-for-development advocacy as a device to plan, monitor and influence the UN. Note there are thousands of UN meetings held across the UN each year – more information is at <http://www.un.org/en/sections/general/meetings-and-events/>

Many occur every two years:

- High Level Political Forum
- IFAD meeting
- FAO Conference
- United Nations Environment Assembly
- OIE world assembly
- UNFCCC COP
- UN Commission on Status of Women
- UN Committee on Food Security

Annex 3: Acronyms

UN acronyms

ECOSOC	Economic and Social Council
SDG	Sustainable Development Goals
UNEP	UN Environment Programme
WHO	World Health Organization
UNDP	UN Development Programme
WFP	World Food Programme
IFAD	International Fund for Agricultural Development
FAO	Food & Agriculture Organization
CFS	UN Committee on World Food Security
UNFCCC	United Nations Framework Convention on Climate Change
FfD	Financing for Development
ICN	International Conference on Nutrition
HLPF	High-Level Political Forum on Sustainable Development
ZHC	Zero Hunger Challenge
GBA	Global Business Alliance
WEF	World Economic Forum
UN SG	Secretary-General of the United Nations
CBD	UN Convention on Biological Diversity
UN REDD	United Nations Collaborative Programme on Reducing Emissions from Deforestation and Forest Degradation in Developing Countries
UNCCD	United Nations Convention to Combat Desertification
UNDP	United Nations Development Programme
UNU	United Nations University
IAEA	International Atomic Energy Agency
WMO	World Meteorological Organization
UNCTAD	United Nations Conference on Trade and Development
ILRI	International Livestock Research Institute
WTO	World Trade Organization
HLTF	High-Level Task Force on the Global Food Security Crisis
UNICEF	United Nations Children's Fund
COP21	United Nations Climate Change Conference
SUN	Scaling Up Nutrition Business Network

Acronyms commonly used by CFS and FAO

AG	Advisory Group
PSM	Private Sector Mechanism to the CFS
VGGT	Voluntary Guidelines on the Governance of Land, Forests and Fisheries
VGPRTF	Voluntary Guidelines on the Progressive Realization of the Right to Food
ICN2	International Conference on Nutrition
RAI	Responsible Agricultural Investment
MYPOW	Multi-Year Program of Work (CFS)
CSM	Civil Society Mechanism
FoC	Friends of the Chair (CFS)
FSN	Food security and nutrition
OCP	Office of Communications and Partnerships (FAO)
ADG	Assistant Director General (FAO)

DDG	Deputy Director General (FAO)
MDG	Millennium Development Goals
WFO	World Farmers Organization
LDC	Least Developed Countries

CFS groups

- CFS Secretariat: hosted at the FAO HQ and made up of staff working full time on CFS
- CFS Bureau: Member States that have been appointed to the bureau (2 countries per region) on a rotational basis.
- CFS Advisory Group: Member States + all the other stakeholders that have been included as part of the reform process, including CSM and PSM and many others.

Other acronyms

G7	Group of Seven (the G8 was reformatted as G7 from 2014 due to Russia's suspension)
GHG	greenhouse gas
IAFN	International Agri-Food Network
ICC	International Chamber of Commerce
WBCSD	World Business Council on Sustainable Development