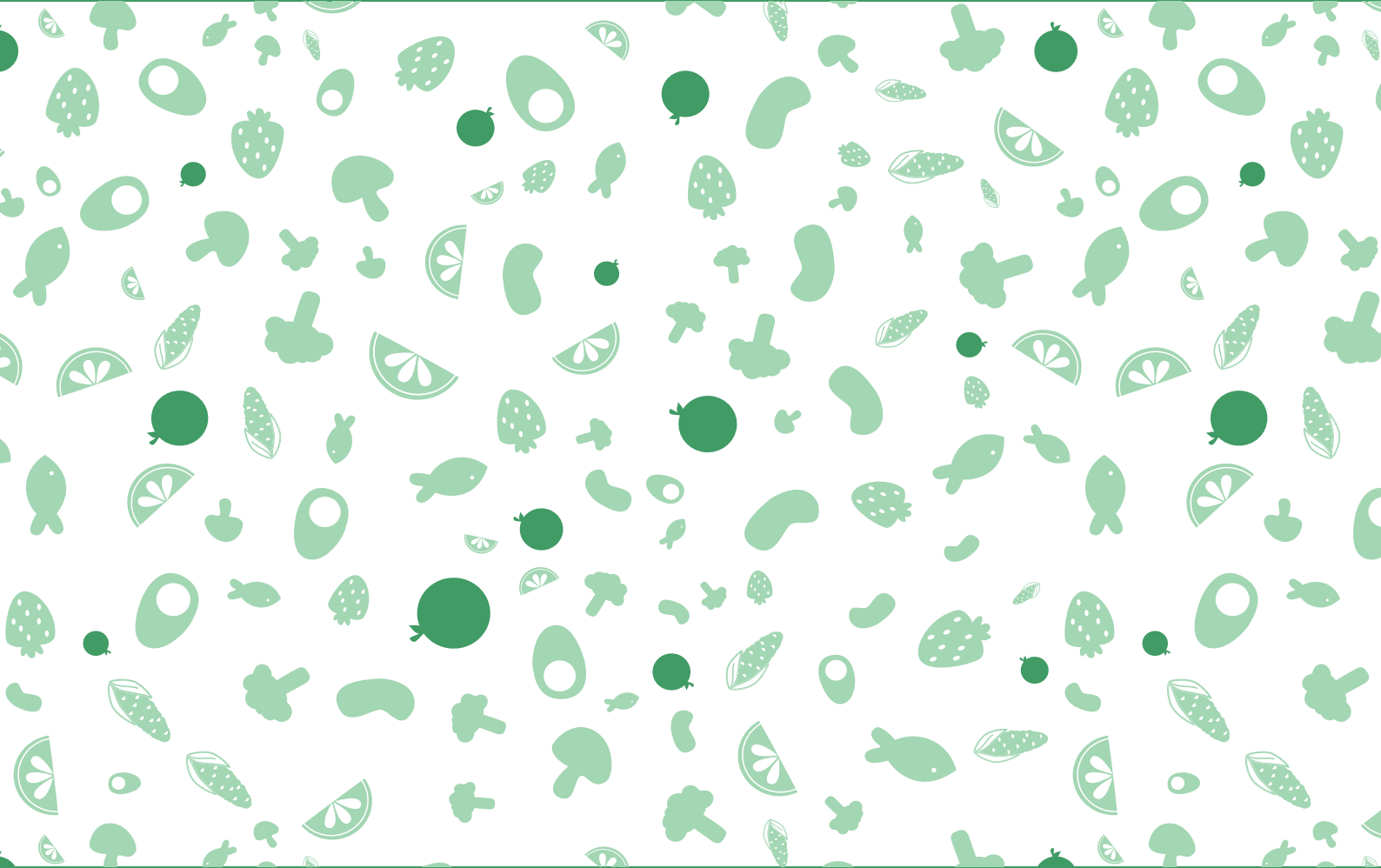


# “From Pledge to Action”

Assessing progress of the  
Zero Hunger Private Sector Pledge  
and pledging companies  
towards SDG 2



# FOREWORD

## Translating Pledges into Action: From Trust to Verification

The Zero Hunger Private Sector Pledge, launched during the United Nations Food System Summit in 2021, is based on a simple premise: achieving SDG 2 - Zero Hunger by mobilizing the business community.

The Pledge offers a roadmap to end hunger, with which companies can align their actions to scientific evidence, alongside international organizations and national governments. This roadmap, defined in a series of research reports by FAO, ZEF and the Ceres2030 research project, identifies 90 priority countries and 10 intervention areas presenting the highest potential for reaching this goal by 2030. It is the cornerstone of the Zero Hunger Private Sector Pledge - aligning business investments with evidence-based interventions aimed at eradicating hunger.

In the two years since the launch of the Pledge, an ever-increasing number of companies have joined this movement. To date, the Pledge has mobilized USD 575 million from 50 companies to reach the zero-hunger goal by 2030.

As representatives of two of the 10 organizations spearheading the Pledge, we believe that we need to keep ourselves accountable to move beyond pledges towards action. A key component to such accountability is verifying that companies which made significant pledges have been converting their financial commitments into actual investments on the ground.

This report is a first step towards such accountability. Based on a methodology developed and carried out by independent evaluators, it assesses the progress of pledging companies towards their promises to help end hunger. For all pledges valued at USD 1 million or more, the evaluators confirmed the amounts spent to date, countries of implementation, and focus area for each project.

The results are promising. This reporting exercise revealed that nearly 90% of companies have deployed their investment in alignment with their commitments. Together, these companies had invested USD 140 million through 103 projects in 46 countries by the end of 2022.

With this report, we are not only holding companies to account for their pledges but also demonstrating the integrity of the Pledge. We believe that integrity - even more so than accountability - is the bedrock upon which trust is built. It fosters further engagement between stakeholders as we collaborate towards our common goal to end hunger.

But much more remains to be done.

We are less than 7 years away from our zero-hunger deadline, and evidence shows that we are falling far short of our goal. For this reason, we reiterate the urgent need for engagement by all stakeholders - companies, governments, and development partners alike - and we call for even greater efforts to end hunger.

*Lawrence Haddad, Executive Director of GAIN and Carin Smaller, Executive Director of the Shamba Centre for Food & Climate*

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# EXECUTIVE SUMMARY

This report assesses the progress of company commitments made under the Zero Hunger Private Sector Pledge (the “Pledge”). The Pledge recognizes that the private sector has an important role in financing the sustainable transformation of food systems and hunger alleviation efforts to achieve the Sustainable Development Goal 2 (SDG 2) by 2030 as set by the United Nations.

The Pledge builds on the findings from the [Ceres2030](#) research that additional public spending to achieve the zero-hunger goal will spur an extra USD 52 billion in private investment per year. The Pledge thus encourages companies to make commitments aligned with the 10 high-impact intervention areas and 90 priority countries identified in the Ceres2030 research.

Since the launch of the Pledge at the United Nations Food System Summit 2021, 50 companies have mobilized USD 575 million for projects in 48 countries. Two years thereafter, the Pledge is now taking stock of the extent to which companies have honored their commitments.

Between September 2021 and December 2022, 43 companies formalized commitments worth USD 503 million in 47 countries. This first accountability process tracks and reports the progress made by these companies towards the implementation of their pledges.

The Pledge developed a [reporting framework](#) with the support of the Pledge’s technical committee and shared it with pledging companies. To ensure credible and accurate reporting within reasonable requirements for companies, the framework provides for quantitative data to be collected and verified in a flexible manner.

As per the reporting framework, this first accountability process focuses on documenting the efforts of the 16 companies that pledged more than USD 1 million by December 2022. It also incorporates stories from other companies, including those with pledges below USD 1 million. Most companies concerned by this process have been actively engaged and responsive throughout the data collection phase.

The reporting exercise reveals that **87.5% of companies have started deploying investments towards their zero-hunger commitment**. Out of the total amount pledged by the companies included in this report (USD 500 million), 28% (USD 140 million) has been deployed before the end of 2022.

This report highlights the concrete and positive actions taken by the private sector towards sustainable food systems and zero hunger. It also marks a crucial step in holding the private sector accountable for the commitments made towards these goals. By continuing to track and report on these efforts, the Pledge aims to enhance transparency, accountability, and collective progress towards SDG 2.

It is planned that future reporting exercises will integrate further data points and offer a more robust approach, including evidence-based indicators and quantitative metrics, to improve reliability and usefulness of the data reported, namely on impact.



# THE ZERO HUNGER PLEDGE

The Zero Hunger Private Sector Pledge (the “Pledge”) emerged from the United Nations Food Systems Summit Action Track 1 (Ensure access to safe and nutritious food for all). Building on the recommendations from the [Ceres2030](#) research published in 2020, the Pledge recognises the important role for the private sector in bridging the financing gap towards achieving SDG 2 Zero Hunger by 2030.

The Pledge aims to accelerate progress towards SDG 2 by catalyzing additional and meaningful private sector investments that supplement, as well as complement, public sector commitments. Concretely, the Pledge encourages companies to commit investments aligned with the high-impact intervention areas and priority countries identified in the Ceres2030 research.

## **Ceres2030: Sustainable Solutions to End Hunger**

Ceres2030 was a partnership between [Cornell University](#), the [International Institute for Sustainable Development \(IISD\)](#), and [IFPRI](#). Their mission has been to provide the donor community with a menu of policy options for directing their investments, backed by the best available evidence and economic models.

Ceres2030 published a series of reports in 2020. The evidence syntheses and economic modelling produced by the project revealed that donors must double their investments - and spend it wisely - to end hunger by 2030, as per the United Nations’ Sustainable Development Goal 2 (SDG 2).

Ceres2030 showed that an additional investment of USD 14 billion from donors and USD 19 billion from low- and middle-income countries’ own budgets was needed every year until 2030 to end hunger, double the incomes of 545 million small-scale farmers, and limit agricultural emissions in line with the Paris climate agreement.

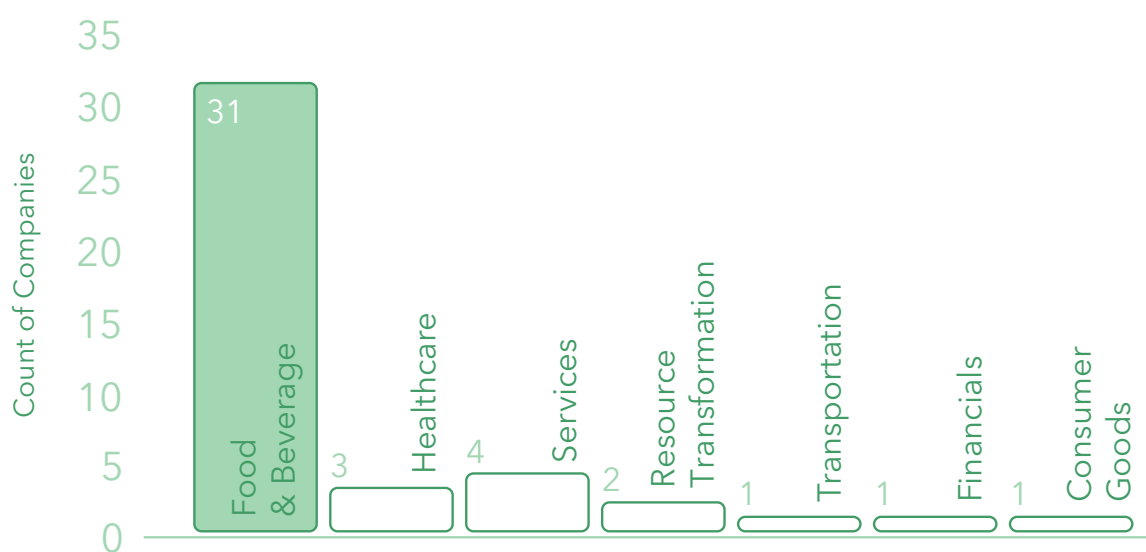
Ceres2030 also recommended that investments towards SDG 2 align with ten interventions across three categories:

- On the farm—including training for farmers, developing climate-resilient crops, and improving livestock feed.
- Food on the move—ensuring food gets from the farm to market, through investments in storage, transport, and other infrastructure.
- Empower the excluded—ensuring the poorest are included, such as steps regarding social protection spending or training for rural youth.

When joining the Pledge, companies make a financial commitment in the form of core business investment, cash, in-kind, and/or subsidized contribution. Their investment targets at least one of 10 recommended intervention areas and at least one of 90 priority countries. Companies also name at least one partner organization to support the implementation of their pledge, agree to comply with host state laws and regulations as well as internationally accepted principles,<sup>1</sup> and commit to being able to report on their project(s).

As of December 2022, 43 companies formalized their commitment to the Pledge. Their combined pledges amounted to more than USD 503 million and targeted projects in 50 countries. Companies in the food and beverage sector comprised nearly two thirds of these commitments (see Figure 1). 16 companies made commitments valued at over USD 1 million and totaling USD 500 million.

**Figure 1. 43 pledging companies by sector**



**Source: SASB's Sustainable Industry Classification System® (SICS®)**

Note: On evaluating globally recognised sectoral classification databases (such as International Standard Industrial Classification of All Economic Activities (ISIC)), we found SASB's Sustainable Industry Classification System® to be most suitable and aligning well with the sectors that the pledging companies belong to.

In 2023, the Pledge assessed the achievements made to date (during the period 2021-2022) through a first accountability process aimed at tracking and reporting progress made by companies towards implementation of their pledges. This report presents the results from this process.

1. including but not limited to the Principles for Responsible Investment in Agriculture and Food Systems of the Committee on World Food Security (CFS-RAI), the International Code of Marketing of Breast Milk Substitutes, the Principles of the UN Global Compact, and the UN Guiding Principles for Business and Human Rights.





# REPORTING PROCESS

## OBJECTIVE

The reporting process advances the Pledge's mission to foster accountability, encourage impact-driven actions, and pave the way for participation of additional private sector actors to join the global movement to end hunger.

Through the aggregation of verified data, the report upholds the principles of transparency and also serves as a catalyst for broader adoption and action. The primary objective of this report is to confirm the investments disbursed against those committed at the time of the company's pledge. The reporting assesses the level and areas of implementation of companies' commitments to ensure that pledges are indeed being translated into tangible investments.

## FRAMEWORK

The finalization of the Pledge's reporting framework marked a first step in delineating the process for assessing companies' progress. The framework offers a tool for holding companies accountable and also serves as a blueprint to showcase the credibility of the Pledge and of pledging companies in mobilizing the private sector towards SDG 2.

Companies that made pledges of more than USD 1 million were required to engage in a formal reporting process while companies with pledges no more than USD 1 million were invited to submit stories and case studies attesting to the implementation. The framework sought to balance accountability with reasonable reporting requirements and flexibility. For example,

the framework allowed public companies to submit a signed statement attesting to the investments deployed over 2021-2022, in recognition of their existing reporting requirements and exposure to public scrutiny.

All companies involved in the formal reporting process were also required to reiterate their commitment to comply with host state laws and regulations as well as to uphold internationally agreed principles. They were assessed on the deployment of funds and where this deployment took place. The reporting process involved securing confirmation of investment from implementation partners.

## PROCESS

The formal reporting process pertained to the 16 companies which made pledges of more than USD 1 million before the end of 2022. These companies were asked to report on progress towards the implementation of their commitment as well as to provide means of verification.

Accepted means of verification included:

- external validation by an implementing partner or reporting entity, foundation or fund;
- internal or external documents confirming the amounts invested over the period, the investment type, and countries of implementation; and
- in the case of publicly listed companies, a signed statement confirming the amounts invested over the period, the investment type, and countries of implementation.

A team of independent evaluators hired by the Coordinator of the Pledge led the process. The evaluator collected data from companies as well as means of verification, then aggregated the data from all reporting companies to produce this report.

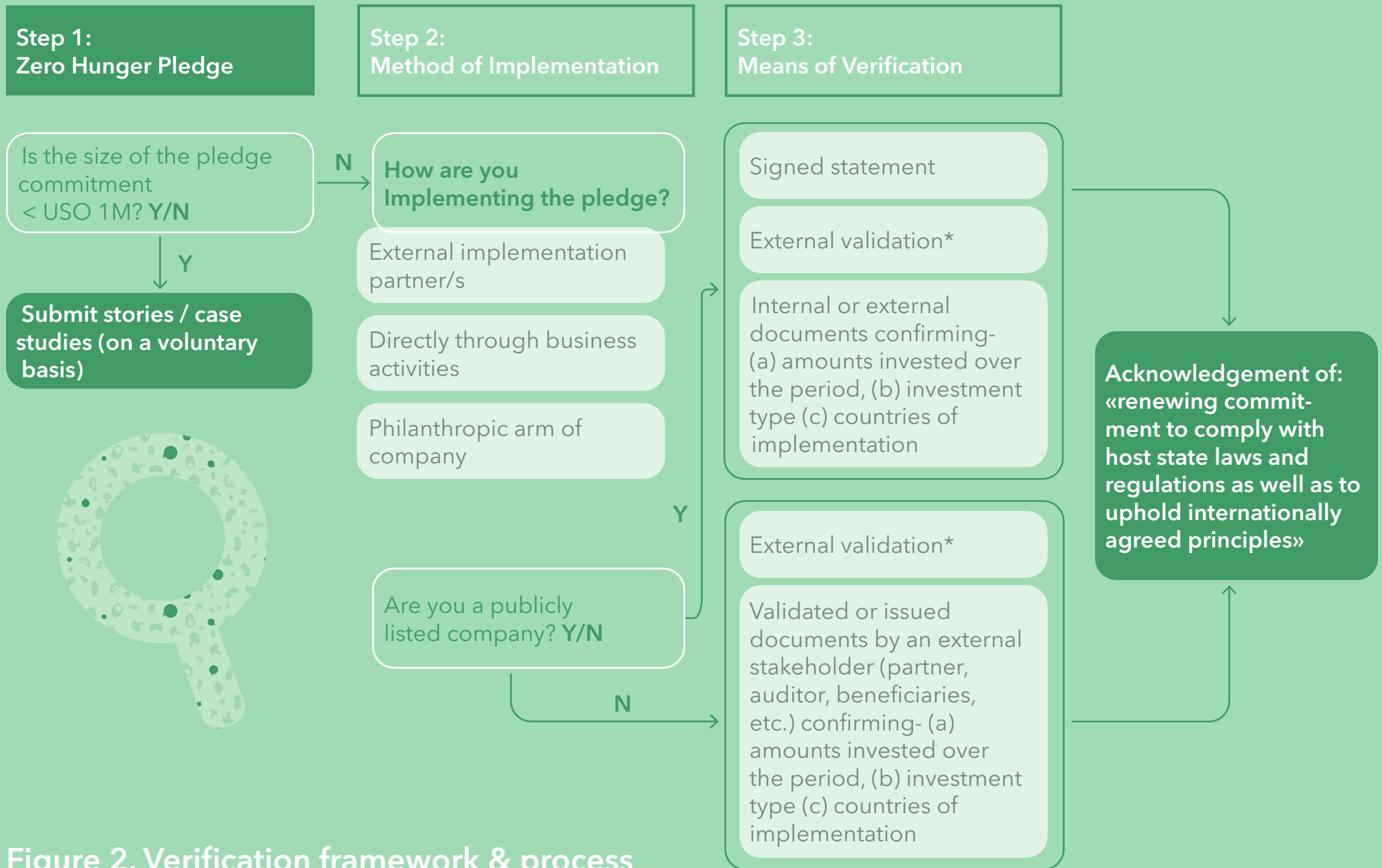


Figure 2. Verification framework & process

\* Implementation partner or reporting entity, foundation or fund

Of the 103 projects reported during the process, 94 were verified. The table below shows the number of projects verified, and the means used for the verification.

**Table 1. Number of projects verified, by means of verification**

<b>Means of verification</b>	<b>Number of projects</b>
Certificate of investment	4
Company reports	8
Company statement	16
Impact evaluation partner confirmation	24
News article on partner website	1
Partner confirmation	35
Public company report	4
N/A - No progress reported	2
N/A - Not verified	9
Total	103

# SCOPE

As of 31 December 2022, 43 companies formalised their commitment to the Pledge, 16 of which pledged more than USD 1 million (see Table 2). Together, these 16 companies committed USD 500 million (out of a total tally of USD 503 million as of end 2022). These 16 companies represent the majority, in financial terms, of all commitments (99%).

**Table 2. Companies with a commitment of more than USD 1 million<sup>2</sup>**

No.	Company	Total Commitment (in USD)*
1.	AGREA Agricultural Systems International, Inc.	1,002,603
2.	Ajinomoto Co., Inc.	11,039,970
3.	BASF	10,666,667
4.	Bayer	160,000,000
5.	ColdHubs	5,000,000
6.	East-West Seed	18,000,000
7.	Export Trading Group	48,500,000
8.	JBS	9,478,673
9.	Keelings	2,597,403
10.	Morination Agricultural Products	1,820,000
11.	Nutriset	1,766,667
12.	PepsiCo	100,000,000
13.	Prosoya Kenya Limited	1,222,222
14.	Rabobank	94,444,444
15.	Unilever	33,333,333
16.	Upfield	1,542,789
<b>Total USD</b>		<b>500,414,771</b>

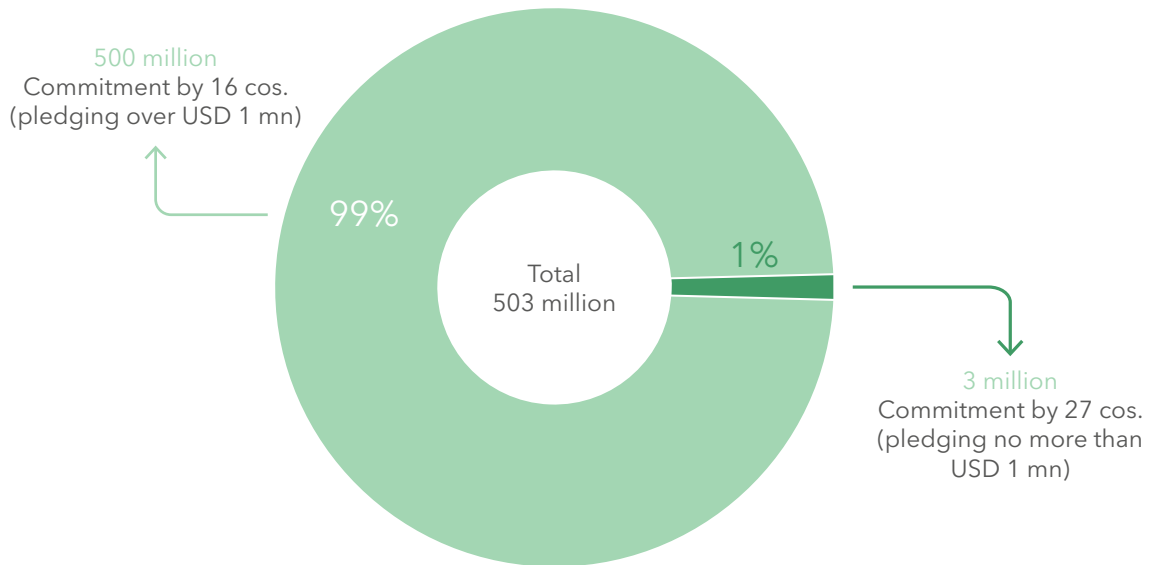
**Source: JotForm pledge submission, company reported information**

Note: Given that Pledge submissions were made during the 2021-2022 period, the exchange rate considered for our analysis is the average exchange rate of 2021 and 2022 published by the World Bank.

<https://wdi.worldbank.org/table/4.16#>

2. The table with the 43 companies can be found in the Appendix

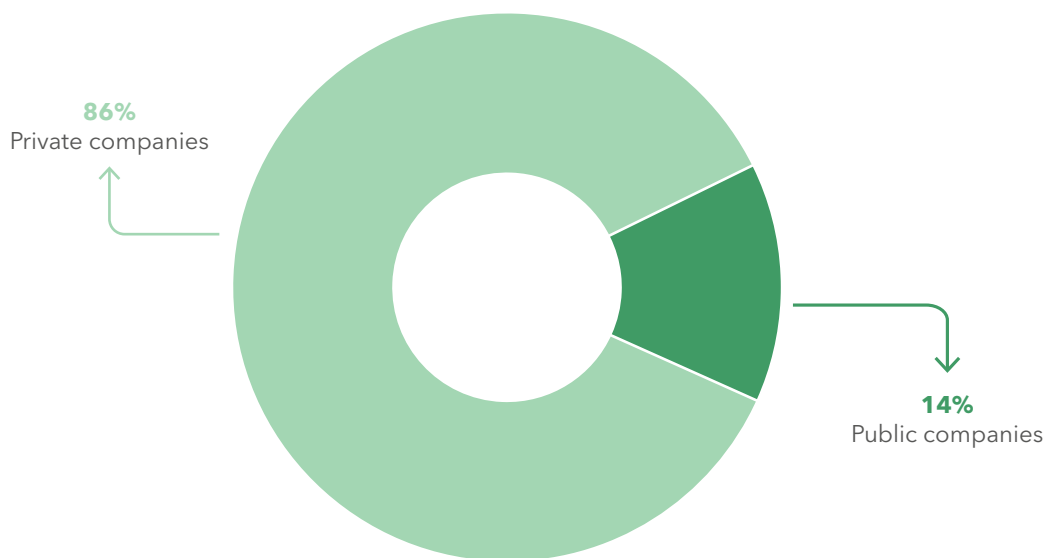
**Figure 3: Commitments from companies covered by this report vs total commitments (in USD million)**



Source: JotForm pledge submission, company reported information

Of the 43 companies that had pledged by the end of 2022, 37 are privately owned and 6 are publicly listed (see figure 4). Of the 16 companies that have pledged over USD 1 million, 10 are privately owned and 6 are publicly listed.

**Figure 4. Listed / Unlisted status of all 43 companies**



Source: S&P Capital IQ, company websites

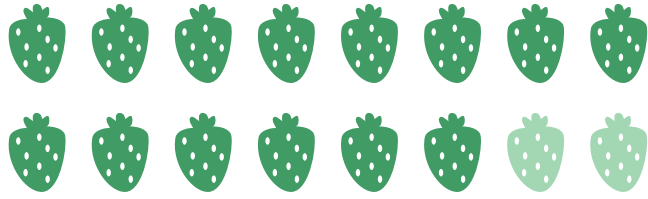
# REPORTING RESULTS

This first accountability report for the Pledge covers commitments made since the initiative's launch in September 2021 and 31 December 2022. The findings presented in this report are based on information obtained from companies through their original pledge submission, complemented with evidence shared by companies and their implementation partners during the reporting process. In some instances, evidence was obtained from public records (e.g., news announcements, press releases, third-party reports, etc.). All the information presented is in an aggregated format.

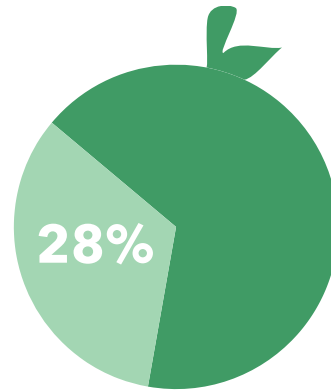
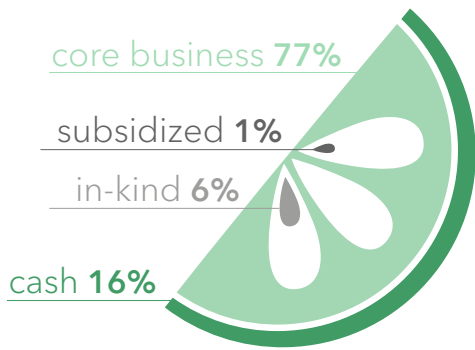
This first reporting exercise highlights the breadth of projects and countries in which companies have begun deploying interventions and investments between 2021 and 2022.

## KEY FINDINGS

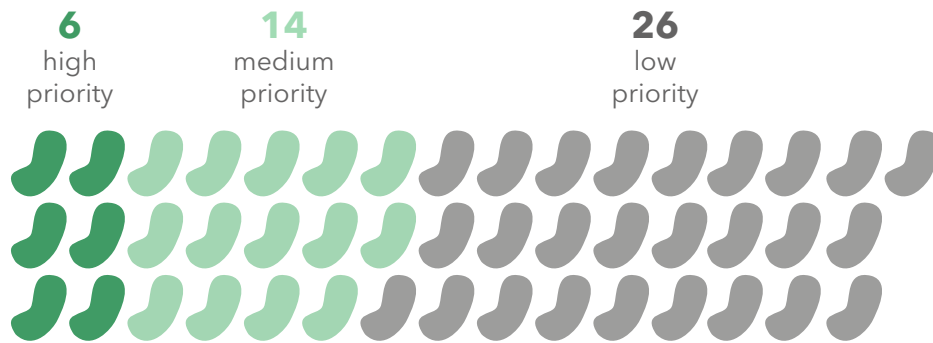
- Out of the 16 companies included in this reporting exercise, 14 companies have reported progress in deploying their commitments. During the reporting period (2021-2022), these 14 companies have collectively implemented 103 projects, representing investments worth USD 139.7 million in 46 priority countries.
- Total amounts deployed represent 28% of the USD 500 million committed by the 16 companies over the ten years from 2021 to 2030.
- In 2021-2022, over 77% of investments (USD 107 million) were made in the form of core business investments, followed by cash donations (16%, USD 22 million). In-kind (6%, USD 9 million) and subsidized contributions (1%, USD 2 million) were minimal.
- Most investments (60%), representing (USD 83 million) aligned with Ceres2030 interventions 'On the Farm.' Investments aimed to 'Empower the Excluded' represented 27% of investments (USD 38 million), and 13% (USD 19 million) targeted 'Food on the Move.'
- Over the reporting period, companies deployed their investments in 46 of the 90 Ceres2030 priority countries. Of this total, 6 were high priority countries (out of 15 countries identified as 'high priority' by Ceres2030), 26 were low priority countries (out of the 53 identified as 'low priority' by Ceres2030) and 14 were medium priority countries (out of the 22 identified by Ceres2030).
- Of the 16 companies concerned by this formal reporting process, one did not engage, one engaged but did not provide any reporting data, while two offered information that could not be verified as per the reporting framework.



**14** out of 16 companies have reported progress in deploying their commitments



**28%** of the USD 500 million committed has been deployed



Companies deployed their investments in 46 of the 90 Ceres2030 priority countries

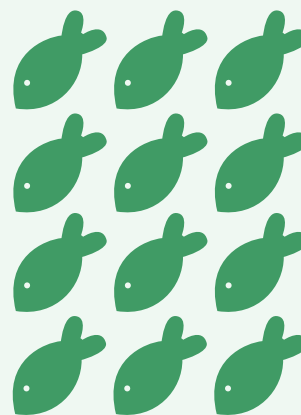
**60%** 'On the Farm.' investments



**27%** 'Empower the Excluded' investments

**13%** 'Food on the Move' investment

engaged and provided verified data



16 COMPANIES

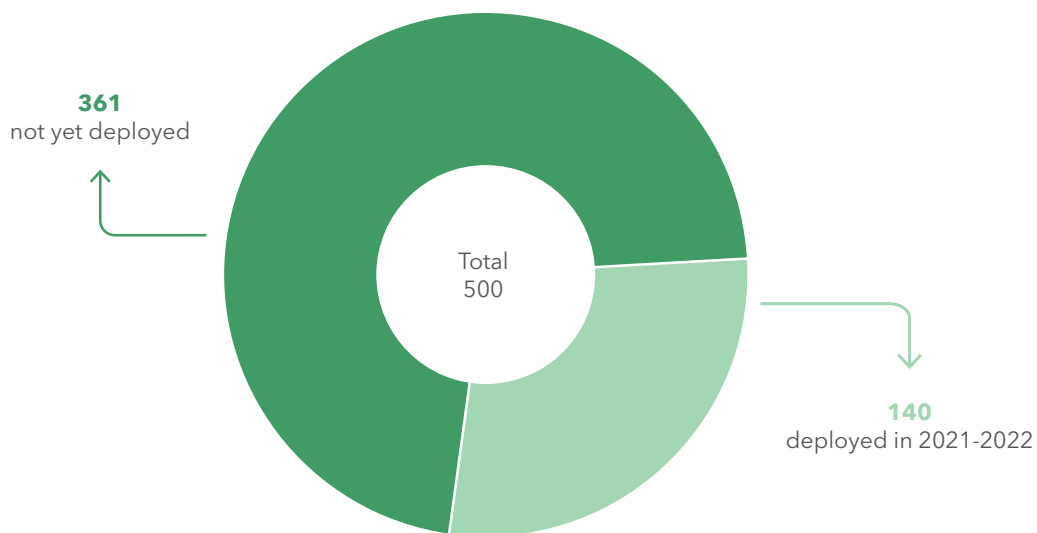
- did not engage
- engaged but did not provide any reporting data
- information that could not be verified



# AMOUNT AND TYPE OF INVESTMENT

This reporting exercise aimed to confirm the investments deployed by pledging companies over the period 2021-2022 and to assess these disbursements against original commitments. Doing so enables the evaluation of the level of tangible contributions made by the pledging companies towards eradicating hunger and fostering sustainable food systems. Four companies did not provide any investment confirmation while one company was unable to deploy their investment due to a lack of funding.

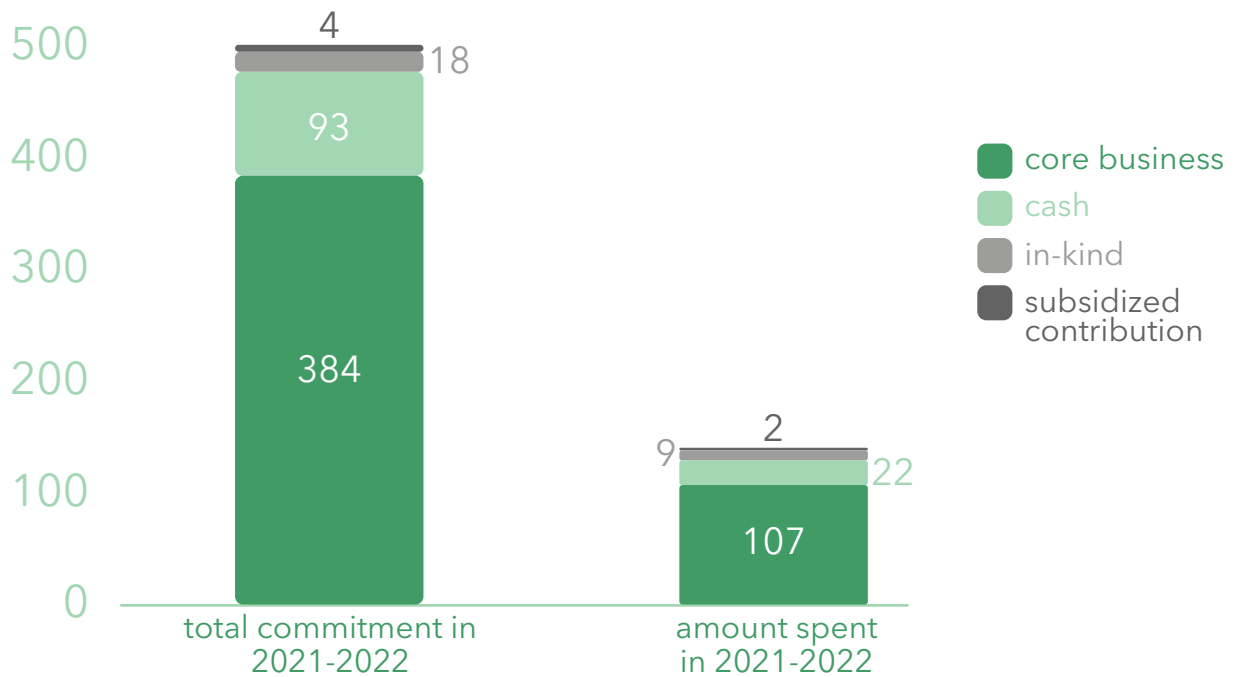
**Figure 5. Pledge amounts (in USD million) disbursed vs committed**



Source: JotForm pledge submission, company reported information

Of the USD 500 million committed between 2021-2030, 28% has been deployed before the end of 2022. Most of these investments were made through the company's core business (77%), demonstrating that they are embedding the Pledge's focus intervention areas into their operations.

**Figure 6. Total commitment and amounts deployed by type of financial commitment (in USD million)**



**Source: JotForm pledge submission, company reported information**

Note: In-kind contributions were calculated by companies using a «fair market value,» (e.g., number of hours and staff hourly rates).

## GEOGRAPHIC AND THEMATIC ALLOCATION

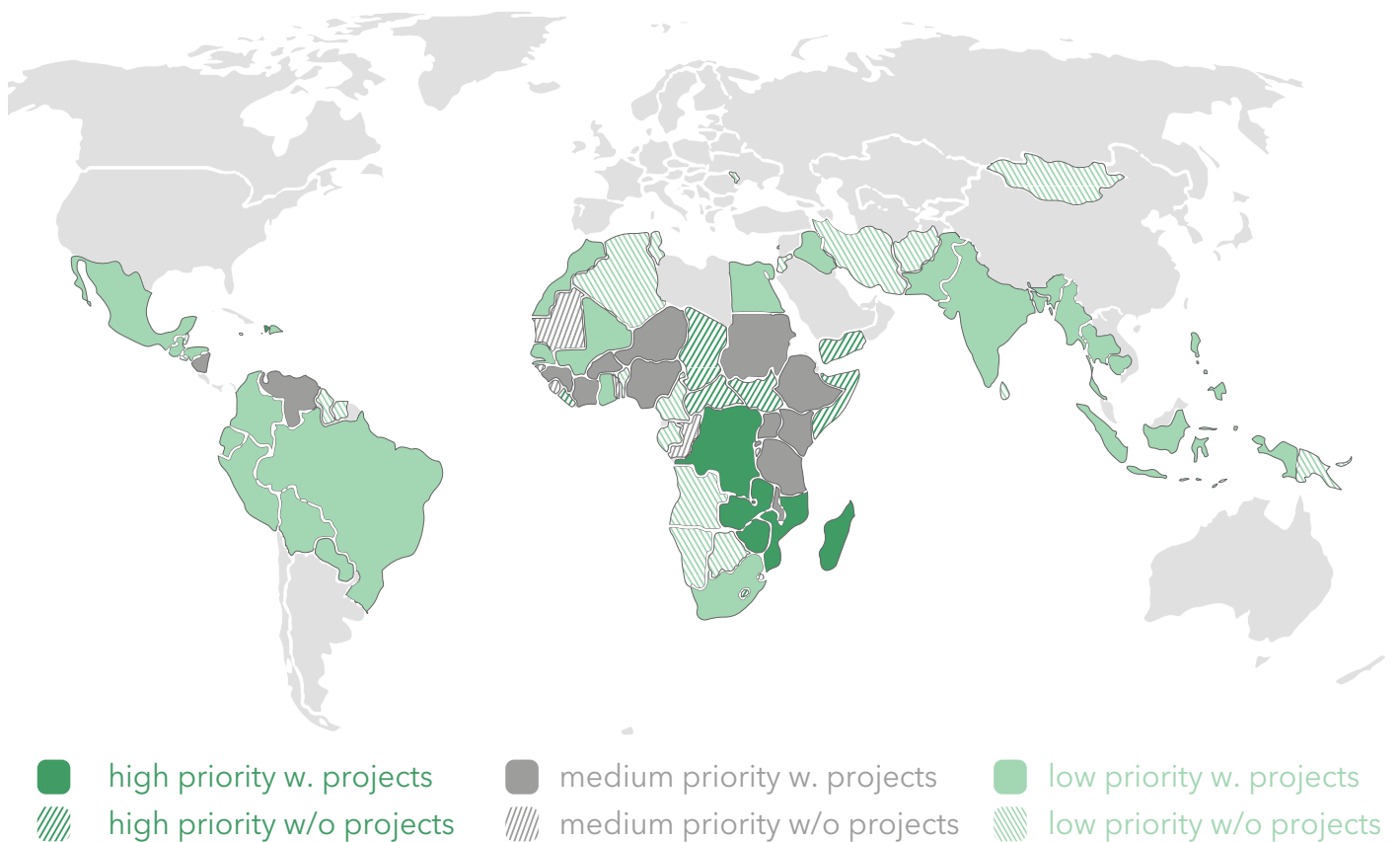
The reporting exercise assessed the alignment of companies' projects with the Pledge's 90 priority countries (15 high, 22 medium, and 53 low priority countries) as well as 10 focus investment areas (Empower the Excluded, On the Farm, and Food on the Move categories).

# Geographic Allocation

The geographic allocation was assessed by project count (not investment amount), as 70% of the projects are deployed simultaneously in several countries.

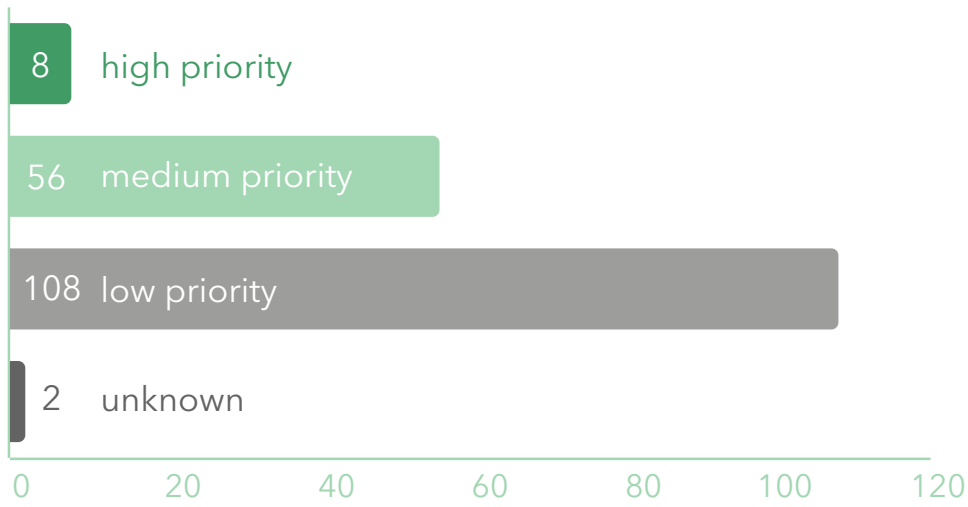
This analysis revealed that most projects were deployed in Asia (44%), followed by Africa (34%) and Latin America (22%). Low priority countries received the largest number of projects (108 projects) whereas high priority countries received the lowest (8 projects). Meanwhile, medium priority countries received 56 projects.

**Figure 7. Projects invested in priority countries in 2021-2022 (map)**



Source: JotForm pledge submission, company reported information

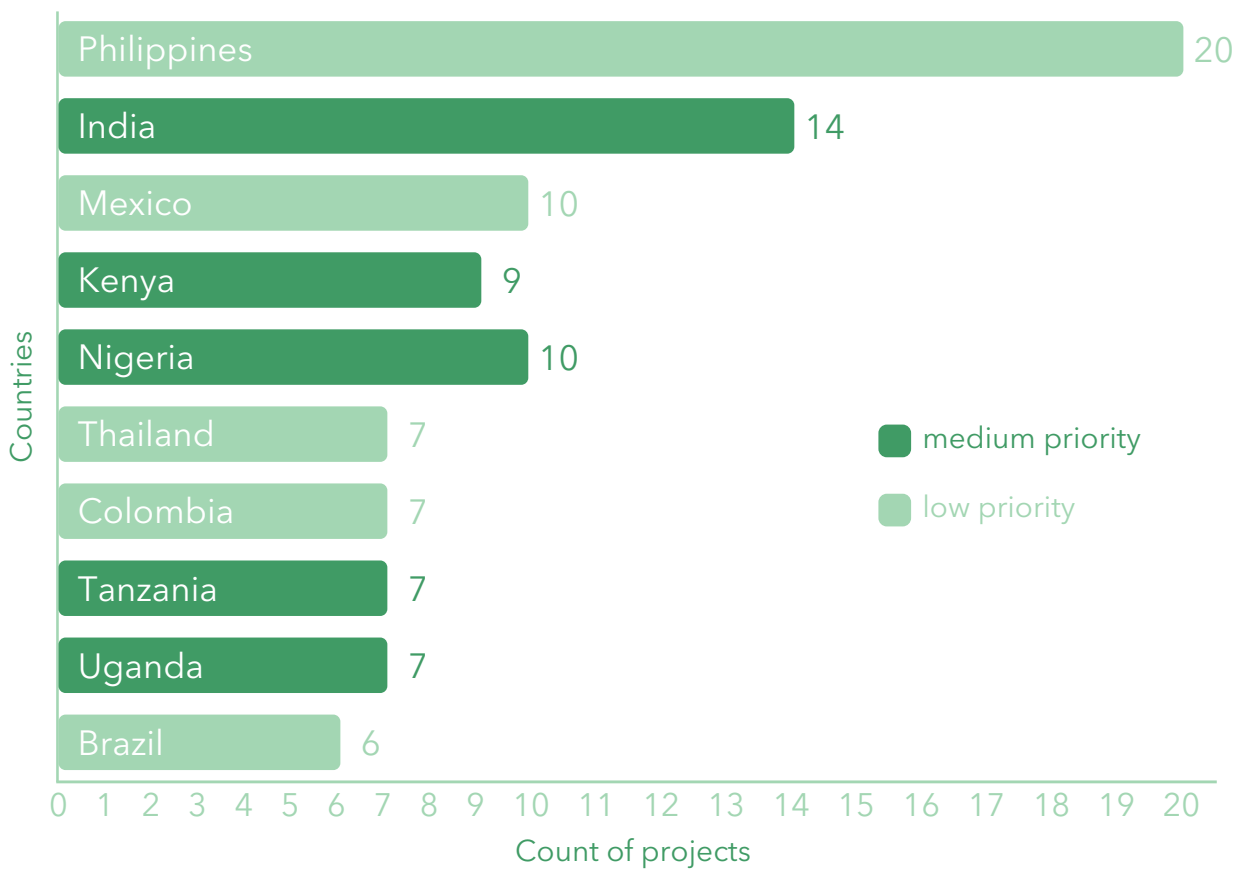
Figure 8. Projects across priority countries



Source: JotForm pledge submission, company reported information

Note: 'Unknown' refers to projects for which companies did not indicate country names. Furthermore, the number of projects does not total 103, as some projects are deployed simultaneously in more than one country.

Figure 9. Top 10 countries per count of projects



Source: JotForm pledge submission, company reported information

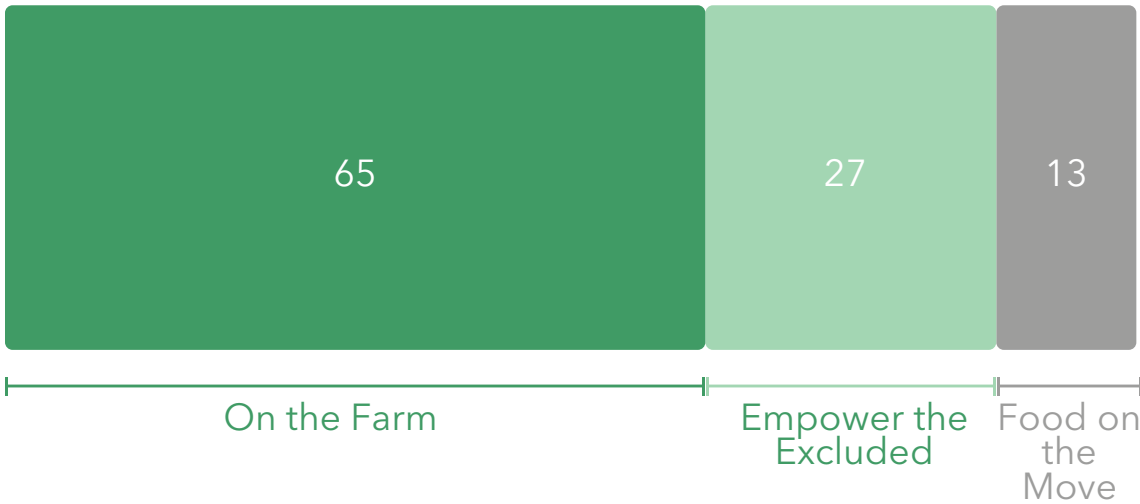
# Thematic Allocation

The Pledge focuses on the 10 intervention areas identified in Ceres2030, which are divided into three categories:

- On the Farm defines projects that entail extension services and R&D, adoption of climate-resilient crops.
- Empower the Excluded refers to enabling participation in farmers organisations, investing in education / training, and scaling up of social protection programs; and
- Food on the Move concerns interventions that help reduce post-harvest loss, focus investments on infrastructure, offer technical assistance and support small and medium enterprises in the value chain.

60% of projects implemented in 2021-2022 aligned with intervention areas *On the Farm*, 27% aligned with *Empower the Excluded*, and 13% aligned with *Food on the Move*.

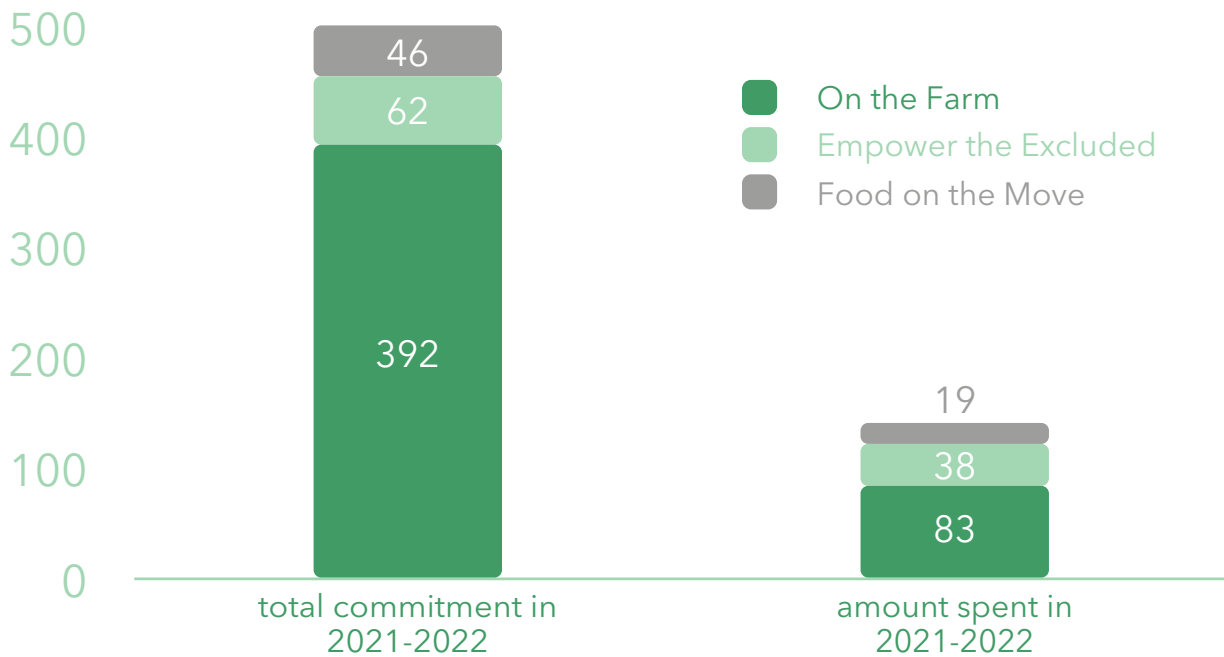
**Figure 10. Number of projects, by Ceres2030 area of investment**



**Source:** JotForm pledge submission, company reported information

Note: The number of projects does not total 103, as two companies have projects that align with more than one investment area.

**Figure 11. Investment amounts, by Ceres2030 area of investment (in USD million)**

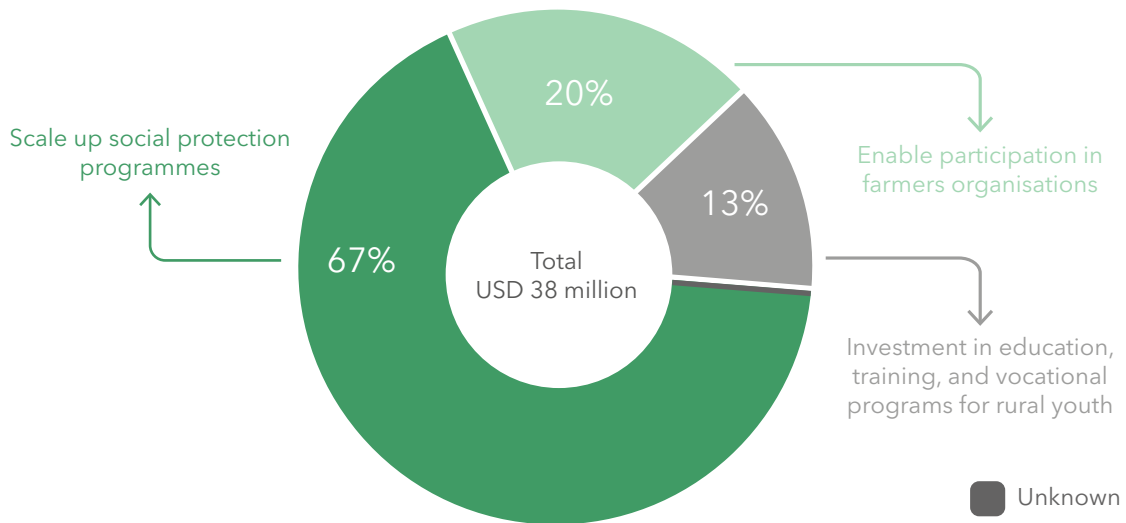


Source: JotForm pledge submission, company reported information

A further breakdown by investment area shows that more than half of investments in the *On the Farm* category consisted of agricultural interventions and innovation to support sustainable practices. Similarly, more than half of the investments made to the *Empower the Excluded* category were in the form of social protection programmes.

This analysis also reveals under-funded areas such as improving the quality and quantity of livestock feed for small and medium scale commercial farms (which received <1% of investments in *On the Farm*) or investment in education, training, and vocational programs for rural youth (which received only 13% of investments in the *Empower the Excluded* category).

**Figure 12. Number of projects, by Ceres2030 type of investment - Empower the Excluded category**

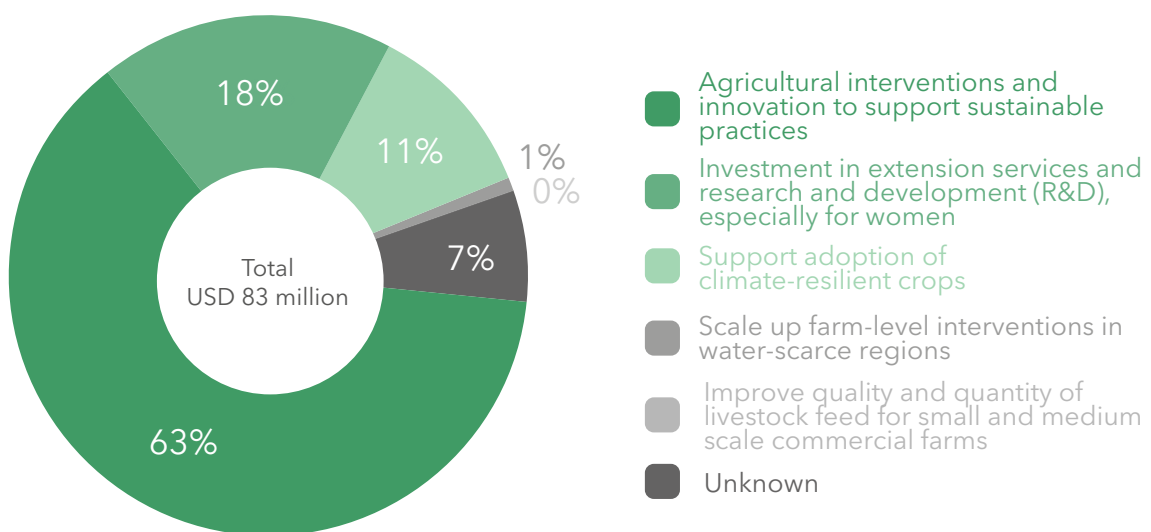


**Source: JotForm pledge submission, company reported information**

Note: 'Unknown' applies to companies that did not confirm the investment area with which their investment is aligned.

Of the USD 37.9 million accruing to *Empower the Excluded*, scaling up of social protection programmes received the majority (67%) of investments reflecting the focus on implementing projects that advance productive employment and remove barriers to access markets, education, and credit, as defined in the Ceres2030 research.

**Figure 13. Number of projects, by Ceres2030 type of investment - On the Farm category**

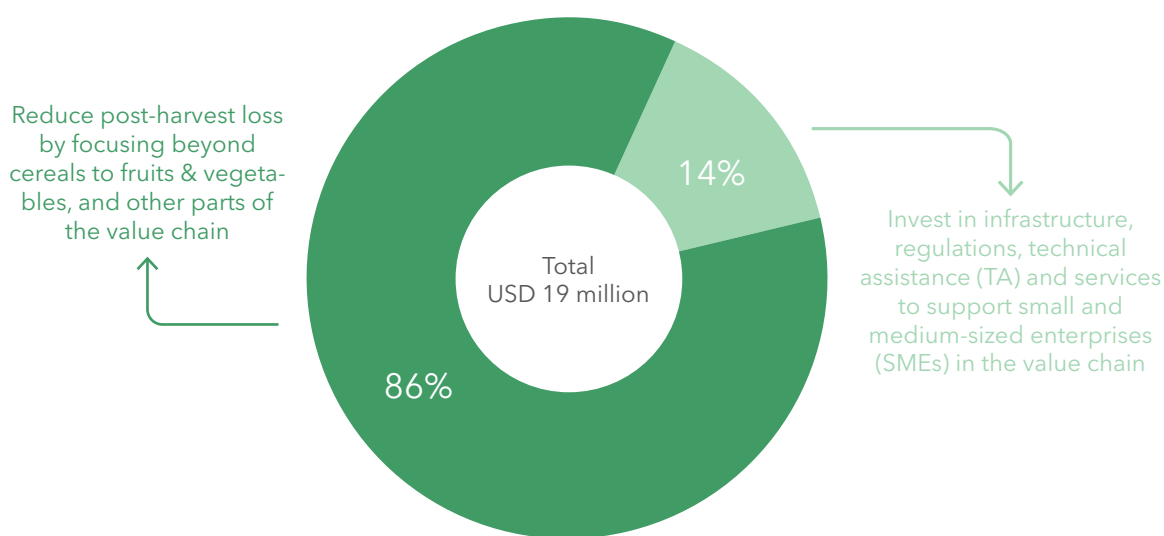


**Source: JotForm pledge submission, company reported information**

Note: 'Unknown' applies to companies that did not confirm the investment area with which their investment is aligned.

*On the Farm* investments received most of the deployment of funds across the three Ceres2030 categories (see Figure 10 and Figure 11). Within this category, nearly two thirds (63%) targeted agricultural interventions to support sustainable practices that are economically viable for farmers.

**Figure 14. Number of projects, by Ceres2030 type of investment - Food on the Move category**



Source: JotForm pledge submission, company reported information

Within the *Food on the Move* category, 86% of investments targeted efforts to reduce post-harvest loss by improving storage, handling, packaging, infrastructure. The remaining 14% of investments focused on infrastructure, technical assistance, and regulation to support SMEs along the value chain.

## REPORTING AND VERIFICATION

Of the 16 companies covered in this reporting exercise, 15 companies engaged with the process (although one of the 15 ultimately did not submit reporting data), while one did not respond. Furthermore, 11 companies publicly communicated about SDG 2 (e.g., through public reports, press releases, etc.), and 6 have communicated specifically about their financial commitment to the Zero Hunger Private Sector Pledge on their websites and in articles.



The reporting framework did not require companies to report on project-level data or on the impact of their projects; rather, companies were invited to voluntarily submit details and impact stories. A score of 0 to 1 was assigned to each company involved in the reporting exercise for each of the four indicators outlined below, based on the level of their engagement and response throughout the process. The aggregate level of scoring for this reporting exercise is shown in the table below.

**Table 3. Companies' reporting assessment**

<b>Indicator</b>	<b>Companies' response</b>
Project description	8/16
Geographic allocation	16/16
Amounts deployed 2021-2022	14/16
External verification	12/16

Source: JotForm pledge submission, company reported information

Companies' engagement allowed for nearly 91% (94) of project-level investments to be verified. For the remaining 9 projects, data was submitted by companies but could not be verified.





# CONCLUSION & NEXT STEPS

With only seven years remaining to achieve the United Nations Agenda for Sustainable Development, including SDG 2 ('Zero Hunger'), the private sector must join the global movement to end hunger and sustainably transform food systems. The Pledge rallies partners and stakeholders around this goal to mobilize more private sector investments that complement public funding and deliver the zero-hunger goal.

The ongoing reporting process showcases examples from leading companies setting targets and taking action. The reporting process led to successful engagement with companies involved and provided an opportunity to capture reporting challenges and the need for a flexible yet harmonized approach. It resulted in the publication of a first accountability report, assessing the achievements to date by the Pledge and its pledging companies.

Moving forward, the Pledge ambitions to strengthen the reporting framework by providing a more impact-focused assessment of the private sector investments to achieve SDG 2. This report has provided an important first step in the accountability and transparency that the Zero Hunger Private Sector Pledge aims to demonstrate. It showcases concrete examples of ways that the private sector can, and indeed is, joining the global movement to end hunger.

# APPENDICES

## APPENDIX 1. LIST OF ALL 43 PLEDGING COMPANIES

#	Company Name	Total Commitment (USD)*	Countries and/or Regions
1	AFCO Investment Co. Ltd	34,816	Tanzania
2	AGREA Agricultural Systems International, Inc.	1,002,603	Philippines
3	Agrinutrition Enterprise	tbc	Kenya
4	Airstrip Blessing Youth Group	tbc	Kenya
5	Ajinomoto Co., Inc.	11,039,970	Global, Africa, Thailand
6	Arla Foods Ingredients Group P/S	478,684	Ethiopia

#	Company Name	Total Commitment (USD)*	Countries and/or Regions
7	BASF	10,666,667	Ethiopia
8	Bayer	160,000,000	Africa, Asia, Latin America
9	Cato Foods and Agroallied Global Concepts	1,000,000	Nigeria
10	ColdHubs	5,000,000	Nigeria
11	Delish and Nutri Ltd	175,816	Kenya
12	DULCET Enterprise	7,000	Cameroon
13	East-West Seed	18,000,000	Bangladesh, Cambodia, Ghana, Myanmar, Nigeria, Philippines, Tanzania, Uganda
14	Emeci Technologies Ltd	43,521	Tanzania
15	Export Trading Group	48,500,000	Africa, Bangladesh, Cote d'Ivoire, Malawi, Rwanda, Zambia
16	Happi Foods Farms Limited	1,000	Kenya
17	Homes Industries Ltd	tbc	Malawi
18	JBS	9,478,673	Brazil
19	Kamsa Poultry Ltd	88	Kenya
20	Keelings	2,597,403	Morocco

#	Company Name	Total Commitment (USD)*	Countries and/or Regions
21	Kinshaga Food Products and Companies Limited	25,000	Tanzania
22	Mamaland Mushroom Farms	25,000	Tanzania
23	Morination Agricultural Products	1,820,000	Philippines
24	Mycelia & Foods Ltd	440	Kenya
25	Mzuzu Dairy Ltd	9,570	Malawi
26	Nasinya Dairy Ltd	423,890	Tanzania
27	NGO 350 Côte d'Ivoire	8,487	Cote d'Ivoire
28	NutriCare	83,580	Malawi
29	Nutriset	1,766,667	Burkina Faso, Ethiopia, Guinea, Haiti, India, Madagascar, Nigeria, Sudan
30	Nutritious Agriculture Network and Consultancy Limited	1,000	Kenya
31	Nyangorora Banana Processors Limited	8,791	Kenya
32	PepsiCo	100,000,000	Africa, Asia, Latin America, South Africa

#	Company Name	Total Commitment (USD)*	Countries and/or Regions
33	Prosoya Kenya Limited	1,222,222	Kenya
34	Rabobank	94,444,444	Bolivia, Brazil, Cambodia, Colombia, Cote d'Ivoire, Ecuador, Ethiopia, Ghana, Guatemala, India, Indonesia, Kenya, Mexico, Mozambique, Myanmar, Nicaragua, Paraguay, Peru, Philippines, Rwanda, Senegal, Sri Lanka, Tanzania, Uganda, Zambia, Zimbabwe
35	Renman Africa	tbc	Kenya
36	Rieta AgroSciences Tanzania Ltd	23,936	Tanzania
37	Sahel Consulting Agriculture & Nutrition	200,000	Nigeria
38	Sir Hackson Processors	50,000	Malawi
39	Superior Mwitha	527	Kenya
40	Unilever	33,333,333	Africa, Asia, Latin America
41	United Multipurpose Cooperative Society Ltd	tbc	Kenya
42	Upfield	1,542,789	Kenya
43	Wefahson Limited	1,000	Kenya
	Total	503,016,917	

\*The pledge amounts have been converted using the average of 2021-2022 official exchange rate (LCU per US\$, period average) as of the latest update (October 2023).

## APPENDIX 2. CASE STUDIES

The case studies presented in this section have been provided, on a voluntary basis, by pledging companies involved in the reporting process. The independent evaluators leading the Pledge's formal reporting process drafted the narrative.

- **Case Study 1.** Modern Breeding  
- Bayer Global
- **Case Study 2.** She Feeds the World  
- PepsiCo
- **Case Study 3.** Vanilla for Change  
- Unilever

# Case Study 1. Modern Breeding - Bayer Global

**Investment type:** In-kind contribution

**Investment area:** Empower the Excluded

**Implementation partners:** International Institute of Tropical Agriculture (IITA), and CGIAR, funded by the Bill & Melinda Gates Foundation

**Geographical footprint:** Burkina Faso, Democratic Republic of Congo, Ghana, Malawi, Mali, Niger, Nigeria, Rwanda, Tanzania, Uganda & Zambia

**Amount committed:** USD 1.2 million

## Goal

The Modern Breeding Project (MBP) was a 30-month project launched in 2020 by Bayer, the International Institute of Tropical Agriculture (IITA), and CGIAR with funding from the Bill & Melinda Gates Foundation. The project aimed to build a more effective plant breeding system that develops superior cultivars (plant varieties produced in cultivation by selective breeding) for critical African crops, namely cassava, maize, cowpea, banana, yam, and soybean. The project was focused on improving both technical and organisational elements patterned after protocols and best practices from Bayer.



## Activities

Bayer has assisted IITA with research workflow management, product development, implementation of shared services, and general organisational insights. This contribution is valued at USD 1.2 million of in-kind support, mostly in the form of time by skills-based volunteers, asset donation, expert engagement (35 + scientists) and training.



## Output

Bayer shared private sector best practices to support IITA via the following support areas:

1. Delivering higher rates of progress: Bayer researchers showed IITA researchers how to create a baseline for genetic gains across 6 crops and 31 product pipelines. Previously, IITA data was often analyzed over an extended period, and Bayer's goal was to show them annual analysis and developing baseline data.
2. Private sector based best practices: Delivered operational excellence through tracking operational costs, better resource allocation, quality assurance, quality control measurements, and the development of standard protocols and operating procedures. Improving phenotypic data collection and management at IITA is another initiative with progress made.
3. Product pipeline process design progress: In maize, for example, product pipeline optimization, enables the process to move from 3 to 2 testing stages, and could reduce the breeding cycle by one year.

## Outcome & impact

This project focused on early plant breeding research and Bayer has played a key role in capacity building with the public sector. The outcomes are directly related to the crops that are part of IITA's crop priorities. The time horizon for implementing a change in a plant breeding product development cycle can take 8-10 years, or longer, depending on the crop and region; as a result, deployment of new products for farmer use is expected some time in the future.

This early plant breeding research project will, in the long-term, ultimately benefit farmers through improved availability of high-performing seeds. The project's beneficiaries include the 100+ million smallholder farmers who grow IITA's priority crops on about 60 million hectares in the humid to semiarid zones of sub-Saharan Africa. These farmers are in Burkina Faso, Democratic Republic of Congo, Ghana, Malawi, Mali, Niger, Nigeria, Rwanda, Tanzania, Uganda, and Zambia.

In 2022, this project received high commendation for "Best Public Outreach Program" in the Crop Science Awards from S&P Global Commodity Insights.

## Case Study 2. She Feeds the World - PepsiCo

**Investment type:** Cash contribution

**Investment area:** On the Farm

**Implementation partner:** CARE

**Geographical footprint:** Uganda

**Amount committed:** USD 2 million by PepsiCo Foundation

### Goal

PepsiCo's partnership with CARE's She Feeds the World (SFtW) programme aims to impact 5 million small-scale women producers and their families with education, resources, and economic support to help them increase crop yields and improve family nutrition. The programme operates across 9 countries (7 of which are Pledge priority markets), with the objective to increase food security and build resilience and incomes of vulnerable women and girls by engaging targeted communities in more sustainable ways of farming as a business.



SFtW helps address challenges posed by discriminatory cultural traditions, gender roles and social norms hindering women's participation in agriculture and their contribution in decision-making processes. The programme focuses on underlying and persistent drivers of poverty and systemic exclusion of women in market and agriculture systems through five outcome areas:

1. Supporting women's empowerment
2. Improving nutrition in communities
3. Improving women's access to markets
4. Increasing women's access to and control of productive resources
5. Multiplying impact to enable change at scale

While the objective of the program remains consistent across markets, program design is adapted to fit the local context. This deep dive provides a snapshot of PepsiCo and CARE's partnership in two districts of Kyegegwa and Kyenjojo in Western Uganda.

## Activities

The following initiatives were taken by SFtW to improve women's agriculture and nutritional status in Uganda:

- 50 Producer groups formed
- 64 women participants won elections
- 1,000 kitchen gardens created and provided access to nutritious food
- 123,130 people sensitized through radio messaging on gender and nutrition
- 158 Role Model Men trained
- 3,094 Male Action groups created

PepsiCo recognises the complexity of global supply chains and the need for close partnership and collaboration with other stakeholder in upstream farming communities. Certain risks / assumptions were factored into the programming, including, and not limited to - systemic barriers related to cultural norms, socio-political disruption, infrastructure deficiencies and, in some cases, lack of well-established legal systems.

## Output

As a result of the programme activities, a significant increase has been noted in support of women's nutrition, access to finance, agricultural support, and leadership skills.

- 58% women have increased access to quality, quantity, and frequency of food for their households.
- 94% women have access to and use financial services
- 54% Producer Marketing group (PMG) members adopted at least 3 new agricultural technologies
- 96% women reported having increased confidence and negotiation skills

## Outcome

In the 4 years of SFtW operation in Uganda, women's participation in agricultural and financial decision-making, and leadership improved significantly:

- Public communication and negotiation skills of women increased three- folds
- Women in leadership roles increased five-folds
- Women financing agriculture from their own savings increased two-folds
- Men engaging in unpaid domestic work increased two-folds

Additionally, as of December 2022, the programme -

- reached 541,630 people
- increased resilience and bolstered food and nutrition security of women by 46%
- increased household incomes for 55% of households
- helped to ensure 80% of the participants were food secure
- had high participant satisfaction - according to the endline survey
- 87.7% felt the programme responded to their overall well-being and food security

## Impact

SFtW's impacts are being scaled and sustained. CARE's local partner, JESE, adopted the gender-transformative approach of SFtW into its programme strategy, and local governments adopted the male engagement approach. The Kyenjojo District Local Government found both FFBS and RMM approaches so effective that it has allocated funds and mobilized civil society organizations (CSOs) to implement them with other farmer groups.

By increasing women's access to resources and markets and improving nutrition in their communities, PepsiCo and CARE are working to better position vulnerable communities to face uncertainty and be more resilient in the face of growing global food insecurity and hunger.

Based on statistical analysis of field-level survey results from a Coping Strategies Index (CSI) - a tool that measures what people do when they cannot access enough food - the programme-households responded to have a mean of CSI = 1.2, implying that most households are relatively food secure.

Achievement statistics indicate that direct reach from programme activities was 104% with an absolute reach of 125,010 and indirect reach was even more at 416,620 and 113% viz target population.

## Case Study 3. Vanilla for Change - Unilever

**Investment type:** Core business investment

**Investment area:** On the Farm

**Implementation partner:** Save the Children UK, Symrise, and Deutsche Gesellschaft Fur Internationale Zusammenarbeit (GIZ)

**Geographical footprint:** Madagascar

**Amount committed:** EUR 1 million per year

### Goal

Unilever has been working with partners to help smallholder farmers improve their livelihoods and ensure Wall's ice-cream has a more secure and sustainable source of natural vanilla in Madagascar. Since 2016, Wall's has been working with Save the Children, the government development agency GIZ and leading vanilla supplier Symrise to improve the lives of vanilla farming communities in the Sava region of Madagascar, secure a sustainable source of vanilla and ensure that local communities can build a better future.



### Activities

- In the first three years of the programme, nearly 3,000 farmers were trained in farming methods
- Three rural colleges have been established where 160 young people (aged between 15 and 23 years old and nearly 40% women) have been taught literacy, numeracy, finance, and farming skills
- 200 primary school teachers and 77 primary schools have been given financial assistance to cover a proportion of children's school fees and teachers' salaries

## Outcome

With the aim of improving livelihoods, diversifying crops, ensuring transparency as well as empowering children and communities, the project has observed the following changes:

Trainings helped farmers increase vanilla production by 20%. They were also encouraged to cultivate other crops and buy livestock. For many, this has reduced the lean season, when they have no income from vanilla, from 5 to 3 months.

The programme provides direct support to farmers (as well as the wider community) and improves their livelihoods, by making sure they receive a fair price for their crop and have access to health insurance and financial training. This helps to provide better opportunities for the next generation.

Achievements include:

- Over 9,000 households and 38,000 community members in total are now covered by lifesaving health insurance
- Over 114 Village Savings and Loans associations are active across the region, providing communities with access to fair credit and savings
- Over 40,000 people received Essential Package training, which encourages improved family health, nutrition, and parenting behaviours
- 2,400 young people now have access to education services, such as numeracy and literacy catch up classes, youth committees, rural training colleges and career guidance

The delivery of the project activities has been at scale in Madagascar, with more than 40,000 people in 76 villages receiving lifesaving health insurance, financial education, and training opportunities.

## Impact

The Vanilla for Change programme has already made a difference to the lives of more than 60,000 people. The project supports 10,000 households, reaching every village within Unilever's extended vanilla supply chain in Madagascar. It has also trained and supported nearly 2,000 young people

through its youth committees, thus improving their future life-skills and career prospects. The programme is building a robust evidence base to:

- Inform industry discussions on sustainable business practices across the globe
- Empower young people to build sustainable livelihoods for the future
- Cultivate sustainable and climate smart farming techniques
- Develop a Child Safeguarding Code of Conduct and guide for all businesses to ensure better protection of children living in vanilla farming communities
- Provide a holistic approach to enhance communities and ensure vanilla farmers increase their incomes and households are resilient to financial shock, including access to health insurance

## APPENDIX 3. STORIES FROM COMPANIES

The information in this section has been provided, on a voluntary basis, by pledging companies unaffected by the formal reporting process (commitment no more than USD 1 million). The Coordinator of the Pledge drafted the stories.

- **Story 1.** AFCO Investment
- **Story 2.** Arla Foods Ingredients
- **Story 3.** Emeci Technologies
- **Story 4.** Morination Agricultural Products
- **Story 5.** Nasinya Dairy Company
- **Story 6.** Nyangorora Banana Processors





## Story 1. AFCO Investment

Fortunatha Mmari launched AFCO with the goal of making nutritious food available for the most vulnerable in Tanzania. Her company provides a range of bio-fortified flours that can be used to make porridges rich in the many vitamins, minerals, and nutrients that young children and nursing mothers need. AFCO products are available in over 150 retail outlets across the country at affordable prices for low-income households.

As Fortunatha notes, “Our activities contribute to the UN Sustainable Development Goals and in particular SDG 1 (no poverty) and SDG 2 (zero hunger). One of our objectives is to provide access to nutritious foods to all households at an affordable level.”

AFCO works with over 400 farmers for the supply of produce to make their flour. In addition to the produce that AFCO purchases, it also helps farmers connect with international markets.

### Joining the Zero Hunger Private Sector Pledge

AFCO Investment joined the Zero Hunger Private Sector Pledge in September 2021 with a commitment to help reduce post-harvest losses.

With GAIN as its implementation partner, AFCO meets consumer demand for biofortified food among the most vulnerable in the country. It is working together with retail shops as well as door-to-door sales agents to make products available and accessible to everyone.

“Through our activities, we have not only made nutritious food available to children in schools but also helped farmers increase their income as well as those who sell our products. More than half of our employees are women who are responsible for their household income,” remarks Fortunatha.

“Companies of all sizes have a role to play in ending hunger. We need a holistic approach that understand how each one of us contributes to the community with the food that we produce. The private sector will always sell products whether or not they are nutritious. For this reason, we need incentives to be able to deliver a positive impact on society,” she concludes.



## Story 2. Arla Foods Ingredients

Arla Foods Ingredients (AFI) is a 100% owned subsidiary of the world's fourth largest dairy company, a cooperative owned by over 12,500 farmers across seven countries. In the late 1970s, AFI pioneered the extraction of whey proteins from the whey side-streams of cheese production, laying the foundations for the global whey protein market.

Today, AFI specializes in producing and supplying high-quality, dairy-based ingredients and functional solutions to enhance nutritional outcomes. The goal is to help create healthier and more appealing food products by using technology to leverage the benefits of dairy ingredients to optimize food and nutrition. For example, AFI works with food manufacturers to develop and market ingredients such as whey proteins, lactose, and other dairy-derived components for a wide range of applications. These include dairy products, infant nutrition, and baked goods, as well as affordable nutritious food products to help combat malnutrition in low-income countries.

### Joining the Zero Hunger Private Sector Pledge

AFI joined the Zero Hunger Private Sector Pledge in 2021. Originally, the company pledged DKK 1.6 million to two projects in Ethiopia. These investments focused on the transformation of papaya waste into nutritious snacks and improvements in the dairy value chain to enhance access to better dairy products.

Due to the situation in Ethiopia, AFI has now redirected some of its activities towards Pakistan. These activities support the Whey2Value project, which aims to repurpose the whey side-streams of local dairies.

It has been estimated that cheese production in Pakistan creates nearly 43.7 million litres of whey - representing an expensive waste of raw materials and an environmental risk when discharged with wastewater. However, using existing infrastructure, the whey could be utilised in an affordable, nutrient-rich drink with a more than three-month shelf life. It has been estimated that almost 437 million 200ml servings could be produced using existing side-streams.

Implemented in collaboration with GAIN and the Scaling Up Nutrition (SUN) Business Network, Whey2Value aims to:

- increase the accessibility of nutritious milk-based products
- provide a further source of income for dairy producers
- improve the profitability of the dairy value chain overall
- reduce food waste and the environmental impact of dairy production



## Story 3. Emeci Technologies

Emeci Technologies produces and grows high-quality seeds for farmers in Tanzania. With approximately 30 acres of land, it works with farmers to produce, sell, and plant seeds. It also helps farmers collect their grains and sell them in international markets.

According to Deusdedit Kizito, the Founder and Executive Director of Emeci Technologies, "Interest in what we are doing is high. Farmers are interested in the seeds that we have introduced to them while government is interested in the variety that we offer and how they can be used to tackle malnutrition and anemia in the country."

### Joining the Zero Hunger Private Sector Pledge

In September 2021, Emeci Technologies joined the Zero Hunger Private Sector Pledge with the aim of improving biodiversity and community livelihoods. It has undertaken a project with beekeepers as well as fruit producers to help them fight poverty while also addressing climate issues. Because seeds are the core product of Emeci Technologies, the company is also investing in infrastructure and technical assistance to support SMEs in its value chain.

For these projects, Emeci Technologies is partnering with GAIN whose representative in Tanzania, Edwin Josiah, believes in the role of the private sector in helping to end hunger. "The private sector is like the vehicle that can end hunger. While the government is involved in the household, it is the private sector that is involved in the farming."

Deusdedit agrees. "For me zero hunger on our planet has always been an important goal. People lack access to sufficient and nutritious food which has forced me to try to look for a solution. We work with partners who share a common goal of ending hunger."



## Story 4. Morination Agricultural Products

Morination Agricultural Products is a global food and agricultural trading company based in the Philippines. Working with local farmers, it supplies private and international organizations safe, affordable and nutritious food products. According to its founder and General Manager, Sharon Jean Gonzales-Gulmatico, Morination began as a cup of dried Moringa Oleifera leaves that a grandfather fed to his grandchildren. "Since then, we have taken a leap of faith and dream that these leaves and similar superfoods can help to feed the world."

### Joining the Zero Hunger Private Sector Pledge

Morination has made ending hunger a key priority. As a member of the Zero Hunger Private Sector Pledge since 2021, the company works with small farmers to help them increase their livelihood and trade opportunities by purchasing their products or serving as an intermediary between their cooperatives and large-scale buyers.

Morination has pledged nearly USD 2 million to help small farmers in the Philippines. "With our programmes, we want to double annual incomes of households," notes Sharon Jean. These programmes include training to help farmers improve their yields and high-quality crops, facilities to store their harvest and access to health services.

In Benguet, Morination has also supported vegetable growers with training in organic farming. The company is an active proponent of bio-dynamic farming and sources organic produce from these farms. "These products have turned out well for the farmers as the crops thrive in an organic environment and the end-user who can taste the difference."

Morination Agricultural Products also engages in advocacy for sustainable food supply chains with UN agencies and other businesses.



## Story 5. Nasinya Dairy Company

Nasinya Dairy is a privately held company based in the Simanjiro District (Manyara region) in Tanzania. It processes raw milk collected from pastoralist farmers in remote areas in Simanjiro and Babati as well in the village of Kimotorok. This milk is then used to make cheeses, butter, yoghurt, and mtindi (fermented milk) - which are subsequently sold in hotels, local shops, and restaurants.

Since it was founded in 2014, Nasinya Dairy has focused on providing a market for the milk produced by pastoralists living in remote areas. Because milk collection is traditionally a female responsibility in Maasai communities, Nasinya Dairy creates economic opportunities, empowering women to generate income for their families.

Given the pressure on pastoral communities to change their itinerant cattle husbandry practices, Nasinya Dairy is helping improve pastures in the Simanjiro and Babati districts, thus ensuring year-round sustainable milk production.

### Joining the Zero Hunger Private Sector Pledge

Through the Zero Hunger Private Sector Pledge, Nasinya Dairy is supporting programmes that can provide new opportunities for farmers and youth.

These programmes seek to improve pastures upon which indigenous communities rely to produce milk throughout the year. Because much of the land allocated to villages requires rehabilitation, measures are underway to clear the bush and plant feed for cattle, to use organic manure instead of chemical fertilizers, to plant seeds and to dig wells for water.

Using land donated by the government, Nasinya Dairy is planning to construct a centre that can be used to store milk from the different villages in the Manyara region. The centre will also include a training area to support pastoralists who supply milk to Nasinya Dairy, enabling them to increase their milk production sustainably.

In line with its focus on women's empowerment, Nasinya Dairy aims to provide a dairy cow and two bulls to groups of 30 or more women. It will also provide courses on entrepreneurship for women and train Maasai women on producing fruits and vegetables in their homestead gardens. Finally, the company will also distribute seeds and equipment to 100 homes in the Manyara region.



## Story 6. Nyangorora Banana Processors

Banana farming in central and western Kenya is an important source of income for small-scale farmers. However, the banana processing industry suffers from high food loss and waste.

Nyangorora Banana Processors (NBP) re-purposes banana waste to boost incomes, nourish communities, and cultivate sustainable livelihoods. Founded in 2013, it uses banana waste, such as stems, peels and leaves discarded during banana processing to make banana crisps, bread, cakes, juice, and flour.

“To streamline our processes and minimise banana waste, we re-purposed the leftovers into flour and launched a new product line of doughnuts and porridge flour, now a popular and healthier breakfast alternative for babies and young children,” notes Askah Nyakwara, the founder of Nyangorora Banana Processors.

NBP purchases bananas from over 40 collection centres, located in the Kisii and Nyamira regions, and representing 5,000 small-scale farmers. The company also works with rural farmers and youth groups to improve their knowledge in banana processing, health and safety, quality assurance, and the retail of processed products.

### Joining the Zero Hunger Private Sector Pledge

Nyangorora Banana Processors joined the Zero Hunger Private Sector Pledge in September 2021. Working with GAIN as its implementing partner, NBP offers training and skill development through vocational programmes for rural youth. Students have gained skills in reducing food waste by extending the shelf-life of fruits such as mangoes, tomatoes and traditional vegetables through drying and packaging.

NBP also trains women and youth on how to create banana fibre from the banana stems. This work has also created awareness in the community on the importance of reducing banana waste.

As Askah notes, “We buy the fibre and finished products from our trainees and, as a result of the guaranteed sale of their products, motivate them to continue up-scaling the waste stems readily available in their farms. This has contributed to a cleaner environment and also created employment opportunities for the many women and youth in our network.”



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# ACKNOWLEDGEMENTS

Report prepared by Walk the Talk Consultancy on behalf of the Zero Hunger Private Sector Pledge and with the support of the Shamba Centre for Food & Climate

**Date:** November 2023

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