IPES-FOOD
2022 Activity Report
**2022 IN SUMMARY**

Following COVID-related disruptions in 2020-2021, food systems were hit by another set of shocks in 2022. The Russian invasion of Ukraine sent world food prices to record highs in Spring 2022 – as well as sparking sudden increases in fertilizer and fuel costs. In tandem, climate shocks continued to decimate harvests around the world. The result has been rapidly rising rates of hunger and poverty – a situation that could get even worse in 2023.

These protracted and multifaceted crises have placed a new premium on **rapid analysis of today’s problems**, and how to build the **resilient** food systems of tomorrow. Rising to this challenge, while continuing to provide leadership on other topics, became the focus of IPES-Food’s work in 2022.

Following the pandemic, IPES-Food adapted its 2021-2023 strategy to reserve an increasing share of time/resources for short-form responses to emerging events and topics. This positioned IPES-Food to respond rapidly and become a go-to voice on the **food security crisis** as it unfolded over 2022. A Special Report on the crisis, published in May and widely disseminated through the year (500+ media articles on this topic over the year, 10+ presentations, including one to 100+ journalists), provided timely analysis and recommendations to policymakers – and a crucial counter-narrative in the face of vocal lobbying for business-as-usual.

Meanwhile, IPES-Food built on a strong basis of partnership-building work over 2021-2022 to become a leading voice on another critical and connected issue, **the climate crisis** and its links to food systems, culminating in co-hosting a pavilion and 8 side events at COP27 (November 2022). IPES-Food was also able to call out the ‘greenwashing’ taking place at COP and other fora through a media workshop attended by 100+ journalists, and through original research on narratives developed under a parallel workstream on **global governance and corporate capture**.

The role of livestock is never far from discussion of climate change or food security. In April 2022, IPES-Food was able to provide a timely intervention into this contentious topic through a comprehensive report on the **Politics of Protein**. Released simultaneously in four languages, and with a series of top-end graphics and explainers, the report generated 150+ media articles (including 20+ top-tier pieces) and unprecedented social media engagement. IPES-Food’s analysis also provided a basis for fruitful ‘protein roundtables’ in Brussels, Addis Ababa and at COP28 to build common understandings of protein transition among wide-ranging stakeholders.

In the face of systematic challenges to resilience, equity, and democratic governance of food systems, IPES-Food was also able to draw on the big transformative vision laid out in its 2021 Long Food Movement report. With a focus on responding to unforeseen events, and connecting movement strategies across sectors and over time, the **Long Food**
Movement vision became increasingly relevant in 2022 – and provided a focal point for engaging civil society partners through webinars and pilot collaborations. Building shared narratives is key to these efforts, and in 2022 IPES-Food ramped up its strategic communications potential through new partnerships and activities.

Through this mix of comprehensive reports and rapid response pieces, and by working closely with partners on timely issues, IPES-Food was able cement its role as a highly authoritative voice on food systems reform. This was reflected in **1,460 pieces of media coverage in 30+ countries** over the course of the year – 212% higher than in 2021 – including top-tier broadcasters (BBC, Al Jazeera, CNN), newspapers (The Guardian, the New York Times, Le Monde), and newswires (Reuters, AFP, EFE). Twitter followers rose by 4100 over the year (a 36% increase), with unprecedented social media engagement around key report launches, and a record 18,000 users accessing the IPES website during the Protein report launch month.

Over 2022, IPES-Food's work continued to be cited and taken up in a number of major policy reports and compendia, including a European Environment Agency review, the 'Land Gap' report, and a Rural 21 issue on food system finance. IPES-Food's work was cited in up to **535 academic publications**¹ – matching the high levels achieved in 2021 – including a Food Ethics editorial, a food crisis comment piece in The Lancet, and reflections on food system science in the Global Food Security journal, a compendium on Science and Innovations for Food System Transformation, and an analysis by J. Rockstrom for Cambridge University Press.

With increasing synergies across the work program, and with all current donors renewing their grants, IPES-Food is well-placed to deliver high-impact outputs across multiple topic areas in **2023** – the final year of its current 3-year strategic framework. Although reports on Consumer Responsibility and on Territorial Markets were delayed in 2022 due to food crisis work, both are now on track for release in the first half of 2023. Alongside upcoming protein roundtables in additional regions, this positions IPES-Food to provide strong leadership on markets, supply chains and food environments in 2023, as part of a highly-consolidated work program that will include further work on the food crisis, global governance, and food/climate issues (including a major report on land).

---

¹ Based on google scholar search terms 'IPES-Food' & 'IPES Food'; includes scholarly books, academic journal publications, and open access pieces, with some potential duplication.
Following 3+ years of research and reflection, IPES-Food launched the ‘Politics of Protein’ report in April 2022. The report took a critical look at the claims shaping debates on meat, fish, alternative proteins and sustainability – holding up reductive problem framings (global North-led, GHG-only, protein-centric) against the realities of global food systems, warning against simplistic silver-bullet solutions like livestock techno-fixes and corporate-controlled alternative proteins, and reiterating the need for urgent action on industrial livestock and fisheries as part of a holistic sustainable food systems transition. Key activities and impacts included the following:

- The report was released simultaneously in English, French, Spanish and Portuguese, alongside a press release, executive summary, infosheet on alternative proteins, 10+ downloadable graphics, and an explainer video (7.5k views)².

- During launch month, a record 18k users accessed the IPES website, with 10.7k visitors to the Protein report landing page. During launch month, IPES-Food’s main social media channels reached 207k users³, roughly triple the background level. Posts also achieved a 3% engagement rate on Twitter, with roughly 100 tweets from outside voices mentioning IPES-Food/the report (mostly positive, some critical), and several prominent voices posting about it, including Michael Pollan, Vandana Shiva, and Marion Nestle (combined followers: 718k).

² By year end: EN: 7K views [3K on twitter, 2.3K on Linkedin, 1.6K on Youtube, 280 views on Facebook]; ES: 352 views; FR: 101 views; PT: 29 views. This is a medium level of engagement for an IPES-Food video.

³ Known as ‘impressions’: the number of times our posts were seen by a social media user. Includes: 184k on Twitter, 20k on Linked-in, 3k on Facebook.
The report generated over 150 pieces of media coverage - including in major outlets like The Guardian (twice), Forbes, Euractiv, Toronto Star, La Libre Belgique, and AFP in French and Spanish – which syndicated to RTBF, RFI, France24, La Depeche, Metro, Blick Switzerland, RTL, infobae (Argentina), Semana (Colombia), Meganoticias (Chile), Gestion (Peru), and beyond. With dedicated comms support in Brazil, the report achieved coverage in 7 Brazilian media outlets (including 2 podcasts).

An Op-ed placed in Civil Eats generated dozens of shares on Twitter and was listed among the outlet’s top 10 pieces for the year. Through the year, discussion of the report was sustained and deepened through additional op-eds for Nexo Políticas Públicas (Brazil) and Agriculture, Nutrition & Health Academy (UK), podcast interviews on FarmGate and the BBC’s Climate Question, as well as a TABLE-facilitated 'exchange of letters'.

The report reached large numbers of civil society partners and agri-food specialist audiences through pieces in the Farmers Guardian, Food Navigator, Food Dive, Food Tank, Ag Funder News, Wicked Leeks, TWN and Table Debates.

From Q3 2022 onwards, IPES-Food has been testing the report findings and building shared strategies on meat/protein through a series of roundtable dialogues in Europe (Brussels - see summary), Africa (Addis Ababa), international policy spaces (COP27), and Latin America and the US (forthcoming in early 2023).
2. RESPONDING TO A RAPIDLY-UNFOLDING FOOD SECURITY CRISIS

Responding rapidly to the unfolding global food price/food security crisis, IPES-Food published a Special Report in April 2022, entitled Another Perfect Storm. The report identified the structural weaknesses laid bare by the food crisis, notably dependencies on costly chemical inputs and highly-specialized commodity production, over-reliance on imports of staple foods, and speculation-prone markets. With its succinct and comprehensive analysis of the crisis, and a set of clear policy recommendations, the Special Report yielded widespread media coverage and opportunities to present the findings to high-level audiences:

- The report’s main messages were widely covered following the launch through articles and interviews in New York Times (US), The Times & Daily Mail (UK), Reuters (Global), EFE (Spain & Latin America), India Today, The Tribune, and The Wire (India), Der Spiegel, Die Welt, and Süddeutsche (Germany), Liberation (France), Politico & EU Observer (EU).

- As the crisis unfolded through Q2-Q3, IPES-Food continued to provide top-tier comment for Al Jazeera, BBC news, BBC Panorama, Democracy Now!, TV5 Monde, and Radio Canada. In Q3 2022, with the focus shifting to speculation and profiteering, the Special Report’s strong focus on market dysfunctions positioned IPES-Food to provide leading comment for The Guardian (article published on front page of print edition) and on BBC radio’s Farming Today, with coverage also in IPS and Thin Ink.

- Blogs and op eds in Thomson Reuters, Le Monde, Euractiv, Civil Eats, Le Soir and OpenDemocracy ensured that comprehensive analysis from IPES-Food and its panel members reached additional audiences.

- The report was also used and referenced by civil society allies, including the CSIPM, FIAN, Focus on the Global South and Brazil’s Instituto Fome Zero, and in academic articles by J. Clapp and D. Hall in the Journal of Peasant Studies and by S. Gliessman in Agroecology and Sustainable Food Systems.
IPES-Food presented the report’s findings in webinars with Green MEPs, Rosa Luxembourg Stiftung, the CSIPM and Asia Europe People’s Forum, as well as alongside Malian and Mexican government officials at a UN CFS side event, and in a Brussels dialogue with Slow Food founder Carlo Petrini. IPES-Food was also solicited to present its findings and advise on crisis response by officials from UNDP, the Dutch government’s scientific advisory (WRR), the Renew MEP group, and the EFSAF funders’ group.

For the first time, IPES-Food together with A Growing Culture, held a media workshop entitled Beyond Ukraine, to help equip journalists to cover the complexity of the food crisis (July, attended by 100+ journalists) resulting in publications and broadcasts by Democracy Now, Forbes Argentina, The Energy Mix, The Guardian, and others.

IPES-Food undertook detailed monitoring of food crisis developments and policy responses through the year, and initiated research and partnerships to support potential spin-off work in 2023 (‘Special Reports 2 and 3’).

3. PROVIDING LEADERSHIP ON FOOD AND CLIMATE ON THE ROAD TO COP27

Building on the Glasgow Food and Climate Declaration (GFCD) launched at COP26, IPES-Food significantly ramped up its leadership on food and climate issues over 2022, expanding partnerships with key food-climate actors, providing rapid reactions to IPCC reports, producing policy briefs to feed into key stages in UNFCCC, UNCCD, and UN CBD processes, and making agroecology a central part of the climate resilience discussion – all culminating in IPES-Food playing a prominent role at COP27.

Follow-up and reporting in the remit of the GFCD has seen cities take fresh steps towards sustainable food strategies, including Washington DC, Bruges, and New Haven (attendance at COP27 linked to CFCD engagement). These efforts were captured in a number of new ‘Food policy snapshots’ available in EN, FR, ES, and PT.

4. In 2022, IPES-Food expanded its remit to cover all 3 issues covered by the Rio Conventions: desertification, climate, and biodiversity – given how integrated these issues are, but with a focus on climate issues.
Working closely with communications partners, IPES-Food was able to respond rapidly to IPCC reports on mitigation and climate impacts, with the panel’s press releases and advisories sparking coverage in Reuters and Euractiv, and anchoring social media engagement.

IPES-Food personnel contributed to a key milestone event on the road to COP27, the AFSA Climate convening in Addis (September 2022), contributing to build messages of African civil society around agroecology for climate change adaptation.

IPES-Food partnered for a second time with A Growing Culture to organize a pre-COP media workshop, Beyond Carbon, to prepare journalists to cover the nexus of food, farming, and climate change, with attendance from 100+ journalists and related publications in AFP, The Guardian, Civil Eats, Down to Earth, and others. Through the year, IPES-Food also issued highly digestible briefing notes on the potential of agroecology to tackle desertification, climate change, and biodiversity loss.

At COP27 in Sharm El-Sheikh, IPES-Food co-sponsored the first food pavilion at a climate COP, the Food4Climate Pavilion, attracting the attention of Forbes, Carbon Brief, and The Guardian. IPES-Food hosted 5 side events in the space on Multi-level food governance, Challenging net-zero food strategies, Building an African food policy, Agroecology for resilient food systems, and a roundtable discussion on a Just protein transition. IPES-Food also co-hosted a formal UNFCCC side event on climate finance for agroecology, an event on sustainable municipal food policies at the Local Governments and Municipal Authorities Pavilion, and spoke on panels in the EU, Ukraine, and Food Systems Pavilions.

IPES-Food provided real-time analysis throughout COP27 to keep transformative food system solutions in the spotlight, and contributed to a post-COP debrief webinar with the Food & Global Security Network.

At CBD COP15 in Montreal, IPES-Food co-organized a side event on Biodiversity and the urgent need for food system reform.
4. DEFENDING DEMOCRATIC GOVERNANCE OF FOOD SYSTEMS

In the midst of the 2021 UN Food Systems Summit, IPES-Food positioned itself as a leading critical voice on food system governance through the first in a series of briefing notes on **global governance and corporate capture**, alongside reflections on CGIAR reform. In Q4 2022, in partnership with the Institute of Development Studies, IPES-Food published a second governance briefing note, *Smoke and Mirrors: Examining competing framings of food system sustainability: agroecology, regenerative agriculture, and nature-based solutions*, alongside a detailed background study. The briefing note looks at terms and narratives of sustainability used in discussions on the future of food systems at global summits on food, biodiversity, and climate change. A third briefing note on multistakeholderism was developed over the course of 2022 and will be released in early 2023, making IPES-Food ever-more visible in governance debates. 2022 highlights included the following:

- Released on the eve of COP27, the *Smoke and Mirrors* briefing note was widely shared and welcomed on social media. Alongside parallel work from civil society partners, the briefing note helped to ensure scrutiny of narratives and greenwashing in and around COP27 (see food/climate media coverage above). The briefing note findings were also shared by M. Anderson in an FAO-hosted webinar on agroecology.

- Media coverage of Smoke & Mirrors included Vox and Novethic, Mobilized, and Food Tank. An editorial was published in the journal Agroecology and Food Systems, the African Centre for Biodiversity cited the briefing note in its recommendations ahead of the CBD COP15, and CGIAR referenced the report findings in a seminar on Agroecology vs Alternative Concepts.

- Following on from IPES-Food’s 2021 reflections on CGIAR reform, a delegation of panel members held an informal online exchange with high-level CGIAR personnel on how those reforms are progressing (follow-up TBC).
5. BUILDING ALLIANCES FOR FOOD SYSTEMS TRANSFORMATION

- Working in partnership with ETC Group, IPES-Food continued to communicate the findings of the 2021 Long Food Movement report through webinar presentations to a French civil society discussion on digitalization and the future of food systems co-hosted by the Carasso Foundation and Le Basic (100+ in attendance), to TWN and partner networks in Indonesia, China, and Malaysia (83 in attendance), to a tailored staff/student seminar at HAS University of Applied Science, and as part of an event organized by SLE Germany with partner organizations in Indonesia.

- The Long Food Movement report was used/presented as an example of an agroecological foresight exercise in an FAO/CIRAD workshop for academics and practitioners.

- IPES-Food and ETC Group initiated a series of 'Food Movement Dialogues' in 2022, i.e. pilot collaborations inspired by the Long Food Movement, with a view to building reflexes for long-term thinking and strategy and working cross-sectorally. Led by ETC Group, Food Data Justice dialogues were held throughout the year in North America, Latin America, Africa, Europe and Asia, bringing a wide diversity of groups together to discuss risks and opportunities associated with digitalization of food systems. Methodologies were also developed to prepare the ground for dialogues in two further areas in 2023 – ‘Predictable Surprises’, and Territorial Markets & Agroecology.

- The Alliance for Agroecology in West Africa (‘3AO’) – initiated by IPES-Food and ROPPA in 2019 – held its second regional forum in December 2022 in Guinea-Bissau. Chaired by IPES-Food’s M. Goïta, the forum brought together 176 key regional players on agroecology and yielded a series of recommendations aimed at national, regional and international institutions, development partners, and farmers’ organizations.
• IPES-Food continued to support the work of the EU Food Policy Coalition, including contributions to an open letter about the food price crisis, and media interventions on EU food systems reform and the Green Deal in the Guardian and EU Observer.

• In addition to IPES-Food-led activities, panel members contributed to a number of collaborative projects in 2022 on behalf of IPES-Food, including the Agroecology Coalition (E. Frison & Secretariat), the Transformative Partnership Platform on Agroecology (P. Mooney, E. Frison), the Multi-stakeholder Advisory Committee of the One Planet (10YFP) Sustainable Food Systems (SFS) Programme (E. Frison, M. Anderson), and the Land Gap project (Lim L.C.).

• IPES-Food engaged with food businesses and investment communities on food system reform through a keynote delivered at the 2022 Good Farm Animal Welfare Awards, a 'lunch and learn' presentation to the Share Action network finance group, and exchanges with the FAIRR group.

**2022 SOCIAL MEDIA ENGAGEMENT**

- **Twitter**: +4,100 followers (36% increase)
- **Facebook**: +332 followers (13% increase)
- **LinkedIn**: +2,017 followers (45% increase)