



## DRIVING FOOD SYSTEM TRANSFORMATION IN SOUTH AFRICA VIA AGRITOURISM MARKETS

A country's cuisine is widely recognized as a key ingredient of many destinations' worldwide attractiveness. This cultural asset can play a key role within South Africa's tourism sector strategy while being a catalyst for promoting initiatives and practices crucial for sustainable food and agriculture development.

UN Food Systems Summit 2021  
An Independent Dialogue – South Africa  
A Zoom Webinar



UN FOOD SYSTEMS SUMMIT 2021  
 AN INDEPENDENT DIALOGUE – SOUTH AFRICA  
 JUNE 9, 2021 :: 13:00 – 17:30 (SAST)

<b>TOPIC</b>	<ul style="list-style-type: none"> <li>▪ <b>Driving Food System Transformation in South Africa via Agritourism Markets</b></li> </ul>
<b>RATIONALE</b>	<ul style="list-style-type: none"> <li>▪ Transforming food systems require multi-tracked strategies. To date, discussions typically focus on the supply side issues such as the need for improving production capacities. While this is crucial, usually less emphasized is the role of markets/market demand in driving change in global food systems</li> </ul>
<b>VALUE PROPOSITION</b>	<ul style="list-style-type: none"> <li>▪ The Agritourism market is a dynamic growth sub-sector<sup>1</sup> that can contribute to transforming Sub-Saharan Africa food systems on all three dimensions/measures of food system sustainability – economic, social, and environmental through the following pathways:           <ul style="list-style-type: none"> <li>○ Promoting relevant and innovative agriculture and tourism related enterprises (at the national and regional levels)</li> <li>○ Creating on- and off-farm jobs along the higher end of value chains, particularly in the services sector and for the youth and women</li> <li>○ Increasing local production and marketing of diverse and nutritious food products</li> <li>○ Reshaping public sector policies and messaging on food safety/hygiene and nutritious food consumption</li> <li>○ Engendering conducive policy and business ecosystems</li> <li>○ Promoting regenerative agricultural practices and environmental conservation</li> </ul> </li> </ul>
<b>OBJECTIVES</b>	<ul style="list-style-type: none"> <li>▪ The dialogue will present practical case studies of agritourism activities to:           <ul style="list-style-type: none"> <li>○ Increase awareness and generate discussion among stakeholders on key market opportunities in the agritourism sub-sector to support all dimensions of food systems sustainability including food security &amp; nutrition, sustainable job creation, and environmental conservation.</li> <li>○ Identify key policy and program interventions to support maximizing agritourism market opportunities for transforming South Africa's food system.</li> <li>○ Generate interest in establishing an informal AgriTourism Food Systems network for continued dialogue and action beyond the Summit.</li> </ul> </li> </ul>
<b>EXPECTED OUTPUTS &amp; OUTCOMES</b>	<ul style="list-style-type: none"> <li>▪ The discussions are expected to produce at least 3 outputs, which will be critical in advancing the agritourism and food systems transformation agenda:           <ul style="list-style-type: none"> <li>○ A policy-brief</li> <li>○ An outline of at least 2 concrete business ideas for follow-up action</li> <li>○ Endorsed Terms of Reference for establishing an informal AgriTourism and Food Systems network</li> </ul> </li> <li>▪ The conclusions of the dialogue will be formally submitted to the UN System as contribution to the 2021 Food Systems Summit and the global conversation towards sustainable food systems of the future.</li> </ul>

*\*Convened by AgriLuxe Marketing and FANRPAN and implemented in partnership with No-Line Communications*



<sup>1</sup> Drivers of growth include rapidly increasing consumer consciousness at the national, regional, and international levels re health and wellness, ethical sustainable tourism and food practices, and engagement with local experiences/culture.