

International Year of Family Farming 2014

Master Plan (final version)

(30 May 2013)

1. Background

In 2008, the initiative to declare an International Year of Family Farming was launched by the World Rural Forum (WRF) in collaboration with more than 350 organizations from 60 countries in 5 continents included major regional networks of family farmers' organizations in Africa, Asia and Latin America. In 2011, taking note of a proposal put forth by the Government of the Philippines, the 37th Session of the FAO Conference proposed that the United Nations declare 2014 as the International Year of Family Farming (IYFF). At the 66th session of the General Assembly of the United Nations, 2014 was formally declared to be the "International Year of Family Farming" (IYFF).

FAO was invited to facilitate its implementation, in collaboration with Governments, the UNDP, IFAD, the CGIAR and other relevant organizations of the United Nations system as well as relevant non-governmental organizations.¹

The IYFF aims to raise the profile of family farming and small holder farming by focusing world attention on its important role in alleviating hunger and poverty, providing food security and nutrition, improving livelihoods, managing natural resources, protecting the environment, and allowing a sustainable development, in particular in rural areas.

Since 2011, FAO has been in close contact with the Rome-based UN agencies (i.e. FAO, IFAD, WFP and Bioversity International) to discuss joint coordination efforts and activities. IFAD in particular has been actively discussing various proposals and ideas with FAO. The present draft Master Plan has been prepared by the FAO IYFF Task Force. It will be accompanied by a series of annexes that will be treated as living documents, updating activities as the process evolves.

The key discussion mechanisms for the International Year of Family Farming are:

- i) the advice and support provided by Members of FAO, international organisations, civil society, farmers' organisations and private sector organisations through the International Steering Committee (ISC);
- ii) the FAO IYFF Task Force works towards providing support for the development of the Year (*To see the complete list please refer to Annex III*); and
- iii) the network of civil society and farmers' organizations actively involved in the discussions.

¹ Resolution adopted by the General Assembly [on the report of the Second Committee (A/66/446)] 66/222. International Year of Family Farming, 2014

http://www.fao.org/fileadmin/user_upload/oek/oekr/pdf/UN_Resolution_Internacional_Year_Family_Farming.pdf

2. Justification

For the purpose of the IYFF, it is proposed to outline common principles that define Family Farming. *Family Farming* (which includes all family-based agricultural activities) is a means of organizing agricultural, forestry, fisheries, pastoral and aquaculture production which is managed and operated by a family and predominantly reliant on family labor, including both women's and men's. The family and the farm are linked, co-evolve and combine economic, environmental, social and cultural functions.

At the country level, both in developing and developed countries, Family Farming (FF) is the predominant form of agriculture in the food production sector. Within this framework, the development of viable modalities of Family Farming is essential for the achievement of sustainable development in agricultural, forestry, and fishery production systems.

Family farming structures, activities and functions are directly affected by: the diversity of national and regional contexts; agro-ecological conditions and territorial characteristics; available infrastructures; policy environment; access to markets; access to land and natural resources; access to technology and extension services, access to finance; demographic, economic and, socio-cultural conditions; availability of specialized education.

When developing FF policies it is important to consider how these structures, activities and functions evolve and interact together. It is also necessary to encourage enabling policies to foster key changes, especially on gender allocation of responsibilities and resources (including income from farming) within family farming.

3. Vision and objectives

The fundamental objective of the IYFF is to help recognize and support the contribution of family farming and small holder farming in eradicating hunger, reducing rural poverty, achieving food security through sustainable production and sustainable development of rural areas. The IYFF will promote international awareness; build on existing country and/or regionally-led initiatives and plans aimed at strengthening the contribution of family farmers and smallholders to a sustainable development.

The IYFF will promote broad discussion at the national, regional and global levels to increase awareness and understanding about the diverse contributions from, challenges faced by and support needed for Family Farmers and smallholders.

The participation of a broad range of stakeholders in the preparation of the IYFF plan of action developing new strategic and innovative partnerships as well as deepening existing partnerships will be critical in ensuring buy-in and success. It is important to define key elements to enable the contribution of each stakeholder in leading one or several thematic areas according to their expertise and comparative advantages.

In consultation with the - International Steering Committee, the FAO IYFF Task force will foster dialogue and promote partnerships among relevant stakeholders including family farmers' organizations, civil society organizations, research centers and private sector representatives. It will also promote and integrate issues related to Family Farming in policy-making processes at national, regional and global levels.

It will facilitate the development of a concerted agenda to raise awareness of the links between family farming, food security and nutrition, social cohesion and employment, poverty reduction and sustainable use of natural resources.

It will lead a campaign to raise awareness on the potential of Family Farming. To do so, it will encourage active engagement at global, regional and national levels, particularly in resource mobilization.

It will facilitate the flow of information and enable dialogue to develop common understanding and plan accordingly, while keeping the following cross cutting themes: Youth and Gender Equality; the Right to Adequate Food; the Voluntary Guidelines on the Responsible Governance of Tenure of Land, Fisheries and Forests in the context of National Food Security; Responsible Agricultural Investments.

Pro-Family Farming policies, institutions, organizations and services will be promoted. Special attention will be given to sustainable intensification and climate change adaptation; and integration with local markets and food systems.

Four specific objectives have been identified for the IYFF:

3.1 Support the development of policies conducive to sustainable family farming by encouraging governments to establish the enabling environment (conducive policies, adequate legislation, participatory planning for a policy dialogue, investments) for the sustainable development of family farming.

3.2 Increase knowledge, communication and public awareness:

- Increase public awareness on family farming, small holder farming and fisheries and their contributions (both actual and potential/untapped) to food security, improved nutrition, poverty alleviation, economic growth, employment generation and livelihood improvement, territorial development, sustainable -use of natural resources, particularly of resource-poor farmers and fishers and fish workers (MDG1);
- Increase public awareness and knowledge on the diversity and the complexity of production and consumption systems in family farming, smallholder farming and fisheries, including the specific role of women and youth in different family farm models and its evolution as well as the related challenges and opportunities for achieving food security and nutrition;
- Enhance international dialogue and cooperation on family farming, smallholder farming and fisheries by:

- i. bringing together public and private organizations,
 - ii. promoting and incentivizing their contributions; and
 - iii. fostering stakeholders' partnerships towards the common proposed vision in the post 2015 development Agenda;
- Increase public awareness and knowledge of family farming, smallholder farming and fisheries, and current trends in policies and investments, highlighting "success stories", good policies and best practices.
- Increase opportunities for dialogue, participation and access to information for small holders and their associations for improved family farming – follow up and possible links to International Year of Cooperatives aiming at strengthening of associations of farmers – especially where these are still weak.

3.3 Attain better understanding of FF needs, potential and constraints and ensure technical support availability:

- Identify, capitalize and promote technical support to capacity development actions including policies.
- Reach out to non-agricultural actors (financial institutions, development banks, decision-makers...) in order to increase their awareness and knowledge on the potential of family and smallholder agriculture in a sustainable development.
- Encourage actions at global, regional, national and community levels which better take into account the diversity and specificities of family farms.
- Monitor how family farms and policies related to family and smallholder farming evolve.

3.4 Create synergies for sustainability:

- Promote the inclusion of the IYFF vision along international processes and committees (which require specific related actions in connection to the activities related to participation of COAG, CCP, COFI, COFO, CFS, etc.)
- Ensure that longer-term actions related to FF are reflected in the international agenda (Post 2015, G8, G20, SUN, ICN2 process, UNGA, ECOSOC, etc)
- In particular, the sustainable development of family farming, small holder farming and fisheries should also be taken into account in the on-going reflections for the Post 2015 Framework.
- Synergies with other International Years in particular Cooperatives.

4. Activities

The IYFF will focus on three global lines of action that will be implemented in the context of the country led (or by groups of countries) processes and agreements and in collaboration with FAO Regional Offices and country representations when appropriate, together with other partners, particularly IFAD and WFP. *(Please refer to Annex I to see the list of proposed activities)*. The three lines of action are:

4.1 Promotion of dialogue in policy decision-making processes

Dialogue and cooperation should be enhanced with the relevant stakeholders to ensure that IYFF messages influence relevant policy decision-making processes.

Through this line of action, we will bring together public and private organizations at national, regional and global levels to discuss issues related to family farming, smallholder farming and fisheries. There are several events taking place (*Please refer to Annex I*) where FAO and other stakeholders in the ISC-IYFF could provide support and/or develop side events to promote and encourage dialogue in policy decision-making processes.

4.2 Identification, documentation and sharing lessons learned and successful experiences of existing pro-family farming policies at national and/or other levels to capitalize relevant knowledge on Family Farming.

A dedicated IYFF web page where family farmers from all over the world can post and share their stories, problems and get them involved in the process will be developed.

4.3 Communication, advocacy and outreach

There is a need for an effective and powerful advocacy campaign for the IYFF. This will be produced in coordination with partner institutions (e.g. WRF, WFO) with a view to reach out to farmers and their associations, decision-makers, financial institutions, the media and general public. Ad-hoc activities will be promoted in partnership with community media (e.g. the World Association of Community Broadcasters – AMARC).

The impact of the abovementioned activities will be monitored in order to maximize their effectiveness.

5. International coordination mechanisms and key partners

5.1 FAO Inter-departmental Task Force

FAO has established a Task Force, which includes FAO representatives from Headquarters across all relevant units and FAO Regional Offices. The Task Force organizes strategic thinking and preparatory activities for the IYFF, and meets every two weeks. These meetings are open to other partner organizations.

5.2 International Steering Committee for the preparation of the IYFF (ISC - IYFF)

The International Steering Committee (ISC) for the IYFF is composed of 12 member states (Afghanistan, Angola, Argentina, Australia, Bangladesh, Brazil, France, Kuwait, Philippines, Slovakia and South Africa; North America nomination pending) as well as IFAD, WFP, Bioversity International, FAO, WRF, EU, WFO, one representative from the Private Sector and another one from a Farmer's organization. (*For the Terms of Reference of the ISC please refer to Annex III*).

The ISC will provide advice for the creation of regional and national committees in order to implement IYFF activities. International and national partners would define their objectives, plan and fund their own events within the IYFF objectives.

The ISC will meet every 3 months or more frequently if necessary. Indeed, by mid 2013, meetings will be convened every 2 months –at least. The meetings will be convened by the Chair.

5.3 Development of Strategic Alliances

Strategic alliances intended to enhance the achievement of objectives of the IYFF include, but are not limited to: other UN agencies, CFS, CPF, NGOs, Farmers organizations, CGIAR, IFIs and development banks, foundations and the private sector.

These strategic alliances should be linked to existing networks and organizations such as the Alliance Against Hunger and Malnutrition, which has existing relationships with focal points from its founding member agencies (FAO, WFP, IFAD and Bioversity International), as well as links to government, civil society and the private sector within its global network.

5.4 Establishment of National Committees (Regional/Sub-regional)

In the countries/groups of countries that find it convenient, focal points will be established to support country-level activities and link with the global development priorities. These focal points will be appointed by relevant authorities and interact with the different stakeholders. In addition, Regional Integration Bodies could establish supporting committees. It is important that Government led and CSO led Committees interact closely with each other.

Annexes

Annex I: Tentative Proposed Activities for the IYFF 2014

Annex II: Terms of Reference for the International Steering Committee

Annex III: List of IYFF Task Force Members

Annex IV: UN Resolution of the IYFF

Annex V: Link to Council Paper

http://www.fao.org/fileadmin/templates/agphome/Family_farming/CL_144.pdf

Annex I

Tentative Proposed Activities for the IYFF 2014 to be further developed by the International Steering Committee members as well as other relevant partners.

1. Promotion of dialogue in policy decision-making processes

- Side Event “*The International Year of Family Farming and the Voluntary Guidelines on the Governance of Tenure: Opportunities for Indigenous Peoples’ Engagement*” during the 12th UNPFII Session, 21 May 2013, New York.
- Side event “Innovation in Family Farming” during the High Level Segment of ECOSOC Substantive Session 2013, 3 July 2013, Geneva.
- Events on Family Farming during Regional Conference of AMARC on the role of communication and community media in family farming. July – October 2013.
- 5 Regional Dialogues with experts and policy-makers on Family Farming, including workshops for the elaboration of position papers. July – November 2013.
- One-day event – “Advocacy for Investment in Agriculture and its relations with family farming issues” (IFAD - FAO). September 2013.
- Side event on Family Farming and policy discussion on Family Farming during the HLPE report on Smallholder investments within 40 Session of CFS. October 2013.
- Participation in the European Commission Regional Conference “Towards a more resilient European agricultural sector – the role of small scale and family farms”, 29 November 2013 in Brussels, Belgium.
- Conduct national/regional level discussions or events on Family Farming (e.g. in Italy with farmers associations and Slow Food; in Bangkok with Mr. Swaminathan; with Mercosur; International Financial Institution’s annual events, etc.)
- Fifth Global Meeting IFAD Farmer’s Forum with focus on Family Farming, February 2014.
- IFAD Governing Council Side Event/Policy Discussion on Family Farming, February 2014.
- Event on Family Farming hosted by the Ministry of Agriculture of Hungary, March 2014.
- Side Event on Family Farming during celebration of FAO Regional Conferences, February – May 2014.
- International event organized by France on research and family farming, June 2014.
- Side Event on Family Farming during the endorsement of RAI Principles within the 41 Session of CFS, October 2014.
- Global Dialogue in Rome (Position papers from 5 Regional Dialogues consolidated into a Global Master Document), October 2014.
- Celebration of the World Food Day on Family Farming, October 2014.
- UN Roundtable on Communication for Development: “Role of communication processes in family farming and sustainable rural livelihoods”
- Related presentations/events to coincide FAO Governing Bodies.

2. Identification, documentation and sharing of lessons learned and successful experiences of existing pro-family farming policies at national and/or other levels to capitalize relevant knowledge on Family Farming.

- Mapping existing and on-going studies, research, documents, publications and audiovisual material on family farming, smallholder farming, fisheries and pastoralists.
- Concrete examples of field actions will be promoted as best practices, in already ongoing projects/programmes implemented by (different) FAO technical units or others.
- Database and collection of best practices and successful projects promoted via the IYFF portal
- Workshops on best practices and successful experiences on FF
- Release of major FAO publications (e.g. State of Food and Agriculture, on innovation in family farming and smallholder agriculture), and other reports, case studies and publications to be defined.

3. Communication, Advocacy and Outreach

Develop a comprehensive communication and outreach strategy/plan for IYFF 2014, including: identifying target groups, articulating key messages, setting out the overall strategy and listing planned communication activities and products at different level (dedicated freestanding website, brochure, factsheets, calendar of events, promotional video, success stories, best practices, interviews, media outreach, special events, local/community media etc.), defining a detailed work plan and budget. The strategy/plan may be facilitated by an ad-hoc task-team.

Other activities to be considered, include:

- Publish and maintain a dedicated, free-standing website for the IYFF, making available key facts and statistics, and facilitating dialogue and participation among family farmers and all interested parties
- Photo/video reportage missions to collect high-quality images of real family farms on all continents.
- Production of portable exhibit on family farming, for use at key events.
- Official launch event at the end of 2013 in new York
- Reports on IYFF at FAO Conference and Council and at all possible regional and national events.
- World Food Day 2014 will have family farming as its theme.
- Look for opportunities to give visibility to family farming issues through large international events
- Nominate one or more “Special Ambassadors” for the International Year of Family Farming
- Coverage through community media (AMARC) to reach farmers
- Possible closing event.

Annex II

Terms of Reference for the ISC

The International Steering Committee (ISC) for the IYFF is composed of 12 Permanent Representatives to FAO or their alternates (Afghanistan, Angola, Argentina, Australia, Bangladesh, Brazil, France, Kuwait, Philippines, Slovakia, South Africa)², and representatives from IFAD, WFP, Bioversity International, FAO, WRF, EU, WFO, Private sector and Farmers organizations.³

Objectives:

1. Promote the recognition of the importance of family farming and smallholder agriculture at national, regional and international levels
2. Facilitate the stock taking and exchange of experiences
3. Provide guidance on the development of a Master Plan, including monitoring during and after 2014

Activities:

1. Provide guidance on the Master Plan ;
2. Assist and advocate the creation of regional and national committees for the implementation of IYFF activities;
3. Provide feedback and stimulate dialogue with partners that are represented by members (e.g. Governments; Civil Society, UN organizations; private sector, farmers organizations);
4. Encourage the development of a sharing mechanism of existing on-going national/regional programs, activities, and encourage the development of dedicated networks to work in coherence and exchange experiences;
5. Provide advice on main advocacy tools developed for the IYFF;
6. Provide guidance and actively collaborate in the mobilization of financial support for the celebrations of the role of family farming;
7. Meet regularly every three months.

ISC will report to FAO Council, and prepare info documents as appropriate.

Decisions will be taken by consensus as far as possible, and when this is not possible by simple majority.

² Awaiting nominations from the North America region.

³ An invitation will be extended to Private Sector/Farmer Organization that are international in scope.

Annex III

List of FAO IYFF Task Force:

(Last update: April 2013)

| Division (by alphabetical order) | Name | Last name |
|----------------------------------|------------------|---------------|
| AGPM | Allara | Manuela |
| AGPM | Batello | Caterina |
| AGPM | Campanhola | Clayton |
| AGPM | Gutierrez Mendez | Diana |
| AGPM | Murray | Murray |
| AGPM | Redfern | Suzanne |
| AGPM | Thomas | Graeme |
| AGSD | Tartanac | Florence |
| ESA | García Cebolla | Juan |
| ESA | Rapsomanikis | George |
| ESS | Ramaschiello | Valentina |
| ESS | Srivastava | Mukesh |
| EST | Arias | Pedro Marcelo |
| ESW | Cismondi | Oscar |
| ESW | Crowley | Eve |
| ESW | De la O Campos | Ana Paula |
| FAOLON | Brennen-Haylock | Sharon |
| FAOLON | Molina | Javier |
| FAORAF | Nimarkoh | Joan |
| FAORAF | Ntaryamira | Sylvana |
| FAORAP | Hazelman | Malcolm |
| FAORAP | Sylvester | Gerard |
| FAOREU | Nevena | Alexandrova |
| FAOREU | Tanic | Stjepan |
| FAORLC | Pantoja | Alberto |
| FAORLC | Renteria | Cristina |
| FAORLC | Salcedo | Salomon |
| FAORNE | Dost | Muhammad |
| FAORNE | Tibbo | Markos |
| FIPI | Josuweit | Helga |
| FOE | Grouwels | Sophie |
| FOE | Wagner | Kata |
| FOM | Romeo | Rosalaura |
| NRC | Dubois | Olivier |
| NRC | Sessa | Reuben |
| NRD | Giovannetti | Jean-Francis |
| NRD | Iweins | Mathilde |
| NRD | Sonnino | Andrea |
| NRL | Even | MarieAude |
| NRL | Groppa | Paolo |
| NRL | Treakle | Jordan |
| OCP | Acunzo | Mario |

| | | |
|-------------------|-----------------------|-----------------|
| OCP (Secretariat) | Castañeda | Rodrigo |
| OCP | Cowan | Sharon Lee |
| OCP | De La Rosa | Rosalud |
| OCP | Fernández de Larrinoa | Yon |
| OCP | Gaona Saez | Susana |
| OCP | Gómez | Jimena |
| OCP | González Barraza | Maribel |
| OCP | Grove | Scott |
| OCP | Laporte | Marie Christine |
| OCP | Ourabah Haddad | Nora |
| OCP | Pastore | Annamaria |
| OCP | Pero | Alejandra |
| OCP | Rocchigiani | Maria Grazia |
| OCP | Serván | Fernando |
| OCP (Secretariat) | Villarreal | Marcela |
| ODG | Otto | Halka |
| ODG | Zimmermann | Agustín |
| OEKM | Katz | Stephen |
| TCID | Syed | Saifullah |
| TCIN | Carita | Arianna |
| TCIO | Francescutti | Dino |
| TCSS | Gavotti | Stefano |
| TCSS | Worman | Julio Cesar |
| TCSR | Barnuevo | José Ramón |
| TCSR | Lopez Asenjo | Alberto |

Total: 67

Departments involved:

Agriculture and Consumer Protection Department
Natural Resources Management and Environment
Forestry Department
Fisheries and Aquaculture Department
Technical Cooperation Department
Economic and Social Development Department
Office of Knowledge Exchange, Research and Extension
Office of Communication, Partnerships and Advocacy

Regional Offices:

RAF
RAP
REUT
RLC
RNE

Annex IV

The 66th session of the United Nations General Assembly (UNGA) declared 2014 as the International Year of Family Farming (IYFF) and invited FAO to facilitate its implementation.

International Year of Family Farming

142. The Conference took note of a proposal by the Philippines to declare an International Year of Family Farming and decided to adopt the following Resolution:

Resolution 16/2011

The International Year of Family Farming

THE CONFERENCE,

Noting that family farming is the basis of sustainable food production aimed towards food security;

Recalling that more than 3 billion people live in the countryside and that 2.5 billion of these women and men are farmers;

Desiring to focus world attention on the role that family farming could play in providing food security and poverty alleviation of the population;

Believing that family farming is much more than an agrarian economic model: it is the nuclear unit for the environmental management of land and its biodiversity, the fountain of important cultural dimensions of each people and, all things considered, a fundamental pillar of the integral development of all nations;

Recognizing that the progressive deterioration in farming income and its effects on rural economies is causing the disappearance of many family farms due to the migrations to the cities;

Believing also that such a celebration would create a unique opportunity to develop means, which would assure in the medium and long term, a prosperous and sustainable family agriculture development in the rural and fishing areas on all the continents, especially, in the developing countries;

Affirming the need to heighten public awareness on the interrelationship between family farming, poverty, food security, and nutrition:

Requests the Director-General to transmit this Resolution to the Secretary-General of the United Nations with a view to having the United Nations declare the year 2014 as the International Year of Family Farming.

(Adopted on 2 July 2011)