

Section 1:

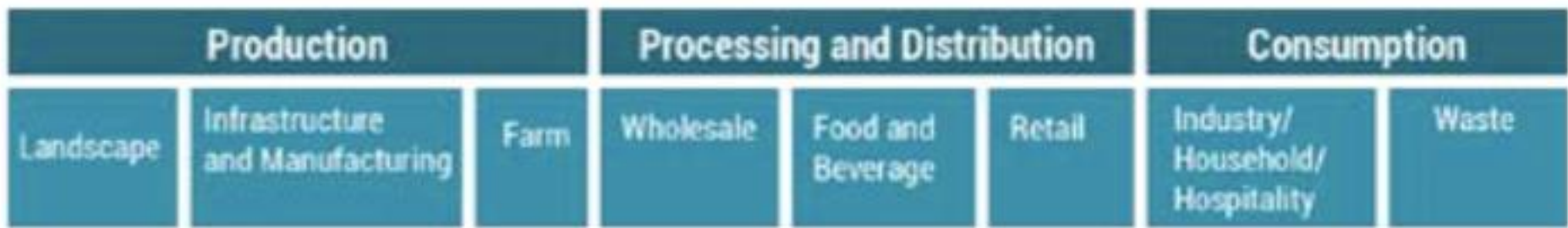
- Introduce the report (why read it)
- Why is it importance: Comprehensive framework, vehicle for change (hope message)
 - Systems thinking
 - Interrelation of agents – locks and leverages.
- Why it is important: the planetary boundaries question
- What is it informed by (SDG's, SEEA, SAFA)
- Close with TOC – we can achieve this things, here is what we are offering.
 - Decision makers needs results of valuation exercise – but also need to show the locks and leverages.
 - Needs to go beyond the results of the valuation exercise, into options for decision-making.

Notes:

- Ag is a big part of the problem, Ag can be a big part of the solution, and TEEB offers a tool (how this will be used and whom will use it).
- May need a definition of externalities.

Section II:

- History good,
- Have a series of call out boxes, e.g. the history of corn in Mexico.
- Today and the complexity of today's global food system. Old obstacles
- Shared values
 - Environment
 - Human Health
 - Food Security
 - What do you want the system to achieve
- We present a new way of thinking on how to protect these values



Section III: Defines the parameters for the description of the food system

- Describe each of the pillars
 - Production
 - Processing and Distribution
 - Consumption
- Then go to critical considerations
- Scales needs to be a way in which you cut: a criteria or
 - Farm, and type of farming systems
 - Institutions and Governance: must consider the various governance and political factors in which the production, P&D and Consumptions systems operate.
 - Corporations
 - There are different structures of different value chains – needs to come into the critical considerations.
- Call out boxes with some examples.

Section IV: Should describe the rows – row by row



- Description of the rows
 - Regulating
 - Provisioning
 - Health
 - Waste.....
- Critical considerations:
 - The list is a whole set, cannot pick and chose.
 - Synergies and trade-offs
 - Double counting and overlaps (or does this go in methods)
 - Definitions of consumers
 - Valuation versus evaluation
 - Negative versus positive externalities.
 - Distribution – or transformation of variables as within and between pillars.

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Notes on this section:

- Invisible and visible to whom?
 - What are flows
 - What is visible and invisible
 - Whom gets impacted by the flows.
 - Synergies and Trade-offs.
- Discussions of the rows:
 - Waste needs to be included as a row
- This is a set, and not a menu, need to be taken as a whole to understand the system
 - This bears repeating
- In terms of assessment should always compare with capacity
- People have responsibility for the food that they eat to the extent that they can.
- Discussion that the categories needed

Section V: Methods to assess

If a researcher is expecting to monetize soil carbon, this is the method that they might use, this is the data or the tools that are available.

Here the TEEB feeder studies or the TEEB partners would need to be brought in. Protocols need to be discussed, and what are the sources that support the use of those methods. Emphasize the need to have simple graphics that would communicate the value and cost of the backstory. This needs to be simple and understandable.

Should ask people to provide specific feedback on concepts and terms. Underline some of the rows that are being used and what terms are necessary.

Need a description of methods. Note that the next section is on the mainstreaming of externalities. Place to discuss additional line of value chain dynamics?

Pavan, Salman and co need to go through all these vertical axis categories and develop a simple guide to researchers that are undertaking this work.

Should there be an independent document on the methods that we undertake to do the work. Here is our recommended methodology

Notes: when we say flow, from to where – note that there are potential conflicts there where some positive flows. The manifestation of externalities. Are flows invisible but impacts yes? Or vice versa.

An analysis of value chain dynamics can add an insight on locking and leveraging point – thus the methods need to not only include the methods for looking at the individual cells well and the interactions between cells.