

Zero Hunger Private Sector Pledge Impact Indicator Reporting Framework

This framework is designed to guide companies in reporting on an impact indicator as part of their commitment to the Zero Hunger Pledge. It serves two key purposes:

1. Reveal trends and insights - by surfacing how companies measure progress across the ten Ceres2030 areas of intervention:
2. Foster a community of practice - allowing companies to see how peers measure the outcomes of private-sector investments

Methodology

This framework draws on the input of reporting companies and the ZHP Technical Committee. Through a consultative process, stakeholders shared practices, challenges, and lessons learnt in tracking the impact of their investments. The resulting framework emphasises the use of consistent, outcome-level indicators, aligned with internationally recognised standards such as:

- World Benchmarking Alliance (WBA)
- Standards of the Global Reporting Initiative (GRI)
- IRIS+ Metrics (GIIN)
- FAO/SDG Indicator Frameworks

Each indicator is mapped to one of the ten Ceres2030 intervention areas:

- Empower the Excluded
- On the Farm
- Food on the Move

Impact Definition

In this context, impact refers to long-term positive change. While impact may be difficult to attribute directly, companies can measure outcomes to measure change on a shorter timeline. Outcome indicators reflect a change in condition (e.g., increased farmer income, reduced food waste). These go beyond output indicators that focus on activity delivery, such as the number of beneficiaries reached or hectares under improved practices.

Reporting Guidance

Given the diverse investment contexts, companies may rely on data from implementing partners, drawing from a mix of quantitative and qualitative evidence. As much as possible, indicators should be relevant and feasible and have the following qualitative attributes:

- Measurable - using reliable data sources
- Specific - clearly linked to the intervention's intended change
- Time-bound - reported against a defined time frame
- Trackable - feasible to monitor regularly over time
- Practical - realistic to collect, especially in partnership with local actors

For this reporting exercise, in the Jotform reporting form, companies will be asked to choose at least one indicator corresponding to the Ceres2030 area of their commitment: On the Farm, Empower the Excluded, or On the Move.

The table of indicators provided below is illustrative. Companies are encouraged to use it as a reference but may also report custom indicators that better reflect their investment. We will require all reporting companies to select at least one indicator from the reference list (or add in a custom indicator) but will not be collecting (nor reporting) any data this year nor expect companies to measure this indicator, as 2025 will provide the baseline year. We do not expect a company to provide an indicator for each programme at this stage.

Companies may not be able to isolate their contribution to a specific outcome. In such cases, indicators may reflect contribution or alignment rather than direct attribution. Companies are encouraged to share any supporting documentation outlining the methodology used to collect these indicators, if such a methodology has been developed.

Ceres2030 Area	Indicator Name & Definition	Framework Alignment	Applicability
Empower the Excluded	Women's Empowerment in Agriculture - Measures changes in yields, income, or leadership roles of women farmers.	WBA D14; SDG 5 & 2.3; IRIS+ gender metrics	Companies with smallholder/women-targeted initiatives or sourcing schemes.
Empower the Excluded	Land Rights Security - Number or % of producers with secure tenure rights supported by company actions.	WBA D24; GRI 411; SDG 1.4	Agribusiness with land impacts, buyers supporting farmer land tenure.
Empower the Excluded	Household Food Security - % of households reached reporting improved food security (e.g., via FIES or consumption scores).	FAO FIES; SDG 2.1.2; WBA C1/C2	Companies with community nutrition or food access programmes.
Empower the Excluded	Improvement in Nutritional Status - Measures changes in prevalence of malnutrition or nutrient deficiencies (e.g., stunting, anaemia), or improvements in dietary diversity among target populations.	SDG 2.2 (FAO/WHO); FAO DDS; WBA C2; IRIS+ PI5954, OI5977	Companies supporting feeding/nutrition programmes; food manufacturers; employers with workforce nutrition programmes.
Empower the Excluded	Household Income - Measures changes in average income of small-scale producer households, ideally against a living income benchmark.	SDG 2.3.2 (FAO); WBA D23; IRIS+ farmer income metrics	Buyers sourcing from smallholders, agri-finance providers, and NGOs.
On the Farm	Water Use Efficiency - Reduction in water withdrawal per unit output in agriculture/processing.	WBA B8; GRI 303; SDG 6.4	Irrigated farms, beverage/food processors, water-stressed regions.
On the Farm	Agricultural Yield (Productivity) -	SDG 2.3.1 (FAO); IRIS+ yield metrics; WBA B6	Producers, agri-service firms, input providers, extension services.

Ceres2030 Area	Indicator Name & Definition	Framework Alignment	Applicability
	Measures crop yield per hectare with sustainable practices.		
On the Farm	GHG Emissions Reduction - Absolute or intensity-based GHG emissions reduction (Scopes 1, 2, and 3) aligned to a 1.5°C pathway.	WBA B1/B2; GRI 305; SBTi	Producers, processors, retailers, and full value chain actors.
On the Farm	Deforestation-Free Supply Chain - % of sourcing verified deforestation-free or hectares of forest not cleared due to company policy.	WBA B3; AFi; GRI 304-3	Companies sourcing agro-commodities; producers with land.
On the Farm	Soil Health - Improvement in soil organic carbon or % of land under regenerative practices.	WBA B6; FAO soil metrics; GRI 304	Producers, agro-input firms, sustainability programmes in sourcing.
On the Farm	Responsible Fertiliser Use - Targeted use of agro-chemicals (e.g., reduction in fertiliser use per unit of output) without compromising yield.	WBA B7; SDG 2.4; GRI 301-1	Crop producers, input providers, and sourcing programme implementers.
On the Farm	Habitat & Biodiversity Conservation - Hectares of ecosystem protected/restored or biodiversity gains achieved.	WBA B3; GRI 304-1/-3; Post-2020 Biodiversity Framework	Land-owning agribusinesses; buyers with landscape-level sourcing programmes.
Food on the Move	Fair Pricing - Measures fair remuneration to farmers, e.g., farmgate price index or progress toward living income pricing.	WBA D12 & D23; Fairtrade/ISEAL; SDG 10	Commodity buyers, food manufacturers, and retailers with own-brand sourcing.
Food on the Move	Availability of Nutritious Foods - Measures increased availability of diverse, nutrient-dense food products in the market (e.g., % of product portfolio meeting healthy nutrition standards).	WBA C1 & C2; SDG 2.1/2.2 (FAO); IRIS+ nutrition access metrics	Food manufacturers, processors, and retailers; agriproducers if diversifying crops for nutrition.
Food on the Move	Food Loss & Waste Reduction - Percentage reduction in food loss and waste across the value chain compared to a baseline.	WBA B9; SDG 12.3; GRI 306	Processors, distributors, retailers, producers, hospitality.

References:

1. World Benchmarking Alliance (WBA) - Food and Agriculture Benchmark <https://www.worldbenchmarkingalliance.org/publication/food-agriculture/>
2. IRIS+ Metrics by GIIN (Global Impact Investing Network) <https://iris.thegiin.org/metrics/>
3. GRI Standards - Global Reporting Initiative <https://www.globalreporting.org/standards/>

4. FAO - Sustainable Development Goal Indicators (SDG 2, SDG 6, SDG 12)
<https://www.fao.org/sustainable-development-goals/indicators/en/>
5. FAO FIES (Food Insecurity Experience Scale)
<https://www.fao.org/in-action/voices-of-the-hungry/fies/en/>
6. FAO Dietary Diversity Guidelines (MDD-W, HDDS)
<https://www.fao.org/nutrition/assessment/food-consumption-dietary-diversity/en>
7. Science-Based Targets Initiative - Forest, Land and Agriculture Guidance
<https://sciencebasedtargets.org/sectors/forest-land-and-agriculture>
8. Accountability Framework Initiative (AFi) - Deforestation-Free Sourcing
<https://accountability-framework.org/>
9. ISEAL - Fair Pricing and Living Income Guidance
10. <https://www.isealalliance.org/get-involved/resources/guidance-living-income-and-fair-prices>
11. UN SDG Tracker
<https://sdg-tracker.org/>
12. Convention on Biological Diversity - Post-2020 Global Biodiversity Framework
<https://www.cbd.int/gbf/>