



# World Agricultural Forum

## *GRA Partnership Outline Proposals*

*Presented by:*

*Dr. Kenneth M. Baker*

*Chairman of the Board*

*World Agricultural Forum*

# WAF Vision & Mission

## Vision

- Empower agriculture to feed the global population.

## Mission

- Catalyse the development of action, plans and practical steps to sustainably meet the world's growing need for food, fibre, fuel and water.
- Often translated to 'produce more from less'

# WAF 'Product'

- A major global Congress every two years.
- Smaller regional events at request of supporters/partners.

# WAF Origins

- The World Agricultural Forum (WAF) was created in 1997 in St Louis, Missouri, to respond to the perceived need for a cross-cutting (Industry, Government, Academic, NGO, Farmers, Practitioners, Institutions), neutral and senior-level forum to promote and drive agriculture development.
- The WAF World Congresses are held every two years and in a similar vein, occasional regional events.
- Since its inception nearly 20 years ago, the nature of and the ways in which parties dialogue has changed substantially, notably with the widespread use of internet-based communications. In parallel, the application of technology has dramatically changed the way in which agriculture is practised, notably in the drive towards sustainability.
- Experience and requests show the need and desire for inter-personal dialogue continues to exist in order to stimulate the innovation and development process.

# Drivers

- A policy neutral and internationally inclusive agriculture forum.
- The WAF mantra is that progress is best achieved when all contributors to agriculturally-based food, fuel and fibre understand change and are able to confer on its causes, impact and implications.
- Seeks to create awareness and educate all stakeholders as to the critical role agriculture plays in rural and economic sustainable development, and ultimately, the national security to the majority of world economies.
- Allows developing countries and advocacy organizations an equal voice on the world stage.
- A recognized global organization that brings world leaders together from across value chains and between public and private sectors and civil society to promote a food secure world.

# Legal & Corporate Structure

- The World Agricultural Forum is a not-for-profit public benefit corporation established for charitable, educational and scientific purposes under Section 501 (c) (3) of the United States Internal Revenue Code.
- Based in St Louis, Missouri
- Also has not-for-profit (charitable) status in Europe (Germany, UK, France, Italy, Belgium, etc.) conferred by having an account at the King Baudouin Foundation, Belgium
- Operates in US Dollars (US bank account)
- Has a Board of Directors to comply with Legal Statute and a specialist Advisory Board for day-to-day content management. *(no Director receives remuneration)*

# WAF Organisation

- Financing :
  - By membership and donations.
- Virtual Office :
  - Minimal costs
  - Outsourced services including secretarial.
  - Automated phone answering
  - Website (1,000 hits per month rising to 39,000 hits per month during run-up to a Congress)
- Key individuals:
  - Chairman – Dr. Kenneth M. Baker (former Company Director)
  - Chairman of the Advisory Board – Rt. Hon. James Bolger, former Prime Minister of New Zealand
  - Chief Financial Officer: Mr. David Friedman, CFO Novus International
  - External Counsel: Powell Carman, Partner & Attorney, Bryan Cave LLP

# WAF Board of Directors

- **Kenneth M. Baker**, Ph.D, Chairman
- **Rt. Hon. James B. Bolger**, ONZ Chairman of the Advisory Board and Former Prime Minister of New Zealand and former New Zealand Ambassador to the United States
- **Leonard J. Guarraia**, Ph.D, Chairman-Emeritus
- **David Friedman**, CFO and CFO Novus International, Inc.
- **Lynn O. Henderson**, President and CEO, Henderson Communications LLC (Publisher: AgriMarketing)
- **Seung H. Kim**, Ph.D., Director, Boeing Institute of International Business, Paul Lorenzini Professor of International Business, St. Louis University
- **Beth Roden**, Head of Communications, Bayer CropScience
- **Richard A. McWard**, President and Owner, RAM Farms
- **Evie Soames**, Company Director
- **Rainer von Mielecki**, Head of Global Public/Government Affairs, Crop Protection, BASF
- **Ms. Vanessa Stiffler-Claus**, Director International Affairs, John Deere GmbH & Co. KG  
*Ex Officio*
- **J. Powell Carman**, Outside General Counsel ,Partner, Bryan Cave LLP



# Recent WAF Events

- Most recently the WAF Congress in Hyderabad, India, organised in co-operation with the Government of Andhra Pradesh and the Government of India.
  - 1300 plus delegates and 70 international and national speakers
  - 180 stalls in the Trade Fair
  - 5500 attendees (counted) at Trade Fair
- Previous event held in Brussels (Congress only).
  - 350 delegates and 75 international and national speakers
- WAF invited to contribute/participate in many other events.  
examples:
  - Visit to ICRISAT, the CGIAR Centre in India.
  - The Economist – Feeding the world Asia
  - Future Farms Asia
  - Future Farm World Europe and Agricultural Investment Summit Europe
  - IAAS (International Association of Agricultural Students) Annual Meeting

## Recent WAF Events – GRA participation

At the 2013 WAF Congress in Hyderabad,  
India

The GRA organised:

- A plenary discussion session.
- A side-event for some 120 persons showcasing the work of research groups and opportunities for participation in the GRA.

# Forward WAF Events

- Regrettably, the proposed 2015 event in Brazil has had to be cancelled for economic reasons.
  - The GRA invited to participate.
- Exploration is under way to determine timing and venue for replacement event.

# The WAF Congress Building Process

All under the stewardship of a small working committee:

- Selection of venue, Congress theme, Event Manager.

## Programme

- Iterative process engaging partners and supporters

Early selection of speakers representing a broad global interest base is key.

### **Notable past speakers have included:**

**EU Commissioner of Agriculture; Hon. N. Kiran Kumar Reddy** - Chief Minister of Andhra Pradesh; **John Gummer (Lord Deben)**, UK Minister of Agriculture; **Professor Paul Collier**, Professor of Economics, Oxford University; **Ric Deverell**, Credit Suisse; **Mr. Steen Riisgaard**, President & CEO, Novozymes, Denmark; **Dr. William Dar**, Director General of ICRISAT (The Philippines); **Professor Haresh Shah**, Emeritus Professor, Stanford University, USA; **The Hon. Clayton Yeutter**, (now former) US Secretary of Agriculture and former US Trade Representative; **Dr. Ren WANG** ( now former) Vice President, Chinese Academy of Agricultural Sciences (CAAS); **Mr. Manan Bindal**, Vice President, Swiss Reinsurance Company Ltd, Singapore; **Dr Purushottam Mainali**, Policy and Institutional Specialist, ADS (Agriculture Development Strategy), Nepal; **Mr Ron Bonnett**, Board Member, World Farmers Organisation, and President The Canadian Federation of Agriculture, Canada; **Paolo De Castro**, Chairman of the Agricultural and Rural Development Committee of the European Parliament; **Mark Ekstein**, Managing Director International Finance, World Wildlife Fund; **Mr. Arun Chandra Ambatipudi**, Executive Director Fairtrade Foundation India.

- The Draft programme for the now postponed meeting in Sao Paolo, Brazil is attached.

# Aspects of a GRA/WAF Partnership

## Relevant WAF elements for the GRA:

- Knowledge sharing and dissemination
- International governance and policy

## Aspects & Benefits of a GRA/WAF Partnership

### Key pointers re the WAF:

- The WAF exists to promote dialogue and discussion.
- The WAF specifically does not take a public position on any subject but provides a platform for their airing.
- Nevertheless, partners and participants in WAF events are invited to propose, discuss and debate their own positions.

### Relevant WAF benefits for the GRA:

- Promote GRA achievements.
- Transfer GRA outcomes and results to a much wider audience, including policy influencers.
- GRA will have access to comment and input from a broad selection of global interested parties.

## Next Steps for a WAF/GRA Partnership

- Formalise the relationship (already approved by the WAF Board).
- Provide input to the WAF Congress planning process (content, venue etc.).
- Reciprocal arrangements (to be discussed).

# The DRAFT programme for the postponed Brazil Congress



worldAgricultural forum™  
Empowering Agriculture

The World Agricultural Forum (WAF) is a policy neutral and internationally inclusive agriculture forum that brings together the leaders from the private sector with policy makers and key policy influencers to focus on providing food, fuel, fibre and water to the world's growing population.

## 2015 Congress

### The Challenge of Climate Change for Agriculture Developing New Technologies for Productivity & Prosperity

Maksoud Plaza Hotel, Sao Paulo, Brazil  
5 – 6 November 2015

[www.waf2015brazil.com](http://www.waf2015brazil.com)

#### Dr. Kenneth M. Baker Chairman of the World Agricultural Forum

Agriculture is the human activity which is most sensitive to climate change and evolving weather patterns. Fully one third of the global employment is in agriculture and most at the lower levels of remuneration. In December this year, the UN is due to agree and publish its response to climate change. We must be ready. In practical terms, this translates into a need for agriculture to improve productivity, i.e. "obtain more from less", improve sustainability, reduce environmental impact, and improve farmer prosperity. Technology will play a major role in especially in developing countries. Mankind has a huge capacity to invent, adapt and recover – if given the tools and allowed to use them.

I urge you to join us in Sao Paulo to take this opportunity to re-think with your peers, the route and role of agriculture to respond to climate change.



#### Dr. Orivaldo Brunini, CEO & President FUNDAG –Agricultural Research Support Foundation, Brazil

From all the factors influenced by global warming, agriculture and agricultural activities are the most affected, and new mechanisms and technological innovations must be targeted and implemented to overcome the limiting factors caused by climate change. The upcoming WAF Congress "The Challenge of Climate Change - Developing New Technologies for Farmer Productivity & Prosperity" will bring indeed a new milestone of knowledge and actions that allow us to mitigate the negative effects of climate change and global warming.



#### Expressions of interest:

- Bayer CropScience
- New Zealand Ministry of Primary Industry
- CAFR (College of Agriculture, Food and Natural Resources) University of Missouri
- John Deere
- Novus International
- Suza Cruz
- BASF
- Dupont
- International Fertilizer Association
- Government of Andhra Pradesh, India



The Rt. Hon. James Bolger, Chairman of the WAF Advisory Board and Former Prime Minister of New Zealand We only have one planet and we must be much smarter in how we use its bounty to meet the needs of everyone, not just the favoured few.

Land and water are our most precious resources and, if we eat, we're all involved. There were fewer than two billion people at the beginning of the 20th century, and now, we have to plan to feed nine billion by 2050. To achieve that we must continue to implement new technology. History has shown that agriculture has been a prime beneficiary of a huge range of new technologies.

In anticipation of the UN conclusions on climate change, we will address these challenges in Sao Paulo in November 2015.

#### Speakers to Include:

- Ms. Katia Abreu, Brazil Minister of Agriculture (awaiting confirmation)
- Mr. P. Pulla Rao, Minister for Agriculture, AP, India
- Mr. Liam Condon, CEO & Chairman of the Board, Bayer CropScience
- Monsignor Marcelo Sánchez Sorondo, Chancellor of the Pontifical Academy of Sciences (awaiting confirmation)
- Mr. Christopher S. Parkinson, Research Analyst, Credit Suisse.
- The Rt. Hon. James Bolger, Former Prime Minister of New Zealand
- Professor Roberto Rodrigues, Getulio Vargas Foundation and former Brazil Minister of Agriculture.
- Professor Patrick Westhoff, Director, Food and agriculture Policy Research Unit, University of Missouri.
- Dr. Mauricio Antônio Lopes, President EMBRAPA, Brazil
- Dr. Claudinei Andreoli – Editor Environment, Development and Sustainability
- Mr. A C Punetha, IAS, Principal Secretary, AP, India
- Dr. Kenneth M. Baker Chairman of the World Agricultural Forum
- Mr. Thad Simons, Founder and Managing Director of The Yield Lab and former President and CEO of Novus International, Inc.
- Dr. A Padma Raju, Vice-Chancellor, ANGRAU University, India
- Mr. Ben Dalton, Deputy Director-General, New Zealand Ministry of Primary Industries
- Dr. Orivaldo Brunini, CEO & President FUNDAG – Agricultural Research Support Foundation, Brazil
- Mr. Eduardo Leduc, Senior Vice President for Latin America, Crop Protection Division, BASF S.A.
- Dr T V Satyanarayana, Dean & Registrar, ANGRAU University, India
- Mr. Bob Dinneen, President & CEO, Renewable Fuels Association, USA (invited)
- Dr. Ricardo de Gusmao Dornelles, Director of Renewable Energy/MME, Brasilia
- Mr. Juan Diego Ferres, Council President UBRABIO, Brasilia

#### Why Brazil?

Brazil is the globe's fourth largest agricultural producer producing coffee, soybeans, wheat, rice, corn, sugarcane, cocoa, citrus and beef and most significant exports are coffee, soybeans, beef, sugar cane, ethanol and frozen chicken. Brazil employs 11 million workers in agriculture (2011 figures) and produces annually \$50 billion worth of agriculture products.



# The DRAFT programme for the postponed Brazil Congress

## Wednesday 4<sup>th</sup> November 2015

5.00 p.m. Registration Desk Opens

## Thursday, 5<sup>th</sup> November 2015

### Morning Session 1 - Opening Remarks

9.00 a.m. Call to order & Opening Remarks: **Dr. Kenneth M. Baker**, Chairman, World Agricultural Forum

9.10 a.m. WAF Welcome address, **Rt. Hon. James Bolger**, Chairman of the World Agricultural Forum Advisory Board, Former Prime Minister of New Zealand

9.30 a.m. Opening remarks – **Ms. Katia Abreu**, Brazil Minister of Agriculture (awaiting confirmation)

9.50 a.m. • Plenary Address: Society, Technology and Addressing Climate Change, **Monsignor Marcelo Sánchez Sorondo**, Chancellor of the Pontifical Academy of Sciences (awaiting confirmation)

10.20 a.m. Imbedding Sustainability in Agriculture – **Mr. Liam Condon**, CEO & Chairman of the Board, Bayer CropScience

10.50 a.m. Break

### Morning Session 2 - New Technologies, Productivity and Prosperity

11.20 a.m. Plenary Round Table - Agricultural Productivity Prosperity – The Technological Challenge - **Dr. Mauricio Antônio Lopes**, President EMBRAPA, Brazil

11.40 a.m. Parallel Breakout Sessions:

- Sustainable Productivity in Agriculture and the Role of Technology: Moderator **Mr. Ben Dalton**, Deputy Director General, New Zealand Ministry of Primary Industries
- Latest Trends in Precision Farming.

1.00 p.m. Lunch

### Afternoon Session 1 – Global Issues for Agriculture

2.00 p.m. Joint Plenary Address: Leaders of Brazilian Farmers and World Farmers Organisation – **Professor Roberto Rodrigues, Getulio Vargas Foundation and former Brazil Minister of Agriculture.**

2.30 p.m. Plenary Round Table - The Importance of Maintaining and Growing Trading Relationships with the World's Food Baskets. Panel including: **Dr. Airtón Spies**, Deputy Secretary of Agriculture of the State of Santa Catarina (proposed)

3.15 p.m. Parallel Breakout Sessions:

- The role of Improved Weather Forecasting for Agriculture Systems. Panel to include: **Dr Assad**, Embrapa Weather research Station (proposed)
- Where to from here for Bio-energy? Moderator **Dr. Claudinei Andreoli** – Editor Environment, Development and Sustainability

4.15 p.m. Break

### Afternoon Session 2 – Trade & Development

4.45 p.m. Plenary Address: The Politics of Food Security-

5.15 p.m. Plenary Round Table: Trade and the Role of technology - The New Paradigm: Moderator: **Mr. Ben Dalton**, Deputy Director General, New Zealand Ministry of Primary Industries (proposed)

5.45 p.m. Plenary Address: A Brazilian perspective on International Agriculture Trade - **Eduardo Leduc**, Senior Vice President for Latin America, Crop Protection Division, BASF S.A.

6.30 p.m. Cocktail reception

## Friday 6<sup>th</sup> November 2015

### Morning Session 1 – Finance, Investment & Global Markets

9.00 a.m. Plenary Address – Productivity Gains are the New Growth – A Global Financial Analysis – **Christopher S. Parkinson**, Research Analyst, Credit Suisse.

9.30 a.m. Plenary Address – Commodity Price Trends & Effects: **Professor Patrick Westhoff**, Director, Food and Agriculture Policy Research Unit, University of Missouri

10.00 a.m. Parallel Breakout Sessions: 2 rather than 3

- Successful Models for Financing and Implementing New Technical Developments in Agriculture.
- Investing to Improve Productivity and Sustainability.

11.00 a.m. Break

### Morning Session 2 – Plant Nutrition

11.30 a.m. Plenary Address: The Importance of Plant Nutrition, Soil Quality & Fertility

11.50 a.m. Round Table Panel: Fertilizer Developments and Improvements

12.40 p.m. Plenary Address: Crop Improvement Technologies

1.00 p.m. Lunch

### Afternoon Session 1 – Animal Nutrition & Health

2.00 p.m. Plenary Address: Animal Health is a Key to Good Human Nutrition

2.20 p.m. Plenary Address: Accommodating the New demands for Protein

2.40 p.m. Plenary Round Table: Climate Change and Protein Production - Challenges to Mitigate

3.00 p.m. Break

### Afternoon Session 2 – Conclusions

3.30 p.m. Plenary Round table – Review of Congress Conclusions

4.30 p.m. Closing Remarks - **Rt. Hon. James Bolger**, Chairman of the World Agricultural Forum Advisory Board, Former Prime Minister of New Zealand

# WAF Advisory Board

*(Note: Most Members of the Advisory Board have reached the end of their term of office and will be up for re-appointment or replacement)*

- Rt Hon James B. Bolger, ONZ, Chairman, Former Prime Minister of New Zealand and former New Zealand Ambassador to the United States. New Zealand
- Dr. Kenneth M. Baker, Vice-Chairman (and Chairman of the WAF), former Corporate Director, Belgium
- Pr. Mohamed AIT-KADI, President, General Council of Agricultural Development, Morocco
- Dr. Suresh Babu, Senior Research Fellow and Senior Advisor- Training International Food Policy Research Institute (IFPRI)
- Mr. Gary Blumenthal, President and CEO, World Perspectives, Inc.
- The Honorable Chelston W.D. Braithwaite, Director Emeritus, Inter-American Institute for Cooperation on Agriculture (IICA), Costa Rica
- Professor Joachim von Braun, Director of the Center for Development Research (ZEF) at the University of Bonn, Germany
- Ms. Carole L. Brookins, former U.S. Executive Director, International Bank for Reconstruction and Development
- Mr. Jorge H. Cazenave, Cazenave & Asociados, Argentina
- Prof. Paolo De Castro, Chairman, Agriculture Committee, European Parliament
- Mr. Jason Clay, Senior Vice President, Market Transformation, WWF, United States
- Mr. Osler Desouzart, President & CEO, OD Consulting, Brazil
- Mr. Noel Devisch, former President of The Belgian Boerenbond, Director KBC Insurance, Belgium
- Dr. Richard M. Foster, Michigan State University & Department of Community, Agriculture, Recreation and Resource Studies (CARRS), United States
- The Honorable C. Boyden Gray, former U.S. Ambassador to the European Union, United States
- Dr. Leonard J. Guarraia, Chairman-Emeritus, World Agricultural Forum, St Louis, United States
- Mr. Mark Han, Chairman and Executive Director, DaChan Food (Asia) Ltd.
- Mr. Sharad Joshi, Shetkari Sanghatana, Angarmala Village, Ambethan, India. Member of Indian Parliament
- Dr. Israel Klabin, President, Brazilian Foundation for Sustainable Development, Brazil
- Dr. James L. McDonald, Vice President-Policy and Programs, Bread for the World, United States
- Dr. Thomas L. Payne, Vice Chancellor and Dean-Agriculture, Food & Natural Resources Director, Missouri Agricultural Experiment Station-University of MO, United States
- Mr. John M. Powell, Deputy Executive Director, FAO Policy and Public Affairs Division, Rome, Italy
- Mr. Charles H. Riemenschneider, Director, Investment Centre, Food and Agriculture Organization of the United Nations, Rome, Italy
- Mr. Thad W. Simons, Jr., President and Chief Executive Officer, Novus International, Inc., United States
- Mr. Willy Spreutels, former General Manager, MECS, Belgium
- Mr. Bob Stallman, President, American Farm Bureau Association, United States
- Mr. Shuilin Wang, MD, Chief of Public Relations & International Cooperation Department, China Investment Corporation, Beijing, China