
Advancing Food Security and Agriculture through Partnership

2014 Progress Report of the World Economic Forum's New Vision for Agriculture Initiative

JANUARY 2015



INTRODUCTION

Launched in 2009, the World Economic Forum's New Vision for Agriculture (NVA) initiative facilitates coordinated, market-based action, harnessing the power of agriculture to drive food security, environmental sustainability and economic opportunity. The initiative's vision sets a goal of increasing food security by 20% and a 20% reduction in poverty and greenhouse emissions by 2020. The NVA's global network engages over 350 organizations, including governments, the global and local private sector, civil society, farmer associations, donors, international organizations and research institutes, to achieve these ambitious goals.

THE NEW VISION FOR AGRICULTURE FOCUSES ON THREE STRATEGIC ACTION AREAS:

- 1. Facilitate leadership commitment to action:** The NVA convenes global and regional leaders to strengthen alignment and commitment around shared goals, monitor progress and solve challenges. It collaborates with global platforms such as the G7 and G20.
- 2. Support country transformation:** The NVA catalyses and supports action-oriented partnerships, engaging government, industry and other key stakeholders to collaborate and co-invest in agricultural growth. Partnerships are currently active in over 16 countries through regional initiatives like Grow Africa and Grow Asia, and country-specific initiatives in India and Mexico.
- 3. Promote innovation and best practice:** The NVA provides thought leadership through a Global Agenda Council on Food and Nutrition Security, and innovation and best-practice exchange through a Transformation Leaders Network.

ACHIEVEMENTS IN 2014

IN THE PAST YEAR, THE NVA AND ITS ASSOCIATED PARTNERSHIPS HAVE MADE SIGNIFICANT PROGRESS:

- **Grow Africa** helped mobilize additional investment commitments, now totalling over \$10 billion across 10 countries by over 160 companies, of which two-thirds are Africa-based. More than \$1 billion of commitments has been realized, generating over 30,000 jobs and reaching 2.9 million smallholder farmers. The 2014 Grow Africa Investment Forum drew nearly 300 participants, including five heads of state and government.
- **Grow Asia** was introduced as a new regional platform to build on the NVA partnerships in Vietnam, Indonesia and Myanmar that currently reach over 95,000 farmers through 26 value-chain partnerships. It was endorsed by all 10 ASEAN Ministers of Agriculture and Forestry. The inaugural Grow Asia Agriculture Forum brought together 150 leaders from all stakeholder groups to define shared priorities.
- In **India**, the NVA-catalysed partnership in the State of Maharashtra reached over 500,000 farmers through 30 value chain projects. An NVA India Business Council was formed to replicate the model in other states and to champion the public-private partnership approach at the national level.
- In **Mexico**, business and government leaders continued collaboration on key commodities through the VIDA partnership, including a new value chain partnership on cacao.
- The **NVA Transformation Leaders Network** was activated, engaging 120 action leaders from NVA partner countries and global organizations to share best practice and innovations. The Network held a three-day workshop, coordinated thematic working groups and facilitated virtual learning.
- The **Global Agenda Council on Food and Nutrition Security** developed an action plan to support the development of the food system by leveraging best practices, refining tools and transforming research and policy.

Key Facts

350+

organizations engaged globally

16 countries

leading multistakeholder action partnerships in Africa, Asia and Latin America, including through the Grow Africa and Grow Asia regional partnerships

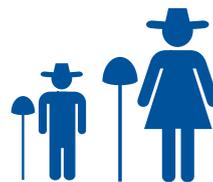
\$10B+

in investments

committed to date, of which over \$1.2 billion has been realized

OVER
3.6M
farmers

engaged to date



90+

 value chain partnerships developed to date

Yield increases

between 12%-75%



Farmer income

increase between 10%-75% in Asia, depending on commodity

200,000+ hectares

adopting improved technologies, practices and solutions

GLOBAL ACTIVITIES

The NVA engages high-level leaders from all stakeholder sectors to discuss shared priorities, define action and commitments, and develop collaboration to accelerate progress towards global food security and sustainable agricultural development.



LEADERSHIP AND AGENDA-SETTING ACTIVITIES

The NVA hosted high-level leadership dialogues and media activities to ensure food security and agriculture remain high on the global and regional agenda, and that leaders continue building alignment to work more effectively together. At the World Economic Forum Annual Meeting 2014 in Davos, leaders endorsed the New Vision for Agriculture Strategy for 2014-2016, defined global action priorities, and discussed practical next steps to advance progress on the Grow Africa, Grow Asia, India and Mexico partnerships.

Global and regional leaders discussed concrete action commitments at the Grow Africa Investment Forum in Nigeria, the Grow Asia Agriculture Forum in the Philippines, and NVA meetings at the India Economic Summit in New Delhi. These major regional events provided a unique opportunity for multistakeholder dialogue and working sessions to advance national and regional goals.

The NVA continued to serve as a platform for private sector and multistakeholder engagement in major global initiatives. Throughout the year, it worked with G7 partners involved in the New Alliance for Food Security and Nutrition, aligning priorities and actions with the Grow Africa partnership. The NVA also provided input and encouraged private-sector participation in the Alliance for Climate-Smart Agriculture.

TRANSFORMATION LEADERS NETWORK

The New Vision for Agriculture's Transformation Leaders Network (TLN) engages over 120 senior practitioners and experts to pursue practical efforts for sustainable and inclusive agriculture. Drawing from the NVA's global multistakeholder network, the TLN connects leaders of country-led partnership initiatives with global experts and partners to exchange experiences and develop actionable solutions. It is supported by a generous grant from the Government of the Netherlands.

The network facilitates learning and best-practice exchange, leadership development, and collaboration among senior practitioners and experts to strengthen the impact of agricultural partnerships. It seeks to realize the New Vision

for Agriculture through three objectives:

1. **Enhance positive impacts** of NVA-catalysed public-private partnerships for agriculture
2. **Promote leadership development** through peer-to-peer exchange
3. **Strengthen multistakeholder collaboration** in agriculture

In 2014, network members from nearly 30 countries convened for the annual Transformation Leaders Workshop in Geneva, where leaders of country partnerships leveraged discussions to refine their action plans. Specific workstreams were established on key themes, including women's entrepreneurship, finance and risk management, climate-smart agriculture, reducing food loss, smallholder business models and technology innovation. These will be further developed by members in 2015. Nutrition will continue to be a cross-cutting theme integrated into NVA activities and the Global Agenda Council on Food and Nutrition Security.

GLOBAL AGENDA COUNCIL ON FOOD AND NUTRITION SECURITY

The World Economic Forum's Global Agenda Council on Food and Nutrition Security, a high-level group providing thought leadership and alignment in the global arena, joined many other Global Agenda Councils at the Summit on the Global Agenda in Dubai. Council members defined a joint mandate to: "ensure food and nutrition security for all by promoting a step change in sustainable food and agriculture systems, pursuing a set of priorities simultaneously and at scale: productivity, nutrition, resiliency, a reduced environmental footprint, profitability and transparency." The council will put special emphasis on farmer-focused processes, and on engaging women and youth.

Action priorities for 2014-2016 include leveraging leading examples of food system transformation to distill and apply lessons learned; refining tools and guidance in line with the council's mandate through developing a scoring system/index to measure countries' food systems; and seeking to transform agricultural research, investment and policy through messaging.

Partnership Progress

GROW AFRICA

GROWAFRICA

The Grow Africa partnership – founded in 2011 by the African Union, NEPAD and the World Economic Forum – aims to unlock the potential of African agriculture through private sector investment. This new model for development is based on a framework for creating tripartite commitments among governments, development partners and companies. Partnerships that engage the full spectrum of stakeholders provide a powerful platform from which to orchestrate agricultural transformation, creating a step change in the agriculture sector through responsible investment to increase productivity and promote sustainability.

Grow Africa works with companies, governments, development partners, farmers associations and other stakeholders who have made specific investment and partnership commitments in 10 Sub-Saharan countries (Burkina Faso, Côte d'Ivoire, Ethiopia, Ghana, Kenya, Malawi, Mozambique, Nigeria, Rwanda and Tanzania). The partnership provides leadership training, facilitation, analytical tools and progress reporting to advance concrete impact on the ground.

Grow Africa is governed by a steering committee, and linked to a high-level multistakeholder leadership council, which provides informal guidance to Grow Africa and the New Alliance on Food and Nutrition Security in the context of the Comprehensive Africa Agricultural Development Programme (CAADP). Grow Africa is coordinated by a secretariat, which is temporarily incubated at the World Economic Forum in Geneva, and in 2015 will transition to an African base.

KEY ACHIEVEMENTS IN 2014

- Helped mobilize additional investment commitments now totalling \$10 billion, of which \$1 billion has been realized, generating over 30,000 jobs and reaching 2.9 million smallholders
- Shifted the partnership's focus from investment mobilization to facilitating implementation
- Launched new large-scale partnerships including a collaboration with the World Food Programme's Patient Procurement Platform in Malawi, Rwanda and Tanzania; a Cassava Value Chain Partnership in Ghana, Mozambique and Nigeria; a Maize Value Chain Partnership in Kenya; and a new country partnership in Cote d'Ivoire
- Engaged over 250 African and global leaders in the Grow Africa Investment Forum, to align and intensify efforts to implement investment commitments

OBJECTIVES FOR 2015

- Deepen implementation support to help country partners drive transformational investments, including through national and value chain partnerships, via facilitation and analytical tools
- Identify and tackle common systemic issues such as inclusive business models, access to finance and promoting responsible investment, in coordination with partners and experts
- Prioritize the development of domestic agribusiness companies to promote value addition, job creation, import substitution and diversification out of primary commodity exports
- Engage Senegal, Benin and Uganda as additional participating countries
- Complete a successful transition of the Grow Africa Secretariat to an African base

WHO IS INVOLVED?

- **Committed companies:** Over 160 companies have made investment commitments, including over 100 Africa-based companies. Global companies include AGCO, Armajaro, Bayer CropScience, Bunge, Cargill, Diageo Plc., DuPont, HEINEKEN, Jain Irrigation, Louis Dreyfus Group, Monsanto, Nestlé, Netafim, Rabobank, SABMiller, Standard Bank, Swiss Re, Syngenta, The Coca-Cola Company, Unilever, UPL Limited, Vodafone, Wilmar, Yara International. Africa-based companies include Afri-Nut, Bank of Abyssinia, Dominion Farms, Ecobank, Export Trading Group, Farmers Union of Malawi, Flour Mills of Nigeria, Finatrade, Free Range Farms, Guts Agro Industries, Kilombero Plantations, Les Fruits Tilou, Lozane Farms, Malawi Mangoes, Omega Farms, Pabari Group, Premium Foods, Tansseed
- **Other stakeholders:** The African Union and NEPAD co-founded and co-convene the partnership with the World Economic Forum; government champions, including the 10 participating countries and G7 countries; and farmers associations, civil society groups and international organizations
- **Funders:** Grow Africa is generously supported by grants from the US Agency for International Development (USAID) and the Swiss Agency for Development and Cooperation (SDC)



The Grow Asia partnership works to advance food security and sustainable, inclusive agricultural development in the 10 countries that comprise the Association for South East Asian Nations (ASEAN). The partnership serves as a multistakeholder platform to catalyse and coordinate action among all stakeholders to contribute to national and regional goals. Country-led and locally driven, Grow Asia supports market-based scalable solutions with measurable positive impacts on agriculture-sector growth, especially focusing on the development of smallholder farmers (including women and youth) and environmental sustainability of agriculture.

Grow Asia has a multistakeholder governance structure including a Grow Asia Business Council and Grow Asia Civil Society Council. It also works closely with farmer associations, development partners, international institutions and others.

Grow Asia has set a target to reach 10 million smallholder farmers in South East Asia by 2020, and to enable them to increase their productivity and profitability by 20% while reducing greenhouse gas emissions and water use by 20%.

Grow Asia's country partnerships together engage over 100 organizations, including government ministries, 61 global and local companies, NGOs, farmer associations, donors and global institutes. Country partnerships have catalysed 26 commodity value chain initiatives, reaching over 95,000 farmers. Working groups have been formed to address issues such as smallholder finance, use of mobile technology and sustainable productivity. The country partnerships include:

- Vietnam Public Private Task Force on Sustainable Agriculture (active since 2010)
- Partnership for Indonesia's Sustainable Agriculture (PISAgro) (launched in 2011 and coordinated by an independent, non-profit secretariat)
- Myanmar Agriculture Network (formed in 2013)
- Philippines Partnership for Sustainable Agriculture (to be launched in 2015)

KEY ACHIEVEMENTS IN 2014

- Strategy for Grow Asia developed and unanimously endorsed by all 10 ASEAN Ministers of Agriculture and Forestry (AMAF)

- Successful inaugural Grow Asia Agriculture Forum in Manila in May 2014, engaging 150 leaders from ASEAN governments, business, civil society and others to develop shared priorities for Grow Asia
- Progress in country partnerships, including increasing results of value chain projects in Vietnam and Indonesia, a concrete action plan in Myanmar, and development of plans to launch a partnership in the Philippines
- Establishment of the Grow Asia Business Council and Civil Society Council

OBJECTIVES FOR 2015

- Support the scaling up of the partnerships in Indonesia, Myanmar and Vietnam, launch a partnership in the Philippines, and explore opportunities in other ASEAN countries
- Align and contribute to the ASEAN Integrated Food Security Framework
- Develop and disseminate best practice on select key themes such as farmer capacity, gender empowerment, access to finance, and environmental management - including reducing deforestation
- Work closely with country partnerships to measure impacts
- Establish a secretariat in the region for the planning, coordination and delivery of all activities
- Host the second Grow Asia Agriculture Forum and an inclusive agri-business practitioners workshop

WHO IS INVOLVED?

- **Co-Chairs:** Nestlé and Sinar Mas
- **Grow Asia Business Council:** AGCO Corporation, Bayer CropScience, Brambles, Bunge, Cargill, DuPont, HEINEKEN, International Finance Corporation, Jain Irrigation Systems, Lawson, Louis Dreyfus Commodities, Monsanto, PepsiCo, Swiss Reinsurance Company, Syngenta International, Unilever, UPL Limited, Visy International, Wal-Mart, Wilmar International, Yara International, Zhangzidao Group
- **Grow Asia Civil Society Council:** AsiaDHRRA, CARE USA, Conservation International, Mercy Corps, Rainforest Alliance, The Nature Conservancy



MAHARASHTRA STATE PUBLIC-PRIVATE PARTNERSHIP, INDIA



The Maharashtra Public-Private Partnership for Integrated Agriculture Development (PPP-IAD) was catalysed in 2011 by the Government of Maharashtra and the New Vision for Agriculture. The PPP-IAD leverages a national government scheme designed to facilitate large-scale integrated projects in the agricultural sector. The scheme provides co-investment for projects led by private sector players to aggregate farmers and integrate the agricultural supply chain. The partnership has grown rapidly, now supporting 30 value chain projects which reach 500,000 farmers, and is on target to meet its goal of impacting one million farmers by 2015.

Maharashtra's PPP-IAD partnership works with more than 30 local and global companies from across the food value chain. It is overseen by a CEO-level steering committee. Several other Indian states have expressed interest in replicating the partnership model.

KEY ACHIEVEMENTS IN 2014

- Catalysed 30 value chain partnerships across 15 crops, mobilizing more than \$50 million in co-financing from the government and private sector, and reaching more than 500,000 farmers on over 300,000 hectares
- Formalized a secretariat hosted by the Bombay Chamber of Commerce with support from UPL Limited
- Established a NVA India Business Council with 20 companies to identify, develop and scale new

opportunities for partnership and collaboration in India's agriculture sector

OBJECTIVES FOR 2015

- Strengthen and scale up the Maharashtra partnership with a goal of reaching one million farmers
- Engage with the National and other State governments to replicate the partnership model
- Support the NVA India Business Council to define its goals, priorities and governance structure

WHO IS INVOLVED?

- **Co-Chairs:** UPL Limited and Rabobank
- **NVA India Business Council:** Bayer, CHEP India, Dow AgroSciences, DSM India, HEINEKEN, Jain Irrigation, KRBL Limited, Louis Dreyfus India, Maersk Line India, Monsanto, Nestlé India, Novozymes India, PepsiCo India, State Bank of India, Swiss Reinsurance Company, Wal-Mart India, Wilmar, Yara India
- **Other stakeholders:** State Government of Maharashtra, TechnoServe, Bombay Chamber of Commerce and Industry, Confederation of Indian Industries (CII), Federation of Indian Chambers of Commerce and Industry (FICCI), Small Farmers' Agri-Business Consortium (SFAC).



NEW VISION FOR MEXICO'S AGRI-FOOD DEVELOPMENT (VIDA)



Formed in 2011, and relaunched in 2013 with the new government, VIDA engages over 40 companies and stakeholders in collaboration with the Mexican Ministry of Agriculture (SAGARPA) to complement Mexico's national agriculture sector priorities. It engages over 40 local and global companies to focus on development of four commodity groups: grains, fruit and vegetables, oilseeds, and coffee and cacao.

In 2014, the partnership advanced the work of its commodity working groups, establishing a new group on cacao with strong championship from the private sector and the government and engaging over 85,000 farmers nationally. In 2015, VIDA will work to expand the impact of its value-chain projects, explore plans for establishing a secretariat, and share the PPP approach with other Latin American countries.

WHO IS INVOLVED?

- **Co-Chairs:** Nestlé Mexico and Grupo Minsa
- **Global companies:** BASF, Bayer, Bunge, Cargill, Coca-Cola, DuPont, Maersk, Monsanto, Nestlé, PepsiCo, Swiss Re, Syngenta, Unilever, Wal-Mart, Yara International
- **Mexican companies:** Almidones Mexicanos, Comercializadora Alpro, Grupo Altex, Grupo Bimbo, Grupo Cetto, Grupo Lala, Norson Alimentos, RYCA Alimentos, Tyson de Mexico
- **Other stakeholders:** Consejo Nacional Agropecuario (CNA), La Asociación Mexicana de Secretarios de Desarrollo Agropecuario (AMSDA), Instituto Mexicano para la Competitividad (IMCO), U.S. Department of Agriculture (USDA).



THE WAY FORWARD

Over the past six years, the New Vision for Agriculture initiative has broken new ground in establishing a shared agenda and catalysing large-scale collaboration and action among stakeholders. The country partnership model developed by the initiative has been taken up with enthusiasm by governments, industry and other stakeholders as a way to achieve national goals and strengthen markets through coordinated action. The partnerships catalysed by the initiative can serve as models for other countries and other sectors seeking to mobilize coordinated multistakeholder action to achieve national, regional and global goals – including the Sustainable Development Goals.

Much of the success of the NVA and its partnerships to date has been driven by the connection between high-level leadership commitment and on-the-ground action. Even as partnerships develop into independent, locally-driven entities, the NVA plays an important role in their continued success by mobilizing leadership support, expert input, and new collaborators to strengthen activity on the ground.

Building on the success of the NVA, in 2015 the World Economic Forum will expand and strengthen its work on food security and agriculture in two important ways.

First, the partnership expertise developed through the NVA will be consolidated into a **Global Platform for Transformative Partnerships in Agriculture**. Serving as a unique centre of best practice in multistakeholder partnerships in agriculture, the platform will provide continued support to NVA-catalysed partnerships while developing and sharing action models with the broader global community. The platform will provide:

- **Leadership** engagement and development to mobilize and engage high-level leadership commitment on specific partnership agendas, and to develop a pipeline of future leaders prepared to drive transformational and multistakeholder initiatives.
- **Guiding principles**, frameworks and toolkits based on the New Vision for Agriculture's call for sustainable, inclusive, market-based approaches engaging all key stakeholders in support of national, regional and global goals, and drawing on partnership models and strategies for agriculture-sector transformation developed by the initiative.
- **Expertise and best practices** to address key challenges in the agriculture sector including business

and partnership models to unlock financing, engage smallholder farmers, women and youth along the value chain, apply environmentally sustainable practices, reduce food loss and waste, and improve nutrition.

- **Partnership facilitation** and brokering to help catalyse; develop and strengthen multistakeholder partnerships.
- **Goal-setting and progress** monitoring to assist partnerships in setting targets, monitoring progress and sharing learnings within a global network of partnership leaders.

The Global Platform will support the continued growth and increased impact of the Grow Africa, Grow Asia, India and Mexico partnerships. It will also serve as a resource to the broader global community, collaborating with other major international initiatives where relevant. Through these activities, the platform will seek to contribute both action and partnership models to the global effort to achieve the Sustainable Development Goals.

Second, the platform will form part of a broader commitment by the World Economic Forum to prioritize food security and agriculture as one of several key Global Challenges that the institution commits to address over the long term. This will include: establishing the Global Agenda Trustees on Food Security and Agriculture, a group of high-level global leaders to steer progress on the issue; exploration of new and emerging issues in the sector; and the establishment of a virtual platform for all partners in related initiatives to interact. This work will complement and strengthen the partnership action agenda developed by the NVA and carried forward by the Global Platform.

All stakeholders and partners of the World Economic Forum are invited and encouraged to join these efforts as the New Vision for Agriculture enters an exciting new chapter in 2015.



GLOBAL LEADERSHIP CHAMPIONS OF THE NEW VISION FOR AGRICULTURE

GLOBAL AGENDA COUNCIL ON FOOD AND NUTRITION SECURITY

Gerda Verburg, Chair of the Committee on Food Security

Shenggen Fan, International Food Policy Research Institute

Dyborn Charlie Chibonga, National Smallholder Farmers' Association of Malawi (NASFAM)

Elisio Contini, Empresa Brasileira de Pesquisa Agropecuária (EMBRAPA)

Ertharin Cousin, World Food Programme

Guy Evers, Food and Agriculture Organization of the United Nations (FAO)

Ashok Gulati, Indian Council for Research on International Economic Relations (ICRIER)

Tim Hanstad, Landesa

Eileen Kennedy, Tufts University

Willem Jan Laan, Unilever

Bindu Lohani, Asian Development Bank

Berry Marttin, Rabobank Group

David Nabarro, United Nations

Kanayo Nwanze, International Fund for Agricultural Development (IFAD)

Raymond Offenheiser, Oxfam America

Esther Penunia, Asian Farmers' Association for Sustainable Rural Development (AFA)

Lilianne Ploumen, Ministry of Foreign Affairs of the Netherlands

Anne Roulin, Nestle SA

Juergen Voegelé, World Bank

Fokko Wientjes, Royal DSM NV

GLOBAL PARTNER COMPANIES

AGCO Corporation

Anheuser-Busch InBev

A.P. Møller-Maersk A/S

BASF

Bayer CropScience AG

Brambles Ltd

Bunge Limited

Cargill Inc.

Carlsberg Group

CF Industries Holdings Inc.

The Coca-Cola Company

Diageo Plc.

DuPont

HEINEKEN

International Finance Corporation

Louis Dreyfus

Mondelez International

Monsanto Company

Nestlé SA

Novozymes A/S

PepsiCo Inc.

Rabobank International

Royal DSM

SABMiller Plc.

Sinar Mas Agribusiness & Food

Swiss Reinsurance Company Ltd

Syngenta International AG

Unilever

UPL Limited

Wal-Mart Stores Inc.

Wilmar International

Yara International ASA

GOVERNMENT PARTNERS

Leading action partnerships on the ground:

Asia:

Vietnam

Indonesia

Myanmar

Philippines

India (Maharashtra)

Africa:

Tanzania

Mozambique

Ethiopia

Kenya

Rwanda

Ghana

Nigeria

Burkina Faso

Côte d'Ivoire

Malawi

Latin America

Mexico

Funding Partners:

Netherlands

Switzerland

United States of America

The World Economic Forum is an independent international organization committed to improving the state of the world by engaging business, political, academic and other leaders of society to shape global, regional and industry agendas.

Incorporated as a not-for-profit foundation in 1971 and headquartered in Geneva, Switzerland, the Forum is tied to no political, partisan or national interests

World Economic Forum
91-93 route de la Capite
CH-1223 Cologny/Geneva
Switzerland

Tel +41 (0) 22 869 1212
Fax +41 (0) 22 786 2744

contact@weforum.org
www.weforum.org