

# A New Vision for Agriculture

## Deepening public-private collaboration to accelerate growth in sustainable agriculture



### The Issue

Over the past several years, food security and economic crises have highlighted both the urgent need and the potential for developing sustainable agricultural systems. Nearly one billion people -- one out of six globally -- lack access to adequate food and nutrition. By 2050, the global population will surpass 9 billion people, and demand for agricultural products is expected to double. At the same time, the world's agricultural systems will be increasingly challenged by water scarcity, climate change and volatility, raising the risk of production shortfalls. Substantial gains in agricultural productivity can be realized through investment, innovation, policy and other improvements. However realizing these gains will require an exceptional level of collaboration among stakeholders in the agricultural value chain including governments, companies, multi-lateral and civil-society organizations, farmers, consumers and entrepreneurs. Stakeholder alignment around shared priorities and large-scale initiatives is therefore key to success.

### Insight

**The New Vision for Agriculture initiative**, led by the Consumer Industry Community of the World Economic Forum, engages high-level leaders of industry, government, international institutions, civil society, academic experts and agricultural leaders to realize a vision for agriculture as a positive contributor to food security, environmental sustainability and economic opportunity worldwide. The initiative works with stakeholders to define shared priorities for action and develop concrete opportunities for collaboration at global, regional and country levels. In the process it works to leverage public and private-sector investment and strengthen markets to advance sustainable economic growth through agriculture, including opportunities for small-scale farmers.

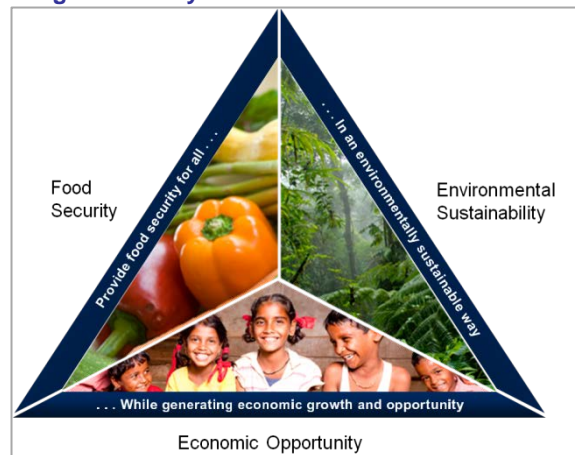
The initiative offers a platform through which stakeholders can create a shared agenda for action on sustainable agricultural development to define joint priorities, recommendations and opportunities for collaboration. Issues addressed include:

- Leveraging public and private-sector investment

- Sharing environmental best practices
- Developing agricultural markets, including opportunities for small-scale farmers
- Improving access to affordable and nutritious food

Project activity focuses on building public-private collaboration at global, regional and national levels – through thought leadership, dialogue, and partnership building. The initiative has catalyzed five major public-private partnerships to date, including country-level initiatives in **Tanzania, Vietnam, Indonesia, and Mexico**; and a regional partnership in **Sub-Saharan Africa**.

### The New Vision for Agriculture contributes three things to society:



### Community

The project is led by 28 global partner companies of the World Economic Forum who provide strategic leadership and championship of the initiative. These include: **Agco Corporation, Archer Daniels Midland, BASF, Bayer AG, Bunge Limited, The Coca-Cola Company, Diageo, DuPont, General Mills, Heineken NV, Kraft Foods, Louis Dreyfus Commodities, Maersk, Metro AG, Monsanto Company, Nestlé, PepsiCo, Rabobank International, Royal DSM, SABMiller, Swiss Reinsurance Company Ltd., Syngenta, The Mosaic Company, Teck Resources Limited, Unilever, Vodafone Group, Wal-Mart Stores Inc., and Yara International.**

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A diverse network of global and local stakeholders are engaged in initiative activities, including governments, international organisations, civil society, farmers organisations, research and academia. The Forum's **Global Agenda Council on Food Security**, a high-level multi-stakeholder group, provides advisory and leadership support to the initiative.

## Impact

The New Vision for Agriculture Initiative offers a unique and potentially high-impact contribution to the global challenges of food security and sustainable agricultural development. It believes achieving the vision will require the leadership and capacity of all stakeholders – government, business, civil society, academia, farmers and consumers.

At the global level, the initiative has developed a Roadmap for Stakeholders, a framework outlining priority actions that the private sector can take in collaboration with government, civil society, academia and farmers to achieve the Vision.

At the country level, the initiative has catalyzed public-private partnerships in **Tanzania, Vietnam, Indonesia and Mexico** – each one engaging between 15-35 companies -- as well as a regional task force in **Africa**. These initiatives engage the private sector in active collaboration with governments, regional and global organisations, farmers and other leading stakeholders to accelerate sustainable agricultural growth within specific regions or food value chains. The partnerships support countries in realizing their agriculture-sector goals by aligning investments, programs, and innovations around shared priorities for agricultural growth.

### Project Activity to date has included:

1. Global and regional **leadership dialogues** to identify opportunities for action and collaboration
2. Development of a "**Roadmap for Stakeholders**" towards achievement of the Vision, providing a framework for action and collaboration for global leaders
3. Formation of action-oriented **public-private partnerships** at the country-level in Tanzania, Vietnam, Mexico, Indonesia, and a regional partnership in Africa.
4. Engagement on the **G20 Food Security Agenda** providing CEO recommendations and high-level public-private dialogue.

The project intends to generate value for participating organizations and the global community through:

- **Insight** into key issues and stakeholder priorities in targeted regions
- **Engagement** with key public and private sector stakeholders and relevant processes
- **Agenda-shaping** to raise the priority and visibility of sustainable agricultural development at global and regional levels
- **Action-catalyzing**, through participation in the initiative's public private partnerships

## Interaction

In 2012, the initiative will host public-private dialogues at the following Forum events:

- **World Economic Forum on Latin America**, Puerto Vallarta, Mexico, 16-18 April
- **World Economic Forum on Africa**, Addis Ababa, Ethiopia, 9-11 May
- **World Economic Forum on East Asia**, Bangkok, Thailand, 30 May-1 June
- **India Economic Summit**, New Delhi, India, 6-8 November
- **World Economic Forum Annual Meeting**, Davos-Klosters, Switzerland, 23-27 January 2013

The group will also host or participate in other events. Further information is available upon request.

## Contacts

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