

# The New Vision for Agriculture

*An initiative of the World Economic Forum*



# Why is agriculture important?

**100%** Population dependent on agriculture for nutrition

**40%** Share of **worldwide employment** in agriculture (including 70% of the “bottom billion”)

**70%** Share of **worldwide water withdrawals** from agriculture

**30%** Proportion of **greenhouse gas emissions** related to agriculture (16% from forestry)

**70%** Increase in **food production** needed to feed a global population of 9 billion by 2050

**850,000,000** Hungry people today

# What is the “New Vision for Agriculture”?

*Agriculture should contribute three things to society –  
All of which are inter-related and equally important.*

## **FOOD SECURITY**

*Meet nutritional demands  
while providing affordable  
choices across the food  
value chain*

*Provide food security for all . . .*



## **ENVIRONMENTAL SUSTAINABILITY**

*Conserve or enhance the  
quality and quantity of natural  
resources; meet the  
challenges of changing climate*

*. . . In an environmentally sustainable way*

*. . . While generating economic growth and opportunity*

## **ECONOMIC OPPORTUNITY**

*Drive rural and national economic development with well-targeted investments*

# How can we achieve the Vision?



## Our Approach

We believe the New Vision for Agriculture can and must be achieved rapidly to meet global needs, and that the private sector can play an important role. Our approach emphasizes:

- **Market-based strategies**, which enable rapid and efficient scaling of solutions; and
- **Multi-stakeholder collaboration**, which engages the capacities and perspectives of all relevant stakeholders.

## Our Constituents

The World Economic Forum's New Vision for Agriculture initiative is led by 27 global partner companies of the Forum, and works in collaboration with a wide array of stakeholders, including:

- Global and local companies
- Governments
- International and Regional Organisations
- Academics and Experts
- Civil Society
- Farmers' organizations

# Who is involved in the New Vision for Agriculture?

COMMITTED TO  
IMPROVING THE STATE  
OF THE WORLD

## 27 Global Corporate Champions

- AgCo
- Archer Daniels Midland
- BASF
- Bayer
- Bunge Limited
- Cargill
- Diageo
- The Coca-Cola Company
- DuPont
- General Mills
- Heineken
- Kraft Foods
- Metro AG
- Monsanto Company
- Mosaic
- Nestlé
- PepsiCo
- Rabobank
- Royal DSM
- SABMiller
- Swiss Re
- Syngenta
- Teck
- Unilever
- Vodafone
- Wal-Mart Stores Inc.
- Yara International

## Government Partners

- Tanzania
- Vietnam
- Indonesia
- Mexico
- India
- U.S.A. (USAID)
- Switzerland (SDC)

## Other Stakeholders

International & Donor Organisations  
Civil Society  
Academia & Research  
Farmers' Organisations

## Knowledge Partners

- McKinsey & Company
- International Food Policy Research Institute (IFPRI)

*Note: Additional partners/collaborators may join all of the above groups in 2011.*

# To improve agriculture, we can create specific solutions along the value chain

Research & Development

Input distribution and adoption

Farming

Trading and processing

Manufacturing and retailing

Distribution to Consumers



**However, food value chains are part of a larger system, which must also be addressed.**

**Policy**

Frameworks and incentives that protect people, attract investors and facilitate development

**Tools**

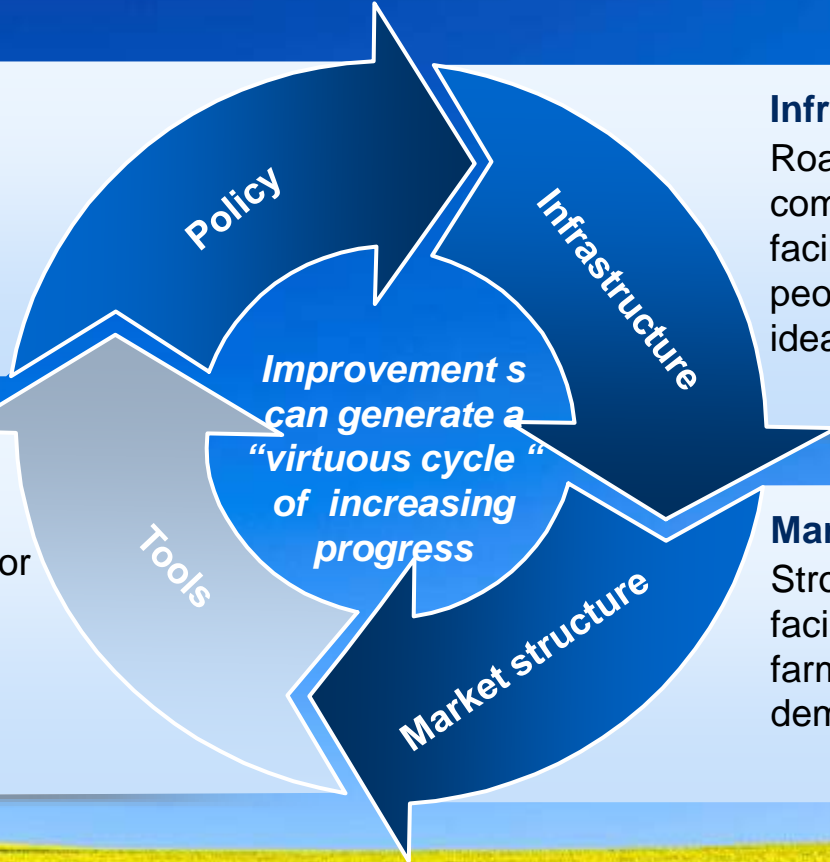
Interventions to fix specific bottlenecks in a region, crop or stage along the value chain

**Infrastructure**

Roads, railways, ports and communications links that facilitate the movement of people, goods, services and ideas

**Market structure**

Strong web of actors that facilitate efficient links between farmer supply and consumer demand



# Transforming whole agriculture systems requires collaboration among all stakeholders, in innovative ways such as these:



## **a** National sector transformation

A broad policy scheme that renovates market structure to spur private investment towards specific economic and social objectives



## **b** Value-chain intervention

Business investments in the production of a particular crop to improve the value of goods from planting through to consumption



## **c** Infrastructure corridor

Coordinated investment in an infrastructure system to jumpstart and facilitate rural markets and reduce logistical inefficiencies



## **d** Breadbasket

Concentrated investment in an area with high agricultural potential and many smallholder farmers to increase production of staples

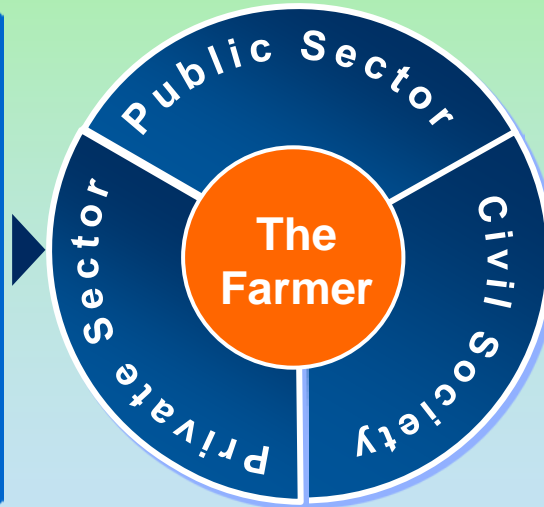
# Every stakeholder has an important role to play in realizing the New Vision for Agriculture

## Public Sector: Set the direction

- Establish and enforce regulation
- Increase funding for agricultural development
- Liberalize trade to facilitate market access
- Improve rural education, healthcare, and access to finance
- Lead stakeholders in holistic transformations

## Private Sector: Innovate and invest

- Develop and scale solutions
- Increase access to finance
- Engage in holistic transformations



## Civil Society: Mobilize the community

- Represent the community
- Train and organize local producers
- Leverage capital to bridge gaps

# We are now working to put the Vision into Action – by catalyzing and supporting multi-stakeholder partnerships



## **Tanzania – Southern Agricultural Growth Corridor (SAGCOT)**

Focus on developing an “agricultural growth corridor” that can generate USD 1.2 billion in farming revenue and 420,000 new jobs. Jointly led by government, global and local business, donors, NGOs and farmers.



## **Vietnam Public-Private Task Force on Sustainable Agricultural Growth**

13 global companies, the Ministry of Agriculture, and local stakeholders are collaborating to improve sustainable production of 5 key crops that are a priority in Vietnam’s 10-year agriculture sector plan.



## **Indonesia Partnership for Indonesia Sustainable Agriculture (PISAgro)**

14 global and local companies are working with the Ministries of Agriculture and Trade to improve sustainable production of target commodities, to improve food security and livelihoods for smallholder farmers.



## **Mexican Agribusiness Partnership for Sustainable Growth**

15 global and 20 local companies are working with the Ministry of Agriculture to improve sustainable production of 5 key commodity groups, while also addressing cross-cutting issues in Mexico’s agriculture sector.



## **Grow Africa / African Agricultural Growth & Investment Task Force**

Supported by the World Economic Forum, the African Union, and NEPAD Agency, a Task Force of diverse organisations is supporting multiple African governments in developing public-private partnerships for agricultural growth.

# Partnerships facilitated by the New Vision for Agriculture are based on a common approach and core principles



## Country-Level Partnership Approach

The approach of the New Vision for Agriculture partnerships is based on three simple steps:

- **Align stakeholders around a shared vision** at the national level, including government, business, donors, civil society, and farmers.
- **Agree a set of priorities** for intensive focus -- a region, a set of commodities, or a set of issues.
- **Coordinate efforts and target investments** around those priorities.

## Core Principles

The activities of the initiative's multi-stakeholder partnerships follow a set of core principles:

- **Sustainable:** Aligned with the goals of the New Vision for Agriculture
- **Market-based:** Implementing market-based strategies for sustainable agricultural growth.
- **Locally-led:** Anchored in national strategies or goals; and led by local stakeholders with global support.
- **Multi-stakeholder:** Spearheaded by business and government leaders in collaboration with farmer leaders, civil society, international organisations, research & academia, and others.
- **Principle-driven:** Aligned with the New Vision for Agriculture's three goals: food security, environmental sustainability, and economic opportunity.

# The New Vision for Agriculture initiative also works to build support for sustainable agriculture on global platforms



## **G20 Task Force**

As part of the Forum's work to facilitate private-sector input to the G20, a Food Security Working Group comprised of 12 CEOs has developed recommendations and action proposals to the G20, built on consultation with G20 members and a diverse network of global and regional stakeholders.

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## **Global Agenda Council on Food Security**

As part of the Forum's Network of Global Agenda Councils, this group engages 15-20 influential leaders and experts from diverse sectors to define priorities for action and leverage Forum and global networks.

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## **Environmentally Sustainable Agriculture**

The initiative is working to develop and share new models of environmentally sustainable agriculture that reduce impacts on climate, water, and biodiversity. These will be shared through the COP-17 and Rio +20 global convenings.

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## **Scaling Up Nutrition**

The initiative supports the Scaling Up Nutrition (SUN) Movement through participation on its private sector task force.

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