

World Economic Forum

New Vision for Agriculture (NVA) Initiative in Latin America

Background

Food security is a key issue for Latin American societies, economies and ecosystems. By 2050 the region's population will grow by 35% and demand 80% more food. Already a highly productive region, Latin America has the potential to be the 'breadbasket of the world' to help meet both regional and global agricultural demand.

The New Vision for Agriculture (NVA) is a global initiative of the World Economic Forum which was launched in 2009 as a driver to improve food security, environmental sustainability and economic opportunity through a market-based, multistakeholder approach. Partnerships supported by the NVA follow a core set of guiding principles:

- **Locally-owned** and aligned with country goals
- **Multistakeholder**, with open and inclusive engagement
- **Market-driven**, with projects led by the private sector and rooted in viable business models
- **Holistic**, integrating full value chains that benefit all actors in the agriculture system
- **Globally supported** by an international network providing solidarity and support



Since its creation, the NVA platform has grown to now engage over 500 organizations from a wide range of stakeholders and geographies, and has catalyzed multistakeholder partnership platforms in 21

countries in Asia, Africa and Latin America. It has established two regional partnership platforms, Grow Africa and Grow Asia, and numerous national partnership organizations in countries across all three regions, to coordinate and drive activities on the ground.

Together, these partnerships have galvanized over USD 10.5 billion in private-sector investment commitments, of which over USD 2.5 billion has been implemented, catalyzing over 90 value-chain partnerships and benefiting over 10.5 million farmers to date.



NVA in Latin America

In Latin America, the NVA initiative has catalysed and supports country-led action partnerships engaging all key stakeholders at a leadership level — from national and local governments; global and local companies; international organisations; civil society and farmers associations; research and academia.

The experience to date demonstrates the enormous potential of linking and activating the core competencies of different stakeholders in a coordinated manner to engage leadership dialogue and commitment to **improve productivity** and **mobilize investment**. Partnerships address key challenges such as increasing smallholder farmer incomes, improving technical capacity, enhancing exports, developing infrastructure, improving financing mechanisms, and increasing value chain efficiency.

The NVA is working to advance country and regional agendas in Latin America, including the following:

Mexico

The VIDA partnership was initiated in 2011 as a platform to increase private and public sector collaboration to achieve national agriculture goals; focused on developing new agribusiness clusters and investing in inclusive business models. Led by 20 member companies in partnership with the Government of Mexico, VIDA supports 6 value chains (**Coffee, Cocoa, Corn, Wheat, Palm oil, Sunflower oilseed**), mobilizing investment, technology, farmer training and partnerships throughout Mexico.



Nicaragua

The CultiVamos partnership was launched in 2016, and is a public private partnership led by the Government of Nicaragua with over 10 organizations to support the country in sustainable and inclusive agriculture-sector growth, with a focus to support smallholder farmers. Partners of CultiVamos have defined focus areas including **Cacao, Sorghum, Beans, Irrigation, and Agriculture Insurance.**

Colombia

Colombia has prioritized agriculture as a sector of strategic importance in Colombia's post-conflict development plans. The Government of Colombia along with leaders of the private sector and international organizations is actively advancing a partnership agenda supported by the New Vision for Agriculture, which has defined four priority value chains (dairy, cocoa, mango, Hass avocado.) This public-private partnership is aligned with national agricultural development plans such as *Colombia Siembra.*

Argentina

The Government of Argentina is committed to a public private partnership agenda as a key tool for further boosting productivity and sustainability of the country's

robust agriculture sector. The Government of Argentina co-hosted a New Vision for Agriculture High-Level Meeting at the World Economic Forum on Latin America on 5 April 2017, bringing together 80 global and regional leaders to discuss opportunities to advance sustainable and inclusive agriculture-sector growth in Latin America.

Regional Cooperation

Several organizations and regional initiatives, such as AgroLAC, are working to promote public-private partnerships in agriculture throughout Latin America. There is an opportunity to collaborate on a shared agenda to expand partnerships, innovation and investment through regional cooperation. Regional and global organizations including the **Inter-American Development Bank, IICA, IFPRI, CIAT, The Nature Conservancy,** the World Economic Forum and others have agreed to align efforts and explore opportunities to structure regional collaborations through a new working group.

Key Milestones 2018

- **World Economic Forum Annual Meeting,** 23-26 January 2018, Davos, Switzerland.
- **World Economic Forum on Latin America,** 21-22 March, São Paulo, Brazil.

NVA Latin America Business Council

In 2016, the NVA established the Latin America Business Council to champion private sector collaboration and investment to drive sustainable agricultural growth in the region. The Council serves as an action-oriented platform of global and national business leaders that will identify, develop and scale new opportunities for partnership and collaboration in Latin America's agriculture sector. Initial members include:

Bunge Ltd.	International Finance Corporation	PepsiCo	Swiss Reinsurance
Cargill Incorporated	Louis Dreyfus Commodities	Rabobank International	Unilever
The Dow Chemical Company	Monsanto Company	Royal DSM NV	UPL Limited
DuPont	Nestlé SA	Syngenta International AG	Yara International ASA