

The Global Challenge on Food Security and Agriculture

A global initiative of the World Economic Forum

THE ISSUE

The global food system today is beset by serious challenges and risks. Major demographic shifts are increasing and changing the demand for food, with a rapidly growing population expected to reach 9.5 billion people by 2050 and drive global demand for food up by 60%. These shifts are driving new threats to our populations, systems and environment. For example, the agrifood sector is responsible for 30% of greenhouse gas emissions and climate change increasingly threatens food systems. At the same time, some 795 million people go hungry every day, with 2 billion people lacking the nutrients to live a healthy life.

These challenges are systemic and interconnected, driven by the actions and interactions of many diverse actors across the food system. Such large-scale, complex challenges require a coordinated response by all actors. To enable collaboration, all stakeholders must recognize their position as part of a larger ecosystem: one in which all actors influence each other and their environment.

The Sustainable Development Goals call for **ENDING HUNGER + ENSURING SUSTAINABLE FOOD SYSTEMS by 2030.**



THE FORUM'S APPROACH

In 2015, the World Economic Forum launched the Global Challenge on Food Security and Agriculture, which engages up to 1400 leaders in over 500 organizations to translate global-level commitment on food security and agriculture into action on the ground. The Global Challenge is built around the New Vision for Agriculture (NVA), which aims to achieve a 20% improvement each decade in food security, environmental sustainability and economic benefits to agriculture, through a market-based and multistakeholder approach.

THE NEW VISION FOR AGRICULTURE



The Forum provides a unique global platform to advance food security and agricultural growth through:

- **Agenda Shaping** through facilitation of leadership commitment to action
- **Collaboration Building** through support to pathbreaking multistakeholder action partnerships
- **Insight Sharing** through promotion of innovation and best practice

THE GLOBAL CHALLENGE INITIATIVE

Global Agenda Trustees on Food Security and Agriculture

High-level, multistakeholder leadership group providing strategic stewardship to the Global Challenge Initiative

Shaping the Global Agenda

- **Thought leadership and insight generation** through global food systems mapping and priority setting; and the Global Agenda Council on Food Security and Nutrition
- **Cross-industry leadership** through the New Vision for Agriculture Project Board, comprised of partner companies driving the NVA strategy

Delivering Action

- **Country-led, action-oriented partnerships** have established a model for multistakeholder action in 19 countries with support from the Forum's NVA initiative:
 - **Grow Africa** mobilized over USD 10 billion in 12 countries
 - **Grow Asia** supported and catalyzed partnerships in 5 countries in the ASEAN region
 - **NVA India** supported and catalyzed value chain projects in the states of Maharashtra and Karnataka
 - **NVA Latin America** includes the VIDA partnership in Mexico, taking action in 29 states
- **New Vision for Agriculture Transformation Leaders' Network** – a community of 150 action leaders dedicated to exchanging best practices and innovation

PARTNERSHIPS CATALYSED BY THE NEW VISION FOR AGRICULTURE

The World Economic Forum's New Vision for Agriculture initiative has catalyzed and supported partnerships in 19 countries in Africa, Asia and Latin America. Together, these efforts have mobilized over US \$10.5 billion in investment commitments, of which US \$1.9 billion has been implemented, reaching over 9.6 million smallholder farmers.

The NVA follows a core set of guiding principles to catalyze partnerships:

- **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

The New Vision for Agriculture's Transformation Leaders Network engages over 150 action leaders and experts to exchange knowledge, best practice, and experience across regions and sectors. The Network aims to enhance the positive impacts of NVA-affiliated partnerships, promote leadership development and strengthen multistakeholder collaboration. Network members have co-created the New Vision for Agriculture Country Partnership Guide, a practical tool for practitioners to create and drive multistakeholder partnerships.

500+ organizations
engaged globally

19 countries
leading multistakeholder action partnerships
in Africa, Asia and Latin America



NUEVA VISIÓN PARA EL DESARROLLO AGROALIMENTARIO DE MÉXICO (VIDA), MEXICO

MEXICO

- Formed in 2011 and formally incorporated in 2015, VIDA engages over 40 companies and stakeholders in collaboration with the Mexican Ministry of Agriculture, to complement Mexico's national agriculture sector priorities
- The partnership focuses on four commodity groups (grains, oilseeds, cocoa & coffee), with special focus on the South/Southeast region of Mexico
- VIDA engages farmers in 29 states throughout Mexico

GROWAFRICA

GROW AFRICA

**BENIN, BURKINA FASO, COTE D'IVOIRE, ETHIOPIA, GHANA,
KENYA, MALAWI, MOZAMBIQUE, NIGERIA, RWANDA,
SENEGAL, TANZANIA**

- Grow Africa was co-founded in 2011 by the African Union Commission, NEPAD Agency and the World Economic Forum as an African-owned, country-led, market-based platform for cross-sector collaboration to increase inclusive and responsible investment in to African agriculture in support of the Comprehensive Africa Agriculture Development Programme (CAADP), the African Union's framework for improving agriculture and food security. Grow Africa brokers collaboration between governments, international and domestic agriculture companies, and smallholder farmers in order to lower the risk and cost of investing in agriculture, and improve the rate of return to all stakeholders.
- To date, Grow Africa has mobilized over US \$10 billion in private sector investment commitments, of which \$1.8 billion has already been invested in twelve countries: Benin, Burkina Faso, Cote d'Ivoire, Ethiopia, Ghana, Kenya, Malawi, Mozambique, Nigeria, Rwanda, Senegal and Tanzania. The partnership has reached 8.6 million smallholders through services, sourcing, contracting or training, creating over 58,000 jobs.
- Grow Africa is coordinated by a Secretariat which was based at the World Economic Forum from 2012-2015, and will be hosted by the NEPAD Agency in Johannesburg, South Africa starting in 2016.
- For more information about Grow Africa, please see growafrica.com.

\$10.5B+
in investments

committed to date, of which
\$1.9 billion has been realized

400,000+
hectares

adopting improved technologies,
practices and solutions



9.6M+
farmers

engaged to date

90+
value chain

initiatives developed



PPP-IAD
Public-Private Partnership
For Integrated Agriculture
Development

PUBLIC-PRIVATE PARTNERSHIPS

INDIA

- The Maharashtra Public-Private Partnership was initiated in 2011 and engages the private sector with state government and other stakeholders to develop integrated value chains for specific crops. Over three years, the partnership has engaged over 60 organizations, mobilizing more than \$50 million in investments, engaging nearly 500,000 farmers, and incorporating new innovations. An independent evaluation has found that farmers' income increased between 10-30% through engagement in the partnership. The Chief Minister of Maharashtra has set a target of reaching 2.5 million farmers by 2020.
- In late 2015, the Government of Karnataka launched a Public-Private Partnership to improve horticulture value chains through technology, value addition and marketing solutions. The partnership aims to benefit Karnataka farmers and improve food and nutrition security. Developed in collaboration with the 2030 Water Resources Group, the partnership addresses water management concerns and actively integrates farmer producer organizations.
- The New Vision for Agriculture India Business Council aims to provide private sector championship and strategic guidance to expand partnership efforts in the country.

GROW ASIA

CAMBODIA, INDONESIA, MYANMAR, PHILIPPINES, VIETNAM



- Grow Asia was formally launched in April 2015 with unanimous endorsement from all ten Ministers of Agriculture and Forestry in the Association of Southeast Asian Nations (ASEAN) as a multistakeholder partnership with government, companies, civil society, farmer organizations and others.
- Grow Asia works to facilitate and strengthen country-led initiatives that will help 10 million smallholder farmers improve their farm productivity, profitability and environmental sustainability by 20% by 2020. It is aligned with the Vision and Strategic Plan for the ASEAN Cooperation on Food, Agriculture and Forestry.
- Grow Asia engages approximately 200 organisations across five target countries: in Myanmar, Indonesia and Vietnam, 26 value chain initiatives reach over 450,000 smallholder farmers and address crosscutting issues such as agri-finance and sustainable productivity. In Philippines and Cambodia, successful consultations have led to new partnerships, which are now defining action plans.
- Grow Asia is coordinated by a Secretariat in Singapore, with multistakeholder governance that enables joint decision making and mutual accountability. It is overseen by a Steering Committee comprised of multistakeholder representatives from the Grow Asia Business Council, Civil Society Council, its future Farmer Advisory Council, and other partners.
- Grow Asia has developed a regional working group on financial inclusion approaches, and will focus efforts on supporting mobile solutions and innovations for smallholder agriculture in 2016.
- For more information about Grow Asia, please see growasia.org.



2016 AND BEYOND

GLOBAL CHALLENGE PARTNERS

The Global Challenge Initiative is led by 30 Partner organizations of the World Economic Forum (listed below) in coordination with governments, civil society, international organizations, farmers associations, research institutions and many other stakeholders.

A.P. Møller-Maersk	Monsanto Company
AT Kearney	Nestlé SA
BASF	Novozymes A/S
Bayer CropScience AG	PepsiCo Inc.
Bunge Ltd	Rabobank International
Cargill Inc.	The Rockefeller Foundation
Carlsberg Group	Royal DSM
CF Industries Holdings Inc.	Sinar Mas Agribusiness & Food
The Coca-Cola Company	Swiss Reinsurance Company Ltd
DuPont	Syngenta International AG
HEINEKEN	Unilever
International Finance Corporation	UPL Limited
Louis Dreyfus Commodities	Wal-Mart Stores Inc.
McKinsey & Company	Wilmar International
Mondelez International	Yara International ASA

Global Agenda Council on Nutrition and Food Security:

The Global Agenda Council provides expertise and thought leadership on food and nutrition security. Its members include senior leaders from:

- Companies: Nestlé, Rabobank, Royal DSM, and Unilever
- Governments: Canada, Ethiopia, India, and the Netherlands
- International and regional organizations: AGRA, FAO, IFAD, UN, WFP, World Bank
- Knowledge institutions: Embrapa, ICRIER, IFPRI, Tufts University
- Civil Society and farmers associations: AFA, Landesa, NASFAM, Oxfam, The Nature Conservancy

Funders: The Global Challenge Initiative is supported by Forum partners and receives dedicated funding support from the Government of Canada, the Government of the Netherlands, the Rockefeller Foundation and the Wellcome Trust. In addition, Grow Africa is supported by the US Agency for International Development (USAID), the Department of International Development (DFID) and the Swiss Agency for Development and Cooperation (SDC), and Grow Asia is supported by the Government of Australia's Department of Foreign Affairs and Trade (DFAT) and the Government of Canada's Global Affairs Canada (GAC).

Partner Countries: Partnership activities in the 19 countries are led and driven by the host governments together with local and global stakeholders. Representatives of each partnership are engaged in the New Vision for Agriculture's Transformation Leaders Network.

Knowledge Partner: Deloitte Consulting

2016 EVENTS

In 2016, the Global Challenge on Food Security and Agriculture will convene leaders, assess progress and commit to next steps at the following events:

GLOBAL

20-23 January

World Economic Forum Annual Meeting

Davos-Klosters, Switzerland

AFRICA

11-13 May

World Economic Forum on Africa

Kigali, Rwanda

Includes Grow Africa Investment Forum from 10-11 May

EAST ASIA

1-2 June

World Economic Forum on East Asia

Kuala Lumpur, Malaysia

Includes Grow Asia Forum on 31 May

LATIN AMERICA

16-17 June

World Economic Forum on Latin America

Medellin, Colombia

INDIA

5-6 October

World Economic Forum on India

New Delhi, India

Contact

For further information, please visit www.weforum.org/agriculture or contact agriculture@weforum.org.

