

# New Vision for Agriculture

A global initiative of the World Economic Forum

## THE CHALLENGE

The global food system today is beset by serious challenges and risks: production and prices have become more volatile; hunger and poverty levels remain high, particularly among farming communities; and unsustainable practices exacerbate environmental challenges.

By 2050, the world's population will have risen to 9 billion. Feeding this population will require substantial changes to ensure the production, distribution and consumption of sufficient nutritious and sustainably produced food.

## THE VISION

The New Vision for Agriculture, defined by World Economic Forum partners in 2009, holds that to meet the world's needs sustainably agriculture must simultaneously deliver food security, environmental sustainability and economic opportunity. The Vision sets a goal of 20% improvement in each area per decade until 2050. Achieving those goals requires a transformation of the



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



agriculture sector, leveraging market-based approaches through a coordinated effort by all stakeholders, including farmers, government, civil society and the private sector. The key success factors of agriculture-sector transformation at the national level include setting the right direction through effective leadership, strategy and investment models, and scaling the transformation through finance, infrastructure, institutions and monitoring.

## PARTNERSHIPS

The World Economic Forum's New Vision for Agriculture initiative engages over 350 organizations in its work to strengthen collaboration among relevant stakeholders. At a global level, it has partnered with the G7 and G20, facilitating informal leadership dialogue and collaboration. At the regional and country level, it has catalysed multistakeholder partnerships in 16 countries in Africa, Asia and Latin America, including two regional partnerships called Grow Africa and Grow Asia. Together, these efforts have mobilized over US \$10 billion in investment commitments, of which US\$1.2 billion has been implemented, reaching over 3.6 million smallholder farmers.

## MISSION

The New Vision for Agriculture's mission is to:

- **Demonstrate that the market-based, multistakeholder approach can deliver food security, environmental sustainability and economic opportunity.**
- **Encourage systemic integration of its goals and principles into the operating models and strategies of all organizations.**

## STRATEGY

The New Vision for Agriculture focuses on 3 strategic areas:



**Facilitating leadership commitment to action** by facilitating dialogue, commitment building and collaboration among diverse stakeholders



**Supporting country transformation** by catalysing and supporting action-oriented, multistakeholder partnerships at regional and country levels



**Promoting innovation and best practice** by facilitating exchange of innovation, experiences and best practices among stakeholders and regions, and monitoring partnership impact to track progress

# PARTNERSHIPS CATALYSED BY THE NEW VISION FOR AGRICULTURE

The World Economic Forum's New Vision for Agriculture initiative supports national and regional partnership platforms engaging 16 countries across Africa, Asia and Latin America.

These partnerships are:

- **Country-led**, driven by local stakeholders in partnership with global organizations
- **Multistakeholder**, engaging government, private sector, international organizations, civil society, farmers associations and others
- **Market-based**, focusing on catalysing and expanding sustainable, inclusive investments and market-based activity
- **Aligned** with national plans, regional strategies and global goals

## GLOBAL COLLABORATION

The New Vision for Agriculture facilitates multistakeholder collaboration with the G7, G20 and other intergovernmental platforms upon request. The initiative facilitated collaboration with the G20 in 2011- 2012 and with the G7 in 2012-2014.

The New Vision for Agriculture's **Transformation Leaders Network** engages over 120 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-catalyzed partnerships, promote leadership development and strengthen multi-stakeholder collaboration. Network members collaborate throughout the year around specific partnerships and themes such as finance, women's empowerment, food loss, technology and climate-smart agriculture.



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

### MEXICO

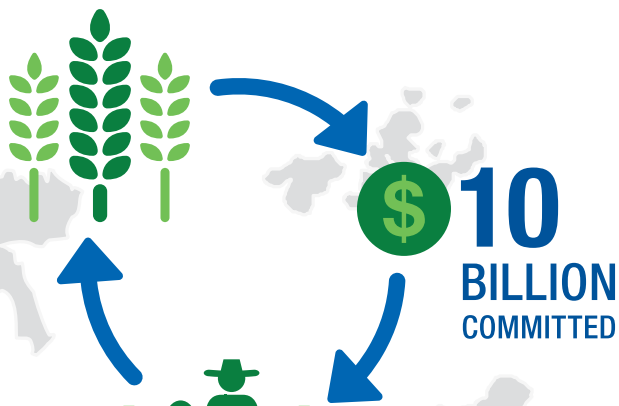
- Formed in 2011, VIDA engages over 40 companies and stakeholders in collaboration with the Mexican Ministry of Agriculture, to complement Mexico's national agriculture sector priorities.
- Focuses on four commodity groups (grains, oilseeds, fruits & vegetables, cocoa & coffee), plus a data and information working group.
- Engages over 85,000 farmers throughout Mexico.

## GROWAFRICA

### GROW AFRICA

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

- Grow Africa is based on a framework for creating joint commitments among governments, donors and companies and was founded in June 2011 by the African Union, New Partnership for Africa's Development (NEPAD) and the World Economic Forum. It represents a new model for development, which aims to unlock the potential of African agriculture through private sector investment. Partnerships that engage the full spectrum of stakeholders provide a powerful platform from which to orchestrate agricultural transformation, creating a step change in the sustainable growth of the agriculture sector and responsible investment in alignment with national plans.
- To date, Grow Africa has mobilized over US \$10 billion in private sector investment commitments in ten countries: Burkina Faso, Cote d'Ivoire, Ethiopia, Ghana, Kenya, Malawi, Mozambique, Nigeria, Rwanda and Tanzania. The partnership has reached 2.9 million smallholders through services, sourcing, contracting or training, creating over 30,000 jobs.
- 2015 will be a year of transition for Grow Africa, when an Africa-based secretariat will be established.
- For more information about Grow Africa, please see [growafrica.com](http://growafrica.com).



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#### GROW ASIA

**INDONESIA, MYANMAR, PHILIPPINES, VIETNAM**

- Initiated in 2014 by the World Economic Forum in collaboration with the Association of South East Asian Nations (ASEAN) Secretariat, Grow Asia serves as a multi-stakeholder partnership platform to catalyse and coordinate action that contributes to food security and sustainable, inclusive agricultural development in the ASEAN region. 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 and environmental sustainability of agriculture.
- Grow Asia supports four country-led partnerships – in Indonesia, Myanmar, Philippines and Vietnam – which together have catalysed 26 commodity value chain initiatives reaching over 95,000 farmers. Over 100 organisations are involved in these partnership platforms including governments, companies, civil society and international organisations, farmers associations and researchers.
- By 2020, Grow Asia aims to reach 10 million smallholder farmers in South East Asia, including women and youth, and enable them to improve farm productivity, profitability and environmental sustainability by 20%.
- For more information about Grow Asia, please see [growasia.org](http://growasia.org).



#### MAHARASHTRA STATE PUBLIC-PRIVATE PARTNERSHIP INDIA

- Initiated in the state of Maharashtra in 2011, the partnership aims to develop integrated value chains for specific crops.
- The partnership now covers 30 value chain projects engaging nearly 500,000 farmers and is on target to meet its goal of impacting one million farmers by 2015. Other states are considering replicating this model.
- The New Vision for Agriculture has set up an India Business Council to provide private sector championship and strategic guidance to expand partnership efforts in the country.

**Myanmar Agriculture Network** formed in 2013.

**Vietnam Public-Private Task Force on Sustainable Agriculture** active since 2010.

**Philippines Partnership for Sustainable Agriculture** to be launched in 2015.

**Partnership for Indonesia's Sustainable Agriculture (PISAgro)** launched in 2011 and coordinated by an independent, non-profit Secretariat.

# 2015 AND BEYOND

## OPPORTUNITIES FOR ENGAGEMENT

The New Vision for Agriculture initiative provides three opportunities for interaction:

- **Leadership-level Events:** The NVA hosts multi-stakeholder leadership-level events at global, regional and national levels to build commitment and collaboration around shared goals.
- **Multistakeholder Country Partnerships:** The NVA helps to catalyse and support locally-led partnership platforms at regional and country level, building on the goals and principles of the New Vision for Agriculture.
- **Knowledge and best-practice exchange:** The NVA facilitates learning and knowledge exchange across regions, projects and stakeholder groups, through ongoing peer-to-peer interaction.

## 2015 EVENTS

In 2015, the New Vision for Agriculture and its affiliated partnerships will convene leaders, assess progress and commit to next steps at the following events:

### GLOBAL

**21-24 January**  
**World Economic Forum Annual Meeting**  
Davos-Klosters, Switzerland

### EAST ASIA

**19-21 April**  
**World Economic Forum on East Asia**  
Nusa Dua, Indonesia (includes Grow Asia Agricultural Forum)

### LATIN AMERICA

**6-8 May**  
**World Economic Forum on Latin America**  
Riviera Maya, Mexico

### AFRICA

**3-5 June**  
**World Economic Forum on Africa**  
Cape Town, South Africa (includes Grow Africa Investment Forum)

### INDIA

**28-30 October**  
**World Economic Forum on India**  
New Delhi, India

## NEW VISION FOR AGRICULTURE PARTNERS

**Project Board:** The New Vision for Agriculture is led by 32 Partner companies of the World Economic Forum (listed below) in coordination with governments, civil society, international organizations, farmers associations, research institutions and many other stakeholders.

Anheuser-Busch InBev	Mondelez International
AGCO Corporation	Monsanto Company
A.P. Møller-Maersk	Nestlé SA
BASF	Novozymes A/S
Bayer CropScience AG	PepsiCo Inc.
Brambles Limited	Rabobank International
Bunge Ltd	Royal DSM
Cargill Inc.	SABMiller Plc
Carlsberg Group	Sinar Mas Agribusiness & Food
CF Industries Holdings Inc.	Swiss Reinsurance Company Ltd
The Coca-Cola Company	Syngenta International AG
Diageo Plc.	Unilever
DuPont	United Phosphorus Inc.
HEINEKEN	Wal-Mart Stores Inc.
International Finance Corporation	Wilmar International
Louis Dreyfus Commodities	Yara International ASA

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**Partner Countries:** Partnership activities in the 16 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.

### Contact

For further information, please visit [www.weforum.org/agriculture](http://www.weforum.org/agriculture) or contact [agriculture@weforum.org](mailto:agriculture@weforum.org).

