

A New Vision for Agriculture

Deepening public-private collaboration to accelerate growth in sustainable agriculture



The Issue

Over the past two years, food security and economic crises have highlighted both the urgent need and the potential for developing sustainable agricultural systems. Over 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 increased investment, technology innovation, improved policy and infrastructure, and improved agricultural practices. 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 on both global and regional levels.

A New Vision for Agriculture

The New Vision for Agriculture initiative, led by the Consumer Industries Community of the World Economic Forum, works to develop a shared agenda for action and foster multi-stakeholder collaboration to achieve sustainable agricultural growth. The project works to advance market-based solutions to agricultural sustainability.

The initiative has outlined a vision that highlights agriculture's potential as a positive driver of food security, environmental sustainability and economic growth worldwide. The group believes that achieving this vision will require the leadership and capacity of all stakeholders – government, business, civil society, academia, farmers and consumers.

Project activity is anchored around the development of a global "vision" for sustainable agriculture and a series of dialogues at global and regional levels. Leadership-level dialogue at each convening is supported by targeted research and outreach efforts to identify key issues for discussion, relevant stakeholders, and opportunities for partnership and collaboration.

The New Vision for Agriculture is one in which all people have access to sufficient, nourishing, affordable food and other agricultural products; where environmental resources and habitats are effectively managed and conserved; and where agriculture is a driver of sustainable economic growth worldwide.

Who Is Involved?

The project is led by 17 global partner companies of the World Economic Forum who provide strategic leadership and championship of the initiative. These include: **Archer Daniels Midland, BASF, Bunge Limited, Cargill, The Coca-Cola Company, DuPont, General Mills, Kraft Foods, Metro AG, Monsanto Company, Nestlé, PepsiCo, SABMiller, Syngenta, Unilever, Wal-Mart Stores Inc., and Yara International.**

The World Economic Forum manages the initiative, engaging a wide array of stakeholders in its dialogues, partnerships, and thought leadership activities. The Forum's **Global Agenda Council on Food Security**, a high-level multi-stakeholder group, provides advisory and leadership support to the initiative.

The Opportunity

The New Vision for Agriculture initiative offers a platform through which stakeholders can create a shared agenda for action on sustainable agricultural development. It engages high-level leaders of industry, government, international institutions and civil society— with support from leading experts – to define joint priorities, recommendations and opportunities for collaboration.

Issues addressed by the initiative 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

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Project activity to date has included:

- Global and regional leadership dialogues to identify opportunities for action and collaboration
- Formation of two country-level partnerships in Tanzania and Vietnam
- Development of a "Vision Document" outlining the framework, goals and principles of the Vision
- Development of a "Roadmap for Achievement of the Vision," providing a framework for action and collaboration for global leaders.

Project Benefits

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
- Opportunities to develop shared priorities and **catalyze partnerships** with relevant organizations

Milestones

This year, the initiative will host public-private dialogues at the following events:

- **World Economic Forum on Africa**, Dar es Salaam, Tanzania, May 5-7
- **World Economic Forum on East Asia**, Ho Chi Minh City, Vietnam, June 6-7
- **New Vision for Agriculture Strategy Meeting**, Des Moines, Iowa, USA, 12-13 October
- **India Economic Summit**, New Delhi, India, November 14-16
- **World Economic Forum Annual Meeting**, Davos-Klosters, Switzerland, Jan. 26-30, 2011

Contacts

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New Vision for Agriculture: Project milestones

