



# Cultivating Innovation: A Response to the Food Price Crisis

September 26, 2008, 11AM - 5 PM

A dialogue with policy makers  
and practitioners to explore  
innovation in the food price  
crisis response

## Event Guide

# Cultivating Innovation: A Response to the Food Price Crisis

9:30AM-10:30AM Development Marketplace Award Ceremony, Main Complex Atrium  
10:30AM-11:00AM Coffee Break

11:00AM-  
12:30PM

## Opening Plenary: Innovation in a Changing Context, Preston Auditorium

**Opening Remarks:** **Juergen Voegelé**, Director, Agriculture and Rural Development, World Bank  
**Opening Address:** **Sir Gordon Conway**, Chief Scientific Adviser, Department for International Development-UK  
**Presentations by Past Development Marketplace winners:**  
**Ian Thorpe**, Chief Executive Officer, Pump Aid, and **Flor Cassassuce**, Project Coordinator, Niparajá AC  
**Q and A**  
**Expert Summation:** **Christoph Kohlmeyer**, BMZ and Chairman of the Board for the Global Donor Platform for Rural Development

12:30PM-1:30PM Lunch will be provided

1:30PM-  
3:00PM

## Three Parallel Sessions: Innovation in Access from Seeds to Systems

### Managing Access to Farm Inputs, MC 2-800

**Presentations by:**  
**Nicholas Minot**, Senior Research Fellow, International Food Policy Research Institute  
**Julie Howard**, Executive Director, Partnership to Cut Poverty and Hunger in Africa  
**Amit Roy**, President and CEO, International Fertilizer Development Center  
**Q and A**  
**Chair:** **Mark Cackler**, Manager, Agriculture and Rural Development, World Bank

### Product, Process, and Organizational Innovation as Tools for Accessing Better Markets, MC 4-800

**Presentations by:**  
**Mark Gehlhar**, Senior Economist, Markets and Trade Division, Economic Research Service, US Department of Agriculture  
**Ajay Vashee**, President, International Federation of Agricultural Producers  
**Richard Henry**, Lead Economist, Agribusiness Department, International Finance Corporation, World Bank  
**Q and A**  
**Chair:** **John Lamb**, Senior Agribusiness Team Leader, Agriculture and Rural Development, World Bank

### Innovations in Technology and the Way Forward, MC-C2-131

**Presentations by:**  
**Rudy Rabbinge**, Science Council Chair, Consultative Group on International Agricultural Research  
**Gustavo Fonseca**, Team Leader, Natural Resources, Global Environment Facility  
**Mercy Karanja**, Senior Program Officer, Bill and Melinda Gates Foundation  
**Q and A**  
**Chair:** **Eija Pehu**, Science and Technology Adviser, Agriculture and Rural Development, World Bank

3:00PM-3:30PM Coffee Break - Preston Lounge

3:30PM-  
4:30PM

## Afternoon Plenary Biofuels: Driving Innovation in the Next Generation, Preston Auditorium

**Presentations by:**  
**Professor David Zilberman**, University of California, Berkeley, Department of Agricultural and Resource Economics  
**Augusta Molnar**, Director, Communities and Markets, Rights and Resources Initiative  
**Q and A**  
**Chair:** **Todd Johnson**, Senior Energy Specialist, World Bank

4:30PM-  
5:00PM

## Concluding Session, Preston Auditorium

**Concluding Remarks:** **Juergen Voegelé**, Director, Agriculture and Rural Development, World Bank



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*Cultivating Innovation: A Response to the Food Price Crisis* was designed in conjunction with the 2008 Development Marketplace on *Sustainable Agriculture for Development* and builds upon themes addressed in the *World Development Report 2008: Agriculture for Development*. Our intention in hosting this policy dialogue is to bring together high-level policy makers, development practitioners, and the Development Marketplace entrepreneurs for a stimulating and informative discussion. We look forward to generating new ideas for action as a part of our collective response to the food price crisis.

We hope today's program will provide you with food for thought and ample opportunity for dialogue and debate. The agenda will open with a presentation and discussion of *Innovation in a Changing Context* highlighting both theoretical and practical perspectives. Three parallel sessions will then explore *Managing Access to Farm Inputs; Products, Process and Organizational Innovation as Tools for Accessing Markets*; and, *Innovations in Technology*. These discussions will be followed by presentations reflecting current thinking on second generation biofuels: *Driving Innovation in the Next Generation*.

As a true believer in the power of innovation for development, I am delighted the Agriculture and Rural Development Department is hosting this important event, and I am pleased to welcome you to our discussion of *Cultivating Innovation*.

**Juergen Voegele**

Director, Agriculture and Rural Development  
World Bank

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# Session Descriptions

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## **Opening Plenary: Innovation in a Changing Context, Preston Auditorium, 11:00AM-12:30PM**

In the 21st century, 2.1 billion people still live on less than \$2 a day and three out of every four of those poor people live in rural areas. As the world has been rocked by soaring food prices, there is an opportunity to cultivate innovation in the food price crisis response. This session will explore the benefits of investment in innovation and highlight both theoretical and practical perspectives.

- 11:00-** **Juergen Voegele**, Director, Agriculture and Rural Development, World Bank, Opening remarks
- 11:05** **Sir Gordon Conway**, Chief Scientific Adviser, Department for International Development-UK, Opening Address
- 11:25-** **Past Development Marketplace 2006 winners, Ian Thorpe**, Chief Executive Officer, Pump Aid, and Flor Cassassuce, Project Coordinator, Niparajá AC, on the *Importance of Innovation from the Development Marketplace Perspective*
- 11:45-12:20-** **Q and A**
- 12:20-12:30-** **Christoph Kohlmeyer**, BMZ and Chairman of the Board for the Global Donor Platform for Rural Development, Concluding remarks and expert summation of the session

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**12:30PM-1:30PM-Lunch**  
**Lunch will be provided**



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## Three Parallel Sessions: Innovation in Access from Seeds to Systems, 1:30PM-3:00PM

### (1) Managing Access to Farm Inputs, MC 2-800

This session will consider the role that agricultural inputs—especially seeds and fertilizers—can and do play in inducing or supporting innovation that contributes to higher productivity at the farm level. The guest speakers will summarize the factors that limit output per unit of area, as well as innovative ways of raising volume and value on the farm. In that context they will explain the origins and implications of the on-going fertilizer crisis, but also report on innovative approaches being used in developing countries to deal with the rise in prices and relative scarcity of fertilizers. The latter include not only innovations in fertilizer composition and distribution, but also cash and non-cash measures being used to reduce the negative impacts of the crisis on developing countries and smallholders especially.

- 1:30- Mark Cackler**, Manager, Agriculture and Rural Development, World Bank, Chair and Moderator
- 1:35- Nicholas Minot**, Senior Research Fellow, International Food Policy Research Institute
- 1:45- Julie Howard**, Executive Director, Partnership to Cut Poverty and Hunger in Africa
- 1:55- Amit Roy**, President and CEO, International Fertilizer Development Center
- 2:05-3:00: Q and A**

### (2) Product, Process, and Organizational Innovation as Tools for Accessing Better Markets, MC 4-800

This session will provide an overview of opportunities and challenges associated with changing global markets for agri-food products. Why and how is the composition of trade shifting toward higher-value and consumer-oriented items? What does this mean for developing countries, especially small producers? How is agribusiness reacting to and also contributing to this trend?

- 1:30- John Lamb**, Senior Agribusiness Team Leader, Agriculture and Rural Development, World Bank, Chair and Moderator
- 1:35- Mark Gehlhar**, Senior Economist, Markets and Trade Division, Economic Research Service, US Department of Agriculture
- 1:45- Ajay Vashee**, President, International Federation of Agricultural Producers
- 1:55- Richard Henry**, Lead Economist, Agribusiness Department, International Finance Corporation, World Bank
- 2:05-3:00: Q and A**

### (3) Innovations in Technology and the Way Forward, MC-C2-131

Scientific and technological breakthroughs have greatly improved opportunities for agricultural innovation. At the same time, it has become more evident that innovation may take many forms and derive from many sources - innovation is increasingly a knowledge intensive, interactive process that relies on collective action. Farmers in many developing countries, however, still face multiple challenges in accessing and adopting appropriate technologies and other innovations. This session aims at discussing e.g., (i) the latest thinking/advancements in technology generation, uptake and scaling up processes; (ii) the perspective and roles of diverse actors, such as international research centers and farmers, in these diverse processes; (iii) and the opportunities and challenges in promoting technology uptake.

- 1:30- Eija Pehu**, Science and Technology Adviser, Agriculture and Rural Development, World Bank, Chair and Moderator
- 1:35- Rudy Rabbinge**, Science Council Chair, Consultative Group on International Agricultural Research
- 1:45- Gustavo Fonseca**, Team Leader, Natural Resources, Global Environment Facility
- 1:55- Mercy Karanja**, Senior Program Officer, Bill and Melinda Gates Foundation
- 2:05-3:00: Q and A**

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**3:00-3:30-Coffee Break  
Preston Lounge**

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## **Afternoon Plenary: Biofuels: Driving Innovation in the Next Generation, Preston Auditorium, 3:30PM-4:30PM**

Agricultural development and environmental and social protection are closely intertwined. The objective of second generation biofuel technology is to reduce the negative impacts associated with the use of agricultural commodities which provide the vast majority of feedstocks for current biofuels. However, there are likely to be trade-offs between local incentives and global goals. Given the current food price crisis, this session aims at exploring: how do new the technologies reduce or remove the competition with food? What is the current cost of production of the new biofuel technology and where are cost reductions likely to come from? How do new technologies avoid the conflict over land, including net GHG emissions from land conversion? Is there a natural ally of the new technology? Which technologies are likely not to depend on the agricultural sector? And, finally, who will be the winners/losers compared to current biofuel programs?

**3:30-** **Todd Johnson**, Senior Energy Specialist, World Bank, Chair

**3:35-3:45-** **Professor David Zilberman**, University of California, Berkeley, Department of Agricultural and Resource Economics

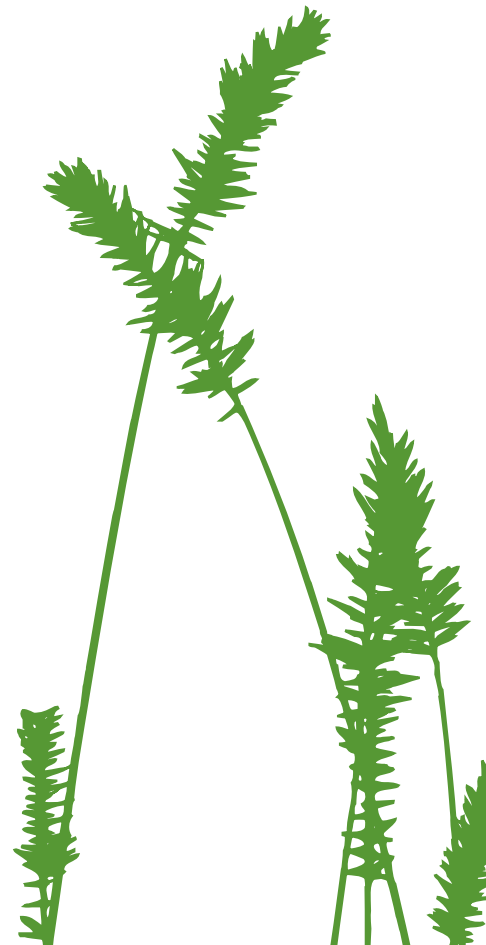
**3:45-3:55-** **Augusta Molnar**, Director, Communities and Markets, Rights and Resources Initiative

**3:55-4:30-** **Q and A**

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## **Closing Session, Preston Auditorium, 4:30PM-5:00PM**

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# Biographies of Presenters

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## **Mark Cackler, Manager, Agriculture and Rural Development, World Bank**

Mr. Cackler joined the World Bank in 1981. His initial assignments in the World Bank's Washington headquarters included working in agriculture and natural resources divisions for East Africa, China, Indonesia and the Pacific Islands. In 1988, he transferred to the Agriculture Unit of the World Bank's New Delhi Office. Following his return to headquarters from India in 1992, Mr. Cackler joined the Latin America and Caribbean Region. In 2000, he was appointed as the Manager, Agriculture and Rural Development for Latin America. In February 2007, Mr. Cackler was appointed Manager of the Agriculture and Rural Development Department of the World Bank.

## **Flor Cassassuce, Project Coordinator, Niparajá AC, Winner of Development Marketplace 2006: Innovation in Water, Sanitation and Energy for Poor People**

Florence Cassassuce and her team at Niparajá are the inventors of the UV Bucket, water purification system for rural communities of the developing world. Niparajá is now working with the Mexican Government to develop a program called "100% clean water for Mexico" to provide clean water to 5 millions in the next 5 years, converting Mexico in a model of success in reaching the UN Millennium Goals on the topic of access to clean water. In 2004, Florence obtained her Masters of Civil and Environmental Engineering at UC Berkeley.

## **Sir Gordon Conway, Chief Scientific Adviser, Department for International Development-UK**

Sir Gordon Conway is the Chief Scientific Adviser to the UK Department for International Development. He is also a Professor of International Development at Imperial College, London, President on the Royal Geographical Society and Chair of Visiting Arts. Previously Sir Gordon was President of The Rockefeller Foundation and Vice-Chancellor of the University of Sussex and Chair of the Institute for Development Studies. His discipline is agricultural ecology. In the early 1960's, working in Sabah, North Borneo, he became one of the pioneers of sustainable agriculture.

## **Gustavo Fonseca, Team Leader, Natural Resources, Global Environment Facility**

Dr. Fonseca was the founder of the Center for Applied Biodiversity Science, and the Chief Conservation and Science Officer of Conservation International. Dr. Fonseca is on leave from the faculty of the Federal University of Minas Gerais, where he founded the first graduate program in conservation biology in Brazil. His research resulted in close to 140 articles and books, appearing 12 times in Science, four times in Nature, and twice in Proceedings of the National Academy of Sciences. He is a recipient of the Golden Ark conservation award, an official order of the Dutch government, in addition to other awards.

## **Mark Gehlhar, Senior Economist, Markets and Trade Division, Economic Research Service, US Department of Agriculture**

Mark Gehlhar has been with the Economic Research Service (ERS) since 1995. While at ERS he has lead projects on the globalization of the food industry and conducted analysis for both bilateral and regional trade agreements. In 1999 he served on a team at U.S. International Trade Commission conducting a study of the economic impacts of China's accession to the WTO. He received his Ph.D. from Purdue University in agricultural economics. Prior to graduate school Dr. Gehlhar worked for the private sector in the dairy manufacturing industry.



**Richard Henry, Lead Economist, Agribusiness Department, International Finance Corporation, World Bank**

**Julie Howard, Executive Director, Partnership to Cut Poverty and Hunger in Africa**

Julie Howard holds a Ph.D. in agricultural economics from Michigan State University, an M.S. in International Agricultural Development from the University of California, Davis, and a B.A. in International Affairs from the George Washington University. She was a Peace Corps Volunteer in the Dominican Republic, and has carried out research and written on agricultural technology development and transfer in Zambia, Mozambique, Ethiopia, Uganda and Somalia. She also serves as Adjunct Assistant Professor of Development at Michigan State University. Since 2003, Julie Howard has served as the Executive Director of the Partnership to Cut Poverty and Hunger in Africa.

**Todd Johnson, Senior Energy Specialist, World Bank**

Todd M. Johnson has worked on a broad range of energy and environment topics since joining the Bank in 1991, including clean energy development (energy efficiency, renewable energy), rural electrification, climate change policy, and air quality management. He is currently an energy specialist in the Sustainable Development Department of the Latin American and Caribbean (LAC) Region. Todd has written extensively on liquid biofuels, including: An Economic, Social, and Environmental Analysis of Expanding Palm Oil for Biodiesel in Colombia (World Bank, 2008, forthcoming), An Economic Analysis of Biodiesel in Brazil (World Bank, 2008, forthcoming), and Potential for Biofuels for Transport in Developing Countries (World Bank, 2005).

**Mercy Karanja, Senior Program Officer, Bill and Melinda Gates Foundation**

Mercy Karanja is a Specialist in Rural Development. Prior to this position, she was a Development Policy Coordinator with the International Federation of Agricultural Producers (IFAP) in Paris. For eight years she was the Chief Executive of the Kenya National Federation of Agricultural producers. She joined the organization from the Kenya Ministry of Agriculture where she had served at different capacities for 12 years, leaving at the level of Director. She pursued her studies at the Nairobi University, Kenya and University of Reading, U.K.

**Christoph Kohlmeyer, BMZ and Chairman of the Board for the Global Donor Platform for Rural Development**

Christoph Kohlmeyer serves as the Head of Division for Rural Development and Global Food Security in the German Federal Ministry for Economic Cooperation and Development (BMZ). He is in charge of sector policies for agricultural and rural development and food security including development policy coherence of German and European agricultural and trade policies. At the international level he represents Germany as the National Focal Point and founding Chair of the Global Donor Platform for Rural Development (GDPRD), the National Focal Point for the Consultative Group on International Agricultural Research (CGIAR), the National Focal Point for the Alternative Drug Control Programme of the UN Office on Drug and Crime (UNODC) and the National Focal Point for the UN Convention to Combat Desertification (UNCCD) and serves as the host for the UNCCD Secretariat in Bonn.

**John Lamb, Senior Agribusiness Team Leader, Agriculture and Rural Development, World Bank**

As leader of ARD's Agriculture and Rural Enterprise activities, John Lamb manages the Mainstreaming Standards and Rural Investment Climate programs, represents the Bank before WTO's SPS Committee, and provides advisory services globally. He ran his own fresh produce brokerage for 7 years, and worked 22 years in international consulting, culminating in roles as Assistant Director at Chemonics and Principal Agribusiness Specialist at Abt. Earlier he was Country Director for Technoserve in Nicaragua, Asst. Director in El Salvador. His career began as a PCV in Morocco, Ecuador and El Salvador. He specializes in competitiveness, value chains, diversification, agri-food standards, associations, and market information.

**Nicholas Minot, Senior Research Fellow, Markets, Trade and Institutions Division, International Food Policy Research Institute**

Since joining the International Food Policy Research Institute (IFPRI) in 1997, Dr. Minot has carried out research on the agricultural market reform, fertilizer policy, fruit and vegetable markets, and the spatial patterns in poverty, working in Vietnam, China, Benin, Malawi, Tanzania, and Egypt. Before joining IFPRI he taught at the University of Illinois in Urbana-Champaign and worked as a policy adviser in Zimbabwe and as a survey analyst in Rwanda. He also carried out research on agricultural marketing in Bolivia, Cameroon, and Peru, on small enterprises in Laos, and on household budgets in Paraguay. He received his Ph.D. and M.S. in agricultural economics from Michigan State University and his B.A. in international development from Brown University.

**Augusta Molnar, Director, Communities and Markets, Rights and Resources Initiative**

Before joining Rights and Resources in 2006, Augusta was a program manager with Forest Trends on development assignment from the World Bank, and from 1992-2002, a project officer in the World Bank for a portfolio of natural resource management and indigenous peoples' projects in the Latin America and Caribbean Region. From 1988 to 1992, she was part of the Asia environment team for World Bank, on social and environmental safeguards and gender issues. She has a PhD in anthropology and a Masters in South Asian Studies from the University of Wisconsin-Madison. She is fluent in Spanish and speaks two Nepali languages, Kham and Nepali.

**Eija Pehu, Science and Technology Adviser, Agriculture and Rural Development, World Bank**

Eija Pehu joined the Agriculture and Rural Development Department of the World Bank in 2000 and leads the Department's program on sustainable agriculture with special focus on agricultural science and technology including biotechnology and biosafety. Prior to joining the World Bank she was the Professor of Agronomy at the University of Helsinki and the founder and science director of two start up companies in the Helsinki Science Park. Her major interests in international development are innovation systems, agricultural biotechnology and public-private partnerships in agricultural research.

**Rudy Rabbinge, Science Council Chair, Consultative Group on International Agricultural Research**

Rudy Rabbinge was trained as a phytopathologist and received his PhD in Biological Control in 1976. He was professor in Theoretical Production Ecology, in Crop Ecology and in Farming Systems and is currently university professor in Sustainable Development & Food Security at Wageningen University. He co-chaired the UN Panel InterAcademy Council on Food Security for Africa and the Millennium Assessment. He is currently member or chairman of the executive committee or board of directors of numerous organisations including Tropenbos International, Earth and Life Sciences Council of the Royal Netherlands Academy of Arts and Sciences (KNAW), Royal Institute for the Tropics (KIT), Alliance for a Green Revolution in Africa (AGRA) and, Chair of the Science Council of the Consultative Group on International Agricultural Research (CGIAR). Until recently, he was also member of the Dutch senate.

**Amit Roy, President and CEO, International Fertilizer Development Center**

Dr. Amit Roy has been the President and CEO since 1992 and came to the International Fertilizer Development Center (IFDC) as a chemical engineer in 1978. Under his leadership, IFDC expanded its mission to address not only food security but also trade, equity, and the environment. Leading IFDC from fertilizer to agribusiness and economic development, he instituted research and development of new or modified fertilizer materials and processes using indigenous sources, especially phosphate rock. Roy encouraged the development of fertilizer industries in many developing countries and provided needed technical assistance. He played a key role in organizing the Africa Fertilizer Summit held in Abuja, Nigeria, in June 2006.

**Ian Thorpe, Chief Executive Officer, Pump Aid, Winner of Development Marketplace 2006: Innovation in Water, Sanitation and Energy for Poor People**

Ian Thorpe is the founder and CEO of Pump Aid and twice winner of the St. Andrews Medal in 2005 and 2008 for his innovative work in the field of water supply and sanitation with the Elephant Pump and the Elephant Toilet. Ian pioneered the integrated WISH approach (water, irrigation, sanitation & health) using appropriate and sustainable interventions. Ian speaks fluent Shona and has taken an interest in the cultural considerations of development through his post-grad research at Cambridge University.

**Ajay Vashee, President, International Federation of Agricultural Producers**

Elected at the 38th IFAP World Farmers' in June 2008, Mr. Vashee is the first President from a developing country in IFAP's 62-year history. He also served as the IFAP Vice President from 2006-2008, during which time he was leading IFAP's work on environmental issues. Mr. Vashee is the founding and current President of the Southern African Confederation of Agricultural Unions (SACAU), which represents fourteen national farmers' organizations in Southern Africa. Previously, he served as President of the Zambia National Farmers Union, where he united diverse national farming interests under its umbrella for the first time in the history of the nation.

**Juergen Voegelé, Director, Agriculture and Rural Development, World Bank**

Mr. Voegelé joined the World Bank in 1991. His initial assignments in the World Bank's Washington headquarters included working in agriculture and natural resources divisions in the Europe and Central Asia Region and in the East Asia and Pacific Region. He held various assignments for the East Asia and Pacific Region and in 1998, he transferred to the World Bank's Beijing, China Office to lead the Agriculture Unit. Following his return to headquarters from China in 2004, Mr. Voegelé joined the Europe and Central Asia Region and was appointed as Manager, Agriculture and Rural Development for the Environment and Sustainable Development Unit. Mr. Voegelé was appointed Director of the Agriculture and Rural Development Department of the World Bank in 2008.

**David Zilberman, University of California, Berkeley, Department of Agricultural and Resource Economics**

David Zilberman is a Professor and holder of the Robinson Chair in the Department of Agricultural and Resource Economics at U.C. Berkeley. He is the Director of the Center for Sustainable Resource Development in Berkeley. He is a fellow of the American Agricultural Economics Association and the Association of Environmental and Resource economics, and specializes in the economics and policy of agricultural, technology, environment and risk. He has published more than 190 refereed articles in journals ranging from Choices to Science.





# About the Agriculture and Rural Development Department at the World Bank

In collaboration with colleagues in the Sustainable Development Network and across the World Bank, the Agriculture and Rural Development Department (ARD) works to reduce poverty through sustainable rural development. To this end, ARD provides analytical and advisory services to the Bank's regions on a wide range of agriculture and rural development topics.

These services include the preparation and implementation of the World Bank's corporate strategy on rural development, monitoring of the World Bank's portfolio of agriculture and rural projects, and promoting knowledge sharing among agriculture and rural development practitioners, inside and outside the World Bank, in order to continually improve the World Bank's activities in rural areas.

For more information please visit: [www.worldbank.org/rural](http://www.worldbank.org/rural)



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