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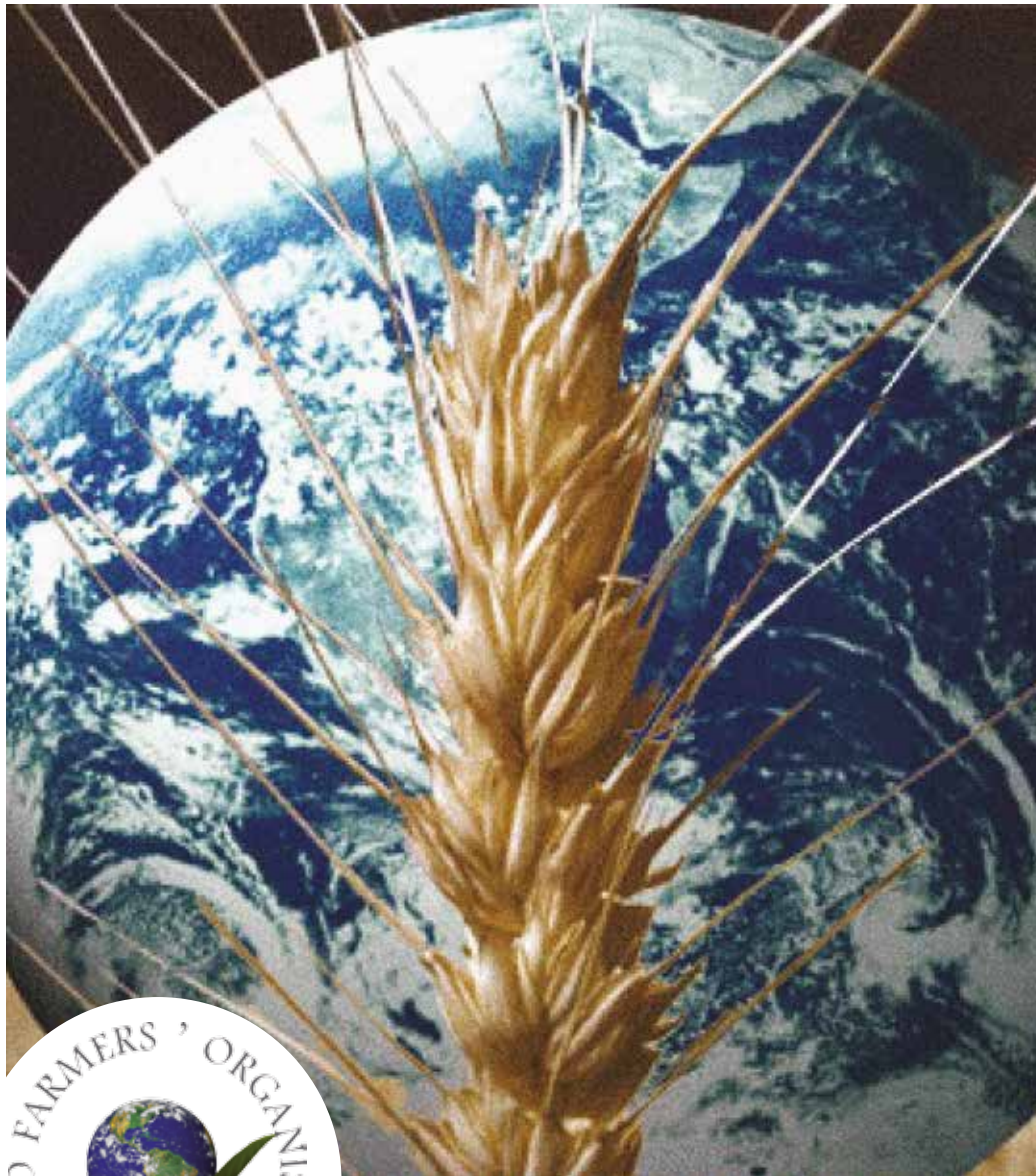
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2015
International Year of Soils

INTERNATIONAL TRADE EFFECTS ON THE GLOBAL FOOD SECURITY

E-Magazine

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ACGT = FOOD

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Farmers are the genome of our food systems. Since the earliest civilization farmers have built our economies by providing the most essential element to allow our societies to sustain themselves.

Farmers fed the armies that delivered empires. Farmers fed the workers, engineers and architects that built the Pyramids. Farmers provided the currency for taxation. Farmers fed the Industrialists in England as they had their Revolution – and the Revolutionaries in France as they abolished serfdom and created egalitarianism. As our numbers grew farmers produced more to thwart Malthusians, and as we have now become an urban species, farmers ensure that our service, information and green economies function without knowing where our food comes from – just that it is there when we need to eat. Like the DNA within every living cell, farmers shape the way we function, live and thrive.

As we entered the 21st century a moral debate raged on whether the human genome could be patented. Corporations and academics scrambled for the original 'land-grab', investing millions to sequence our genes and arguing that patent protection was the only way that necessary investment in new genetic treatments could be financed and developed.

Until the US Supreme Court rejected the idea in 2013 that the naturally occurring human genes were not patentable, several hundred patents had already been issued. If enforceable, such 'property' would mean that future generations might pay licences to simply exist as humans.

The challenges that many farmers face today because of proprietary seeds and genetically-enforced cultivation practices is well-reported. On balance, we must recognise and cannot deny the fruits we enjoy from these same proprietary systems – in the form of greater and more reliable yields in several crops, and in places on the planet where cultivation at significant scales was previously impossible. I take no position on these matters. They are what they are for myriad reasons that are well considered, both for and against, by people far more expert and passionate about the issues than I.

My thoughts go to the fact that we have collected data and information about farming for hundreds of years. As the tools to collect information have become cheaper and more sophisticated, the rate at which data is collected from farms has accelerated exponentially.

Everyday, terabytes of data are drawn from sensors and satellites littering farms, irrigation systems and cultivation equipment. Governments and universities have a lot of this data, some of which is available publicly for use in aspects of national planning and development. But the far greater proportion of data on our food systems is held privately and used exclusively for supply chain management, productivity improvement and quality control.

This extends into geographical information systems and is layered with weather, water use and other data to deliver powerful analysis that can influence pricing, financing and risk. The value, viability and lifecycle of farms today can be modelled with exacting precision in the same way as an oil reserve or a copper mine. Naturally, this information drives investment, marketing and risk decisions – and provides significant competitive advantage if used cleverly.

As 'sustainability' has been mainstreamed in the past ten years, a new realm of data collection has been opened focusing on the way in which farmers go about their farming.

This information is not about the farm, or what's on it, or what it grows, but about who the farmer is and how they produce things. It is now necessary for farmers to prove that they are doing no harm – to the trees, the animals, their neighbours, the atmosphere, etc. – and the only way to do so is to be 'certified' to produce exactly what they have been producing for years before sustainability became fashionable.

Yes, this does encourage better practices to take root more quickly, but certification has become a barrier to the greater proportion of the world's farmers to continue to participate as the trusted foundation of our food systems.

Once a beacon for global better practice, certification has become a toll to markets and a bottleneck for global sustainability.

If we want all farmers everywhere to be sustainable we must allow that to happen. Sustainable practices should be a way of 'being', not licence a way of 'being policed'. This means three things must happen:

1. Farmers must be recognised.

Currently the value of farmers to our society is limited to what they produce. We do not see that behind the commodities, quotas and prices are real people with families and hopes. Human dignity is a non-negotiable condition of societal sustainability. History is replete with instances of societies leaving entire segments behind by denying them the right to be seen or heard. Our future shouldn't tolerate or propagate any prospect of continuing the invisibility of farmers in food systems.

2. Farmers must own their own information.

Every piece of information gathered from a farmer is as much an investment of time and effort by that farmer as it is by whomever is collecting it. So every good practice and training course, every audit or certification report that may exist, and any piece of data that could further their own interests should be available for the farmer to share with anyone whom they think appropriate. If this information is valuable enough to be collected, then that is value that the farmers have built. The data is their property.

3. Farmers must have a platform to self-declare good practices.

The importance of enabling farmers to tell their own stories about what they do cannot be overstated. We know that every farmer in the world cannot be certified, but they can easily volunteer what their customers may need to know if given a smartphone and connectivity. Peers and customers will vouch for honest and reliable producers, and expose liars and cheats. Sustainability practitioners lecture extensively about 'reputation' management – let farmers manage their own reputations. Why should certifiers be trusted any more than the farmers themselves? We are content to trust brands and labels in lieu of knowing exactly who is handling our food. Can millions of Volkswagen owners trust the labels that their car arrived with? Presumably all those vehicles were 'certified'.

The next stage of evolution of our food systems is overlaying the possibility of connecting every farmer on the planet individually to every customer on the planet. The technology for this exists and we know it as social networking. Shall we not supplement the interminable stream of news and photos about our pets and parties with recommendations of exactly who is growing what we need to eat? The phenomenon of food channels that have swamped our televisions will expand to geo-locate not the nearest supermarket but the entire network of actors who deliver every ingredient to our kitchens. The same systems we use currently for tweets and snap-grams will map the genome of our food systems by sharing data from farmers about themselves and their practices.

In the Information Age data has significant value and farmers must derive the greatest portion of this value. In conjunction with adoption of the United Nations Global Goals for Sustainable Development in New York this September, the Blue Number Initiative was launched to enable farmers to do exactly this.

To learn more, please visit www.unbluenumbers.org.



Producers of the MERCOSUR and their commitment to food production and trade

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MERCOSUR producers (Argentina, Brazil, Uruguay, Paraguay, Chile and Bolivia) have a strong commitment in producing healthy food

and nutritious for a population that increasingly demands more, higher quality protein, low sustainable production systems.

We stress the importance of the region in the **production and trade of food**:

- We produce 10.8% of world corn (106.8 million tons);
- 32% of soybean oil (13.8 million liters) and
- 7.8% of the total cotton (9.5 million tons).
- We are the largest producer of orange juice (50% of the world);
- One of the leading producers of coffee (36%), vegetable coal (33%); sugar cane (27%) and beef (26%).

(SOURCE: USDA 2014)

Regarding exports, the Mercosur is a leader in several relevant products; such is the case:

- Soybean, with 21% of total exports;
- Soybean oil with 68%;
- Soy flour with 72%;
- Corn with more than 30%;
- Bovine meat with 30% and 7% for rice.

(SOURCE: USDA 2014)

As producers we are challenged to contribute in consolidating economic and social development of our region, to the extent that the design of public policies aims to allowing producers to promote their full productive potential.

We understand that increasing production and trade is the best way to ensure food availability. This is a challenge that we face as producers and are willing to pursue. In this context, the objective of the economic policies implemented by governments, should be strongly oriented to promote the development of investment in the rural sector, in a context of competition from further deregulation and intelligent openness of the economy, ensuring the free functioning of markets.

Currently, producers face a medium-term scenario of great uncertainty, with economic variables concerning both growth of world economies and trade, far below the levels that existed prior to the crisis of 2008/2009.

In addition, the appreciation of the US dollar and the relative price realignment of currencies from the devaluation being done by China, added more uncertainty to the global food trade.

This could manifest itself in a considerable reduction in the volume of exports, which are mostly destination in China Republic and the international prices of food commodities impact in the medium term, a negative balance of payments of the exporting countries.

The commodities market is presented with high volatility caused, among other reasons, by the uncertainty created on the market, public policies that encourage individual States to safeguard in the short term domestic markets. In this regard, we believe that international efforts to prevent the proper flow of trade protectionism are the main cause of market volatility.

We think it is important to emphasize that an increase or decline in the price of raw materials is not necessarily reflected in a rise or fall, similar and widespread food end products. The fall in commodity prices is not always reflected in the prices paid by consumers.

In my country, Argentina, despite the fall in commodity prices, we know that producers are price takers, food prices did not fall, on the contrary, rose shaped and continue to rise slowly and permanent.

In our country, when a consumer buys a kilo of meat, 300 grams are taxes and duties levied on the entire chain of production and marketing. Similar situation is observed in other commodities such as bread, milk and rice, among others.

Argentina's experience in the implementation of policy intervention and market regulation (such as barriers to exports and imports) have been negative; generate a scenario that threatens the investment, resulting in a stagnation of production and loss of international markets that will be difficult to recover.

Just an example, a few years ago in 2005, we were the 3rd exporter of beef in the world and today fell to 14th place. In a market that grew 42.85% in volume between 2005 to 2014, Argentina fell 54.98%. Its important participation fell from 7% to insignificant 2.2% in 2014. If we analyze what happened in recent years, according to the World Trade Organization (WTO Trade Policy Reviews) between 2006 and 2014, a total of 97 nations, 37 countries orchestrated, in at least one agricultural product, some kind of tax the temporary export. With the particularity that most countries that applied, developing or emerging countries.

To our knowledge, this type of investment policies threatens the stability of the markets, the processes of innovation and technological incorporation. Because every time you subtract income to producers, is lost productivity and jeopardizes the sustainability and advancement of good agricultural practices.

BEEF EXPORTATION RANKING 2005 TO 2013

FONT: IEEYNI BASED ON INTERNATIONAL TRADE CENTER (ITC) .NOTE: THE CALCULATION INCLUDES FRESH MEAT, CHILLED AND FROZEN (NCM 0201 AND 0202)

| Ranking | 2005 | 2008 | 2010 | 2013 |
|---------|-------------------|----------------|----------------|----------------|
| 1ro | Brazil | Brazil | Australia | India |
| 2do | Australia | Australia | Brazil | Brazil |
| 3ro | India & Argentina | Estados Unidos | Estados Unidos | Australia |
| 4to | Canada | India | India | Estados Unidos |
| 5to | Nueva Zelanda | Holanda | Alemania | Nueva Zelanda |
| 6to | Holanda | Nueva Zelanda | Holanda | Holanda |
| 7mo | Alemania | Alemania | Canada | Alemania |
| 8vo | Irlanda | Irlanda | Nueva Zelanda | Irlanda |
| 9no | Uruguay | Canada | Irlanda | Polonia |
| 10mo | Estados Unidos | Uruguay | Polonia | Uruguay |
| 11mo | España | Argentina | Uruguay | Canada |
| 12mo | Paraguay | Polonia | Paraguay | Paraguay |
| 13ro | Polonia | Paraguay | Argentina | Bielorusia |
| 14to | Italia | Colombia | Italia | Argentina |
| 15to | Austria | España | Bielorusia | España |
| 16to | Bielorusia | Italia | España | Mexico |
| 17mo | Nicaragua | Austria | Reino Unido | Italia |
| 18vo | Mexico | Reino Unido | Austria | Reino Unido |
| 19no | Botswana | Bielorusia | Nicaragua | Austria |
| 20mo | Colombia | Nicaragua | Mexico | Nicaragua |

CONCLUSIONS

Guidelines Policy, aimed at achieving greater food production and marketing:

1) Democracy, institutions and systems of guarantees.

All government, and society itself, must ensure full respect of the democratic order, respect for the institutions and the fulfillment of individual rights and guarantees.

2) Macroeconomic Policies.

We must become more competitive, and in this sense, it is necessary to search for macroeconomic equilibrium for the treasurer and social development of our countries. Proper management of state with responsibility for fiscal policy, making an economic, efficient and effective administration, without hampering the action of the private sector. If governments lead to grief producers, it is an attack against the sustainability and this is of central importance.

3) Public policies aimed at increasing investment and improving productivity in the agricultural sector.

Consider key policy coordination that

encourage greater production, aimed at strengthening aspects related to health, safety, biotechnology, infrastructure, research and development, value chain, crop insurance, etc. Allocate more resources aimed at promoting research and development to agricultural growth is the way to achieve improved productivity.

4) Trade is part of the solution and not the problem.

It is fundamental that the various public policies aimed at fostering the development of trade in both domestic markets as regional and international. Thus there will be a competitive framework that will ensure the development and investment in the various food producing countries. It is worrying at this point, many countries foresee the tune to free international trade, implemented with great creativity continued trade barriers that reduce competition in the global market.

5) Development of market information systems.

We emphasize the importance of incre-

asing public access to information on the quality and quantity of food stocks. Leading the consolidation of a global information system: supply, demand and stock levels, in order to make transparent information with an independent character.

6) Use of political non-contributory cash transfer.

To meet the needs of the indigent population propose the use of instruments of direct cash transfers will boost non-contributory, strengthening social actions in lower income strata.

In the Mercosur region there are over 100 million hectares available for incorporation into production under sustainable ecofriendly practices.

Argentina, in the short term, has the potential to produce food for over 680 million people.

In order to achieve this, we need State policies with long-term vision, to boost investment and innovation processes, enhancing the productive capacity of our producers.

EFFECT OF INTERNATIONAL TRADE ON THE GLOBAL FOOD SECURITY

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Japan is 39% on a calorie supply basis and we depend on foreign countries for approximately 60% of our food. Moreover, trade is indispensable for the supply of inputs such as fertilizer, feed, machinery, and fuel. Without trade, it is impossible to maintain a viable agriculture.

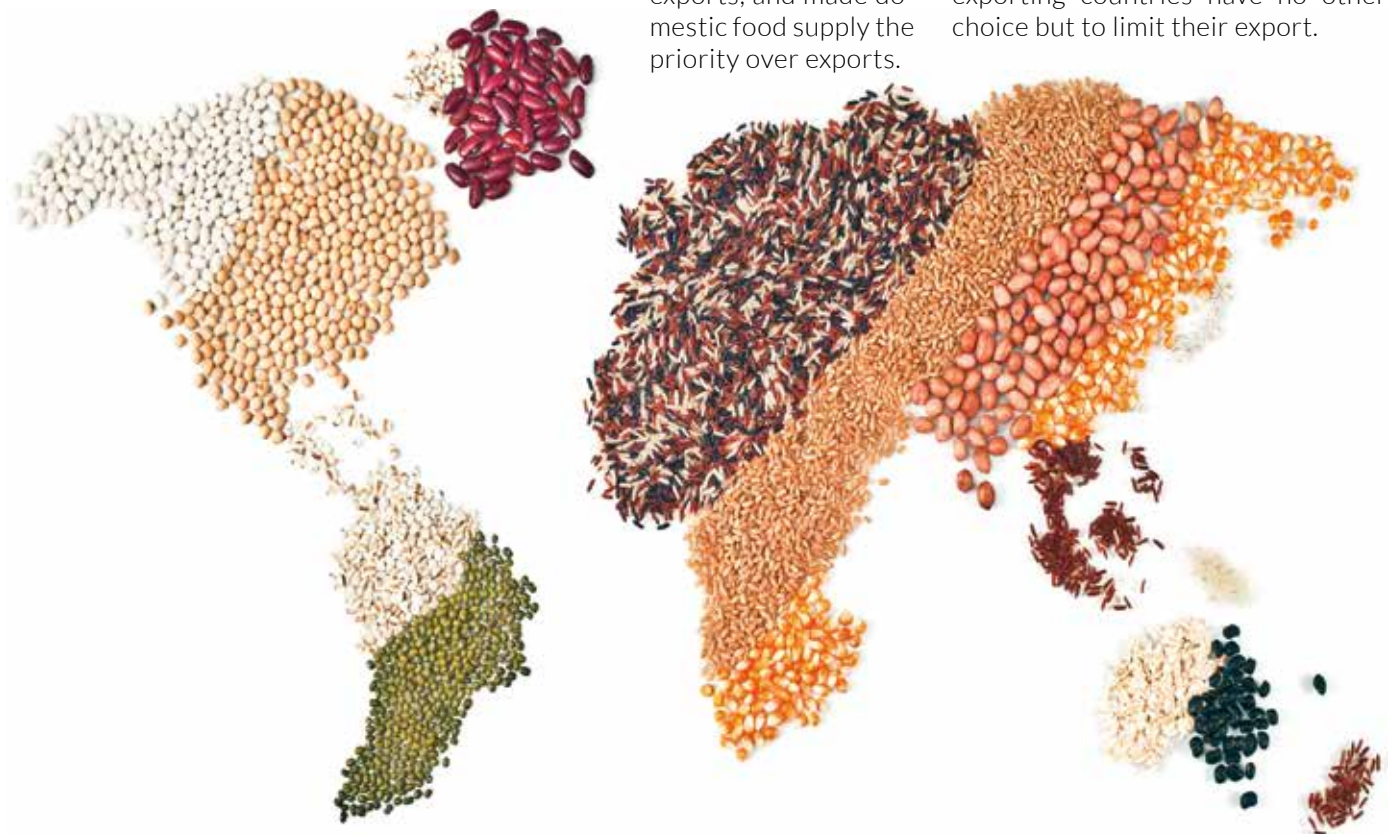
Does this mean we should comprehensively eliminate tariffs and regulations in order to further advance international trade of agricultural products? The answer is no. Liberalization without consideration of the diversity within countries will increase the instability of agriculture and food, and put food security in danger. When world food price spiked during 2007 and 2008, many countries that export agricultural products unsurprisingly restricted their exports, and made domestic food supply the priority over exports.

D Does international trade contribute to world food security? Yes. We are no longer able to live on without trade. In terms of food, a self-sufficiency rate of

This caused social instability in some importing countries. It also made us to reacknowledge the risk of depending on food shipments from overseas.

Given the ongoing expansion of scale and concentration in agricultural production, we face greater uncertainty especially where a few countries occupy a large portion of the production of a particular commodity. It is very risky to depend on several other countries for supplying food, which is one of our countries' most important resource.

Negotiations on agricultural products have been historically aiming at advancing trade liberalization, while trying to reach balanced results. While exporting countries have been seeking to open markets, importing countries have gradually improved access. Unfortunately growing imports has been one of the causes for weakening the domestic agricultural production base and increased dependence on foreign countries for food. If this tendency goes too far, there are valid concern to national food security. Indeed, there could be unexpected circumstances where exporting countries have no other choice but to limit their export.



For example, Japanese livestock and dairy sectors are heavily dependent on imports of feed (e.g. approximately 90 % of concentrated feed). If the import of grains, such as corns and soybeans are limited, it would have a serious impact on domestic production.

However, while current global trade rules don't place an obligation on exporting countries to continue export in all cases, importing countries could be sued if they take action to limit imports. From the viewpoint of farmers in an importing country, it is hard to avoid thinking that we regrettably have been subjected to unbalanced trade rules driven by exporting countries.

In recent years, the instability surrounding food and agriculture has been growing with increased food demands by the expansion of population and economic growth of emerging countries, as well as the influence of climate change on production.

There is still a high degree of concern about the mid- and long-term of supply-demand balance of food, and the risk of depending on food imports is growing (Table 1). Given this situation, in order to fulfill countries' responsibility to secure foods necessary for sustaining the national needs of their people, we think it is critical to secure a stable food supply based on expansion of domestic agricultural production as well as to put certain mechanisms in place that properly combines imports and stockpiles together.

Unlike industrial sectors, agriculture is a sector that is heavily affected by natural and geographical conditions. Since those conditions differ widely from country to country, and from region to region, measures to adjust these differences are necessary.

Currently, the only justifiable measure to do so is through tariffs. To ensure coexistence and mutual development of diverse agriculture in each country, tariffs must be set appropriately and allow flexibility on each item. Although in some cases trade liberalization itself tends to be

regarded as a goal, especially in the food and agricultural sector, trade liberalization should be regarded as a measure to fulfill the increasing demand for foods in each country and be pursued on the premise of mutual coexistence of their agriculture. In reaction to expansion of trade liberalization, it is also increasingly required to establish proper Sanitary and Phytosanitary (SPS) Measures to prevent invasion of disease and pest.

On October 5th, 12 countries participating in Trans Pacific Partnership (TPP) reached an agreement in principle. Currently known facts show that the level of liberalization in TPP seems beyond what we have not experienced in the past, and it will force us to compete with huge exporting countries such as the U.S. on various products when it comes into effect.

It is still unclear whether the processes towards signing, ratification, and implementation proceed smoothly, the conclusion of TPP negotiation certainly add a momentum to other mega-FTAs such as Transatlantic Trade and Investment Partnership (TTIP) and Regional Comprehensive Economic Partnership (RCEP).

While it is highly likely that trade liberalization expands rapidly in the future, as a farmers' organization, we must continue to call for the establishment of policies to ensure coexistence and mutual development of agriculture in international forums. At the same time, we need to be committed to strengthening approaches to maintain and expand our agricultural production base to ensure a stable supply of food for our people.

While the size of world food market is predicted to expand in the future with a growing population and economy, it has become more important for farmers to seek out foreign markets via trade. Increased exports are expected to be a driving force for further development of agriculture. As for Japan, global interests in Japanese cuisine have been growing rapidly, and "Washoku" - traditional

dietary cultures of the Japanese was added to UNESCO's Intangible Cultural Heritage. It offers a strong opportunity for Japanese farmers, whose agricultural produce constitute the basis of "Washoku". JA Group will put more effort into expanding exports of high quality Japanese agricultural and livestock products.

In the days ahead, with the developments of mega-FTAs such as TPP, the effects of international trade will be much more significant. While trade of agricultural products is expected to continue to grow and it is emphasized agricultural trade contributes to meeting the demands of importing countries, at the same time, it is important to understand that new imports could have a wide impact on the agriculture base in the importing country, which is directly linked to its national food security.

In regard to this point, we would like to emphasize that it is necessary for exporting countries to recognize such consequences.

REGIONAL, NATIONAL AND GLOBAL MARKETS ARE DRIVING AGRICULTURE: THE GERMAN EXAMPLE

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G

Global market dynamics in agriculture

International trade is growing dynamically and so is agricultural

trade. In 2013, the global agricultural trade volume tripled from a value of 282 billion Euros in 2000 to 947 billion Euros in 2014. The European Union is actively participating in this global expansion. The European Union had a significant deficit in agricultural trade for years. In 2014 the Union imported agricultural products worth 114.9 billion Euros and export products worth 115.9 billion Euros. The European Union has undergone a development from a traditionally net importer into a net exporter of food and feed products. The specificity of European Trade lies in export of products with significant value added. On the contrary imports are dominated by commodities.

Added-value is the secret of European trade. Due to high costs, only the concept of value added products is economically working. Innovation and differentiation are key driving factors for European trade in general and, German trade in agricultural products in particular.

What about Germany?

Germany belongs to the world leaders in exports of goods and services. However, as far as agriculture is concerned, Germany remains a net importer of food, feed products and beverages. In 2000 the German trade deficit counted for 14.7 billion Euros. Since 2000 agricultural exports have doubled. Still, in 2014 the trade deficit decreased to 8.7 billion Euros. General characteristics of German exports are added-value, quality and security.

The most common export products were dairy products, different sorts of cheese, meat as well as meat preparations and, sausages. The most important partners for Germany in agricultural trade are the member countries of the European Union. 70 % of German imports are from the EU Member States, while 77 % of German exports are going to one of the Member states of the European Union.

Germany and the European Union: solid partners for developing countries in trade

The European Union is a solid trade partner for both the developing and the emerging countries. In volume, the Union is importing more agricultural products from

those countries than the US, Canada, Japan, Australia and New Zealand all together. In 2013, approximately 69 % of EU's imports from third countries came from developing countries and emerging economies and, amounted to a value of almost 80 billion Euros.

In line with the Everything-But-Arms and the African-Caribbean-Pacific Agreements, Europe grants special preference to developing and emerging countries.

In Germany, 71 % of agricultural imports from non-EU countries (worth 16 billion Euros) are from developing countries and emerging economies. The most important products are coffee, oilseeds, fruit and vegetables as well as fruit juice products.

Despite global trends, increasing popularity of regional products

Markets are becoming more and more globally oriented. Still consumers are also inclined to purchase regional products. This is a challenge to the German agriculture and, an opportunity at the same time.

Nowadays, consumers are able to buy any classic seasonal product of their choice all year long, for example strawberries at Christmas time. However at the same time, products taken from their immediate proximity are gaining increased popularity.

German farmers endeavour to meet this demand thanks to direct marketing (farmer to customer). Still this will remain a niche market.

Global markets are reality. German farmers are willing to have their share in increasing global markets. German farmers are also able of meeting consumers' demands for local and regional products. In the end, consumers have to make their choice.



ESOKO: AN E-MARKET PLATFORM TO CONNECT FARMERS

World Farmers' Organisation
International Secretariat



E Esoko is an African based information and communication service for agricultural markets, providing direct support to farmers (market prices, weather forecasts, and growing tips) to increase yields and profits. It also provides solutions to help organizations connect with farmers through marketing products, monitoring activities, and sourcing goods.

Esoko provides a platform with content, software and field support. Esoko's belief is that a more efficient and transparent market will increase profits for all, attract investment, and improve global food security. As a private initiative, Esoko has partnered with mobile operators, NGOs and businesses across fourteen countries and is planning to reach one million farmers by the end of 2015.

Esoko's story

With the support of FAO, Esoko began in Uganda as TradeNet back in 2005. Focusing on agricultural marketing, it provided the technology solution to collect and share market prices via SMS and web to its main stakeholders. In 2005 TradeNet signed a three-year agreement with USAID's MISTOWA program to adapt the product and make it available to their target beneficiaries with the aim to increase regional trade in West Africa by 20%. In 2009 TradeNet rebranded itself as Esoko (name derived from Swahili word "Soko" for market; the 'e' representing electronic), and switched to a new platform with a broader set of tools. Today, the platform can be used anywhere and with any mobile network. The company is managed through offices in Ghana and Kenya and has a reseller network, with representatives in seven other African countries offering training to clients.

Esoko's aims

- It uses low cost SMS and Voice messaging tools for targeted marketing, sourcing, reminders, and announcements;
- It sets up clients to get automatic and personalized daily alerts on localized weather, and personalized market prices;
- It delivers automated tips via SMS/Voice, build your own SMS series of extension messages, or equip field agents with technical reference guide that includes video/audio;
- It lets farmers' clients call in for live questions and answers on farmers' program or product, or program the voice server to deliver automated recordings on topics;
- It enables each client to receive money, check their balance, pay for services/inputs/insurance. Bulk cash or voucher distribution available, and build a credit history to access financial services.
- It improves farmers' ability to buy or sell by uploading offers to buy and sell via SMS, web or smartphone. Esoko automatically matches buyers & sellers via SMS.

11% farmer revenue increase (NYU-CTED RCT, 2014)

1.2 million SMS messages sent

1 million prices collected

850 markets represented

Investors IFC, Soros Economic Development Fund, Acumen, Lundin Foundation

Representative Clients ACEOM, GIZ, IFPRI, Malawi Government, Novus International, Prestat, Tanzania Horticultural Association, USAID, Vodafone, Zimbabwe Farmers Union

Featured in African Business, CNN, The Economist, National Geographic, Reuter

THE BLUE NUMBER INITIATIVE:

a global registry for sustainable farmers

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DEVELOPMENT PROGRAMME,
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How can farmers become empowered to produce more goods more sustainably? How can consumers' confidence be maintained that the foods they eat are safe and of sufficient quality?

And how can environmental and food safety and quality standards in agriculture be implemented to also provide jobs and growth needed to sustain and improve farmer livelihoods? One approach is to ensure that sustainability standards are implemented throughout the supply chain with corresponding infrastructure to make sure that these standards have an impact rather than being compliance exercises.

These are also some of the challenges that led world leaders to highlight sustainable agriculture and sustainable

production patterns in the Global Goals on Sustainable Development, which were adopted at the United Nations General Assembly (UNGA) held in New York in September.

It was in response to these challenges that ITC, the UN Global Compact and GS1 launched the Blue Number Initiative, a global registry for sustainable farmers, during the UNGA.

The concept of the Blue Number Initiative is straightforward: farmers are provided with a Blue Number (a unique global location number provided by the standards organisation GS1), which is actually a geolocation number containing a range of information about a farmer or a business, including the farmer's name, gender, products, and contact information. Once the farmer is in the registry, he or she can connect to a sustainability marketplace with other trading partners and share sustainability achievements. It resembles a professional social network – a Facebook or LinkedIn if you like – for farmers.

For the farmers signing up, the Blue Number Initiative is a win-win scenario. It increases their visibility, allowing them to better connect with global buyers; it improves food security by identifying marginalized farmers who will benefit from capacity building and better connections to local agricultural markets; and access to sustainability resources.

The Blue Number Initiative allows the farmers to maintain ownership over the information that they share and allows them to have an increased degree of control over their future. On the other hand, for ITC and its partners, the information provided by the farmers consists of never-before collected data that opens up unlimited ways of developing informed policies on issues ranging women's economic empowerment to land registry issues, from food security to the impact and performance of voluntary standards.

Earlier this year, the leaders of the Group of Seven (G7) industrialized countries called for better traceability in value chains. The Blue Number Ini-



tiative is also a response to that call, and will be able to help buying companies with improved traceability of their value chains, allowing them to make better informed purchasing decisions.

So far, more than 60,000 farmers and agri-businesses have accepted the invitation to receive a Blue Number. Major global brands and thousands of farmers will gain access to sustainability information that will allow their business networks to be better connected with each other and with their sustainability goals. Policymakers can use the data to better drive sustainable production in line with the Global Goals.

The GS1-powered registry is already online and the marketplace site will be fully functional by the first quarter of 2016. The initiative leverages technology platforms such as those built by GS1 and the ITC Standards Map website (www.standardsmap.org), which contain more than 180 standards and codes of contact.

The Blue Number Initiative sprang from the ITC's Trade for Sustainable Development (T4SD) programme, launched in 2009, with a view to promote sustainable supply chains as a means to help developing countries and their

small and medium-sized enterprises (SMEs) add value to their products and services.

This has led to development of a number of tools that, as in the case of Standards Map, help producers and buyers to navigate the myriad of private or voluntary standards on the market, allowing them to make informed decisions about which standards suit their businesses the most. In 2014, the first Trade for Sustainable Development (T4SD) Forum was held in Geneva, providing a meeting point and discussion platform for developers and practitioners in this field to share lessons learned and good practices.

In October 2014, the T4SD Principles were launched at the Forum. These principles are a set of core values, including transparency, sustainability, harmonization and alignment with the Global Goals to support more equitable and impactful trade. Today, more than 50 companies and organizations have endorsed the T4SD Principles.

The premise of the Blue Number Initiative goes to the heart of what the T4SD Principles stand for: sustainable agriculture, fostering transparency in value chains by giving farmers a voice;

and providing concrete tools to drive mutual recognition and reduced costs.

The Blue Number Initiative also provides ITC and its partners with a practical tool to support the implementation of Global Goal 2, which concerns ending hunger, ensuring food security, nutrition and promoting sustainable agriculture, as well as Global Goal 12, on promoting sustainable patterns of production and consumption.

While the initiative is all about working in partnership with farmers, multinationals and sector associations, there is also a need for financial and technical resources to drive better performance and make sustainable supply chains a reality. Partnerships, collaboration and access to resources are particularly important in today's highly complex and fast-changing trade landscape.

There is still much work to be done to ensure that the Blue Number Initiative lives up to its potential and ITC are committed to make this happen in collaboration with UN Global Compact, GS1 and other partners.

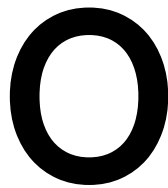
For further information, please visit www.unbluenumber.org.



INTERNATIONAL TRADE: EFFECTS ON THE GLOBAL FOOD SECURITY

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MEMBER, WOMEN'S COMMITTEE OF WFO
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FEDERATION, UGANDA



One of the sustainable development goals to be attained by every nation / country is food security. Food security exists when all people,

at all times, have physical and economic access to sufficient, safe and nutritious food for a healthy and active life (FAO definition 2006).

This implies that people can only be considered food secure when sufficient food is available (i.e. adequacy of the food supply), they have access to it (and this brings in the element of affordability), stability of the food supply (considering issues like seasonal fluctuations and shortages) and that this food is well utilized, translating into improved nutritional outcomes.

It is important to note that food insecurity is not the same as self-sufficiency. A country or a region does not need to produce food as long as they have the means to purchase it. This is where trade comes in. Trade allows a household or country to make a choice as to whether it is more appropriate to produce food oneself or to produce and sell other non food items and use the proceeds to buy food.

How does trade improve food security?

Trade can support food security through its impact on incomes, availability and prices. Let us look at how trade supports food security in each of these areas in detail.

1. TRADE INCREASES INCOMES

Trade will increase incomes as it increases the productivity of all nations involved as they specialize where they have a comparative advantage compared to other countries either in goods that require cheap labour rates, services that require a highly skilled workforce or on products that require plenty of land and water. For instance a food surplus nation such as New Zealand can export food and in turn use the funds generated to import manufactured goods more cheaply than it could produce itself. This increased productivity supports economic growth, jobs and incomes and enhances the ability to purchase food for the household. Trade's relationship to increase of income makes a major contribution to food security.

2. TRADE INCREASES THE PHYSICAL AVAILABILITY OF FOOD AT BOTH GLOBAL AND LOCAL LEVEL

- Availability of food within a specific country can be guaranteed in two ways. It is either food production or by trade itself. The first option is

already illustrated in (1) above. Trade has become more and more important due to increasing transport possibilities and storing capabilities and the growing challenges faced by some countries in their domestic production.

- Trade helps to balance supply and demand. There are many countries that rely on trade to fulfill their essential needs. All countries benefit from a more diverse supply of nutritious food which could not be grown locally. International trade in agricultural products has expanded more rapidly than the global agricultural GDP (FAO 2005).
- Trade motivates people/ a country to produce more. With access to global demand, countries can sell their surplus food, scale up production, and increase their efficiency. This in turn will increase returns, lower costs and reduce waste.
- Trade allows agricultural goods to be produced in the most efficient and sustainable manner for a given set resources such as land, water, chemicals, labour, energy and sunshine. This is important as climate change affects agriculture-producing countries. With free trade, countries that can produce food in the most efficient way can specialize in producing food as compared to those countries whose population receives most agricultural support and protection from their governments.
- Trade reduces costs through the sharing of technology and knowledge of efficient agricultural production techniques and equipment. There is currently a significant gap in agricultural productivity between Sub-Saharan Africa and developed countries. It is only trade and;
- Investment that can close this gap and raise agricultural yields that will address food security.

3. TRADE HAS AN IMPACT ON PRICES

Another major dimension on food security is the stability of food supply. One of the reasons for instability in food supply is high fluctuation in food prices. Volatile prices lead to poor investment strategies of producers and immediate impact on the consumers, especially in developing countries where consumers spend a large share of their income on food. Conflict is another source of instability which increase risks on food supply.

Crop failures in one country will have reduced impact when the country is open to global trade because the price changes can be shared among more consumers thereby diluted.

This is relevant given agriculture's vulnerability to random shocks from drought, diseases and pests.

There are also trade policies that limit market access, increase the volatility of commodity prices, unfairly subsidize developed country exports and constrain the trade policy flexibility of the developing countries, affecting the stability and the security as well as the overall economic wellbeing of those developing countries.

These restrictions increase price volatility of food products on the world market, thereby decreasing the food security of other countries (FAO, 2008).

It should be noted that the poor are particularly vulnerable to food price increases, given that they spend more of their income on food. Typically, in low income countries, expenditure on food is over 50% of income (OECD, 2012). Regmi and Seale, 2010 as quoted from OECD 2012 reveals that for every dollar in Tanzania, 73 cents is spent on food, contrasted with just 10 cents in the US.

Note should also be taken of the fact that global food prices are determined by a small share of food products that are traded on the global market. For instance if the share of cereals traded compared to the volume produced is small, then there will be increase in the price at the global market. However, supply from food stocks can also buffer shortages on the world market (FAO, 2008). The availability in food stocks will depend on a number of factors ranging from the climatic conditions, soil fertility among others.

The other factor that brings about fluctuation in food prices, affecting food security is constraints by conflict. Conflicts increase the risk of food supply instability tremendously. Countries in conflict or post conflict tend to be food insecure with most of the population lacking access to adequate food. For instance, when northern Uganda was affected by Lord's resistance war (LRA) and the population always on the run had to depend on food supplied by donor agencies (e.g. WFO) because people could not settle down to grow their own food. A country in conflict cannot meet its basic needs and becomes a large importer of food. Furthermore, the transport of commodities is hazardous and the situation is not secure for farmers to make investment decisions.

In conclusion, I would like to affirm that global trade contributes to food security by helping to raise incomes thereby increasing the stability of households to purchase food. It also helps to balance supply and demand, encouraging greater productivity and stabilizing prices particularly when trade barriers and conflicts do not distort market prices.

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FOOD SECURITY NEEDS TO BE ON EVERYONE'S AGENDA, MENU AND MIND

Elizabeth Brennan

PRESIDENT OF AUSTRALIAN WOMEN
IN AGRICULTURE

Every year on 15th October we reflect upon and celebrate the UN International Day of Rural Women. Empowering and activating women in rural communities is critical in

achieving global food security, and indeed, here in Australia too.

Rural Australia faces some significant challenges with drought, diminishing rural communities, waning service provision, lack of regional infrastructure, sub-standard telecommunications, high rates of mental health illnesses, climate change and much more. By including everyone, men and women, we can each bring our wealth of skills, experiences and expertise to collectively create targeted solutions to address rural challenges and create a food secure country and world.

Access to sufficient, safe and nutritious food is the element of food security that communities in rural Australia continually battle, with our indigenous families faring much worse. Indigenous Australian children aged less than four years suffer from nutritional anaemia and malnutrition at 29.6 times the rate for non-indigenous children¹. National standards for food logistics and storage, healthy eating programs, best practice models for increasing the nutrition workforce (nutritionists, dieticians and advanced health workers) and improving the supply of healthy food in remote Indigenous communities have been recommended in a National Strategy to address these significant inequalities².



It's not as though Australia isn't able to produce enough food to supply the entire country either.

Australian farmers provide 93% of the domestic food supply for it's national population of nearly 24 million.

We even grow enough food to feed an additional 60 million people with an export market valued at AUD\$41 billion per annum, which equates to more than 13% of Australia's export revenue³.

Admittedly, FAO statistics show that Australia accounts for just 1% of global agricultural production.

So, here in lies the conundrum for the Australian agricultural industry and political decision makers.

The Australian Government has recently signed Free Trade Agreements (FTA's) with northern Asian neighbours Korea (KAFTA), Japan (JAEPA) and China (ChAFTA). Whilst these FTA's have been broadly supported by agricultural sectors, the public debate about the impact of the pending Trans-Pacific Partnerships has caused concern for the integrity of the Australian domestic economy.

The fundamental premise of Free Trade Agreements is to increase trade of goods and services between the countries involved. In theory, FTA's hope to capitalise on a country's comparative advantage and provide access to otherwise unattainable markets for eager exporters. How wonderful for Australian farmers to now be able to offer their renowned clean, green and high quality produce to those willing to pay the top dollar!

But what happens back home?

In rural Australia. Where the majority of this exported agricultural prosperity is produced and now being gouged out of the domestic food supply. Changes in consumer demands and government policies, technological advances and innovation and emerging environmental concerns⁴ have spurred Australian farmers to increase productivity year-on-year. But, as is the case for farmers the world over, terms of trade for Australian farmers have been on a declining trend over the long term⁵. Understandably, Australian farmers are keen to sustain their businesses and livelihoods in rural Australia and, where possible, take advantage of the opportunities presented by the FTA's.

So, how do we sustain rural Australia and the many farmers that are the backbone of these rural communities, both in terms of food security and economic viability?

Not to mention the intricate environmental stewardship that many rural



Australians provide through natural resource management, sustainable farming practices and caring for country.

This conversation isn't just up to the political decision makers, or farmers for that matter. These challenges are of national and global significance. Food security needs to be on everyone's agenda, menu and mind.

We can only address rural challenges and create a food country and world if we work together. To varying degrees around the world, women are an under-utilised and under-empowered resource. If women farmers had the same access to tools and credit, there would be 100-150 million fewer hungry people in the world⁶.



The new Sustainable Development Goals (SDG's) have been released in preparation of the Millennium Development Goals (MDG's) expiring at the end of 2015. The fifth SDG calls for the achievement of gender equality and to empower all women and girls. In an assessment project on the MDG's a key finding was that there is "no empowerment without rights, no rights without politics"⁷.

Organisations such as Australian Women in Agriculture empower women to network, to support each other and to, most importantly, create change. We come together in rural communities, at the family kitchen table, in the boardroom and at the steps of Parliament House to ensure that women influence the agricultural agenda. We use our collective voice to ensure that women in rural communities are heard and heeded. It is through these small but powerful actions we take that create ripples of positive change for agricultural women.

This is a call to action for everyone – men and women alike. Every every mouthful of food we eat and every rural woman we empower has an impact on the global food system. We need to do whatever possible within our means to empower, activate and engage women in creating a food secure world.

RURAL WOMEN ARE **1/4** OF THE WORLD'S POPULATION

WOMEN ARE **43%** OF THE AGRICULTURAL LABOUR FORCE

76% OF THE WORLD'S EXTREME POOR LIVE IN RURAL AREAS



¹ Commonwealth of Australia 2007. *Overcoming Indigenous Disadvantage: Key Indicators 2007*. Productivity Commission Canberra.

² Council of Australian Governments (COAG) 2009. *National Strategy for Food Security in Remote Indigenous Communities*.

³ Commonwealth of Australia 2014. *Agricultural commodity statistics*. Australian Bureau of Agricultural and Resource Economics and Science (ABARES).

⁴ Commonwealth of Australia 2005. *Trends in Australian Agriculture*. Productivity Commission.

⁵ Land Commodities Research 2012. *Farm income and profitability*. <http://www.landcommodities.com/farm-income-and-profitability/>

⁶ Food and Agriculture Organization of the United Nations (FAO) 2011. *The State of Food and Agriculture 2010-2011*. Women in Agriculture: Closing the gender gap for development.

⁷ Sen G & Mukherjee A, *No Empowerment without Rights, No Rights without Politics: Gender-equality, MDG's and the post 2015 Development Agenda*.

INTERNATIONAL TRADE EFFECTS ON THE GLOBAL FOOD SECURITY

Virginia Cravero

YPARD ITALIAN REPRESENTATIVE

A According to FAO, food security is defined as a situation in which all households have both physical and economic access to adequate food for all members, and where households are not at risk of losing such access.

Food security thus depends on three dimensions: availability, stability and access:

1) Adequate food availability means that, on average, sufficient food supplies should be available to meet consumption needs; 2) Stability refers to minimizing the probability that, in difficult years or seasons, food consumption might fall below consumption requirements; 3) Access draws attention to the fact that, even with bountiful supplies, many people still go hungry because they do not have the resources to produce or purchase the food they need.

Moreover, if food needs are met through exploitation of non-renewable natural resources or degradation of the environment, there is no guarantee of food security in the long term (FAO, 1996).

In this sense, trade can contribute or put in danger the food security of households. In the first case, trade distinguishes between production and consumption needs; reduces supply variability; fosters economic growth; makes more efficient the use of resources and allows global productions to exist. On the contrary, trade can provoke the falling price for agricultural

exports, higher prices for food imports; uncertainty of supplies; world market price instability; and increasing environmental stress if appropriate policies are not in place (FAO, 1996).

Agriculture has an important impact on trading activity of developing countries, especially those that are most food-insecure. Indeed, considering the developing countries as a whole, agricultural goods concerns significantly both export and total merchandise trade. Thus, agriculture for these countries is the mainstay of their economy and it is needed to import food. Hence, agriculture in these countries is more productive, more competitive and better integrated into world markets (FAO, 2003).

For that, according to Doaa Abdel Moataal, Counsellor in charge of Agriculture in the Cabinet of the Director-General of the WTO, "international trade policy also has a role to play in food security at a global level, but international trade in itself cannot guarantee food security. It is only one instrument in what ought to be a varied toolkit. What role does international trade play in the context of food security? International trade is, in my opinion, an instrument which can, if correctly designed and used, help ensure food security" (Momagri, 2010).

Nowadays, the greatest challenge consists in achieve global food security while reconciling demands on the environment. Global food security depending on agricultural trade can have positive or negative effects also on environment due to the volume and location of agricultural production. One example concerns United States where one study based on a pollution-impact index for different farm commodities, found evidence that the crops in which the United States performs best in world trade are also the most polluting (Tobey, 1991).

The Second International Conference on Global Food Security taking place during these days in Ithaca, NY, USA, therefore aims to deliver state-of-the-art analysis, inspiring visions and innovative methods arising from research

in a wide range of disciplines (Elsevier, 2015).

Another important issue is related to the link between youth and food security. A report developed for the Office of Economic Growth, Agriculture and Trade, within the United States Agency for International Development revealed that youth must face several obstacles to achieving food security. These obstacles can be regrouped into two categories: 1) production barriers; 2) income generation barriers (Feighery, et al., 2011).

When talking about production, it includes youth's lack of access to available land, lack of agricultural technolo-

gies and farming technique needed to increase production, lack of knowledge on how to use properly the food available and lack of interest on consider agriculture as an attractive career. Income generation issues makes refer to lack of market access and the fact that youth living in urban areas do not have enough income to maintain household food security (Feighery, et al., 2011).

Along these lines, the global food system must face substantial challenges. It must help eliminate chronic and crisis hunger and nutritional deficiencies while smoothing the transition of developing countries from agricultural to industrial societies and increasing security and opportunity for the wor-

ld's poor. It must move food through longer, more integrated supply chains while meeting consumers' rising expectations for safer, healthier products. It must double food production in a sustainable manner by 2050, which means using no additional land area, consuming less fresh water and mitigating and adapting to climate change (Johnson, 2009) and it must ensure that trade can be profitable also for youth that in this sense could grow in resiliency and food security level, taking into account consequently, the next generations.



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WORKING GROUPS

WFO established 5 working groups,
each one dealing with very important issues to WFO mandate:

CLIMATE CHANGE
FOOD SECURITY
LIVESTOCK
VALUE CHAIN
WOMEN

This section of the WFO F@rmletter is entirely dedicated to the working groups so that each facilitators can share all the activities carried out in order to fulfill the working group's missions.

This month, the activities carried out by the
WORKING GROUP ON CLIMATE CHANGE
are presented.

YOUR CLIMATE CHANGE WORKING GROUP:

in “hot pursuit” of a good climate deal for agriculture

Ceris Jones

NFU ENGLAND AND WALES,
WFO CLIMATE CHANGE WORKING GROUP
FACILITATOR

S

Since its first conference call in April this year, the Climate Change Working Group has been preparing for the **climate summit in Paris** which starts next month.

Whilst agriculture is not expected to feature significantly in the main negotiations, the WFO will be using a range of methods to ensure that the voice of the world's farmers will be heard.

A Farming Day in Paris

The UNFCCC has designated 2nd December as Farmers' Day. The WFO, in collaboration with Fairtrade International and Coordinadora Latinoamericana y del Caribe de Comercio Justo (CLAC) will start the Farmers' Day with an event focussed on the importance of partnerships to deliver improvements in farm productivity and resilience. This includes partnerships between farmers, between farmers and scientists and throughout the supply chain, with Fairtrade providing only one example of a supply chain partnership. There will be three other events during the Farmers' Day hosted by other organisations.

October and November will be a busy time for the Working Group as they further develop the WFO's event and the Farmers' Day in negotiation with the other proponent organisations and with the entire Farmers Constituency. We are hoping that a “Farmers Day” webpage will be available soon.

The WFO's position

The Working Group is beginning work on a short position paper in time for the Paris

negotiations. We will use the paper to highlight the recommendations in the WFO's existing climate change policy. We want attendees in Paris to recognise the positive contribution that the world's farmers are making, to understand the significant climatic challenges that many are already facing and that any action involving agriculture must be based on sound scientific evidence and recognise the importance of food security.

Different ways to get the WFO's voice heard

Other opportunities being pursued include an interview for the WFO president in the Climate Change Studio and a possible event for “farmers of the future”. We are excited about the possibility of running a social media campaign before the Farmers' Day. We hope that this initiative is something many WFO members can get involved in and the working group will be working with WFO communications staff to develop this idea further.

Want to get involved or find out more?

We aim to write regular updates for F@rmletter, so watch this space.

Alternatively feel free to contact your regional representatives - *see the Box below* - (their email addresses are available at wfo-oma.com/working-groups) or the facilitator (ceris.jones@nfu.org.uk).

If you would like to be involved in specific pieces of work or have expertise which you think could be useful please let us know.

WFO CLIMATE CHANGE WORKING GROUP REGIONAL REPRESENTATIVES

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Masashi Kurita, JA-ZENCHU, Japan
Jack Knowles, NFF, Australia
Jacob Haronga, FFNZ, New Zealand
Facilitator: Ceris Jones, NFU, UK





TOP US MEETING ON FOOD SECURITY- CFS 42

Marking the first international gathering on food security and nutrition since world leaders approved the Sustainable Development Goals (SDGs), the Committee on World Food Security (CFS) commenced on October 12, focusing on ending hunger by 2030.

<http://bit.ly/1PG2Ftc>



FOOD SECURITY - CHALLENGE FOR FARMERS

Veteran businessman and Lahore University of Management Sciences (Lums) Pro Chancellor Syed Babar Ali on Monday called for taking measures to develop and promote heat-resilient crops, precision agriculture, bio-technology, efficient water usage and agricultural policy reforms in order to ensure food security and fight the challenges of climate change.

<http://bit.ly/1M6PATM>



ZERO HUNGER, ZERO POVERTY BY 2030

Lifting people out of poverty and feeding the most deprived people in the world requires a focus on rural areas, says Jomo Kwame Sundaram, assistant secretary-general for economic development in the UN Department of Economic and Social Affairs.

<http://thetim.es/1M7BZSz>



WORLD FOOD DAY

UN Secretary-General Ban Ki-moon and the Director-General of FAO will be joined by the President of the Republic of Italy, and the Italian Ministers for Agriculture and Foreign Affairs for the official celebration of World Food Day 2015 at Expo Milano.

<http://www.fao.org/world-food-day>



ANNUAL MEETING OF THE AGRICULTURAL TRADE POLICY NETWORK IN EUROPE AND CENTRAL ASIA

During the annual meeting of the Expert Group, which will be held at the Institute of system research in the agroindustrial complex of the National Science Academy of the Republic of Belarus, experts will discuss the results achieved during the year, and set up the program of future activities of the Network. On the basis of the discussions, the Expert Network's preliminary work plan for 2016 will be finalized and used to mobilize the resources for its implementation.

<http://bit.ly/1Nn2RLi>



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