



**THE CRAWFORD FUND**  
*For a Food Secure World*

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## **MEDIA RELEASE**

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### **FOCUSING PRIVATE-PUBLIC COOPERATION ON FARMERS' NEEDS**

Stronger public-private partnerships will help smallholder farmers improve their income if the focus is on the real needs of farmers.

This will be the key message of Dr Marco Ferroni, Executive Director, Syngenta Foundation for Sustainable Agriculture (SFSA) in his address to the Crawford Fund's annual food security conference titled *The Business of Food Security: Profitability, Sustainability and Risk* being held in Parliament House, Canberra 10-12 August. It will focus on the importance of collaboration and partnership between the public, private and not-for-profit sectors to achieve sustainable intensification and food security.

Ferroni will map out a route to optimum cooperation in agriculture in developing countries.

"Smallholder farmers form the backbone of global agriculture. Cities' changing and rapidly increasing food needs represent new income opportunities for these farmers. Rising to the opportunities, however, requires the right tools and know-how," says Dr Ferroni, an expert in international agriculture and sustainability issues.

"The private sector has a crucial role to play in the developing world, as it does in Australia. Companies, wherever they are, need the right enabling environment, and have to partner with the public sector and other organisations.

"SFSA's focus is on incubating new products and services, and then disseminating them through commercial channels. This helps smallholders intensify their farming sustainably, diversify, and tap into new markets to improve their incomes and livelihoods."

Dr Ferroni noted that SFSA, the Crawford Fund and the Australian Centre for International Agricultural Research are now partnering to promote this approach in Sub-Saharan Africa.

"Our alliance focuses strongly on education initiatives for African plant breeders. The aim is to build best practices from the private and public sectors into the breeders' crop improvement programs, to serve the needs of smallholders, their value chains and end-consumers.

"To succeed, partnerships in agriculture must always be demand-driven," says Dr Ferroni. "Their starting point has to be a need, not a technology."

Other speakers will include:

- Mr Anthony Pratt, Executive Chairman, Visy Industries
- HE Gerda Verburg, Chair of the UN Committee on World Food Security & of the World Economic Forum Council on Food Security and Nutrition
- Dr Martin Kropff, Director General, International Maize and Wheat Improvement Centre
- Dr Cary Fowler, biodiversity conservation advocate

The Crawford Fund wishes to thank the supporters of this event including:

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