



**Crawford
Fund** FOR A FOOD
SECURE WORLD

Food & Nutrition Security - The Biosecurity, Health, Trade Nexus.

A View from the Private Sector

Rob Kaan

Grounded in SCIENCE

*To enrich the lives of those who produce and those who consume,
ensuring progress for generations to come.*



How are current threats and emerging issues managed by agribusiness?

food security

consumer influence

biosecurity

labour shortage

biodiversity

water utilization

climate change

deforestation

smooth trade flow

people talent

animal welfare

sustainability

trust in science

trust in business

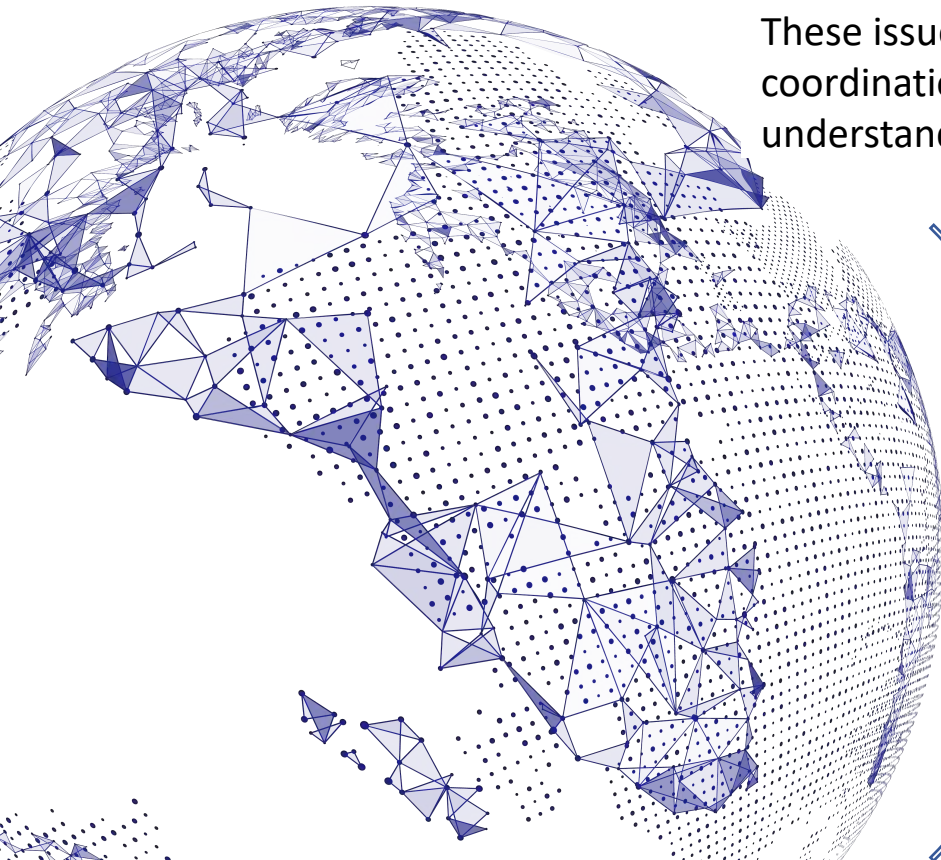
trust in technology

Smooth Trade Flow



Key Drivers of Smooth Trade

These issues are very complex and dynamic and need multi-level coordination from Govt all the way down to the grower level to understand and manage these trends.



Political

- Trade barriers
- Protectionism
- Ideology

Food Chain

- Cross border rules / expectations,
- Secondary regulators

Regulators

- MRL Harmonization
- CODEX
- Data Sharing

An example of proactive collaboration

Agroecological crop production to meet future consumer demands

Meeting consumer demands for sustainably and ethically produced New Zealand plant-based products while protecting the environment.

Identifying and supporting new crop protection tools so New Zealand growers can be international leaders in agroecological crop production.



A LIGHTER TOUCH



Ministry for Primary Industries
Manatū Ahu Matua

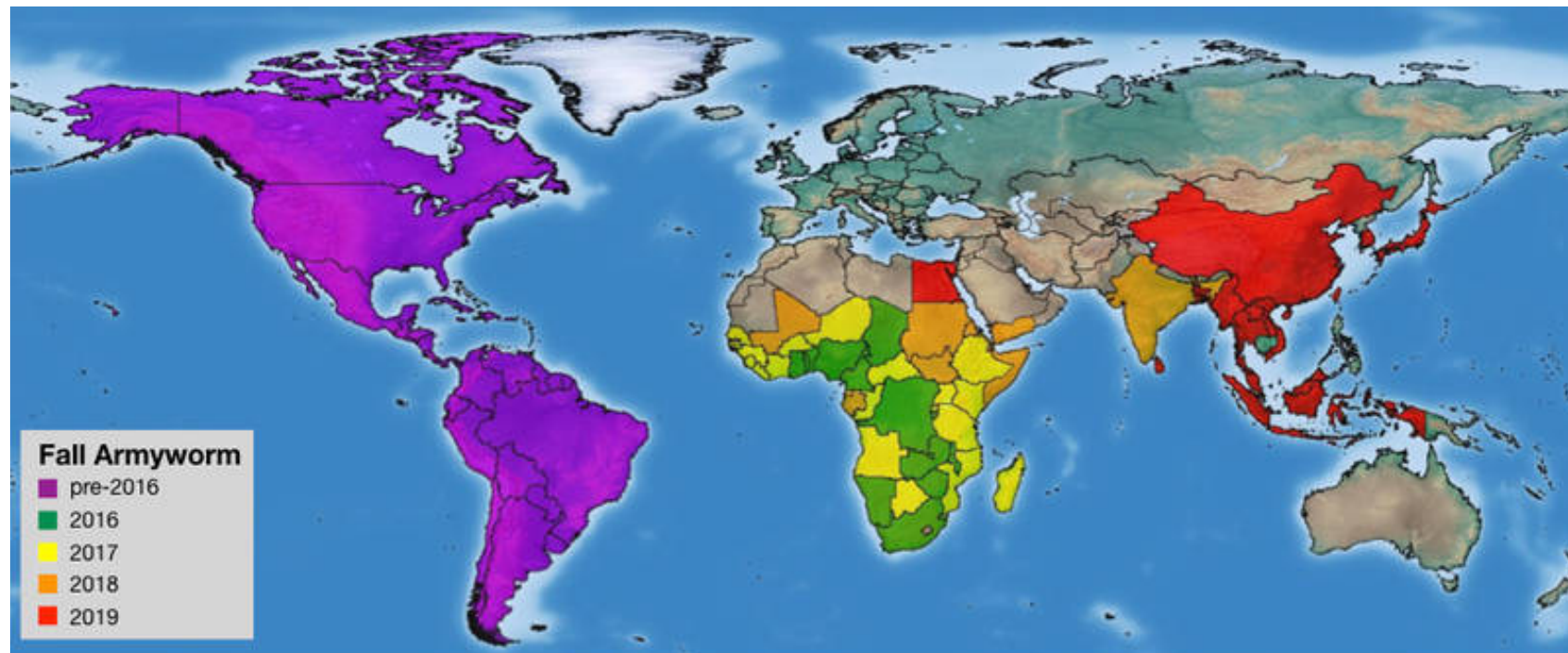


BioSecurity

A Case study on a
global scale



Spread of the fall armyworm - FAW (*Spodoptera frugiperda*) since 2016 (as of July 2019)



Leading the efforts on FAW management (India): Partnerships, collaboration, education



CHANNEL NEWSASIA



GrowAsia



CIMMYT
International Maize and Wheat
Improvement Center

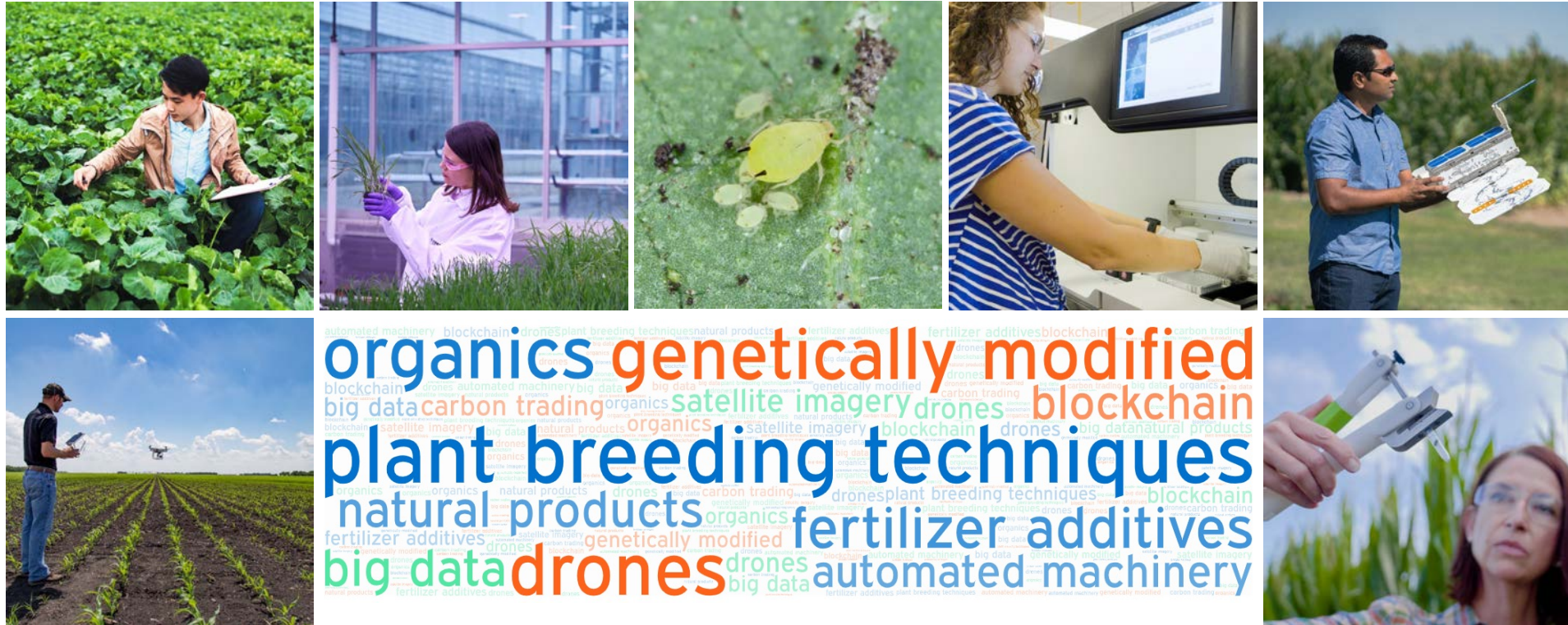


Technology



Emerging Technologies

Structure and broad support required to drive investment confidence and consumer trust



Corporate Social Responsibility



THE CSR DILEMMA



I want to do good.
I want it to mean
something.
I want it aligned to my
purpose.



Where do I start?



Is there a Shared Value
so it is sustainable?

Key Stakeholders– Growing Influence



CONSUMERS & EMPLOYEES EXPECTED
TO HAVE A SEAT AT THE TABLE

Percent who agree

68% 62%

Consumers...

Employees...

Have the power to force
corporations to change



CONSUMERS, EMPLOYEES AND INVESTORS ALL
REWARD BUSINESS FOR CLIMATE CHANGE

Percent who agree

Consumers

59%

Employees

53%

Investors

88%

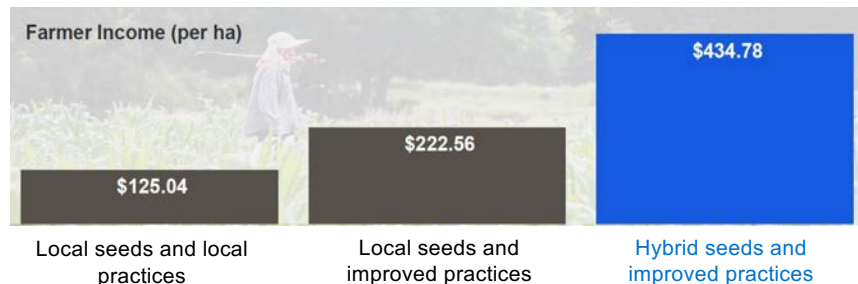
Buy or advocate for
brands based on
their climate change
beliefs

Recommend an
organization as a
place to work based
on their climate
change beliefs

Believe that
companies with a
Net Zero plan
deserve a premium

Partnership with PRISMA

Yield increase from hybrid seeds	2.3x
Total income increase from intervention	247%
No. of farmers with increased income	19,416 35.6% women
Total Increased farmer income	\$1,678,000
Total Increased retail revenue	\$190,000



Shared Value - Hybrid corn seed sales grew 278%





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