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
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.

Key Drivers of Smooth Trade

- **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.
BioSecurity
A Case study on a global scale
Spread of the fall armyworm - FAW\textit{(Spodoptera frugiperda)} since 2016 (as of July 2019)

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

59%  53%  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

2021 Edelman Trust Barometer
### Partnership with PRISMA

<table>
<thead>
<tr>
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<th>Value</th>
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<tbody>
<tr>
<td>Yield increase from hybrid seeds</td>
<td>2.3x</td>
</tr>
<tr>
<td>Total income increase from intervention</td>
<td>247%</td>
</tr>
<tr>
<td><strong>No. of farmers with increased income</strong></td>
<td><strong>19,416</strong></td>
</tr>
<tr>
<td>Women</td>
<td>35.6%</td>
</tr>
<tr>
<td><strong>Total Increased farmer income</strong></td>
<td><strong>$1,678,000</strong></td>
</tr>
<tr>
<td><strong>Total Increased retail revenue</strong></td>
<td><strong>$190,000</strong></td>
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Farmers with hybrid seeds increased their income by 2.3 times, leading to a total income increase of 247% from intervention. The number of farmers with increased income was 19,416, with 35.6% being women. The total increased farmer income was $1,678,000, and the total increased retail revenue was $190,000.

### Shared Value - Hybrid corn seed sales grew 278%

Hybrid seeds and improved practices have significantly increased farmer income compared to local seeds and local practices.
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