

**Agriculture and the Environment in the 21st Century**  
**How Can Agriculture Feed the World Without Harming the Environment?**

Tuesday, October 17, 1995  
Hotel New York • Disneyland Paris

- 8:00-9:00 Registration and Coffee
- 9:00-10:00 ***Is Agriculture a Threat to the Environment?***  
What is the relationship between agriculture and the environment in the current policy climate?  
Are the two in a state of conflict or cooperation?  
Opening remarks: **Georges-Pierre Malpel** (Director General, Unigrains)  
Introduction: **Lord Plumb of Coleshill** (Member, European Parliament & IPC Chairman)  
Keynote address: **Henri de Benoist** (Chairman, Céréalières de France)
- 10:30-12:15 ***Impact of Agricultural Policies on the Environment -- The Farmers' Perspective***  
How are farmers responding to environmental concerns? Should governments employ policies to encourage environmentally friendly production and, if so, which policies?  
Moderator: **Georges-Pierre Malpel** (Director General, Unigrains)  
Panelists: **André Grammont** (Director for Rural Land, Ministry of Agriculture, France)  
**Dean Kleckner** (President, American Farm Bureau Federation)  
**Jiro Shiwaku** (President, Livestock Industry Promotion Corporation, Japan)  
**Tadeusz Hunek** (Polish Academy of Sciences)
- 12:30-1:45 Luncheon - Luncheon Speaker: **Peter Williams** (Director, Products and Services, Rhône-Poulenc)
- 1:45-3:00 ***How is Agribusiness Responding to the Environmental Challenge?***  
What constraints are businesses facing? What policies should be employed to encourage safe products while allowing businesses to remain competitive? How can national governments employ policies that encourage the development of new, environmentally sound agricultural products?  
Moderator: **Bernard Auxenfans** (Group Vice President, International Division, Monsanto)  
Panelists: **Georges Vermeersch** (Director of Innovation & Prospective Studies, Sofiproteol)  
**André d'Olne** (consultant)  
**Rob Johnson** (Corporate Vice President, Public Affairs, Cargill)  
**Claudio Rocchietta** (Administrative Delegate, Novaol)
- 3:15-5:00 ***How is the World Trade Organization Addressing Environmental Concerns?***  
What are the WTO's plans for multilateral reform of agriculture? Will the WTO be "green?"  
What mechanisms and modalities should be implemented?  
Moderator: **Aart de Zeeuw** (Former Chairman, Agricultural Negotiations, GATT)  
Presenter: **Richard Eglin** (Trade and Environment Division, WTO)  
Reactors: **Dale Hathaway** (Exec. Director, National Center for Food and Agricultural Policy, USA)  
**Pedro de Camargo** (Vice President, Brazilian Rural Society)  
**Julio Garcia-Burgues** (DG XI)
- 5:00-5:30 ***Implications and Conclusions***  
**Claude Villain** (Inspector General, Ministry of Finance, France)
- 7:30-8:00 Reception
- 8:00 Dinner -- Speaker: Special Advisor to Phillipe Vasseur (Minister of Agriculture, France)