

## *1st Annual IPC Agro-Forum*

**October 9-10, 1997**

**Kurhaus Hotel, The Netherlands**

The Global Food and Agricultural System of the 21st Century

### FINAL AGENDA

#### Thursday, Oct. 9

9:00-9:30 Welcome: **Lord Plumb of Coleshill\*** (Member, European Parliament and Chairman, International Policy Council on Agriculture, Food and Trade)

*What are the opportunities that arise from the new world conditions?*

9:30-10:30 Keynote Address: **J. van Aartsen\*** (Minister of Agriculture, the Netherlands)

*How has the transformation from a sellers' to a buyers' market forced farmers and the agro-industry to integrate themselves more into the "food chain."*

10:30-11:00 Coffee break

11:00-12:30 Session 1: Consumers Influence in the Food Chain Panel:

**F. L. Meysman** (Sara Lee)

**Teresa Wickham\*** (Consultant, Maynards Farm)

*What do consumers expect and demand today? What are the new barriers to consumer acceptance?*

*What is the behavior of retailers in the food chain?*

12:30-2:00 Lunch Address: **Franz Fischler\*** (Commissioner for Agriculture and Rural Development, European Union)

*What are the necessary policy adjustments in a more market-oriented food and agribusiness environment?*

2:00-3:30 Session 2: Farmers' Role in Food Chain and Development of Rural Areas Panel:

**Dean Kleckner\*** (President, American Farm Bureau Federation)

**Noël Devisch\*** (President, Belgian Farmers Union)

*How farmers are reacting to changes in the marketplace and their evolving role in the food chain. What are the policy tools they need to effectively play their role in the food chain and continue as stewards of the countryside?*

3:30-4:00 Coffee break

4:00-5:30 Session 3: Technology and the Food Chain Panel:

Presentation: **Bernard Auxenfans\*** (President, Monsanto Europe)

Reaction: **Jill Johnstone\*** (Head of Policy, National Consumer Council, UK)

*The influence of technological developments on production processing and marketing. The challenges of the anticipated product specifications facing the industry (i.e., related to genetically modified products)? Are there new barriers to trade?*

7:30-10:00 Rabobank Dinner & Reception

Keynote Address: **Herman Wijffels\*** (President, Rabobank)

*The role of an international agricultural bank in promoting sustainable agriculture and agribusiness in an expanding world market.*

## **Friday, Oct. 10**

9:00-10:00 Session 4: The Contribution of Multinational Organizations: Panel:

**Joanna Shelton\*** (Deputy Secretary General, OECD)

**Anwarul Hoda\*** (Deputy Director General, World Trade Organization)

*How is the relationship between domestic policymaking and global efforts at trade liberalization changing? What is the relationship between regional and global trading agreements?*

10:00-10:30 Coffee break

10:30-12:00 Session 5: Financing the Agricultural System Panel:

**Henk Visser\*** (Board Member, Rabobank)

**H. D. Deve Gowda,** (Former Prime Minister, India)

*How can the expansion of world financing contribute to the development of agriculture in the non-industrialized world? What are the barriers to financing the global food and agricultural system in a time of increasing demand?*

12:00-2:00 Lunch Address:

**August Schumacker, Jr.,** (Undersecretary for Farm & Foreign Services, United States)

*May we expect that the main trends in global food and agriculture discussed so far will not only benefit the countries with a strong agribusiness basis, but also those without it?*

2:00-2:30 Evaluation of the First Annual IPC Agro-Forum: **Lord Plumb of Coleshill\***

*What does the discussion teach us with regards to the future development of the global agriculture and food system?*

\* **Confirmed Speakers**