

KEYNOTE: ELLEN KULLMAN

October 13, 2011 - Noon

SYMPOSIUM LUNCHEON KEYNOTE

Introduction by:

Ambassador Kenneth Quinn

President - World Food Prize Foundation

The soy organizations, the Iowa Soybean Association, Soy Foods Council, United Soybean Board, the World Initiative for Soy and Human Health go together to create these wonderful, delicious meals, and healthy meals. And today it's made with a new (and how appropriate, Ellen, with you here) DuPont Plenish healthy oil in it. So thank you, thank you for your support of the lunch, so pleased.

And Mark Curtis here representing the United Soybean Board. Mark, thank you for your leadership and your wonderful support to our Hall of Laureates as well as today.

We also have in the audience the first appearance of the students from the Global Youth Institute who come from 24 states, one territory, four foreign countries - they're here. All the Global Youth Institute students, stand up, please. Where are you?

This is so cool. Ms. Kullman, you may be sitting in the audience this afternoon and on one side will be a research scientist from India or China or Brazil, Africa, and on the other will be a sophomore from Ridgmont High School or so. And their teachers are here. Teachers, stand up. Where are the teachers?

One of my very best employees for five years, the guy who organized all the symposium, and he left. And I said, "Where you going? You know, you can't leave. We're having the 25th anniversary."

He said, "I'm going to graduate school to become a high school teacher." And, you know, I tried to convince him to stay, but I admired him so much, I wrote him the letters of recommendation that got him into every program and got him a scholarship. Teachers are so crucial, so critical for the next generation. Thank you for being here as well today with us.

You know, we're celebrating the 25th anniversary of the World Food Prize. And those of you who know the story, was started by General Foods. Al Clausi is here, was the first chairman of the World Food Prize. Al, where are you? You here? Al, stand up there. So good to see you.

And it'd still be the General Foods World Food Prize today if it hadn't been taken over by a couple of other companies, and they decided they didn't want to do this, and so the World Food Prize was rescued - and by now you know the story - by the Ruan family and John, Janis, some

members of your family. Thank you for what you did and for your sponsorship of this entire program, and, yeah, please stand up, John and Janis, and thank you.

But what most people don't know is that in between General Foods ending its support and John Ruan Sr. and Iowa stepping in to support it and move it here, the organization was at risk. And a few companies provided life-sustaining money to keep it going for a few months.

And one of those companies was Elanco. And we at the World Food Prize have long memories, and we don't forget, and so we invited Elanco to be here today. I'm so pleased that Claudia Garcia, Senior Director for Global Health, could be here. And we want to present to her a special plaque to take back to Indianapolis to Jeff Simmons and Ted McKinney and all of our friends to say thank you, thank you for that support back then that kept the World Food Prize going for that time 'til John Ruan and Iowa could intervene.

And so this is the World Food Prize commendation for exceptional support presented to Elanco for its financial support during the period when it appeared the World Food Prize would go out of existence. Elanco helped sustain the World Food Prize 'til it could be permanently supported by Iowa and John Ruan, presented on the 25th anniversary of the World Food Prize. Thank you, thank you so much.

Claudia Garcia

Thank you very much. On behalf of our president, Mr. Jeff Simmons, I want to thank you. Elanco is committed to save affordable and abundant food. And also we are very driven by technology and the right to choice. So thank you, thank you very much.

Ambassador Quinn

I'd like to ask all of you to join me in thanking the Marriott chefs and kitchen staff and everyone for a great lunch. So they'll know we're not just trying to get rid of them.

The World Food Prize Symposium Luncheon on Thursday is one of the real main events of our program, and we've had a great variety of people here. And I'm always talking about breaking records and participation and attendance.

And a couple of years ago when Bill Gates came and spoke and gave the first-ever speech on agriculture and bringing the Green Revolution to Africa, he did it down in the ballroom, and wow, we had a huge crowd – we thought we had maybe 850 people. We'd never had that many people in the room before, and he set the record.

And he held it for about two hours, because we had luncheon up here with Indra Nooyi and she gave her speech, which started the Pepsico campaign on the issue of nutrition and agriculture, which has been so developed now and has led to so many different projects and programs. And I know Derek Yach and Dr. Mehmood Khan are here from Pepsi who are leading that, and thank you.

So And so Indra Nooyi has had the record for two years, but today the record is going to go to our speaker, because we've never had this room set for so many people, nor filled it up from wall to wall. And we are in here at about 990 or 1,010 people. So it's only appropriate that as we do that, that we have as our speaker the Chairman and CEO of the company that has been the longest-standing corporate sponsor of the World Food Prize.

When John Ruan Sr. brought the World Food Prize to Iowa and there were only a couple of sponsors - when I got here there were four, but one of them has always been Pioneer Hybrid International and now, I hasten to add, a DuPont company. But their wonderful support... (Right? I was supposed to say that; otherwise, Paul Shickler would be in a lot of trouble, and he's such a great friend I don't want that to happen.) But Pioneer and DuPont Pioneer have been a great, great friend of the World Food Prize, both in terms of longstanding support and extremely generous support, including wonderful support to the new World Food Prize Hall of Laureates.

And so to have the Chairman and CEO, a woman who's been in that position since 2009 when she spoke here the first time, to come back and be with us today and with her very long and distinguished career as the head of that company.

But most importantly, I think that under her leadership DuPont and Pioneer are out, with other companies together and themselves, out now aggressively leading in the world in the intellectual and the policy and the programmatic front to put in place and have stay in place the international trading system that will be so critical to providing the stability, so that as we endeavor to feed more and more people, that that food can flow back and forth and can get from producers and with innovative, new products, more nutritious products filling in those gaps of help and type of thing that Josette Sheeran talked about so passionately today about that nutrition during those first few years of life.

And so it is my great honor and pleasure to introduce to you today our luncheon keynote speaker, Ellen Kullman, the Chairman and CEO of DuPont.

SYMPOSIUM LUNCHEON KEYNOTE

Ellen Kullman

Chairman and CEO, DuPont

Well, good afternoon, everyone. Ambassador Quinn, ladies and gentlemen, it's a pleasure to be here today.

It was pure science at its best – That's why we're here, to make a difference in the lives of those like Zach on the video, he and Malawi, his family and of course the world.

I chose to lead off with that video because it illustrates much of what I'd like to share with you today. To achieve food security, world class science has to be made available to local farmers so they can grow more crops and provide more nutritious food directly to the people that need it.

As Ambassador Quinn said, I last attended the World Food Prize two years ago. And during those intervening two years, the importance of food to DuPont has increased considerably. From our world class seed business, Pioneer Hybrid, we've expanded our agriculture and nutrition businesses, most notably with the acquisition of the specialty food ingredient company, Danisco, earlier this year.

Food is not the only global issue that has captured the attention of DuPont. Our efforts are focused on three global megatrends that we see as critical to meet the needs of a growing world population – feeding the world, reducing our dependence on fossil fuels, and protecting people and the environment.

Josette Sheeran eloquently shared with us the urgent need to alleviate hunger and its impact on the world. And I've had the great opportunity to work with Josette as part of the World Economic Forum G20 on food security and have greatly come to respect and admire her views and perspectives and the work that she's doing.

And as you've heard over the past several days, we do live in troubled times. But agriculture is an optimistic science. You know, I've walked through fields with farmers on four continents, and I understand some of the concerns they have. I don't pretend to understand them all, but you listen to them, and you listen to their hopes for themselves, their hopes for their families and their communities. And it really has a tremendous impact on you.

So at DuPont we're leveraging the science and the energy of the people to help. We're addressing the need to feed the world with particular urgency and passion. And many of our businesses are contributing to that objective, our agriculture and nutrition businesses, most obviously, but also in other areas like food protection, food packaging and biosciences.

On both the global business level and through our interactions with thought leaders, with farmers and others in the food and agriculture value chain, we've come away with some pretty basic, fundamental understandings.

We're well aware that science is but one of many factors – political, economic, cultural – at play in achieving food security. But science is what we do. Science is who we are at DuPont. And we believe that the challenges of feeding the world will require a continuous stream of science-based innovation. And those innovations are going to need to be precisely tailored to the solutions that are local.

Because of the impact of science on food production, preservation, and distribution, we stand at a crossroads of being able to make an incredible difference in feeding the world. To that end, we are investing more than 60 percent of our annual research and development budget. We spent \$1.7 billion last year. We're spending 60 percent of that towards the goal of increasing global food production and nutrition.

Innovation is at the heart of how we will provide more and better food. As the human population continues to grow, learning how to increase productivity on less land while reducing the environmental footprint remains a critical objective.

Because of the genuine excitement surrounding the scientific advances in seed production and other facets of agriculture, there is always a temptation to push the latest advances as if they are the whole answer. And at DuPont we are under no illusion that laboratory science can drive food security on its own.

True food security requires infrastructure investment, requires agricultural and economic development, and a host of other factors. We need increased human understanding and interaction. And we see several ways, though that science can be integrated into the global effort to attain the goal of food security.

First, science is universal, but solutions are local. Although science can provide universal answers, solutions must always be local, because the variations in climate, in soil, in culture, in traditions, in economic and market realities and in transportation and infrastructure.

In emerging economies, farmers I've met are trying diligently to grow more under difficult environmental conditions. Often they have poor access to the necessary inputs and lack infrastructure and routes to market, all of which would help them move from subsistence farming to farming as a profession. And that, in turn, enables them to provide more, not only for their own families but to build an economic base for their local communities.

And because we have employees who live and work in 90 countries around the world, we're able to listen to farmers' concerns and develop the products that best meet their needs. New products, new technologies are being developed to improve water and nutrient utilization, make crops more resistant to disease and pests and more tolerant of saline soils or flooding.

Science must become part of local wisdom – that's my second point. Know-how must be shared with people in the places that need it most. And this is accomplished by working side by side with all involved to transfer that knowledge among local communities. Technology transfer to farmers means more than just agronomic information or products. It means access to market information. It means communication technology. It means financing, transportation and crop storage. It also means that the next generation of farmers will have the skills to farm

successfully because they understand the value, and they understand the application of science technology as it pertains to their local circumstances.

You know, I commend organizations, such as the World Food Prize and 4-H, that are doing so much to develop the next generation of leaders and professionals who will be pivotal in the drive for food security.

We need to continue to promote science and agriculture among youth and support them in applying their skills to this industry - and it's great seeing the kids here today with their teachers as a further demonstration of the importance of that.

Earlier this week, my DuPont colleague, Jim Borel, shared an announcement about our partnership with 4-H. Our goal is to build capability in five African countries, to equip the next generation of African smallholder farmers with skills so they can move toward self-sustaining status, they can contribute to food security, and most importantly they can thrive economically.

We'll invest two million dollars over the next two years to establish a comprehensive, professional development institute for 4-H African leadership and to expand an Enterprise Garden Initiative. We'll focus first on Kenya, Tanzania, Ghana, Ethiopia and South Africa.

Farmers and food manufacturers around the world require the tools and the resources to deal with their local issues and their increasing population. And there's so much more work that needs to be done, but we've already got a great foundation to expand on.

These challenges, they're not insurmountable, and if we embrace the power of science and technology, we can work together to find ways of solving these global issues on a very local level.

So my third point is around collaboration. Collaboration unlocks the answers that science provides. So global food security is not just an agricultural or a food industry issue. We need to invite all of society to join us in this discussion. It'll require innovation, innovative thinkers from finance area, technology, regulatory, health and development, to tackle this issue successfully. Solutions will have to address access issues to ensure that the food produced gets to the people who need it the most.

And all of this requires collaboration. At the end of the day, no one country, no one company, government, foundation can meet the global food security challenges alone. We have to work together through public/private collaborations and through a harmonized, science-based regulatory system to ensure farmers and consumers can benefit from the new technologies.

Solutions must be reached in a collaborative manner with communities, governments, and all groups who know the facts on the ground. They, in turn, can work with global businesses that have specialized expertise to help solve a particular part of the greater problem. In other words, collaboration can have no limits because the answers are everywhere.

In addressing global issues, we have to come to a point where the most effective solutions will require global collaborations. The success of global collaborations is based on the success of

local dialogs, local partnerships, and local stakeholder interactions. We call it “the global collaboratory,” a laboratory without walls that spans the globe.

The work of the global collaboratory we call “inclusive innovation.” That means working closely with our customers so that the innovation we create will be directly connected to the local market, directly connected to the local needs, and help our customers succeed in their communities. We genuinely believe that together we can accomplish what no one can accomplish alone.

And, finally, the solutions that we develop together must be sustainable in the truest sense of that word. We’re facing a century in which food supply must continually expand, but the resources to grow and distribute the food are finite. We must use them as efficiently as we can. Without an implementation of the sustainable practices across all sectors of the industry in all regions of the world, the likelihood of achieving food security is diminished.

You know, farmers are among the true innovators in this modern age. Society continues to ask them to do more with less, grow more food on less land with less water, while using sustainable agricultural practices. Time and again farmers have met these challenges and more. They’re most certainly up to the challenge of increasing crop productivity sustainably, so long as they’re given the knowledge and the tools that they need to do so.

The late Dr. Norman Borlaug said, “Without food, all other components of social justice are meaningless.” By 2050, we’ll have nine billion people in this world. So it’s just not an economics issue – it’s one of peace, it’s one of security, and one where we already see the evidence of unrest when food is scarce. So it’s an economic, it’s environmental, and it’s social, and it’s important that we address the challenges of feeding the world.

I firmly believe that agriculture and food industries can help lead that way, through science, through innovation and through collaboration. So we can’t lose sight of the fact that the object of the global endeavor is to improve the lives of individual people around the world. No matter where we are or what we do, we must allow ourselves to be touched by the stories of those who hope for our success, whether it’s in our own backyards or across oceans. We must improve our ability to respond and react in a way that actually results in sustainable solution that enables progress for real people.

We, in this room, are all vested in this cause. We have international leaders, we have partners’ groups, farmers, many different companies that are represented here, many different organizations. And I urge you to use the discussions that have taken place here this week, and will take place this week, to identify action that will enable us to collectively make a real difference in feeding the world.

So I’m an optimist. You can’t have my job without being an optimist. But I’m an optimist about what we can do if we can unite our strengths and if we can pool our ingenuity. And I invite you to join us in building the global collaboratory – more importantly, to make it work.

So thank you very much for your attention today.

Ambassador Kenneth Quinn

Ellen, thank you so very, very much for those wonderful and optimistic words. I've heard so many people during this conference talk about optimism – leaders in Africa about what's happening there, Josette about even though the great challenges, what's possible, what's been done. The last 50 or 60 years, kind of the Borlaug era, showed what could be done, and now with leaders like yourself and others, there is reason for optimism.

And I just want to say, though, another personal word, if I might. From the time Catherine Bertini became one of our laureates and the issue of gender and what can be done to give young girls the opportunity to have full and productive lives and to contribute to their communities and their societies and to fighting hunger, that has been issue that we more and more have endeavored to bring forward in our symposium, and you see it now on the agenda.

But I was struck by the role that leaders like you, Ellen Kullman, like Judith Rodin, like Pat Woertz who was here before, Ritu Sharma and others, the way that you personally inspire young women and young girls and those who are out here in the audience here today in our Global Youth Institute, that as they see what you are doing and the leadership you are providing, they can't help but want to follow. And so, thank you, for that role that you play as well.

Let's give Ellen Kullman one more round of applause.

And then everybody report to the ballroom because we're going to have one of the highlights of the conference, our African leaders' panel. And it's going to be dynamite. Dr. Gebisa Ejeta is going to be down there asking the questions and getting the comments. So, thanks, everybody, for being here.