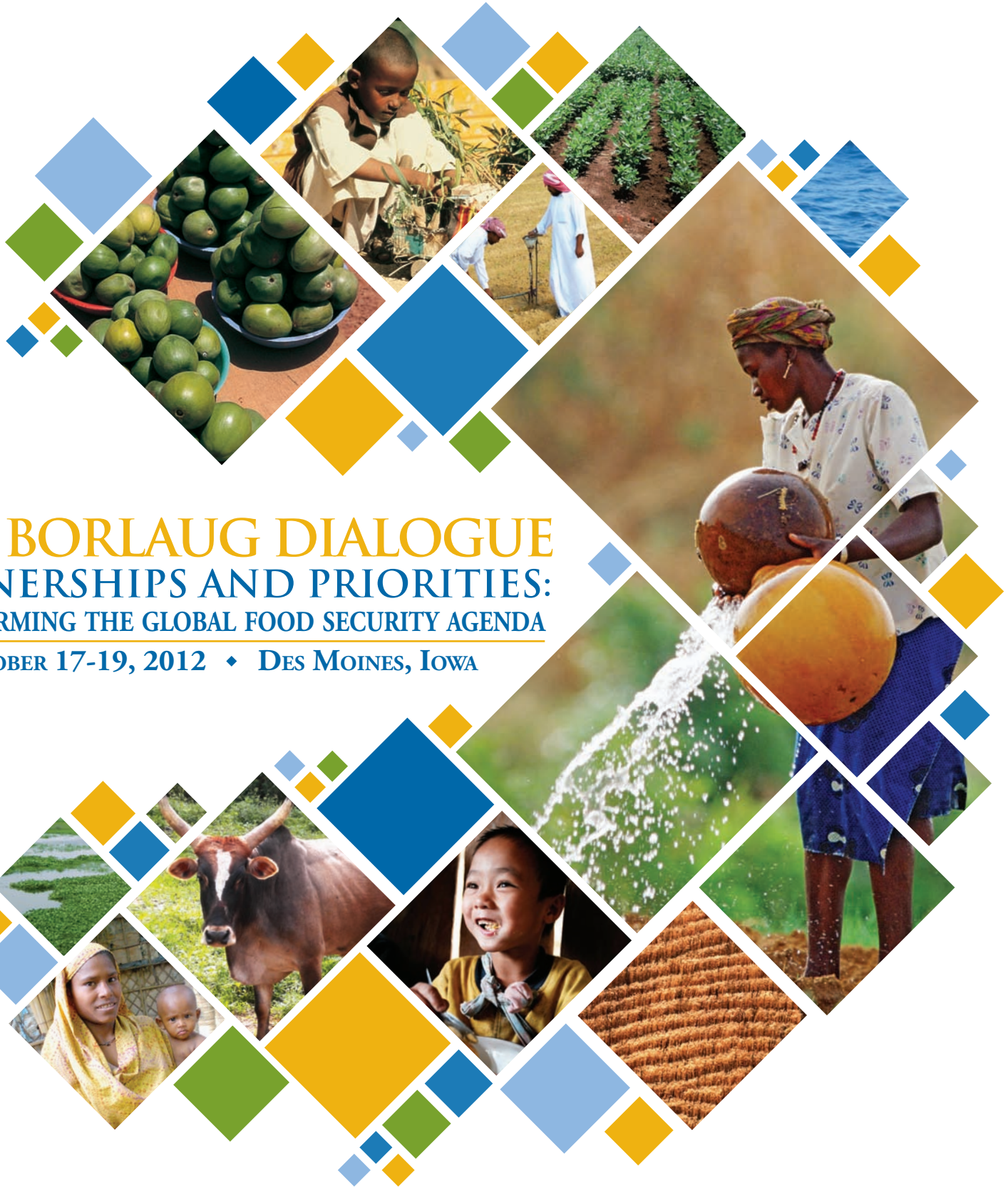




THE WORLD FOOD PRIZE



2012 BORLAUG DIALOGUE PARTNERSHIPS AND PRIORITIES: TRANSFORMING THE GLOBAL FOOD SECURITY AGENDA

OCTOBER 17-19, 2012 ♦ DES MOINES, IOWA

THE 2012 WORLD FOOD PRIZE LAUREATE

The 2012 World Food Prize will be awarded to Dr. Daniel Hillel for conceiving and implementing a radically new mode of bringing water to crops in arid and dry-land regions - known as “micro-irrigation.”

Dr. Hillel’s pioneering scientific work in Israel revolutionized food production, first in the Middle East, and then in other regions around the world over the past five decades. His work laid the foundation for maximizing efficient water usage in agriculture, increasing crop yields and minimizing environmental degradation.

First drawn to this critical need during his years of living in a small settlement in the highlands of



the Negev Desert, the new approach Dr. Hillel developed provided for a low-volume, high-frequency, calibrated water supply to plants. As such, his research led to a dramatic shift from the prevailing method of irrigation used in the first half of the 20th century: applying water in brief periodic episodes of flooding to saturate the soil, followed by longer periods of drying out the soil. The new innovative method developed and disseminated by Dr. Hillel applied water in small but continuous amounts directly to the plant roots, with dramatic results in plant production and water conservation.

Dr. Hillel has worked in more than 30 countries and his irrigation technology is now used to produce nutritious food on more than 6 million hectares worldwide, impacting millions of people.



DR. DANIEL HILLEL
ISRAEL



2012 LAUREATE ANNOUNCEMENT CEREMONY

June 12 • U.S. Department of State
Featured Participants



HON. KERRI-ANN JONES
Assistant Secretary for Oceans and
International Environmental and
Scientific Affairs



HON. HILLARY CLINTON
U.S. Secretary of State



AMB. KENNETH M. QUINN
President
The World Food Prize
Foundation

Dr. Norman Borlaug created the World Food Prize to recognize and inspire breakthrough achievements in increasing the quality, quantity and availability of food in the world.

The World Food Prize Foundation is grateful to Secretary of State Hillary Clinton for participating in our Laureate Announcement Ceremony for four consecutive years.

In recognition of her leadership in bringing global food security to the forefront of the foreign policy agenda, our foundation is most pleased to present her with a special memorial version of Dr. Borlaug's Congressional Gold Medal.

THE 2012 BORLAUG DIALOGUE

PARTNERSHIPS AND PRIORITIES: TRANSFORMING THE GLOBAL FOOD SECURITY AGENDA



With the pressing environmental and demographic challenges facing a hungry world, we have seen a growing push toward international collaboration among institutions, disciplines, public and private sectors and countries.

The 2012 Borlaug Dialogue will highlight the role of partnerships and their importance in confronting hunger challenges by driving forward cutting-edge research and application at the intersection of science, education and enterprise.

These and other critical issues will be explored through keynote presentations and lively and engaging “conversation” sessions that will feature the expertise and diverse perspectives of governmental leaders, policymakers, CEOs and executives from agribusiness and NGOs, scientific and academic experts, development leaders and young innovators from around the world. This year, we will also launch the new dialogueNEXT workshop, featuring rapid-fire presentations on topics related to youth, social media and engaging the next generation in agriculture.

OCTOBER 17-19 • DES MOINES, IOWA

WWW.WORLDFOODPRIZE.ORG/REGISTER

The 2012 World Food Prize Borlaug Dialogue will feature over 40 distinguished speakers from around the world. The full schedule, including side events, will be available at www.worldfoodprize.org.

Tuesday, October 16:	9 a.m. – 3:30 p.m.	The Iowa Hunger Summit
Wednesday, October 17:	1 – 4:30 p.m. 5 – 7 p.m. 9 – 10 p.m.	Borlaug Dialogue Day I Ceremony: Norman Borlaug Award for Field Research and Application, Endowed by the Rockefeller Foundation dialogueNEXT
Thursday, October 18:	8 a.m. – 4 p.m. 7 p.m.	Borlaug Dialogue Day II Laureate Award Ceremony
Friday, October 19:	7:30 a.m. – 2 p.m. 2 p.m. – 5 p.m.	Borlaug Dialogue Day III Iowa Farm Tours
Saturday, October 20:	8 a.m. – 3:30 p.m.	The World Food Prize Global Youth Institute

FEATURED SPEAKERS



H.E. AKIN ADESINA
Minister of Agriculture
Nigeria



PETER BRABECK-LETMATHE
Chairman of the Board of Directors
Nestlé



BETTY BUGUSU
Managing Director
International Food Technology
Center (IFTC) at Purdue University



CHRISTOPHER ELIAS
President, Global Development
Bill & Melinda Gates
Foundation



PIERRE FERRARI
CEO
Heifer International



**HRH PRINCESS HAYA
BINT AL HUSSEIN**
Messenger of Peace
United Nations



JANE KARUKU
President
Alliance for a Green
Revolution in Africa (AGRA)



MEHMOOD KHAN
CEO
Global Nutrition Group
PepsiCo



SANDRA PETERSON
CEO
Bayer CropScience



KATHERINE PICKUS
Divisional Vice President, Global
Citizenship and Policy, Abbott,
and Vice President,
Abbott Fund



KENDALL POWELL
Chairman and CEO
General Mills



JEFF SIMMONS
President
Elanco



MARC VAN MONTAGU
Professor Emeritus
Institute of Plant Biotechnology
for Developing Countries,
Ghent University



THE WORLD FOOD PRIZE

FOUNDATION

John Ruan III, Chairman

Amb. Kenneth M. Quinn, President

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Chair, Global Crop Diversity Trust

Dr. Zhangliang Chen
Vice-Governor, Guangxi Province, China

A.S. "Al" Clausi
Vice President of Research, General Foods
(Retired)

Dr. W. Ronnie Coffman
Director, International Programs, College of
Agriculture & Life Sciences, Cornell University

Sir Gordon Conway
Professor of International Development,
Imperial College, London

Dr. Louise O. Fresco
Professor, University of Amsterdam

Michael Gartner
Pulitzer Prize Winner

Dr. Steven Leath
President, Iowa State University

M. Peter McPherson
President, APLU

Cynthia H. Milligan
Dean Emeritus, College of Business
Administration, University of Nebraska

H.E. Roberto Rodrigues
Former Minister of Agriculture, Brazil

Yohei Sasakawa
Chairman, The Nippon Foundation

Dr. M.S. Swaminathan
Chairman, Laureate Selection Committee



REGISTER NOW: OCTOBER 17-19, 2012

From many experiences during my 32-year diplomatic career and in my subsequent work with Dr. Norman E. Borlaug for almost a decade, I have come to see clearly that confronting hunger can bring diverse people together across even the broadest political, ethnic, religious or diplomatic differences.

Our 2012 World Food Prize Laureate is Dr. Daniel Hillel, whose work in Israel to conceive and then develop a system of micro-irrigation revolutionized food production in desert and dry-land areas throughout the Middle East and around the world. Of special significance is the fact that Dr. Hillel was able to reach across international borders and work with individuals from diverse societies and cultures to expand this new technology and build potential bridges of peace and understanding. Indeed, it is worthy of particular note that three of the individuals who wrote letters of support for Dr. Hillel's nomination are prominent scientists in Arab countries.

The experience of building working and research connections in regard to the issue of water technology and food production in arid regions is a perfect lead-in to our Borlaug Dialogue symposium topic: "Partnerships and Priorities: Transforming the Global Food Security Agenda." Never before has there been such focus on this topic in so many different areas of the world. The World Food Prize Foundation is thus most pleased to have collaborated with the Bill & Melinda Gates Foundation, the Syngenta Foundation and the World Economic Forum in developing the agenda for our three-day conference.

In addition to the Borlaug Dialogue (October 17-19), and our World Food Prize Laureate Award Ceremony at the magnificent Iowa State Capitol on the evening of October 18, we are also pleased to be adding a new event at our World Food Prize Hall of Laureates this year. On Wednesday evening, October 17, we will present the first ever Dr. Norman E. Borlaug Award for Field Research and Application, Endowed by the Rockefeller Foundation.

On behalf of our chairman, John Ruan III, and our Council of Advisors, I encourage you to visit our website (www.worldfoodprize.org/register) to reserve your space for what we hope will once again be "one of the most significant observances of UN World Food Day anywhere around the globe," as we honor our newest laureate, Dr. Daniel Hillel.

- Ambassador Kenneth M. Quinn

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Cover photo of African woman with calabash courtesy of Howard G. Buffett