

FUTURE OF FOOD

an exploration of the global food system

Programme booklet

Future of Food seminar

How to feed the growing middle class in Latin America responsibly?

GS1 Brasil, São Paulo

27/6/2013 – 29/6/2013



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1 The fourth seminar: How to feed the growing middle class in Latin America responsibly?

The middle class is a powerful engine of changes in the agrofood sector. Each and every year around the world tens of millions of people enter **the middle class**. That means greater market opportunities, and greater issues as well. This fourth Future of Food seminar is all about those opportunities and issues.

A three day seminar with a learning journey of inspiring site-visits. This event, which spans a total of three days, will consist of world class speakers and challenging multi-stakeholder dialogue, uniquely combined with a learning journey consisting of inspiring site-visits. This combination will allow participants to not only talk about and discuss the issues and opportunities, but to discover first-hand the local roots of the issues, solutions and best-practices, as well as explore the different links in the Brazilian agrofood-chain. The seminar will further explore the regional similarities and differences between Latin-America, Asia, and Europe, and will conclude with action proposals.

Three key areas will be explored to determine these action proposals: the power of the growing middle class and its regional differences, harnessing the power of the middle class and regional solutions to global issues.

Location

GS1 Brasil - Associação Brasileira de Automação
Rua Doutor Renato Paes de Barros, 1017 14º andar
04530-001 - São Paulo

2 Programme

Chair: Hugo Bethlem

27 June Full day seminar

8:00 - 8:30	Registration
8:30 - 9:00	Welcome by Hugo Bethlem
9:00 - 9:30	Setting the scene by Marcelo Drügg Barreto Vianna
	Block 1
9:30 - 10:30	Session "The growing middle class, its power and regional differences": Prof. Dr. Funing Zhong, Dr. Ram Badan Singh
10:30 - 11:00	Break
11:00 - 13:00	Working group session 1
13:00 - 14:00	Lunch
	Block 2
14:00 - 15:30	Session "Harnessing the power of the middle class": Roberto Rodrigues, Dr. Simon Barquera, Dr. Meetu Kapur
15:30 - 16:00	Break
16:00 - 17:30	Working group session 2
17:30 - 18:00	Conclusions of the day
19:00	Dinner

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28 June

9:00 Departure from GS1

10:00 - 12:00 Tour of Pão de Açucar Green Store

12:00 - 13:00 *Lunch*

13:30 Return to GS1

Block 3

14:00 - 15:45 Session "Regional solutions for global issues": Peter Bakker, Marina Grossi, Andree Georg Girg, Peter-Erik Ywema

15:45 - 16:15 *Break*

16:15 - 17:45 Working group session 3

18:15 Speech by Alex Atala and handing over of conclusions to Alex Atala

Evening free

29 June

8:00 Departure GS1

9:30 - 10:15 Tour of farm with Pari Passu

10:15 Departure

11:00 - 12:00 Tour of Sakata Sweet Grape Tomato Packing House with Pari Passu

12:00 - 13:00 *Lunch*

13:00 Departure to São Paulo

14:30-15:30 Tour of Cities Without Hunger

15:30 Departure to GS1/ São Paulo city centre

27 June

Block 1 – The growing middle class, its power and the regional differences

The first block aims to identify and illustrate the regional differences and similarities between India, China and Brazil, with a focus on the ever growing middle class in these countries. Expertise from our first three speakers during this block should highlight unique features and parallels between the fast growth of the middle classes of these countries.

As the speakers will illustrate, there are large regional differences in this development, both qualitatively and quantitatively. This means that we have to keep our eyes open for differences in opportunities and issues, especially with regards to health and sustainability. History shows that the middle class is a powerful engine for changes in the agrofood-sector. We must assume that this is also the case in the BRIC countries. The general aspects that are relevant for all three countries include a decrease in hunger and poverty, an increase in purchasing power, growth in empowerment, and education.

The general aspects that are relevant for all three countries include a decrease in hunger and poverty, an increase in purchasing power, growth in empowerment and education.

► Marcelo Drügg Barreto Vianna

Mr Vianna will be setting the scene of the fourth Future of Food seminar by elaborating on a number the sustainability issues that Brazil is currently facing. In line with the theme of this seminar, the focus will be on the growth of Brazil's middle class and how government and industry are facing the challenge of feeding this growing part of the population in a healthier and more sustainable manner.

▶ **Prof. Dr. Funing Zhong**

How are trends in supply and demand with regards to demographic changes and fast income growth influencing the Chinese food market? How can Chinese key players from government and industry address the power for change in the middle class? Lastly, keeping our focus on sustainability and health, a concrete picture of where China stands in 10 years.

▶ **Dr. Ram Badan Singh**

How can the demands of the millions of new middle-class consumers in India be met in a healthier and more sustainable manner? What is the role of government and what role does innovation and technology play? What relevant issues, such as the shortage of water and the growing divide between rich and poor, should be considered when looking at stakeholder interaction? Lastly, how can small scale farmers, shops and other food related enterprises influence the agrofood chain most effectively?

A concrete picture or where India stands in 2023.

Working group session 1

The aim of this working group session is to get a more differentiated view on the growth of the middle class in China, India and Brazil, by focusing on the differences, similarities and power for change. To effectuate this, the following statements will serve as two guiding questions for the discussion:

What are the significant differences and similarities between China, India and Brazil in the growth of the middle class and the attempts by governments and the agrofood sector to feed this growing middle class?

How are societal actors involved in tackling these challenges?

Block 2 – Harnessing the power of the middle class

The aim of the second block is to determine how the power in the middle classes may be channelled towards a healthier and more sustainable food system. By creating a better understanding of what is demanded by the middle class, the industry can respond to these demands with targeted, more sustainable and healthier solutions. Thus the interaction between the pull of the middle class and the push from industry is characterised in this block.

▶ **Roberto Rodrigues**

Mr Rodrigues will describe the developments that made Brazil one of the key players in the world on food production. Can Brazil shift its focus now to a more sustainable production, to processing and to quality? Is a stronger orientation towards healthier food needed, regarding the rising figures of obesity and chronic diseases? A concrete picture of the situation in 2023.

▶ **Simon Barquera**

A Healthy Choices logo on food in Mexico? The Choices logo may be a powerful tool in the prevention of obesity and non-communicable disease. What role can Choices play in the response of the industry to the consumer's demand, all the while making a more sustainable and healthier contribution? And how can the cooperation of science and industry in Mexico's national health strategy offer to assist this? What might the situation look like in 10 years from now?

▶ **Meetu Kapur**

How is the Indian agrifood industry responding to the changes in dietary patterns, especially considering that the rising middle class is more and more demanding? In addition, government and politicians demand more focus on health. The Indian industry responds with innovation and capacity building, including in areas such as post harvest management and food safety. Consumer demands also relate to advertising, for instance a restriction on marketing to children.

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Working group session 2

Taking the different developments in China, India, Brazil of block 1 as a starting point, the key question in block 2 is how a more responsible food system (in terms of health and sustainability) can be developed. The following questions will be guiding in this discussion:

Pull: How can middle class consumers drive food chains to more sustainable and healthier options? What could be the role of NGOs and government?

Push: How can innovations in food chains drive middle class food consumption to more sustainable and healthier options? How can these push and pull factors be brought together?

28 June

Block 3 – Regional solutions for global issues

The aim of this block is to develop action points in working towards regional solutions for global food securities.

▶ **Peter Bakker (video)**

It is time to take leaps, not steps, towards sustainable production and consumption. This includes the agrofood sector, and it is to this end that the WBCSD has initiated the Agrifood Solutions program. How have the actions points from the previous Future of Food seminar been used in the WBCSD? With China, India and Brazil as large emerging economies, it is been very important that this seminar is held in one of these countries.

▶ **Marina Grossi**

The view and actions of CEBDS regarding the challenges that arise from this fascinating growth of the middle class in Brazil and what can be expected from the Brazilian industry to face these demands while at the same time make fundamental improvements towards a health propagating and sustainable food system. This is based on the important role and broad constituency of CEBDS with 70 member companies in bringing

the debate on sustainable and healthy food in Brazil further and in working together, also with non-business stakeholders, towards tangible goals. Key issues are on biodiversity, water and carbon emission. Also payment for ecosystem services will be addressed. A concrete picture or example of where we stand in 2023, related to both the Brazil 2050 project as well as a more concrete strategy towards 2020, including measurable objectives.

▶ **Andree Georg Girg**

Agri input innovation is not only about new product development, but means a shift from supply driven to issue and demand driven solutions. A multi faceted approach is under development, in which communication, orientation on small farmers and sustainability are key elements.

▶ **Peter-Erik Ywema**

The SAI Platform has a long reputation in developing concrete tools for sustainable production. This is based on the demand of international food and drink companies, who want to move forward in sustainability. They see their desire for sustainably produced raw materials as critical but a pre-competitive area. The question arises how this approach relates to the sustainability developments in Latin America.

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3 Speakers

▶ **Marcelo Drügg Barreto Vianna**

**Vice President of the International Chamber of Commerce
(ICC) São Paulo**



▶ **Prof. Dr. Funing Zhong**

**Director of the Research Institute of Agricultural Economics
and of the International Center for Food and Agricultural
Economics.**



Funing Zhong is currently affiliated with the College of Economics and Management, Nanjing Agricultural University, where he is Director of the Research Institute of Agricultural Economics and of the International Center for Food and Agricultural Economics. Prof. Zhong has served various advisory committees to the Ministry of Education and has been advisor to the FAO, World Bank, CGIAR and IFPRI. He obtained his PhD in Agricultural Economics at the University of Manitoba, Canada.

▶ **Dr. Ram Badan Singh**

**President of the National Academy of Agricultural Sciences
of India and Chancellor of the Central Agricultural
University, Imphal.**



Ram Badan Singh, PhD from North Carolina State University, is currently the President of the National Academy of Agricultural Sciences of India and Chancellor of the Central Agricultural University, Imphal. Nationally, Prof. Singh has served as the Director of the Indian Agricultural Research Institute, New Delhi, and Member of the National Commission on Farmers. Internationally, he has served as Assistant Director General and Regional Representative for Asia and the Pacific Region of the FAO of the United Nations. In 2003, Prof. Singh was awarded the Padma Bhushan by the President of India – one of India's highest civil honours. Proclaimed as Distinguished Alumnus of Banaras Hindu University, Prof. Singh has been awarded Doctor of Science (honoris causa) degrees from several prestigious Indian Universities.

▶ **Roberto Rodrigues**

**Coordinator of the Getulio Vargas Foundation Agribusiness
Center and Special Ambassador for the International Year
of Cooperatives of FAO**



A well-known agribusiness leader and former Minister of Agriculture of Brazil (2003-2006), Roberto Rodrigues currently is Coordinator of the Getulio Vargas Foundation Agribusiness Center and Special Ambassador for the International Year of Cooperatives of FAO. He served as President of the prestigious Brazilian Rural Society and the Brazilian Agribusiness Association. He is also a member of the Board of a number of Brazilian producers' associations. In that capacity, Minister Rodrigues represents the Brazilian agribusiness sector in many advisory committees, such as the National Agricultural Policy Council, the National Monetary Council, and the National Foreign Trade Council. He also chaired the National Agribusiness Forum.

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▶ **Dr. Simon Barquera**

President of the nutrition board of professors at the Mexican School of Public Health and Director of the Nutritional Epidemiology Division at the National Institute of Public Health



Simon Barquera, MD PhD, has a long standing reputation in the field of nutrition. Currently the president of the nutrition board of professors at the Mexican School of Public Health and Director of the Nutritional Epidemiology Division at the National Institute of Public Health, he has also served advisory roles to the WHO, PAHO, IFPRI, UNICEF and the IAAE on nutrition, obesity and chronic diseases. Additionally, he is a member of the Latin American Scientific Committee of Choices International and of the advisory board in chronic disease and diet for the Ministry of Health of Mexico. Simon Barquera has been recognized as National Investigator by the Mexican Council of Science and Technology. He obtained his medical degree at the Universidad Autonoma Metropolitana in Mexico City and his MS and PhD degrees at Tufts University in Boston.

▶ **Dr. Meetu Kapur**

Executive Director of CII Food and Agriculture Centre of Excellence (FACE)



Dr. Meetu Kapur is currently Executive Director of CII Food and Agriculture Centre of Excellence (FACE) and has 15 years of previous experience in the agriculture and financial service sector. She leads CII's Food and Agriculture Vertical, driving policy and reform and working with stakeholders from government, industry, civil society and NGO's. She has been key in building strategic public private partnerships, contributing towards innovative market-based solutions in agricultural productivity. Ms Kapur graduated from the Massachusetts Institute of Technology Sloan Fellows Program in Innovation and Global leadership and completed coursework in Corporate Finance and Advanced Microeconomics from London School of Economics.

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▶ **Peter Bakker**

Chair of the World Business Council for Sustainable Development (WBCSD)



Peter Bakker is a distinguished business leader who until June 2011 was the CEO of TNT NV the Netherlands based holding company of TNT Express and Royal TNT Post (formerly TPG Post). At end of May 2011 TNT NV was split in two separately listed companies: TNT Express NV and PostNL NV. He led the demerger of TNT and, after its completion, has stepped down and left the TNT group per June 1, 2011. Under leadership of Mr. Bakker, TNT has become a leader in Corporate Responsibility with a ground-breaking partnership with the UN World Food Program, ambitious CO2 reduction targets from its Planet Me initiative and multiple year leading positions in the Dow Jones Sustainability Index. Mr. Bakker is a respected leader in Corporate Responsibility. He is the recipient of Clinton Global Citizen Award in 2009; SAM Sustainability Leadership Award in 2010 and UN's WFP Ambassador Against Hunger in 2011. In addition he is the Chairman of War Child Netherlands. Mr. Bakker holds a masters degree in Business Economics from the Erasmus University Rotterdam and a Bachelor Degree in Business Administration from the HTS Alkmaar.

▶ **Marina Grossi**

Executive president of the Brazilian Business Council for Sustainable Development (CEBDS)



Marina Grossi, economist, is the executive president of the Brazilian Business Council for Sustainable Development (CEBDS) since 2010 where she started in 2005 as Executive Director and Coordinator of the Thematic Chambers of Energy and Climate Change, Sustainable Construction and Sustainable finance. Mrs Grossi has acted as a negotiator of Brazil at the Conference of the Parties to the United Nations (UN) Framework Convention on Climate Change (COP Climate), between 1997 and 2001 and headed the Promotional area on the Ministry of Science and Technology. In 2003 as a coordinator of the Brazilian Forum of Climate Change, she founded and

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chaired the Sustainability consulting firm in Brazil Fabrica Ethica (FEB), providing advice to governments and businesses. Among other initiatives, she launched the "Carbon Disclosure Project" and focused its operations on Sustainability with the companies.



Andree Georg Girg

Global Manager Oilseeds Bayer Crop Science



Andree Girg has been Regional Marketing Director of Latin America for Bayer Crop Science From 2009 until 2013. With almost 15 years of experience with Bayer, Mr Girg has an extensive career in the field of agriculture and food. He founded Virtus Marketing GmbH and was previously also Marketing Director for Central Europe of DuPont de Nemours. As a German native, Mr Girg has experience in both research as well as consultancy. He attained an engineering degree in Economics and Agriculture from the Georg August University of Goettingen and has extensive international experience in Africa, South America, North America and Europe.



Peter Erik Ywema

General manager of the SAI Platform



Peter-Erik Ywema has been general manager of the SAI Platform, the global collaborative enterprise by and for food & drink companies on sustainable agriculture, since 2007. Under his lead, the Platform has grown from 17 to 50 members and includes some of the world's biggest companies, developing and publishing a unique collective knowledge about solutions and tools for companies in the food chain. Ywema has been active in companies, intermediate organizations, governments and NGO. He is an analytical chemist by education, but also holds an MBA in strategic sustainability consultancy and enjoys drawing inspiration from many forms of fine art.

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Alex Atala



Alex Atala opened D.O.M restaurant in Sao Paulo in 1999, incorporating the flavours, colours, textures and smells of Brazilian food. Atala's use of traditional Brazilian ingredients led to a partnership with MIE Brazil, a developer of food brands focused on sensible consumption, and together with a local rice farmer developed new varieties of rice. He has since opened a second restaurant, Dalve e Dito. D.O.M. is ranked 6th in The World's 50 Best Restaurants 2013 and Atala was voted one of Time Magazine's 100 Most Influential People. He recently founded the ATÁ Institute, which aims to search and take care of natural and local food produce in Brazil.

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Moderators



Edwin Hecker

Managing Partner, Schuttelaar & Partners



Edwin Hecker studied Business Management and Animal Breeding at Wageningen University, and went on to obtain the NIMA B (Marketing) Diploma. In 1997 he was appointed Chairman of the Codex Committee on Food Additives and Contaminants, a position he held until 2003. Edwin was appointed Deputy director of the Department of Veterinary and Food Affairs in 2000, and as Director of the Minister's office in 2003 of the Ministry of Agriculture.

At Schuttelaar & Partners, Mr Hecker is on the Board of Directors and responsible for the Brussels office and the Technology and Society Unit. He is also a member of the Groupe de Bruges, an independent think tank on European agriculture and rural development.



Rutger Schilpzand

Managing Partner, Schuttelaar & Partners



A nutritionist by training, Rutger Schilpzand focuses on international food and nutrition issues. He is co-author of a 2004 book exploring the possibilities of stakeholder dialogue on long-term, strategic issues. Mr. Schilpzand has a long history in communications and NGO activities. He was a science writer and worked with Oxfam Novib and consumer organisations. In 1986, he founded the Clean Clothes Campaign. He initiated and chaired the Ghana Netherlands School Feeding Initiative, a 1 million+ school feeding programme that is now completely run by Ghanaian government.



Hugo Bethlem



Hugo Bethlem brings more than 35 years of experience in the Brazilian Retail Industry to the Future of Food seminar. For almost 12 years, Mr. Bethlem was a senior executive at Grupo Pão de Açúcar. He left his last position as Senior Vice President of Corporate Relations in August of last year. Currently Mr. Bethlem is investing in smartphone App tools for retail and for the fast food business.

Mr. Bethlem has 11 years of experience with Carrefour Brazil as CFO, and was nominated Financial Executive of the Year by IBEF SP in 1991. He holds a degree in Business Administration and Accounting from FMU Sao Paulo) and specialisation courses in strategy and entrepreneurship from Cornell, USA; Babson, USA, FGV, Brazil and IMD, Switzerland.



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Organisation



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Bayer Crop Science

Bayer is a global enterprise with core competencies in the fields of health care, agriculture and high-tech materials. This year the company is celebrating 150 years of Bayer – consistent with its mission “Bayer: Science For A Better Life”. Bayer CropScience, the subgroup of Bayer AG responsible for the agricultural business, has annual sales of EUR 8,383 million (2012) and is one of the world’s leading innovative crop science companies in the areas of seeds, crop protection and non-agricultural pest control. The company offers an outstanding range of products including high value seeds, innovative crop protection solutions based on chemical and biological modes of action as well as an extensive service backup for modern, sustainable agriculture. In the area of non-agricultural applications, Bayer CropScience has a broad portfolio of products and services to control pests from home and garden to forestry applications. The company has a global workforce of 20,800 and is represented in more than 120 countries. This and further news is available at:
www.press.bayercropscience.com.
www.cropscience.bayer.com

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Gold sponsor Grupo Pão de Açúcar

A pioneer in the food retail sector in Brazil, the Grupo Pão de Açúcar is the largest distribution company in South America, with more than 1,900 units. The company also operates in the B2B and B2C e-commerce and malls & properties. Together all its businesses, the Group is one of the largest private employers in the country, with 151,000 employees.

With a wide actuation territorial - the company is present in 19 Brazilian states and the Federal District, totaling over 2.9 million square meters of sales area - and to meet the different needs and expectations of consumers at different moments of purchase, the company operates supermarkets and hypermarkets (Pão de Açúcar, Extra, Extra Shop), stations and drugstores, electronics and furniture specialized stores (Ponto Frio and Casas Bahia), cash & carry (Assai Wholesaler), and e-commerce (Extra.com.br; Pontofrio.com.br; Casasbahia.com.br; Barateiro.com; PartiuViagens.com.br and B2B solutions, consulting with the e-Platform, and the operation Pontofrio Wholesale) in addition to real estate arm GPA Malls & Properties.

The Grupo Pão de Açúcar has shares listed on the Bovespa since October 1995 and the New York Stock Exchange (NYSE), since May 1997. In 2012, gross sales of Grupo Pão de Açúcar totaled U.S. \$ 57.2 billion
www.grupopaodeacucar.com.br



Gold Sponsor Dutch Ministry of Economic Affairs

The Ministry promotes the Netherlands as a country of enterprise with a strong international competitive position and an eye for sustainability. It is committed to creating an excellent entrepreneurial business climate, by creating the right conditions and giving entrepreneurs room to innovate and grow. By paying attention to nature and the living environment. By encouraging cooperation between research institutes and businesses. This is how we enhance our leading positions in agriculture, industry, services and energy and invest in a powerful, sustainable country.

www.government.nl/ministeries/ez



Silver sponsor Sustainable Trade Initiative www.idhsustainabletrade.com



Organisation of the Future of Food seminar Schuttelaar & Partners

Schuttelaar & Partners is a communications and strategic advisory agency focusing on sustainability and health in the areas of food, agriculture and innovation. It provides strategic advice and communication solutions, including positioning and reporting (content and design); stakeholder dialogue; and issue and reputation management.

www.schuttelaar.nl
www.schuttelaar-partners.com



www.future-of-food.com



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