



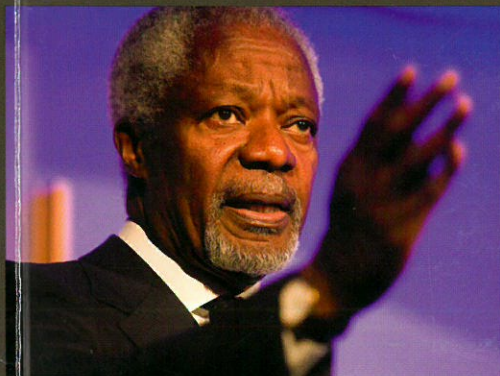
THE WORLD FOOD PRIZE

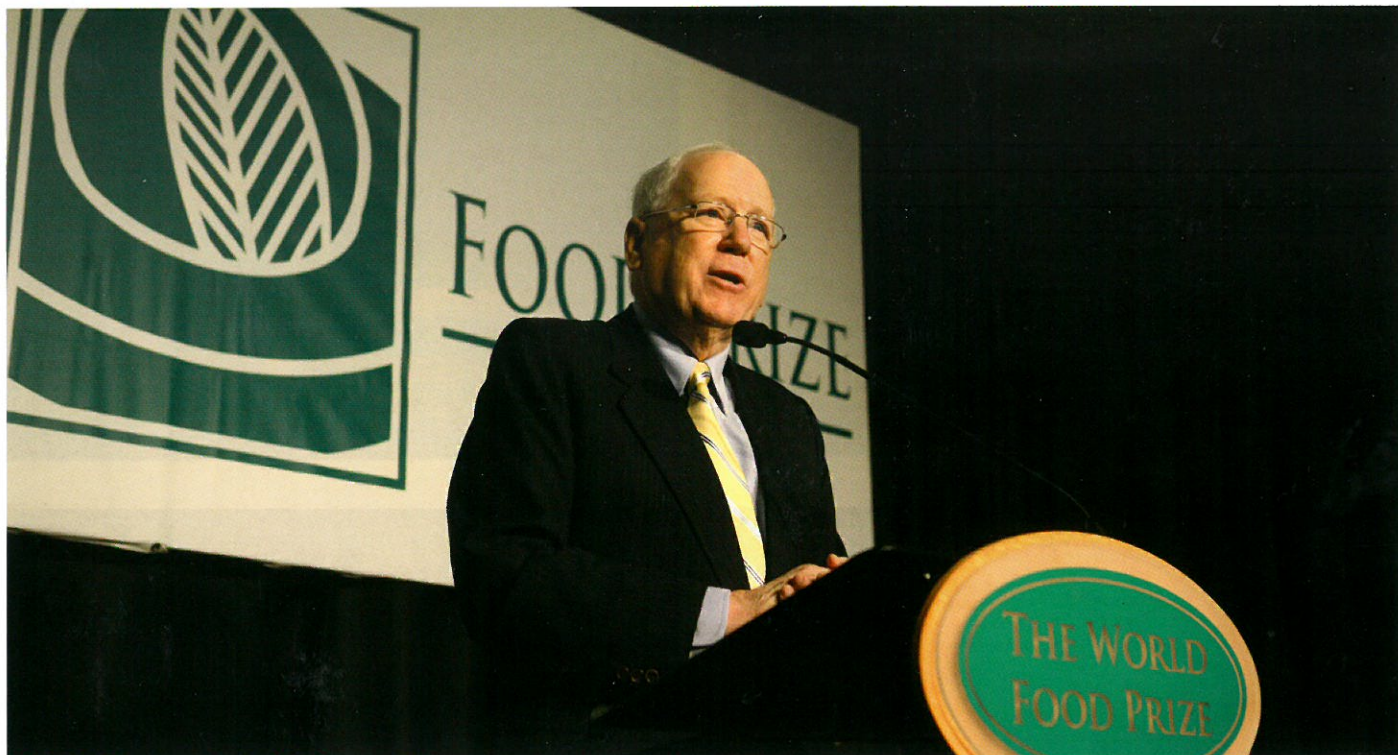
TAKE IT TO THE FARMER: Reaching the World's Smallholders



2010 BORLAUG DIALOGUE

HIGHLIGHTS





AMBASSADOR KENNETH QUINN
President, The World Food Prize Foundation

PRESIDENT'S WELCOME

The last words Norman Borlaug uttered before he passed away were "Take it to the farmer." At the 2010 World Food Prize International Symposium, we endeavored to fulfill Norm's last wishes by building this year's conference around the theme "Take It to the Farmer: Reaching the World's Smallholders."

We invited over 60 international smallholder farmers to attend and offer their perspective from the ground level, and to interact with global leaders, researchers and business executives to explore how everyone can most effectively work together to create more and better food in the decades ahead.

We also paid special tribute to John Ruan, Sr., Norm's partner in rescuing The World Food Prize, who passed away in February 2010. With the Ruan family's support, our annual conference has grown immensely over the past decade, from what was a half-day event attracting only 50 people from outside Iowa, to a three-day major gathering in conjunction with World Food Day, featuring some of the world's most renowned experts from agriculture,

development and government to talk about the most pressing issues in food and agriculture. Our goal is to illuminate the challenges and identify solutions, and bring together the best minds of our time.

I am pleased to share with you that this year, for the first time ever, we topped 1,000 participants, with guests attending from over 65 countries. We are thrilled that Sir Gordon Conway has called this "the premier conference in the world on global agriculture."

The dialogue this year was especially rich:

- We were honored to have Howard G. Buffett, himself a farmer and a major contributor to global hunger-fighting initiatives, kick off the symposium with touching stories from his travels in developing nations.

- It was a very special privilege to have H.E. Kofi Annan deliver the keynote address on Thursday morning, speaking from years of experience in global development, and outlining efforts to bring the next Green Revolution to Africa.

- Gates Foundation CEO Jeff Raikes delivered a moving address, and U.S.

Secretary of Agriculture Tom Vilsack hosted an excellent roundtable discussion with his counterparts, H.E. Mohammad Rahimi of Afghanistan and H.E. Nazar Gondal of Pakistan. Secretary Vilsack also made a special announcement that USDA is creating a new Wallace-Carver internship program directly linked to our World Food Prize Global Youth Institute.

Given our focus on smallholders, it was most fitting that we honored two outstanding grassroots advocacy leaders as our 2010 World Food Prize Laureates: David Beckmann, president of Bread for the World, and Jo Luck, president of Heifer International.

In 2011, The World Food Prize will celebrate its 25th Anniversary with a conference that will focus on "The Next Generation," and will include the Grand Opening of the Norman E. Borlaug Hall of Laureates, the new home for The World Food Prize and a place to educate future generations about the issues and achievements we all work on. Please mark October 12-14 on your calendar and plan to join us for this momentous occasion. ■