



— The —  
WORLD  
FOOD  
PRIZE  
*Celebrating 25 Years*

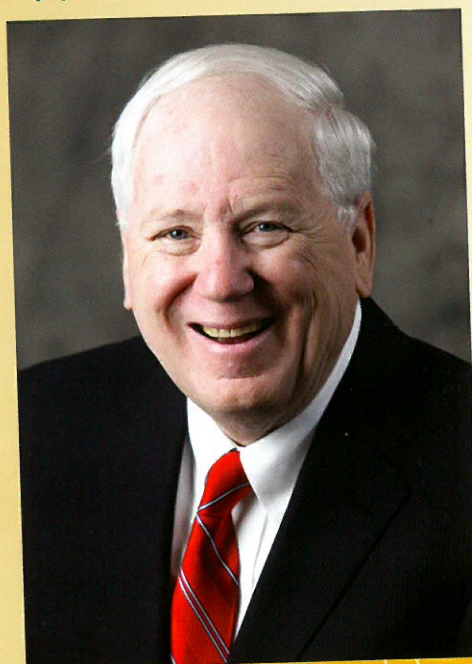
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# PRESIDENT'S WELCOME



**AMBASSADOR  
KENNETH QUINN**  
President  
*The World Food Prize  
Foundation*

The 2011 World Food Prize celebration represented not only the culmination of the first quarter century of our foundation's operation, but also a fulfillment of the dreams that Dr. Norman Borlaug and John Ruan Sr. had when they established the World Food Prize in 1986 and then moved it to Iowa in 1990.

Our week-long series of events between October 8 and 15 reflected the significant changes that have occurred in our programs' size and stature. Only a decade ago, the World Food Prize was a one-day event drawing about 50 people from outside of Iowa. In 2011, over 1,400 attendees from 75 countries were in attendance.

Among the highlights of that week were:

- The grand opening of the \$30 million Dr. Norman E. Borlaug Hall of Laureates, which will serve as the home of the World Food Prize for the next 100 years;
- The presentation of the \$250,000 World Food Prize to former Presidents Luis Inácio Lula da Silva of Brazil and John Kufuor of Ghana at the magnificent Iowa State Capitol;
- The Borlaug Dialogue international symposium, which focused on the theme "The Next Generation" and which featured participation by five former presidents, eight ministers of agriculture and ten CEOs of international agribusiness firms, as well as research scientists, NGO leaders, farmers and international development experts;
- Our Global Youth Institute welcomed a record-breaking 280 participants from Iowa and 25 other states and territories, as well as four foreign countries.

In addition, we were thrilled to have:

- A performance by the world-acclaimed Tokyo String Quartet, thanks to the generosity of the Nippon Music Foundation;
- More than 500 persons attend our 5th Iowa Hunger Summit;
- The announcement of a \$1 million grant by the Rockefeller Foundation to establish the new Dr. Norman E. Borlaug Award for Field Research and Application; and

- The 10th anniversary of our Laureate Lecture Series, with 20 presentations across Iowa.

These events all built upon other World Food Prize activities during the year, such as the:

- Historic visit of Chinese Vice President Xi Jinping to the Hall of Laureates, to participate in the U.S.-China High Level Agricultural Symposium;
- Laureate Announcement Ceremony at the U.S. State Department in Washington, D.C. in June, Secretary of State Hillary Clinton presiding;
- The largest ever contingent of Borlaug-Ruan International Interns, high school students sent on eight-week assignments at renowned agricultural research centers around the globe; and
- The first class of USDA Wallace-Carver Interns, a program which provides paid summer positions for college age "alumni" of World Food Prize youth education programs.

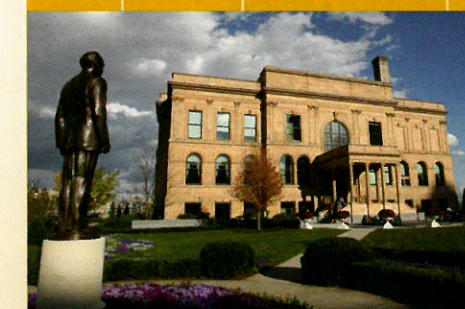
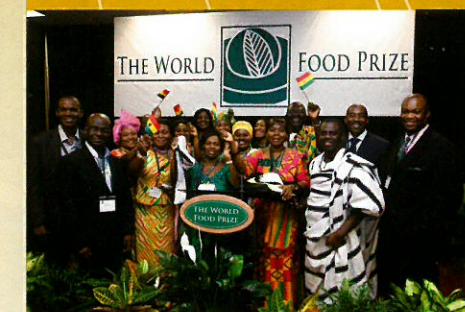
Adding to all of the above was the announcement of a significant personal gift by Paul and Claudia Schickler which permitted our foundation to hold a new Iowa Youth Institute, which is intended to draw students from every high school in the state for a day of special programs aimed at encouraging them to pursue college majors and careers in science and technology.

None of the above would be possible were it not for the continued support and endowment by the Ruan family, whose legacy is carried forward by our Chairman John Ruan III, as well as the more than 140 sponsors and donors who contributed to both our Hall of Laureates capital campaign and our annual operating fund. To all of you, we extend our heartfelt thanks.

Finally, great appreciation is owed to the World Food Prize staff, interns, volunteers and Laureate Society docents, whose incredible hard work, dedication and long hours make all of our events possible, and without whom none of the above achievements would have been possible.

Sincerely,

*Ambassador Kenneth M. Quinn (ret.), President*





# GRAND OPENING

## *The Hall of Laureates*

The Norman E. Borlaug Hall of Laureates celebrates the life and legacy of one of Iowa's greatest heroes. The sensational grand opening of the Hall of Laureates in October, 2011 was a significant highlight of the 25th Anniversary of the World Food Prize which was founded by Dr. Borlaug.

The Hall of Laureates project was officially inaugurated on October 18, 2001, when John Ruan III announced a gift of \$5 million by his father John Ruan Sr. and the Ruan family to convert what was then still the Des Moines Public Library building into a home for the World Food Prize. John Ruan III took the stage at the Des Moines Civic Center in front of a crowd of 2,500 people with Dr. Borlaug at his side, and made the announcement of his family's gift in Dr. Borlaug's honor.

For the next 10 years, the World Food Prize Foundation, under the leadership of Ambassador Kenneth Quinn, carried out the campaign to raise more than \$30 million to complete this project. With a dynamic team of architects, a comprehensive design was created to transform this 19th century library and cultural center into the global headquarters of the World Food Prize, giving this Iowa architectural treasure a new purpose in the 22nd century.

At the end of the 19th century, urban planning came into vogue and, with it, the "City Beautiful" movement which stressed the incorporation of the new civic buildings, parks and statuary to be placed in the heart of American cities. The Public Library was a central element of Des Moines' "City Beautiful" plan. Its cornerstone was laid in 1900 and it opened to the public in 1903.

In restoring the historic public library building into the new Hall of Laureates, the World Food Prize Foundation designed the art and décor to tell five main stories:

- That Dr. Norman E. Borlaug is the man who, through the Green Revolution he is credited with starting, saved a billion lives and of whom the Atlantic Monthly said, he saved more lives than any other person who has ever lived;





That the World Food Prize was created to be the “The Nobel Prize for Food and Agriculture”, and the World Food Prize Laureates are, in the last 50 years, the leaders of the single greatest period of food production and hunger reduction in all of human history;

That led by John Ruan Sr., Iowa rescued the World Food Prize in 1990 and moved it to Des Moines with the goal of making Iowa “The Hunger Fighting Capital of the World;”

That Iowa has an amazing agricultural and humanitarian heritage; and

That women have played a significant role in the history of agriculture and food production.



Left: Hall of Laureates Rotunda; Below: Stained glass window depicting a family in classical times bringing in the harvest; Right: The garden fountain provides a dramatic view of the building.



More than 10 percent of the restoration funding was devoted to commissioning exhibits and art that would emphasize these stories, with each room being allocated to a particular theme.

The World Food Prize and its design architects had an adventurous attitude toward art; many different types of art are found in the building. Several pieces were even created using new computer technologies, bridging the art of the past with the art of the future.

The Hall of Laureates simultaneously looks to the future while paying tribute to the past, in its goal to obtain LEED (Leadership in Energy and Environmental Design) Platinum certification. As such, it would be the only 19th century building in the state of

Iowa, and one of only a handful in the country, ever to acquire this highest level of energy efficiency.

The magnificent Norman E. Borlaug Hall of Laureates serves as a museum to recognize great achievements in agriculture; a home for the expanded Global Youth Institute; an educational facility featuring interactive displays on hunger and food security; and a conference center available to the community. 📷

“This historic edifice, designed in the 19th century, which served as a library and cultural center throughout the 20th century, is now being re-dedicated to a new purpose at the beginning of the 21st century, so it will still be inspiring efforts to confront and eradicate hunger at the beginning of the 22nd century – or, maybe, just maybe, celebrating our victory in vanquishing hunger from the face of the earth.”  
-Ambassador Kenneth M. Quinn”

