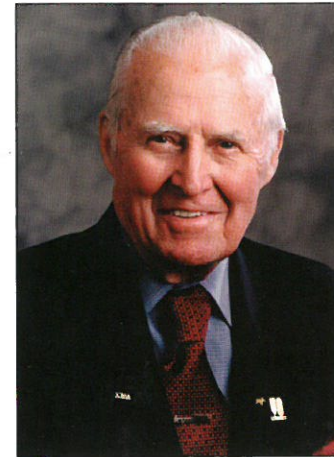


THE WORLD FOOD PRIZE

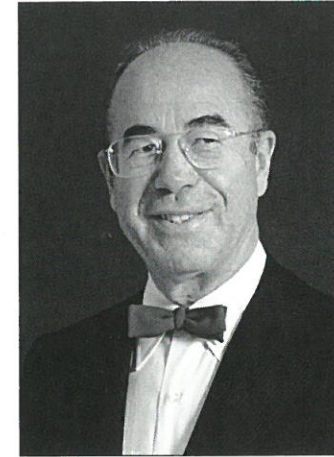
Hall of Laureates



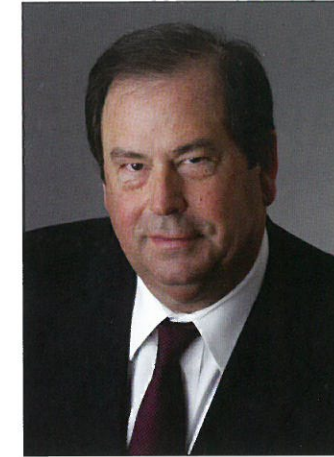
What began as a dream more than a decade ago is now a reality.



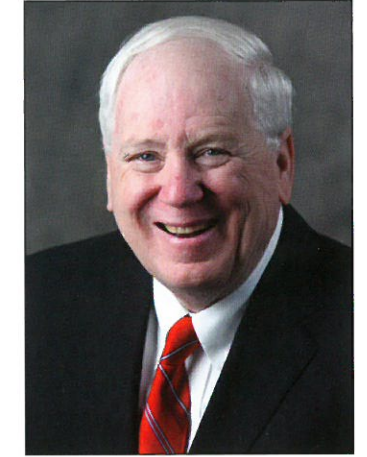
Dr. Norman Borlaug



John Ruan Sr.



John Ruan III



Amb. Kenneth M. Quinn

“Dr. Borlaug, the World Food Prize that you created is a marvelous institution, so we think it needs to have a marvelous home, just like the Nobel Prize. There needs to be a place where great achievements of the World Food Prize Laureates can be enshrined, where World Food Prize events can take place, where students can visit and learn about the accomplishments of the World Food Prize Laureates as well as great lowans of agriculture, such as Henry Wallace and George Washington Carver.

And Norm, most of all, there needs to be a place where everyone who visits will know what Norman Borlaug did; the breakthrough achievements of the Green Revolution that saved one billion lives.

Dr. Borlaug, there will be such a place. My father and I are extremely pleased to be here to announce that, as a special gift to you, the Ruan family is committing \$5 million dollars toward the acquisition and refurbishment of the old Des Moines Public Library building, so that it can become the future home of the World Food Prize.”

-John Ruan III, 2001 World Food Prize Laureate Award Ceremony
October 18, 2001

The renowned Italian architect Renzo Piano said, “Architecture is storytelling.”

In opening the magnificently restored World Food Prize Hall of Laureates, here in the center of the United States, we mark a historic milestone for this organization created 25 years ago. Within the walls of this amazing architectural edifice, we pay homage to the great leaders who have gone before us, and endeavor to educate and inspire both global citizens as well as the next generation of humanitarian heroes.

Dr. Norman E. Borlaug, acclaimed throughout the world and one of the world’s greatest heroes, created the World Food Prize in 1986 to recognize and inspire exceptional breakthrough achievements in increasing the quality, quantity and availability of food in the world. Having received the Nobel Peace Prize in 1970 for his role as Father of the Green Revolution, Dr. Borlaug was passionate and determined that human endeavors could, in fact, create solutions to the food crises around the world. He believed there should be an award that would encourage Nobel-like achievements in reducing hunger and ensuring adequate food for all—the most basic of human rights.

In 1990, businessman and community leader John Ruan Sr. rescued the World Food Prize when the original sponsor withdrew, offering it a new home in Des Moines. Mr. Ruan’s vision was that Iowa could be seen as the food and agricultural capital of the world.

The World Food Prize Foundation took on the \$29.8 million project to transform the former Des Moines Public Library building and give it a new purpose, to carry on these two great men’s legacies, and make their dreams a reality.

With a lead donation of \$5 million announced by John Ruan III, and contributions from over 100 donors, this magnificent Hall of Laureates is designed to serve as:

- a home for World Food Prize programs;
- a convention and conference center available to the community; and
- an educational facility to bring awareness to all who visit about both our collective history in agriculture and humanitarianism, as well as the challenges that face our planet in feeding the burgeoning global population.

In the restoration of this building, the World Food Prize has endeavored to preserve its historic integrity, and has also strived to make the building incredibly energy-efficient. It is designed to earn LEED Platinum certification, the highest possible level of resource conservation, an achievement almost unheard of for buildings on the National Historic Register.

The World Food Prize Foundation has signed a 100-year lease with the City of Des Moines. The building was designed in the 19th century, served as a library and cultural center throughout the 20th century, and has been revitalized to fill a new purpose in the 21st century. It is our intent that, at the beginning of the 22nd century, it will still be inspiring all who visit to carry forward the legacy of Dr. Borlaug, John Ruan and all the World Food Prize Laureates in the global struggle against hunger—or, just possibly, it will be the place we gather to celebrate our victory in vanquishing hunger from the face of the earth.

—Ambassador Kenneth M. Quinn (ret.)
President, The World Food Prize Foundation