

THE WORLD FOOD PRIZE

Ten Years of Building
The World Food Prize
Into a Great Asset to Promote
Economic Development in Iowa

Testimony Presented to the
Joint Economic Development Appropriations Sub-Committee
of the
Iowa State Legislature

by
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TEN YEARS OF BUILDING THE WORLD FOOD PRIZE INTO A GREAT ASSET FOR IOWA

The World Food Prize Foundation, and indeed all of Iowa, mourned the passing of our founder and our state's greatest hero, Dr. Norman E. Borlaug, on September 12, 2009.

Dr. Borlaug created the World Food Prize in 1986 with the hope that one day it might come to be seen as the "Nobel Prize for Food and Agriculture."

When its original sponsor withdrew, John Ruan intervened to rescue the Prize. With the support of the State of Iowa, he moved it to Iowa. John Ruan's dream was that it could make Iowa be seen as the "Food and Agriculture Capital of the World."

For the past 10 years it has been my great privilege to strive to fulfill Dr. Borlaug's vision that this award would become the "foremost international award for combating hunger by increasing the quality, quantity, and availability of food around the world." With continued and essential support from the State of Iowa, my staff and I have also endeavored to make all of our events into a great asset for our state and to turn eyes of the world to Iowa as we celebrate World Food Day on October 16.

The World Food Prize Goals & Objectives

Three major objectives have guided the growth and development of the World Food Prize Foundation as we work toward the goal of realizing Dr. Borlaug's vision for "the Prize" and our organization:

- An **international goal** of recognizing and inspiring exceptional breakthrough achievements that increase food and reduce hunger in the world through the annual presentation of the \$250,000 World Food Prize, which the presidents of Mexico and Germany have both called "the Nobel Prize for Food and Agriculture";

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Since its inception, the Prize has been presented to Laureates from Bangladesh, Brazil, China, Denmark, Ethiopia, India, Mexico, Sierra Leone, Switzerland, the United Kingdom, and the United States.

- A **national goal** of conducting educational and informational programs such as the “Borlaug Dialogue” international symposium and the World Food Prize Global Youth Institute, which address the most important issues in global agriculture and bring a wide array of distinguished leaders, experts and officials to Iowa each year:

In the past decade, our annual conference has grown from a small one-day discussion attracting only 50 people from outside Iowa, into a major three-day event, welcoming over 900 participants from more than 65 countries and 40 states; and

- An **Iowa goal** of holding events and carrying out programs that promote economic development and highlight tourism in Iowa and provide unique educational opportunities for Iowa students and teachers.

During the past 10 years the World Food Prize Foundation has planned and implemented the following 10 programs, projects and events to accomplish the three objectives above:

1) Building the Borlaug Dialogue International Symposium into One of the Most Significant Conferences in Food and Agriculture Anywhere in the World – The “Davos of Global Food Security”

Over the past 10 years, the World Food Prize has consistently focused its annual international conference – known as the Borlaug Dialogue – on cutting-edge topics (biotechnology, innovations in crop production, food security, biofuels and enhanced nutrition) which has enabled us to draw the leading government officials, business leaders, research scientists, educators, hunger advocates, non-governmental organization representatives, and journalists to Iowa. Along the way, many milestones have been recognized nationally and internationally. Most significantly, the Borlaug Dialogue was:

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- The first conference anywhere on the threat of “Agroterrorism,” held in October, 2001, one month after the tragedies of 9/11, but put on the agenda four months earlier;

Dr. Bernard A. Schwetz, Acting Commissioner of the US Food and Drug Administration, said that “the ideas that came out of the World Food Prize International Symposium helped shape the U.S. response to bioterrorism immediately after the events of 9/11”;

- One of the first venues anywhere for global leaders and experts to focus on the potential of biotechnology to feed the poorest countries (held in 2000);
- International nutrition experts noted that the 2005 World Food Prize symposium was the first conference anywhere to simultaneously consider “The Dual Global Challenges of Obesity and Malnutrition”;
- Praised by attendees for the unique and informative presentations on such topics as the role of water security in the search for peace in the Middle East (the 2002 symposium, with participants from Israel, Egypt, the West Bank, Syria, and the U.A.E); and the global potential of both “biofuels and biofoods” (the 2007 symposium, with bioenergy experts representing African countries, Brazil, China, India, the EU, and the United Nations).

The 2009 “Borlaug Dialogue” symposium was held October 14-16 in Des Moines, on the topic of **Food, Agriculture, and National Security in a Globalized World**. More than 950 people – our largest attendance yet – representing over 65 countries engaged in lively and stimulating “conversations” that addressed issues including: the relationship of food and agricultural issues to the potential for conflict in the world; biodiversity; international trade in food and agriculture; next-generation biotechnology and bioenergy sciences; and the role of the private sector in global poverty and food insecurity.

Among speakers and participants were: Bill Gates; U.S. Secretary of Agriculture Tom Vilsack and five foreign Ministers of Agriculture; a special panel of representatives of the US Intelligence Community; and the CEOs of major U.S. companies including Ellen Kullman of DuPont, Pat Woertz of ADM,

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and Indra Nooyi of PepsiCo. In addition there were ambassadors, business leaders, NGO representatives, educators and scientists from Africa, Asia, and Latin America participating.

A leading Iowa agricultural journalist said that “the World Food Prize brings more acclaimed international speakers to Iowa than any other organization.” The Borlaug Dialogue is also earning other impressive plaudits for its focus and content. For example:

- The former head of USAID confirmed that “the idea for the \$100 million US-India Agricultural Knowledge Initiative, announced by Prime Minister Singh and President Bush in 2006, sprang from an idea first discussed at a World Food Prize luncheon.”
- The Chairman of the Israeli Water Engineers said: “During the past 45 years, I have never participated in a symposium, conference or seminar that could match your organization in the quality of the presentations.”
- A senior official of the Gates Foundation said he “met a more diverse array of people at the World Food Prize than at any other conference they attended anywhere around the globe.”
- A leading research scientist from Europe said: “It is the most important conference on food and agriculture in the world.”

2) Inviting Organizations and Businesses to Hold Events/Conferences in Iowa

In addition to the annual formal symposium program, at the invitation of the World Food Prize a number of businesses and organizations have held meetings in Iowa during World Food Prize week, allowing their international members to participate in the Borlaug Dialogue and our other activities. Among the participating organizations over the past years were:

- The **Board for International Food and Agricultural Development (BIFAD)**, a President-appointed advisory group to USAID, which five years ago moved its National Forum to Des Moines so it could be held in conjunction with the World Food Prize;

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- The two-day **American Food Venture Forum** was held in Des Moines for the last two years. Organized to coincide with the World Food Prize, it brings investors from around the nation to learn about opportunities for investing in food and agriculture-related businesses, many of which are headquartered or operate in Iowa;
- **The International Food and Agricultural Trade Policy Council (IPC)**, whose members traveled to Des Moines from across the globe in 2008 for their annual meeting and to attend the Borlaug Dialogue, which featured a session jointly sponsored with IPC on agricultural trade and economic growth;
- **The Partnership to Cut Hunger and Poverty in Africa**, which in 2009 for the sixth straight year hosted a delegation of African ambassadors to the United States to participate in the World Food Prize events, and led a half-day symposium on economic growth in sub-Saharan Africa as part of the Borlaug Dialogue;
- The **U.S. Grains Council**, working in partnership with the **Iowa Corn Promotion Board** has, over several different years, brought delegations totaling several hundred foreign-government trade officials who regulate biotechnology. These visitors spend a week in Iowa, observing American agricultural practices and participating in a seminar on biotechnology, in conjunction with attending the World Food Prize;
- The **USDA Norman E. Borlaug International Fellows** program for each of the past four years has brought almost 200 young agricultural professionals from 18 countries in Africa, Asia, Eastern Europe, and Latin America to participate in the World Food Prize, and also to participate in tours of agricultural production and processing facilities across Iowa, organized in partnership with Silos & Smokestacks;
- **Truth about Trade and Technology** for a fourth consecutive year in 2009 has welcomed 25 biotech farmers from around the globe, to take part in a two-day roundtable on international issues related to agricultural technology, production, and commerce, as well as to attend World Food Prize events;

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- **Kemin Industries**, which for the fifth consecutive year timed its Worldwide Scientific Meeting to occur during the week of the World Food Prize, enabling leading food and agricultural scientists, technicians, and corporate officials to participate in our events;
- Major U.S. and international agribusinesses, such as **ADM, Bunge, Cargill, Novus, DuPont/Pioneer, Elanco, General Mills, John Deere, Land O'Lakes, Monsanto,** and **Syngenta**, have sent significant delegations of officials from their global facilities to attend the Borlaug Dialogue and attend the Laureate Award Ceremony;
- The **Iowa Department of Agriculture** which has invited several state commissioners of agriculture from around the United States to Iowa to take part in the World Food Prize;
- The World Food Prize has invited the **Iowa Department of Economic Development, the Greater Des Moines Partnership, the Iowa Council for International Understanding,** and the **Center for Global Citizen Diplomacy** to time the visit of its foreign delegations and business representatives to coincide with the World Food Prize events;
- The **Iowa Soybean Association, United Soybean Board, the World Soy Foundation** and **World Initiative for Soy in Human Health (WISHH)** which have brought an array of farmers and officials from national and international soy-promoting organization to the World Food Prize on several occasions;
- The **UN Standing Committee on Nutrition** with representatives from around the world held a meeting in Des Moines in 2005 in conjunction with our symposium on malnutrition and obesity;
- The **International Traders of Iowa** have held a breakfast as part of World Food Prize events for the past eight years, with special emphasis on the work of Iowa students who participate in the World Food Prize Youth Institute;

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- **The Community Food Security Coalition** held their 13th annual national conference in Des Moines just ahead of the World Food Prize Iowa Hunger Summit and the Borlaug Dialogue in 2009, expressly so that attendees of their conference could also participate in and/or attend both events;
- The Global Health & Global Food Conference of the **Heartland Global Health Consortium** (a partnership among Central College, Des Moines University, Drake University, Iowa State University, Simpson College, the University of Iowa, the University of Northern Iowa) was held for the first time in conjunction with the World Food Prize events in 2009;
- **The Gates Foundation**, which used the appearance by co-founder Bill Gates to hold a series of meetings here in Des Moines with many of its partner organizations;
- **The DuPont Biotechnology Advisory Panel** of experts from around the world has convened at Pioneer on several different occasions in conjunction with World Food Prize to allow panel members to attend the Borlaug Dialogue;
- The first twelve **Monsanto Borlaug-Beachell International Scholars** (young Ph.D. candidates from around the globe) were formally introduced at the 2009 World Food Prize;
- **USDA-Agricultural Research Service** senior officials and leading scientists have met in Ames and Des Moines as part of World Food Prize events over the past several years;
- **The USDA Foreign Agricultural Service** has organized “side events” at the World Food Prize over the past four years, featuring speeches on issues of interest to the agricultural community;
- **The UN Millennium Development Project Task force on Hunger** held a committee meeting in Des Moines as part of the World Food Prize;

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Dr. Jeffrey Sachs, Special Advisor to the Secretary General of the United Nations, said that the ideas for some of the key Millennium Development Goals approved by the leaders of the world were first discussed at the World Food Prize;

- A session featuring the **Global Harvest Initiative**, a partnership of John Deere, ADM, DuPont and Monsanto, which held a major press event featuring several of these CEOs at the 2009 World Food Prize; and
- **The North American Agricultural Journalists' organization** has held one of its annual meetings in conjunction with the World Food Prize events in several recent years.

As a result of all of the above, Iowa business representatives and government officials have had multiple opportunities to interact with all of these individuals and organizations, providing the opportunity for future arrangements which could promote continued economic development of our state.

3) The Annual Iowa Hunger Summit: Making Iowa “The Hunger Fighting Capital of America”

A World Food Prize goal is to have Iowa be recognized as the “Hunger Fighting Capital of America.”

To this end, in 2007 the World Food Prize created the Iowa Hunger Summit to bring together people from around the state who are involved in civic, social, religious and other organizations which are working to counter hunger at home and abroad. With the leadership of honorary co-chairs Robert Ray, Terry Branstad, and Tom Vilsack, nearly 400 people attended the inaugural Hunger Summit in 2007. The Rev. David Beckman, a Lutheran minister and the National Chairman of **Bread for the World** (a Christian-based organization), gave the keynote address. The event also attracted participants from around the country as well as across Iowa.

In 2008, the Hunger Summit occurred on the Jewish holiday of Sukkuth, a traditional harvest celebration. Eric Shockman, the President of **Mazon (the National Jewish Response to Hunger)**, gave the keynote address to over 400 participants.

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In 2009, the Hunger Summit focused on the work of Iowans and Iowa organizations to fight hunger at home and abroad. This event attracted more than 500 Iowa business and community leaders as well as numerous individuals and organizations from across the United States. First Lady Mari Culver delivered featured remarks in honor of Dr. Borlaug, and Bishop Richard Pates spoke of the 30th anniversary of the visit of Pope John Paul II to Iowa. Vicki Escarra, the CEO of **Feeding America**, delivered the keynote address.

The Hunger Summit is free and open to the public, and includes a “Hunger Luncheon,” which consists of meals provided by four Iowa-based organizations to hungry or food-insecure families in Iowa communities or overseas. Organizations taking part in the programs over the past three years include:

- **Iowa State University Extension** organized a session on the rising cost of food, and a session on how food-assistance programs impact Iowa families and communities;
- **Iowa Department of Human Services** led a session with the Department of Public Health and the Department of Education on state efforts to counteract child hunger and its effects;
- **The Des Moines Area Religious Council** and its partner organizations highlighted interfaith efforts to promote food security in Des Moines and other Iowa communities;
- **The Community Food Security Coalition** convened a session on urban food security and agriculture, highlighting the leadership of various Iowa communities in this regard;
- **The Harvest Initiative** brought together experts from Iowa and the Midwest to present Native American perspectives on agriculture, nutrition, and health;
- **The Alliance to End Hunger** sponsored bipartisan discussions with former deputy Secretary of Agriculture Jim Moseley and Congressman Jim McGovern of Massachusetts, as well as other national leaders, on federal policies to improve access to food domestically and globally;

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- **Kids Against Hunger, Outreach Africa, Project Elijah Foundation, and Meals from the Heartland** which coordinated a session that discussed how their organizations have partnered and innovated unique projects that link Iowa communities with hungry people in Argentina, Haiti, and Tanzania, as well as other areas in the United States.
- **Doctors Without Borders** brought medical professionals who addressed child malnutrition as a major global health concern;
- **The Humpty Dumpty Institute**, which brought a delegation of **United Nations ambassadors** from New York to speak about food insecurity in their countries;
- **Friends of the World Food Program** hosted a briefing on UN-led efforts to provide food relief and improve food security globally; and
- The **United Nations Foundation** hosted a dialogue on global hunger's connection to issues of international security and cooperation.

4) The Laureate Lecture Series and Events Around Iowa During the World Food Prize

As part of the World Food Prize week of events, the Foundation invites its Laureates, Council of Advisors, and other renowned global experts to Des Moines to take part in the Borlaug Dialogue and Global Youth Institute. As part of their participation, these distinguished individuals also visit Iowa educational institutions and businesses to deliver addresses and make presentations related to global food security.

The lead element of this program is the prestigious annual **Iowa State University Borlaug Lecture** in Ames. It was established in 2001 to honor Dr. Norman Borlaug and has featured a string of truly distinguished leaders who speak to audiences of at least 500 persons. President Greg Geoffrey, a member of the World Food Prize Council of Advisors, says this event has become one of the major intellectual events on the ISU campus each year.

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In 2009, it was held on October 12 and featured Dr. Gebisa Ejeta, the 2009 World Food Prize Laureate at a speaking engagement that was attended by several hundred people from the ISU community and around central Iowa.

Over the past 10 years, close to 100 additional such Laureate Lectures have occurred across the state at: Iowa State University; the University of Iowa; Northern Iowa University; Waldorf College; Central College; Wartburg College; Simpson College; the University of Dubuque; Iowa State Historical Building; the American Institute of Business in Des Moines; Luther College; Des Moines Central Academy; Drake University; Grand View University; Grinnell College; William Penn University; Indian Hills Community College; Kemin Industries Worldwide Scientific Meeting; and Pioneer Hi-Bred.

Each year, the World Food Prize also partners with the **International Culinary Institute (ICI) of Des Moines Area Community College (DMACC)** to hold a Laureates' Dinner. This event gives the young chefs-in-training at ICI an opportunity for significant international exposure.

In addition, the World Food Prize has regularly collaborated with partner institutions around Iowa to organize and support activities to bring a larger audience of experts, speakers, and dignitaries hosted by the World Food Prize, to increase and build public awareness of issues related to agriculture, food, nutrition, and health, and to further support cultural and educational opportunities within Iowa. Noteworthy among these activities were:

- A month-long campaign in partnership with the **Iowa Department of Public Health** to bring attention to issues of good nutrition, especially in young children, as a way to ward off obesity.

Then Department Director Mary Mincer Hansen said the collaboration with the World Food Prize was “one of the best partnerships she had experienced during her time in office.”

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In conjunction with this campaign, the World Food Prize brought doctors and medical specialists from **Harvard Medical School**, the **Center for Disease Control**, and the **Mayo Clinic** to Iowa for special presentations, including to high school students around the state;

- The World Food Prize President regularly participates in the **Des Moines Hunger Hike** opening ceremony which is held on the Sunday before the World Food Prize events, and the Foundation supports **Crop Walks** held around the state throughout the year;
- The World Food Prize collaborated with the **National River Museum** and **Loras College** in Dubuque to bring an element of the World Food Prize to eastern Iowa, as part of a Mississippi River Harvest Festival in 2006;
- In **West Branch**, the World Food Prize worked closely with the leadership of the **Hoover Presidential Library** to hold a conference on “Four Who Fed the World,” celebrating the historic work of Herbert Hoover, Henry Wallace, George Washington Carver and Norman Borlaug;
- **The U.S. Cellular World Food Festival**, in Des Moines’ East Village, was established in 2004 with strong support of the World Food Prize. In 2009, it was held on October 10-12, for the fifth consecutive year by the Downtown Events Group as a community event to celebrate the World Food Prize and its themes of international food and culture;
- The historic Hotel Pattee in **Perry** hosted a two-hour lecture by Dr. Norman Borlaug for over 200 attendees in 2006 in conjunction with the World Food Prize;
- Based on a proposal by the President of the World Food Prize Foundation, **The Des Moines Marathon** has been scheduled to take place during the week of the World Food Prize events, which gives our events a special health and nutrition emphasis and brings greater attention to the race;

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- In 2000, the World Food Prize partnered with the **Des Moines Public Library** to host a special Smithsonian Exhibit – “Listening to the Prairie”;
- The World Food Prize President worked closely with the Garst Family from **Coon Rapids** to support and participate in the 50th anniversary of the Khrushchev visit to the Roswell Garst Farm in 1959;
- The World Food Prize provided support to the Norman Borlaug Heritage Foundation in **Cresco** for a project to preserve Dr. Borlaug’s boyhood farm and schoolhouse. As part of this endeavor, it funded work by Douglas Eckheart, an artist from **Decorah**, who taught at the site; and
- In 2001, the World Food Prize partnered with **4-H** to establish a special award in honor of the 100th anniversary of 4-H (and its founder Jessie Field Shambaugh of Clarinda) and of the Nobel Prize (and Iowa recipient Dr. Norman E. Borlaug). This award was presented to every 4-H winner at the **Iowa State Fair**. All the students were then hosted at the 2001 World Food Prize ceremony.

5) Extraordinary Educational Opportunities for Iowa High School Students and the Borlaug-Ruan Internship – The Crown Jewel of the Iowa High School Experience

As part of the World Food Prize week of events each October, a three-day Youth Institute brings over 100 high school students and an equal number of teachers to participate in the Borlaug Dialogue, as well as to attend separate events designed specifically for these students.

In addition to hearing speakers address the issues associated with the future role of agriculture in global development, the Youth Institute participants also tour cutting-edge industrial and research facilities, take part in a Hunger Banquet designed to highlight the disparities around the globe in access to food, and participate in a day-long program held at the Carver Center in Johnston during which they present their own essays to a “faculty” made up of World Food Prize Laureates and other international experts.

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Since 2001, in collaboration with Heartland Area Education Agency (AEA 11) in Johnston, Iowa, the World Food Prize has provided teacher mentors attending the Youth Institute participate in a Professional Development session to earn advanced or relicensure credit. The 2009 Professional Development session presented teachers with an educational curriculum based on a new documentary on the life of Dr. Norman Borlaug, prepared by the Mathile Institute, which is a major supporter of the World Food Prize. In addition, the occasion allowed teacher to interact with prominent World Food Prize Laureates and Symposium Speakers to discuss how the major problems and recommended solutions surrounding agriculture and global development can be incorporated into teaching and learning.

Dr. Norman Borlaug World Food Prize Day Poster Distribution: For the eighth year in a row, the World Food Prize has initiated this project and partnered with local artists and educators to design, produce and distribute a poster featuring artwork of Dr. Borlaug with educational resources and information on his life and work, the World Food Prize and the Youth Institute. Through the state's Area Education Agency network, the Borlaug Day Poster is distributed to all K-12 schools in the state to raise awareness of our state's heroic hunger fighter. A letter from Governor Culver accompanied the posters asking students and educators to pause and reflect on Dr. Borlaug's accomplishments on October 16 – Dr. Norman Borlaug-World Food Prize Day in Iowa – as proclaimed by the Governor and State Legislature annually since 2002.

On two separate occasions, the World Food Prize has donated books on the life of Dr. Norman Borlaug to every high school in the state.

Over 1000 students and teachers from more than 160 Iowa high schools have taken part in our three-day Youth Institute forum with acclaimed international experts since 1994.

As an extension of the Youth Institute, the World Food Prize Borlaug-Ruan International Summer Internship Program annually offers high school students the opportunity to work at research centers around the world for eight weeks during their summer break. The Foundation stresses the uniqueness of this program from other “study abroad” internship programs in that the students participate in research projects with world-renowned researchers while getting a first-hand view of real and pressing

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food security issues and nutritional problems in poverty-stricken areas. The student becomes an integral part of the project spending time in the lab as well as days or weeks at a time in the field conducting research and gathering data. The goal of the Summer Internship Program is to inspire youth to pursue careers in food, agricultural and natural resource disciplines.

The Borlaug-Ruan Internship Program was initiated in 1998 with two intern placements in Mexico and Kenya. At present we are able to place a dozen interns abroad each summer. In the past eleven years we have funded a total of 127 very successful internships at 24 agricultural research centers and institutions in 16 locations in Africa, Asia and Latin America, including: Bangladesh, Brazil, China, Costa Rica, Egypt, Ethiopia, India, Indonesia, Malaysia, Mexico, Kenya, Peru, Philippines, Taiwan, Thailand, Trinidad, and Turkey.

Our interns are involved in global projects dedicated to reducing poverty and hunger such as (but not restricted to): fisheries and aquaculture studies; biotechnology; micro-credit and the women's self-help concept; the influence of education on household food security in rural areas; and the calculation of Vitamin C concentration in numerous potato varieties. The international projects completed by our summer interns are frequently judged by their supervising research faculty and our World Food Prize Laureates to be of significant quality and equal to the work of many of their college and graduate student interns.

Each fall two Borlaug-Ruan Interns are selected (from the previous summer) for excellence in completing their assignments and are awarded the John Chrystal and Ahmanson Intern Awards at the World Food Prize Laureate Ceremony at the Iowa State Capitol. (Complete intern reports are available on our website – www.worldfoodprize.org/youth)

Borlaug-Ruan Interns have received a number of special awards, such as the four who became finalists in the National Intel Science Talent Search – America's oldest and most prestigious science research competition for high school seniors. Many Interns have been accepted to leading colleges and universities in the U.S. including: Iowa State University, the University of Iowa, Cornell University, George Washington University, Harvard College, Northwestern University, Vanderbilt University, the University of Minnesota and the University of Pennsylvania. In 2009, three Borlaug-Ruan Interns

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graduated from Harvard University: All have been admitted to medical school. One is the current Miss Iowa.

Our Foundation's staff maintains a mentorship role to many of the youth who have completed the World Food Prize youth programs as they continue their undergraduate and graduate studies in disciplines that include (but are not limited to) agronomy, environmental engineering, anthropology, animal science and veterinary medicine, neurobiology, international economics, international development, human nutrition, medicine, law, sociology, international agriculture, foreign languages (Hindi, Arabic, Chinese, Spanish, French), political science and women's studies. The majority of these young alumni tell us that our International Internship program provided the formative experience that inspired them to pursue their chosen career paths.

Since 2000, we have significantly increased program participation, quality, and operational execution, resulting in an enhanced visibility for the programs with increased community awareness and financial support. For the past four years John Deere, Monsanto, Pioneer Hi-Bred and Principal have each sponsored one to two internships. When proximity allows, these companies arrange for their country-specific representatives to meet with and give operational tours to our interns working in their country locations. Beyond that, some of the companies provide a network of support for the interns, once home, to explore prospective future internships with the sponsoring companies.

Before he died, Dr. Borlaug told us that he was "convinced that our International Internship Program is contributing importantly to spawning the agricultural leaders of the decades 2040-2050." The World Food Prize Foundation is dedicated to fostering a worldwide network of individuals and organizations committed to responsible engagement in a changing world.

With the continued assistance of the Iowa Legislature and other sponsors, this program will continue to make an impact on Iowa high school youth as they set out on what we hope will be the road to becoming effective change agents in their own communities, better global citizens and potential future leaders. Our goal is to have our Global Youth Institute and Borlaug-Ruan Internship Program be seen as the "crown jewel of the Iowa High School experience."

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6) The Laureate Award Ceremony

The World Food Prize is extraordinarily grateful for the privilege of holding this ceremony and dinner in the Iowa State Capitol building. This magnificent edifice adds an incomparable element of prestige to the event and conveys an impressive image of Iowa in the press coverage which spans the globe. In 2000, Dr. Borlaug said that this World Food Prize ceremony at the State Capitol “surpassed the ceremony” as which he received the Nobel Peace Prize. Following the ceremony each year, a dinner in the Rotunda exposes the international guests to Iowa food and Iowa wines of the highest international standard.

At the 2009 Laureate Award Ceremony, the \$250,000 World Food Prize was presented to Dr. Gebisa Ejeta. Over 800 people filled the House Chamber of the Iowa State Capitol for the ceremony on the evening of October 15th, which was presided over by Governor Chet Culver and broadcast live across the state on IPTV. The bipartisan leadership of the Iowa Legislature was represented. U.S. Senators Chuck Grassley and Tom Harkin, and U.S. Representative Leonard Boswell were also in attendance. There was more life-saving achievement present than at any other World Food Day event anywhere around the globe.

The Laureate Award Ceremony is also an opportunity to showcase Iowa artists before an international audience and also bring internationally renowned musicians and performers to Iowa through the live TV coverage of the ceremony over IPTV. Included among the featured artists who have taken part in this ceremony are: Ray Charles; John Denver; Iowa musical prodigy Hanna Wolle; Miss Iowa 2009 (and former Borlaug-Ruan Intern) Anne Michael Langguth; Monica Yunus from the Metropolitan Opera in New York; Russian opera prodigy Alex Prior; Madou Dembele and Euphrasie Johoun from Africa; and the Kathak Gunjan Dance Troupe from India.

In addition, the World Food Prize has held two free concerts in conjunction with the 2001 and 2002 World Food Prize, featuring the entire Des Moines Symphony Orchestra. Each event had more than 2,500 people in attendance. At both events, the orchestra performed movements from the “Symphony to the Prairie Farm,” commissioned by the World Food Prize in honor of Dr. Norman Borlaug.

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7) Other Events and Programs in Iowa During the Year

In addition to the above events, all of which take place in October, during the remainder of the year the World Food Prize implements additional programs and projects also aimed at fulfilling its stated goals. Included among these are:

- **The Hoover-Wallace Dinner:** For the past five years, in conjunction with Rotary Clubs around the state, the World Food Prize has hosted a dinner each spring honoring Iowa's humanitarian heroes and celebrating Iowa's humanitarian heritage. The Hoover-Wallace Dinner recalls the amazing leadership role that these Iowa natives played in feeding hundreds of millions of people around the world.

All of Iowa's federal and statewide elected officials, including the bipartisan leadership of the Legislature, serve as honorary sponsors of this event. Since its inception in 2004, it has been held in locations around the state and has honored an array of Iowans:

- In 2009, over 500 people came together in **Des Moines** to jointly honor Senators Chuck Grassley and Tom Harkin for all they have done together for Iowa. It was the first time ever that these two political leaders have ever been recognized at the same time on the same stage.
- Former Senator John Culver, former Representative Jim Leach, and Dr. Ignacio Ponseti were honored in 2008 in **Coralville**;
- George Washington Carver, and the Iowa institutions that extended to him opportunities to receive an education, were highlighted in 2007 in **West Des Moines**;
- John Deere, the man and the company, were the focus of the 2006 dinner **held in Cedar Falls**;
- Former Vice President Walter Mondale and former Governor Robert Ray were honored for their work on behalf of refugees from Southeast Asia, at a ceremony in 2005 in **Des Moines**; and
- Dr. Norman Borlaug's 90th birthday was the focus of the inaugural Hoover Wallace Dinner held in **Cedar Rapids** in 2004.

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All proceeds from the dinner support the Borlaug-Ruan International Internship program. The dinner also serves as a ceremony to introduce the newest group of high school students from Iowa who will travel to Asia, Africa, and Latin America as World Food Prize sponsored Borlaug-Ruan Interns.

- **The George Washington Carver Internship Program for Iowa College Students:** Each year the World Food Prize welcomes approximately twelve college students from Iowa to its staff to work as unpaid interns assisting in the planning, publicizing and implementation of all the World Food Prize programs and events. Through this program, students have the opportunity to gain real world experience in carrying out complex activities as well as to meet some of the greatest minds in the world in terms of agricultural production and countering global hunger.
- In 2003, the World Food Prize invited the leaders of **Bread for the World, Mazon, and America's Second Harvest** to Des Moines to launch the "Millennium Declaration to End Hunger in America."
- In 2004, the **Global Declaration on Nutrition** was issued in Des Moines by the World Food Prize Laureates and then circulated to international organizations and governments around the world.
- **Senator Grassley's Ambassadors Tour:** Every two years, the World Food Prize is pleased to host a special breakfast for approximately 60 foreign ambassadors and diplomats who have been brought to the state by Senator Charles Grassley as part of his effort to expose their governments' representatives to the opportunities Iowa has to offer their countries. The World Food Prize invites more than 100 Iowa business representatives and civic leaders to join this event, aimed at promoting economic development and encouraging further partnerships between Iowa companies and institutions and international counterparts – particularly in food, agriculture, and nutrition.

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8) Other National and International Events Promoting Iowa Outside the State

In order to make the World Food Prize better known across America and around the globe, and to bring increased attention to Iowa, the World Food Prize Foundation has organized and participated in numerous events over the past 10 years, including the following:

- **World Food Prize Laureate Announcement Ceremony:** Each spring, the World Food Prize holds an event outside Iowa to announce the name of the individual who is to receive the \$250,000 World Food Prize the following October. For the past six years, this event has taken place in the formal Diplomatic Reception Rooms of the U.S. State Department in Washington, D.C., with the U.S. Secretary of State and other senior officials from the U.S. government and international organizations taking part. The first such ceremony occurred in 2004 with Secretary of State Colin Powell presiding.

Approximately 450 people attended the Laureate Announcement Ceremony in 2009 as Secretary of State Hillary Clinton and Secretary of Agriculture Tom Vilsack spoke. Secretary Clinton offered major remarks on the new administration's plan for confronting global hunger. This year's ceremony, as in several past years, was timed to coincide with the Greater Des Moines Partnership's annual trip to Washington, D.C., allowing Iowa business leaders to interact with international and diplomatic guests;

- **Congressional Gold Medal Ceremony at the US Capitol:** One of the proudest moments for the World Food Prize came in July 2007 when Dr. Norman Borlaug received the Congressional Gold Medal – America's highest civilian honor. The President of the World Food Prize worked closely with the Iowa Congressional Delegation for several years to make this event possible. President George W. Bush, joined by the bipartisan leadership of the Congress, presented the award to Dr. Borlaug before an audience of over 500 distinguished guests.

The World Food Prize hosted a reception in honor of Dr. Borlaug in Statuary Hall at the US Capitol following the Congressional Gold Medal Ceremony. The event featured Governor Chet Culver and the entire bipartisan Iowa Congressional Delegation.

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- **World Food Day Global Satellite Telecast:** Each year, the current World Food Prize Laureate or another expert participates in a three-hour special program on hunger and food security, which is transmitted around the globe as part of the October 16 World Food Day observance. The 10-20 minute World Food Prize segment originates in central Iowa and brings significant attention to our state. Dr. Gebisa Ejeta participated this past year. In 2008 former U.S. Senators Robert Dole and George McGovern, the 2008 World Food Prize Laureates, were the featured participants.

Other events that the World Food Prize has organized or participated in, which have brought the attention of international leaders and global media to Iowa, occurred in:

- **Bangkok:** Former Governor Robert Ray traveled to Thailand in 2008 to present the World Food Prize Norman Borlaug Medallion to the King of Thailand in recognition of his efforts over the past 60 years to ensure adequate food and nutrition for his subjects;
- **Barcelona:** Dr. Borlaug was presented the Rotary International Award for World Understanding and Peace based on a nomination made by the Rotary Clubs of Des Moines and the World Food Prize.
- **Beijing:** In 2004, the World Food Prize co-hosted an International Symposium on Science and Technology in Agriculture, in conjunction with the Chinese Academy of Agricultural Sciences;
- **Bonn:** In 2001, the announcement of the World Food Prize Laureate was made at an international conference at which the President of Germany referred to the World Food Prize as the “Nobel Prize for Food and Agriculture”;
- **Mexico City:** In 2000, the President of Mexico conferred the Mexican Woman of the Year Award to Dr. Evangelina Villegas, on the basis of her being named the first female World Food Prize Laureate;
- **New York / United Nations:** In 2000, the World Food Prize hosted a luncheon as part of the UN Millennium Celebration in New York City, with the President of the UN General Assembly as the honored guest, and over 300 diplomats, officials, and distinguished guests present.

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- **Rome:** In 2002, the assembled World Food Prize Laureates presented a Declaration on World Hunger at the UN World Food Summit. The Declaration had been written and approved in Des Moines as part of the World Food Prize;
- **Toronto:** The 2002 World Food Prize Laureate was announced to an audience of more than 3,000 persons attending the International Horticultural Congress; and

9) Supporting the Arts and Educational Opportunities in Iowa's Great Facilities

The World Food Prize takes pleasure at integrating the arts into its programs each year and holding events in some of Iowa's most attractive facilities.

In past years, our Foundation has commissioned approximately 15 original paintings, a suite of poems, and the composition of an original choral piece, all by Iowa artists.

In addition, the World Food Prize commissioned the writing of a Symphony in honor of Dr. Borlaug, the premier of which was performed by the Des Moines Symphony Orchestra. Over 2,500 people attended without charge at the **Des Moines Civic Center**.

In 2002, the World Food Prize held a free concert for over 2,500 people at **CY Stevens Auditorium** in Ames, featuring the Des Moines Symphony Orchestra and Ray Charles singing "America the Beautiful."

In 2007, the World Food Prize was pleased to commission the original choral piece entitled, "The Laureates Call," by an Iowa composer. It was performed at the World Food Prize Laureate Ceremony at the Iowa State Capitol, and was subsequently made available to all Iowa high school choirs and musical groups at no cost to those schools. The World Food Prize has also presented to every high school in Iowa a copy of Dr. Borlaug's biography entitled, "The Man Who Fed the World," by Leon Hesser.

As part of the 2006 World Food Prize (which was presented to a native of India), the World Food Prize sponsored several showings of an IMAX film about India at the **Science Center of Iowa**,

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which drew several thousand people to view it, including hundreds of Iowans of Indian heritage from across the state.

The World Food Prize has held receptions, dinners and public programs at the **Des Moines Art Center**, the **Salisbury House**, the **Temple for Performing Arts**, and **Living History Farms**.

The World Food Prize has held several events at the **Iowa Historical Museum** and provided financial support to the museum for a traveling exhibit about the life of George Washington Carver.

The World Food Prize sponsored a month-long exhibit entitled “A Bountiful Harvest” at **Capitol Square** in Des Moines by the renowned photographic artist Chee Wang Ng of Malaysia.

The World Food Prize provided financial support to the creation of the **Iowa Public Television documentary on Henry A. Wallace**. It also made a financial contribution to facilitate the production of “**Out of Iowa: Borlaug and the Green Revolution**,” an IPTV program shown each year as part of World Food Prize Week.

The World Food Prize played a leadership role in supporting the design and establishment of the **Robert D. Ray Asian Garden**, honoring Iowa’s humanitarian leadership on behalf of refugees from Southeast Asia.

The World Food Prize commissioned a painting of **Dr. Norman Borlaug’s boyhood home in Cresco** by Douglas Eckheart of **Decorah**, as well as 15 other original paintings by Iowa artists from **Grimes** and **Carlisle** of the World Food Prize Laureates.

Each year, the World Food Prize organizes a tour for distinguished international guests to some of Iowa’s most prominent tourist destinations. In past years, this program has included visits to: the **Boone Scenic Railway**; the **Amana Colonies**; the **Hoover Presidential Library**; **Historic Pella**; the **Bridges of Madison County**; the **Danish Windmill**; **Garst Farm in Coon Rapids**; **Living History Farms**; and the **Brunnier Art Museum**.

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10) The Restoration and Reuse of the Former Des Moines Library as the Norman E. Borlaug Hall of Laureates

Separate from its annual programs, the World Food Prize is also undertaking a \$29.8 million effort to restore the century-old former Des Moines Public Library building as the Dr. Norman E. Borlaug Hall of Laureates. As of November 2009, over \$25 million has been raised. Work began November 16 with completion anticipated in late 2011 or early 2012.

The project will be a significant economic stimulus providing between 550 and 800 jobs a year for the next two years, based on professional estimates. Once completed, it will be a significant tourist attraction, conference center and educational facility attracting thousands of visitors a year for the next 100 years.

This building will not only tell the story of Dr. Borlaug's historic accomplishments and those of other Iowa heroes in feeding the world, but will also be a convocation center hosting future Borlaug Dialogues and the Global Youth Institute. It will also serve to draw regional and national meetings and conferences to Iowa.

The newly renovated Hall of Laureates will serve to spark interest in the Iowa community and heightened awareness among our youth regarding Iowa's humanitarian and agricultural past. Through the various exhibits featured in this building, our goal is to educate students and all who visit about Iowa's rich heritage, and the extraordinary achievements of Dr. Borlaug and other great figures in Iowa's history. The new home of the World Food Prize will serve as an international landmark, as many laureates, scientists, scholars, and business leaders from around the world visit this site.

In 2008 the World Food Prize commissioned exhibits, displays, murals, paintings and sculptures for the new Dr. Norman E. Borlaug Hall of Laureates to honor Dr. Borlaug, its laureates, as well as several of Iowa's most prominent humanitarian heroes, including Herbert Hoover, Henry Wallace, George Washington Carver and Jessie Field Shambaugh. In addition, the building will serve as a teaching tool for students and the general public to learn more about Dr. Borlaug, global food insecurity, hunger, malnutrition and the work that many Iowans and World Food Prize Laureates have done to counter these problems.

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The building will also be a significant demonstration of energy efficiency and should become an Iowa landmark. In 2009, the World Food Prize announced that its plans for restoration for the building include attaining Gold LEED status. Designed in the 19th century, this will be the only building in the state from that era to ever achieve Gold LEED certification.

The World Food Prize Foundation has signed a lease through the year 2109 for this building. Its goal is to have Dr. Norman Borlaug's legacy continue to inspire Borlaug-like breakthrough achievements in fighting hunger – at home and abroad – for the next 100 years. It is also our Foundation's vision that the World Food Prize will be an ever-growing asset promoting economic development and educational opportunities for Iowans well into the 22nd century.

Conclusion: The World Food Prize as a Vehicle for Economic Growth: Holding the Most Significant Observance of World Food Day Anywhere Around the Globe

In fulfillment of the Foundation's objectives, each October on or around World Food Day (October 16), the World Food Prize endeavors to turn the world's attention to Iowa, by holding "the most significant observance of World Food Day anywhere around the globe." In this regard, it is important to note that the Iowa Legislature has enacted legislation designating October 16 as Dr. Norman E. Borlaug / World Food Prize Day in Iowa. This is only the second time in Iowa history that an official day of recognition has ever been established. This action provides a strong basis for us to build a public/private partnership that could impact every part of the state.

The World Food Prize vision is that each October, Iowa can have a significant statewide week-long celebration surrounding World Food Day (like the Kentucky Derby or Mardi Gras, but with Iowa values): A celebration that highlights our state's history in feeding the world, and brings a broad array of people to our state to enhance economic opportunities and promote new technologies for the future. It is our view that it is possible at the same time to incorporate our state's marvelous history in feeding the world with the arts, music and education in programs and events all around the state, in order to bring maximum attention to these issues, to inspire leaders of the future, and to promote economic development.

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As we present the “Nobel Prize for Food and Agriculture” at the Iowa State Capitol and draw the leading experts from around the world for the Borlaug Dialogue, there should be programs taking place in every Vision Iowa Project, at every school and college and in every county across the state.

This overarching goal guides us as we work toward our objectives of: recognizing and inspiring breakthrough achievements to increase the quality, quantity, and availability of food in the world; conducting informational and educational programs related to agriculture, hunger, nutrition, and health; and promoting economic development, tourism, education, and cultural opportunities in Iowa.

In planning and leading the Global Youth Institute, the Borlaug Dialogue, the Iowa Hunger Summit, and other activities over the past decade, the World Food Prize Foundation’s experience has shown that focusing on Dr. Borlaug’s legacy in agriculture provides a very strong and broadly appealing core for a diverse array of programs. Given the central importance of food to all people, communities, and cultures, Iowa’s leadership in food production and hunger reduction (both historically and in the present day) provides a unique opportunity to unite people, focus attention on current and future challenges in food and agriculture, and support and enhance coalitions and partnerships.

Even though Dr. Borlaug is no longer with us, his spirit will live on in the World Food Prize programs he created and in the institutions we are building here in his home state. Through the special private-public partnership that we have with the State of Iowa, it is our intention to continue to build upon the foundation Dr. Borlaug put in place and which philanthropist John Ruan and his family have supported for the past two decades, so that the World Food Prize will continue to promote economic development and provide educational opportunities across Iowa.

The World Food Prize Foundation is therefore eager to cooperate and collaborate with the State of Iowa and other public and private entities to offer our annual activities as a platform for engaged partnerships that will promote economic development and will strengthen awareness of and action on major issues in food security and agriculture among Iowans. In particular, we would be pleased to incorporate into our Hunger Summit, Borlaug Dialogue, and Laureate Lecture Series individuals and organizations which could be useful in considering and promoting ideas and concepts deemed potentially helpful to our state and communities.