

THE WORLD FOOD PRIZE

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

Regarding the Operations, Programs & Expenditures
of
The World Food Prize Foundation
for
CY 2010

Submitted
December 31, 2010

THE WORLD FOOD PRIZE

What People Are Saying About The World Food Prize

“My husband and I attended the World Food Prize... Dignitaries from around the world were in town – prime ministers, agriculture ministers, ambassadors to the U.S. from every point around the globe... The honor most appropriately known as the ‘Nobel Prize for Food’ – a celebration of government and non-government people who have changed the world by taking on its challenges to feed hungry people.”

Marcia Rogers, Cedar Rapids

Board Member, Iowa Department of Economic Development

“Having the World Food Prize Foundation in Iowa reinforces Iowa’s importance with global influencers and helps support our strong corn export market. What makes the World Food Prize so valuable to all of Iowa’s economy is its ability to facilitate conversations about how to produce food, feed, fuel and fiber for a growing world population.”

Craig Floss

Executive Director, Iowa Corn Promotion Board

“Kemin has enjoyed significant economic value by participating in the World Food Prize events each October. For every dollar we have invested in the World Food Prize activities, we have probably received an additional \$5 in return. By helping [us] solve problems, [one World Food Prize] Laureate saved our customers millions of dollars.”

R.W. Nelson, Des Moines

Chairman of the Board, Kemin Industries

“In the next few decades, farmers will have to grow as much food as they have in the past 10,000 years – combined. We value the World Food Prize as one of the most important gatherings in the world for a rational discussion on the role of agriculture technology, including biotechnology, as to a tool to help farmers reduce world hunger.”

Hugh Grant

CEO, Monsanto

“Meeting the challenge of feeding the world demands dialogue and collaboration across the value chain and with both public and private entities. The [World Food Prize] symposium is a positive catalyst for that dialogue – dialogue that helps us create better plans for meeting future needs.”

Paul Schickler

President, Pioneer Hi-Bred

“West Central, Renewable Energy Group, and CEO Jeff Stroburg, were pleased to be able to partner with the World Food Prize to present the *Iowa Biofuels Expo: Emerging Technologies in Biodiesel and Ethanol*. The event featured exhibitors from national biofuels companies to highlight the new and innovative technologies which will allow our renewable fuels industry to continue its growth path while sustaining agricultural practices to continue to feed the world.”

Jeff Stroburg, Ralston

CEO, West Central

“The World Food Prize Borlaug Dialogue symposium has become the premier conference in the world on global agriculture.”

Sir Gordon Conway

Imperial College, London

THE WORLD FOOD PRIZE

THE WORLD FOOD PRIZE REPORT TO THE IOWA LEGISLATURE – DECEMBER 31, 2010

This report is submitted as a follow-up to the report submitted on December 31, 2009. It is in compliance with the legislation enacted in 2007 by the Iowa Legislature requiring that the World Food Prize Foundation submit a report at the end of each calendar year regarding the expenditure of moneys received from the State beginning on July 1 of that year. Since the World Food Prize budget is based on the calendar year, this report of necessity covers periods during which appropriated funds from two different fiscal years were utilized.

SPECIAL CIRCUMSTANCES IN 2010

In 2010, the World Food Prize Foundation mourned the passing on February 13 of John Ruan Sr., the chairman emeritus of the World Food Prize who stepped in to save the Prize in 1990, when the original sponsor withdrew. Mr. Ruan brought the Prize to Iowa, where Dr. Norman E. Borlaug's vision for a "Nobel Prize for Food and Agriculture" could flourish in the most agriculturally productive and innovative region in the world.

John Ruan's own dream was that Iowa could be more roundly recognized internationally as the "Food and Agriculture Capital of the World." Thinking that having the World Food Prize here could provide a strong base on which efforts in that regard could be carried forward, John Ruan worked closely with bipartisan leaders of the State of Iowa to ensure a permanent home for the Prize and a strong foundation from which it could grow.

For the past 20 years it has been our great privilege to strive to fulfill the visions of both Dr. Borlaug and Mr. Ruan – two men born in small-town Iowa whose impacts and achievements have been felt across the country and around the world – 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, the World Food Prize has 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 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 and Mr. Ruan's vision for "the Prize."

- Our **international objective** is to recognize and inspire 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."

THE WORLD FOOD PRIZE

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. The monetary award is funded through an endowment from Mr. Ruan.

- Our **national/regional objective** is to conduct educational and informational programs such as the “Borlaug Dialogue” international symposium, the Iowa Hunger Summit, 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 half-day discussion attracting only 50 people from outside Iowa into a major three-day event, welcoming over 1,000 participants from more than 65 countries and 40 states.

- Our **Iowa objective** is to hold events and carry out programs that promote economic development and highlight tourism in Iowa, inspire Iowans to fight hunger, and provide unique educational opportunities for Iowa students, teachers and the public.

PRIMARY GOALS TOWARD HOLDING THE MOST SIGNIFICANT OBSERVANCE OF WORLD FOOD DAY ANYWHERE AROUND THE GLOBE

In fulfillment of these objectives, each October on or around World Food Day (October 16), the World Food Prize Foundation endeavors to turn the attention of the world to Iowa, by holding “the most significant observance of World Food Day anywhere around the globe.” During CY 2010 the World Food Prize Foundation planned and implemented a series of programs, projects and events to accomplish this goal.

This report summarizes all of those activities during CY 2010, while also outlining the efforts made by the World Food Prize Foundation over the past 11 years to build our organization into a great asset for the State of Iowa, promoting economic growth and providing unique educational opportunities for young Iowans.

In 2010 and during the past two decades, the World Food Prize Foundation has planned and implemented programs, projects and events in the following 10 areas to accomplish the goals and objectives listed above.

Goal 1: Building the Borlaug Dialogue International Symposium into One of the Most Significant Conferences in Food and Agriculture Anywhere in the World

The 2010 “Borlaug Dialogue” symposium was held October 13-15 in Des Moines, on the topic of “**Take it to the Farmer,**” inspired by the last words spoken by Dr. Norman E. Borlaug. **More than 1,100 people – our highest attendance yet – representing over 65 countries** engaged in lively and stimulating “conversations” that addressed issues including: partnering with farmers to foster their success; promoting greater opportunities for entrepreneurship, innovation, and trade; the importance of biodiversity and the role of biotechnology; nutrition and crop improvement; the critical importance of livestock in global food security; and the role of the private sector in reducing poverty and hunger around the world.

THE WORLD FOOD PRIZE

Among speakers and participants were: **former UN Secretary General Kofi Annan; U.S. Secretary of Agriculture Tom Vilsack, the agricultural ministers of Afghanistan and Pakistan, and ministers of agriculture from Ethiopia, Liberia, Mali, and Mexico;** private-sector leaders including international investor and farmer advocate **Howard Buffett** and **Cargill CEO Greg Page;** development leaders like **Bill & Melinda Gates Foundation CEO Jeff Raikes, USAID Administrator Rajiv Shah,** and key executives from international NGOs and global organizations; and several ambassadors, business leaders, educators and scientists from Africa, Asia, and Latin America participating. Furthermore, given our focus on elevating farmers, we were pleased to bring **over 65 global farmers and farm leaders** – the majority from emerging markets – to the events.

Over the past years, the World Food Prize has consistently focused its annual Borlaug Dialogue international conference on cutting-edge topics (biotechnology, innovations in crop production, agriculture’s role in national 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:

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

Dr. Bernard A. Schwetz, Acting Commissioner of the U.S. 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);
- The first conference to simultaneously consider **“The Dual Global Challenges of Obesity and Malnutrition,”** according to international nutrition experts (held in 2005);
- Praised by attendees for 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).

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.

- The former head of USAID confirmed that **“the idea for the \$100 million U.S.-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 WORLD FOOD PRIZE

- 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 [Gates leadership has] 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.**”

Goal 2: Inviting Organizations and Businesses to Hold Events and 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.

- The **Board for International Food and Agricultural Development (BIFAD)**, a President-appointed advisory group to USAID, six years ago moved its annual National Forum to Des Moines so it could be held in conjunction with the World Food Prize and continues to hold meetings here.
- **The Partnership to Cut Hunger and Poverty in Africa**, for the seventh straight year, hosted a delegation of African ambassadors and private-sector leaders who came to Iowa 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 **USDA Norman E. Borlaug International Fellows** program for each of the past five years has brought over 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 conjunction with the **Iowa Department of Agriculture, Pioneer, the Greater Des Moines Partnership, and Silos & Smokestacks.**
- **Truth about Trade and Technology** over the past five years has welcomed over 100 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.
- **Kemin Industries** for the sixth consecutive year timed its Worldwide Scientific Meeting to occur during the week of the World Food Prize, enabling several hundred leading food and agricultural scientists, technicians and corporate officials to participate in our events.

THE WORLD FOOD PRIZE

- The **World Economic Forum** in 2010 hosted its “New Vision for Agriculture” project board in Des Moines, which is a group of senior executives from major international food and agricultural corporations, in their ongoing efforts in advance of the global World Economic Forum meeting in Davos, Switzerland, in 2011, and also to develop an ongoing partnership with the World Food Prize.
- The **International Food Policy Research Institute** has, since 2009, used the World Food Prize events as the venue for its international launch of the annual Global Hunger Index, a joint effort with research institutes in Ireland and Germany.
- The **Global Harvest Initiative**, a partnership of John Deere, ADM, DuPont and Monsanto, in 2010 participated in a session, and also held a major press event featuring several of these CEOs at the 2009 World Food Prize.
- **Worldwatch Institute** hosted a preview briefing and launch of its 2011 “State of the World” report, an annual landmark project on critical environmental issues, at the 2010 World Food Prize.
- Major U.S. and international agribusinesses, such as **ADM, Bunge, Cargill, DuPont/Pioneer, Elanco, General Mills, John Deere, Land O’Lakes, Monsanto, Novus, PepsiCo, Syngenta, and Walmart** have sent significant delegations of officials from their global facilities to attend the Borlaug Dialogue and the Laureate Award Ceremony.
- The **Bill and Melinda Gates Foundation** used the appearance by co-founder Bill Gates at the World Food Prize in 2009 to hold a series of meetings in Des Moines with many of its partner organizations, and held several meetings here in 2010, as well.
- 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 and the University of Northern Iowa) is organized each year in conjunction with the World Food Prize events.
- The advisory committee of the **2020 Vision Initiative** to promote agriculture in achieving global development for nutrition, health, and poverty reduction met in Des Moines as part of the 2010 World Food Prize events in order to plan for its conference being held in India in 2011 with Prime Minister Manmohan Singh.
- The **Monsanto Borlaug-Beachell International Scholars** (young Ph.D. candidates from around the globe) were formally introduced at and participated in the 2009 and 2010 World Food Prize events.
- The **USDA Foreign Agricultural Service** has organized side events at the World Food Prize over the past five years, featuring presentations on issues of interest to the agricultural community and attendance by several hundred participants.

THE WORLD FOOD PRIZE

- Members of **The International Food and Agricultural Trade Policy Council (IPC)** 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 **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 two-day **American Food Venture Forum** has been held in Des Moines for several years to coincide with the World Food Prize, bringing 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 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, which, in 2010, included a large delegation of Russian agribusiness leaders who signed an accord with the **American Farm Bureau Federation** at the World Food Prize.
- The **Iowa Department of Agriculture** has invited several state commissioners of agriculture from around the United States to Iowa to take part in the World Food Prize.
- The **Iowa Soybean Association**, **United Soybean Board**, the **World Soy Foundation** and **World Initiative for Soy in Human Health (WISHH)** have brought an array of farmers and officials from national and international soy-promoting organizations to the World Food Prize on several occasions.
- **The UN Standing Committee on Nutrition**, with representatives from around the world, held an international meeting in Des Moines in 2005 in conjunction with the World Food Prize symposium on malnutrition and obesity.
- **The International Traders of Iowa** have sponsored 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 Global Youth Institute.
- **The Community Food Security Coalition** held its 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 WORLD FOOD PRIZE

- **The DuPont Biotechnology Advisory Panel** of experts from around the world has convened at the Pioneer campus in Johnston on several different occasions in conjunction with World Food Prize, to allow panel members to attend and participate in the Borlaug Dialogue.
- **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 UN Millennium Development Project Task Force on Hunger** held a formal committee meeting in Des Moines as part of the World Food Prize, at which 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, subsequently approved by the leaders of the world, were first discussed at the World Food Prize.
- **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.
- The 2010 World Food Prize events also welcomed events hosted by the **World Agroforestry Center**, the **African Agricultural Technology Foundation**, **ISU Extension**, **Foods Resource Bank**, **Oxfam America**, **Africare**, and the **Worldwide Fund for Nature**.

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

Goal 3: Creating Extraordinary Educational Opportunities for Iowa High School Students

The World Food Prize Global Youth Institute

In October 2010, as part of the World Food Prize week of events, our three-day Global Youth Institute brought 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.

As the attached chart shows, since its inception in 1994, **over 1,000 students and teachers from more than 175 high schools across Iowa** have taken part in the World Food Prize Global Youth Institute.

In addition to hearing speakers address the issues associated with the future role of agriculture in global development, the Global Youth Institute participants also tour Iowa's 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 **Pioneer Hi-Bred's Carver Center in Johnston**, during which they present their own research and essays to a "faculty" made up of World Food Prize Laureates and other international experts.

THE WORLD FOOD PRIZE

With the generous support of Mr. Clay Mathile and a commitment of up to \$2 million from the **Mathile Institute**, the World Food Prize Foundation has initiated a national expansion of these youth programs. With the establishment of qualifying state and regional Youth Institutes in Ohio in 2004; Texas, Nebraska, and Minnesota in 2007; Indiana and Illinois in 2008; New York, Virginia and Pennsylvania in 2009; and Arkansas in 2010; the reach and impact of these exceptional programs is growing rapidly. To date, **over 220 students from 26 states have traveled to Iowa** to participate in the World Food Prize Global Youth Institute and the Borlaug-Ruan International Internship program.

In order to create a truly engaging international experience, the World Food Prize Foundation has endeavored to involve students from outside the United States in the Global Youth Institute by partnering with **Iowa Resource for International Service (IRIS)**, **Iowa Sister States**, **Foreign Language Exchange (FLEX) Program**, **Monsanto** and the **Borlaug Institute for International Agriculture**. Since 2001, **over 90 international students from 17 countries** (Mexico, Nigeria, Tanzania, Brazil, Peru, Afghanistan, Kosovo, Turkmenistan, India, France, Russia, Netherlands, Canada, Ukraine, Venezuela, and Germany) have participated in the youth programs.

Since 2001, in collaboration with **Heartland Area Education Agency (AEA 11)** in Johnston, the World Food Prize has provided teacher mentors attending the Global Youth Institute the opportunity to participate in a Professional Development session to earn advanced or relicensure credit. The 2010 Professional Development session presented teachers with an educational curriculum based on finding “Solutions for the World’s Smallholders” and included guest experts from Mbita, Kenya and Washington, D.C., who discussed push-pull agriculture and biofortification. In addition, the occasion allowed teachers 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 the classroom.

For the ninth year in a row, the World Food Prize has initiated the “**Dr. Norman Borlaug World Food Prize Day**” **Poster Distribution** project, partnering 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 its Global 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 2010 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.

Borlaug-Ruan International Internship Program

As an extension of the Global Youth Institute, the World Food Prize Borlaug-Ruan International Internship program annually offers high school students the opportunity to work at **top 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

THE WORLD FOOD PRIZE

world-renowned researchers while getting a first-hand view of real and pressing 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 Rolaug-Ruan International 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, the Foundation is able to place more than a dozen interns abroad each summer. In the past thirteen years, the World Food Prize has funded a total of **143 Borlaug-Ruan International Internships at 25 of the top agricultural research centers and institutions around the world** in Africa, Asia, Latin America and the Middle East, including: Bangladesh, Brazil, China, Costa Rica, Egypt, Ethiopia, India, Indonesia, Malaysia, Mexico, Kenya, Peru, Philippines, Taiwan, Thailand, Trinidad and Turkey.

Borlaug-Ruan interns are involved in global projects dedicated to reducing poverty and hunger in areas 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 the Borlaug-Ruan Interns are frequently judged by their supervising research faculty and the 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, the top Borlaug-Ruan Interns are selected (from the previous summer) for excellence in completing their assignments and are awarded **the John Chrystal and Elaine Szymoniak Intern Awards** at the World Food Prize Laureate Award Ceremony at the Iowa State Capitol. Complete intern reports are available on the Foundation's website – www.worldfoodprize.org/youth.

Borlaug-Ruan Interns have received a number of special awards, such as the six 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 graduated from Harvard University: All have been admitted to medical school. One was also the 2009 Miss Iowa.

In 2010, one Borlaug-Ruan alumna received her Ph.D. in Civil and Environmental Engineering from Cornell, and several others also have begun their graduate studies. The World Food Prize Foundation's staff maintains a close mentorship role with many of the youth who have completed the World Food Prize youth programs, as these students 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 report that the World Food Prize Global Youth Institute and Borlaug-Ruan International Internship Program provided **the formative experience that inspired them to pursue their chosen career paths**.

THE WORLD FOOD PRIZE

Since 2000, the World Food Prize has 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 six years **John Deere, Monsanto, Pioneer Hi-Bred** and **Principal Financial** 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. In addition, some of the sponsoring companies provide a network of support for the interns once home, to explore prospective future internships and employment with these companies.

Before he died, Dr. Borlaug told Ambassador Quinn 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.

USDA and World Food Prize Partnership: The Wallace-Carver Internship Program

To build upon the World Food Prize youth programs, this fall U.S. Secretary of Agriculture Tom Vilsack announced the creation of **a major new partnership between USDA and the World Food Prize Global Youth Institute**. Beginning immediately, all Borlaug-Ruan International Interns from the World Food Prize will be named as USDA Wallace-Carver Interns. As such, they will take part in a week-long special high-level program in Washington D.C., followed by a prestigious USDA internship.

The approximately 70 Borlaug-Ruan Interns from previous years who are still in college will also be considered eligible to receive the fully-funded USDA research and policy placements, and all other high school students who participate in the Global Youth Institute each October in Des Moines will be awarded USDA internships during their high school or undergraduate education.

Secretary Vilsack also committed USDA to working closely with the **Land Grant Colleges and Universities, FFA** and **4-H** to build the World Food Prize Global Youth Institute selection process in order to draw hundreds of students in every state to the campus of a Land Grant institution, for a competitive process to select the very best students nationally as delegates to attend the World Food Prize in Des Moines each year. To this end, an additional five USDA internships will be made available every year in all 50 states for the top students participating in the World Food Prize state and regional youth institutes who are not selected to travel to Des Moines as delegates to the Global Youth Institute.

The result will be **more than 400 new USDA interns selected each year from thousands of high school students from most high schools in America – 100 of which will be exclusively for Iowa high school and college students**. In addition to the creation of educational and career opportunities for Iowa students, Iowa State University and Iowa-based research institutions will gain **40,000 hours of additional support** on advanced scientific research, at an **annual value of \$500,000**.

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 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.”

THE WORLD FOOD PRIZE

Goal 4: The Annual Iowa Hunger Summit: Making Iowa “The Hunger Fighting Capital of America”

Another key 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 that are working to counter hunger at home and abroad. **The Iowa Hunger Summit is free and open to the public**, and includes a “**Hunger Luncheon**,” which consists of meals provided by four Iowa-based organizations that work to support hungry or food-insecure families in Iowa communities or overseas.

With the leadership of honorary co-chairs former **Governors Robert Ray, Terry Branstad, and Tom Vilsack**, nearly 400 people attended the inaugural Iowa Hunger Summit in 2007. The **Rev. David Beckmann**, a Lutheran minister and president of **Bread for the World** (as well as, in 2010, being named World Food Prize Laureate), gave the keynote address. The event also attracted participants from around the country as well as across Iowa.

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

In 2009, the Iowa 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.

2010 attendance once again topped 500 guests from around Iowa and the Midwest, with keynote remarks from three-time **Nobel Peace Prize nominee Ambassador Tony Hall**, as well as a presentation from leaders from the **Iowa Farm Bureau** and **FBL Financial Group** on the role of farmers in fighting hunger. The Iowa Farm Bureau and FBL Financial Group also announced its five-year sponsorship of the Iowa Hunger Summit, beginning in 2011, ensuring that the Iowa Hunger Summit will continue to provide a forum for Iowa citizens to focus on the challenges of hunger at home and abroad.

The following organizations have made presentations at the Iowa Hunger Summit over the past four years.

- **Iowa State University Extension** organized a session on the rising cost of food, a session on how food-assistance programs impact Iowans in need, and – with the **Leopold Center for Sustainable Agriculture** – a session on how renewed interest in Iowa’s food systems can promote nutrition and food security for hungry families and children in our communities.
- **Elanco** and **Heifer International** hosted a discussion of the role of livestock and animal-sourced foods in improving nutrition and fighting hunger and poverty globally,

THE WORLD FOOD PRIZE

- One session featured the work of **3M** and **Outreach Africa** to develop water-filtration systems and increase access to clean water in developing countries.
- The **Heartland Global Health Consortium** highlighted the connection between infant and child nutrition, brain development, and education in global health and development.
- **The 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 (in 2008, it was at this event that President Obama's pledge to end childhood hunger in the United States by 2015 was announced; in 2009, USDA leaders from Washington and Denver hosted a listening session to gain feedback from Hunger Summit attendees on how that goal can be reached in Iowa and how Iowa's experience can support similar efforts in other states).
- **Kids Against Hunger, Outreach Africa, Project Elijah Foundation, and Meals from the Heartland** 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** brought a delegation of **United Nations ambassadors** from New York to speak about food insecurity in their countries.
- **The Friends of the World Food Programme** hosted a briefing on UN-led efforts to provide food relief and improve food security globally.
- **The United Nations Foundation** hosted a dialogue on global hunger's connection to issues of international security and cooperation.

THE WORLD FOOD PRIZE

Goal 5: Expanding the Laureate Lecture Series and Events Around Iowa during the World Food Prize

The World Food Prize reaches out to Iowans through its statewide Laureate Lecture Series and other special events. **The Foundation partners with colleges, universities, high schools, middle schools, elementary schools, businesses and professional and community organizations** to schedule formal lectures and presentations, as well as informal visits, by distinguished World Food Prize Laureates, members of the Council of Advisors, and other international experts attending the World Food Prize annual events.

The goal of the Laureate Lecture Series is to extend the Borlaug Dialogue discussions and activities, which center around feeding the world's people, to communities across the state.

The lead element of this program is the prestigious **Iowa State University Norman Borlaug Lecture** in Ames. Established in conjunction with the World Food Prize in 2001, this premier event honors Dr. Norman Borlaug, and has been called the highlight of ISU's academic year by **President Greg Geoffroy**.

In 2010, it was held on October 11 and featured **David Beckmann and Jo Luck, the 2010 World Food Prize Laureates**, at a speaking engagement that was attended by several hundred people from the ISU community and around central Iowa.

In addition to the ISU Norman Borlaug Lecture, more than 15 other Laureate Lecture events took place around the state this past October.

Over the past 10 years, **close to 100 Laureate Lectures have occurred across the state** at Des Moines Area Community College, Iowa State University; the University of Iowa, Northern Iowa University, Waldorf College, Buena Vista College, Central College, Wartburg College, Simpson College, the University of Dubuque, Iowa State Historical Building, the American Institute of Business in Des Moines, Loras College, Morningside College, Luther College, Des Moines Central Academy, St. Augustin Middle School, Iowa Council of Social Studies, Drake University, Grand View University, Grinnell College, William Penn University, Indian Hills Community College, Kemin Industries Worldwide Scientific Meeting, and Pioneer Hi-Bred.

In conjunction with the Laureate Lecture Series, beginning in 2008 the World Food Prize has sought to include an additional free, open-to-the-public event in Des Moines during World Food Prize Week to provide an opportunity for community members to hear, meet, and connect with the current year's World Food Prize Laureate(s). In 2008, this "**Laureates Forum**" featured **Senators Bob Dole and George McGovern** reflecting on their public careers and their engagement in issues of hunger, child nutrition, and educational opportunities (especially for girls); in 2010, this event was a conversation between David Beckmann and Jo Luck as they discussed the importance of grassroots engagement in fighting hunger and improving agriculture and offered inspiring stories from their work in the United States and around the world.

THE WORLD FOOD PRIZE

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 that increase and build public awareness of issues related to agriculture, agribusiness, food, nutrition and health, and that further support cultural and educational opportunities within the state.

- A month-long campaign was created 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 I have experienced during my time in office.”

In conjunction with this campaign, the World Food Prize brought doctors and medical specialists from **Harvard Medical School**, the **Centers 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 encourages **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, and to distribute this information to World Food Prize attendees each year.
- **The U.S. Cellular World Food Festival**, in Des Moines' East Village, was established in 2005 with strong encouragement by the World Food Prize. In 2010, it was held on October 8-10, for the fifth consecutive year by the Downtown Events Group as a community event to celebrate the themes of the World Food Prize, including 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 the World Food Prize events a special health and nutrition emphasis and brings greater attention to the race.

THE WORLD FOOD PRIZE

- In conjunction with **Humanities Iowa**, the World Food Prize sent one of its Laureates from India, Dr. M.S. Swaminathan, to be the keynote speaker at the **2007 Covered Bridge Festival in Winterset**. Dr. Swaminathan also spoke at **Simpson College**. His appearance was linked to the special assistance provided by Iowa hero George Washington Carver to Mahatma Gandhi during the quest for independence in India.
- 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.
- 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.
- The World Food Prize partnered with the **U.S. Grains Council** and the **Iowa Corn Growers Association** to arrange and host a farm field demonstration event in **Jasper County** and a tour of the local Cooperative in **Prairie City** for a group of 35 international biotechnology policy experts. Also attending this event in 2002 were several World Food Prize Laureates and Council of Advisors’ members.
- In 2010, the World Food Prize brought the Ministers of Agriculture of both Afghanistan and Pakistan to its Borlaug Dialogue and Laureate Award Ceremony. They also participated in an outreach activity led by U.S. Secretary of Agriculture Tom Vilsack that included a visit with a farm family near **Colo** and a roundtable discussion at the farm with the President of **Iowa State University**, Greg Geoffroy, along with staff members of **ISU Extension**.
- A group of 40 international farmers attending the World Food Prize in 2010 participated in a farm field day organized by **Oxfam International** at a farm near **Marshalltown**, and also visited **Marshalltown Community College**.

THE WORLD FOOD PRIZE

Goal 6: Hosting an Impressive Annual Laureate Award Ceremony in Iowa

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” at which he received the Nobel Peace Prize. Following the Laureate Award 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 2010 Laureate Award Ceremony, the \$250,000 World Food Prize was presented to **David Beckmann, president of Bread for the World**, and **Jo Luck, president of Heifer International**. Over 800 people filled the House Chamber (with an additional 200 attendees in the Senate Chamber) of the Iowa State Capitol for the ceremony on the evening of October 14th, which was presided over by Governor Chet Culver and **broadcast live across the state on IPTV and – for the first time – around the world via webcast**. The bipartisan leadership of the Iowa Legislature was represented. **U.S. Senator Tom Harkin** and **U.S. Representatives Leonard Boswell, Tom Latham and Steve King** were also in attendance. In addition, 200 teachers and students participated from the Iowa Senate, where **U.S. Secretary of Agriculture Tom Vilsack** met with the youth to announce a new USDA internship and partnership with the World Food Prize. There was more life-saving achievement present at the Capitol that evening than at any other World Food Day event anywhere around the globe.

The Laureate Award Ceremony is also an opportunity to **bring internationally renowned musicians and performers to Iowa and to showcase Iowa artists before an international audience**, through the live coverage of the ceremony over IPTV and webcast. 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; Iowa singer-songwriter Carol Montag; Monica Yunus from the Metropolitan Opera in New York; rising Broadway actress Eleasha Gamble; the renowned Philander Smith College Gospel Choir from Little Rock, Arkansas; Russian opera prodigy Alex Prior; Ethiopian pop star Chachi Tadesse; Madou Dembele and Euphrasie Johoun from West 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.

Goal 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.

THE WORLD FOOD PRIZE

- **The Hoover-Wallace Dinner:** Since 2004, 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, 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 Charles 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**. That event took place on April 14, Emancipation Day, which celebrates the first freeing of slaves in 1863 in the District of Columbia, and was preceded by a special ceremony in the Iowa House of Representatives. The World Food Prize takes great pride in having its event be one of the most significant observances of Emancipation Day anywhere in America.
- **John Deere**, the man and the company, were the focus of the 2006 dinner 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**.
- Dr. Norman Borlaug's 90th birthday was the focus of the inaugural Hoover Wallace Dinner held in **Cedar Rapids** in 2004.

Plans are going forward for a future Hoover-Wallace Dinner in Cedar Rapids, focusing both on the rebuilding of communities in Eastern Iowa since the devastating floods of 2008 and also Iowan's ongoing involvement and leadership in reconstruction efforts in Haiti following the 2010 earthquake.

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 to continue the legacy of humanitarian work

- **The George Washington Carver Internship Program for Iowa College Students:** Each year the World Food Prize welcomes approximately fifteen 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

THE WORLD FOOD PRIZE

experience in carrying out complex programs as well as to meet some of the world's greatest minds in global agriculture and development.

- 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:** In August 2011, the World Food Prize looks forward to again hosting a special breakfast for approximately 80 foreign ambassadors and diplomats who will be 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, which has occurred every two years since 2001, and is aimed at promoting economic development and encouraging further partnerships between Iowa companies and institutions and international counterparts – particularly in food, agriculture, and nutrition.

Goal 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 11 years, including those listed below.

- **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 seven 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 2010 as **Secretary of State Hillary Clinton, Secretary of Agriculture Tom Vilsack** and **USAID Administrator Rajiv Shah** spoke. As she did at this event in 2009 also, Secretary Clinton offered major remarks on the new administration's **Feed the Future** initiative for confronting global hunger. This year's ceremony also saw the formal announcement of the **Norman Borlaug Commemorative Research Initiative** for investment in the agricultural sciences. Each year, this event is 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.

THE WORLD FOOD PRIZE

- **Congressional Gold Medal Ceremony at the U.S. 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. Dr. Borlaug became one of only six people to have won the Nobel Peace Prize, the Presidential Medal of Freedom and the Congressional Gold Medal. The only other people who hold all of these honors are Martin Luther King, Jr., Nelson Mandela, Mother Theresa, Elie Wiesel and Aung San Suu Kyi.

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

Outside the United States, the World Food Prize has organized or participated in the following events, which help to put the focus of international leaders and global media on Iowa.

- **Accra, Ghana:** In September 2010, Ambassador Quinn led a featured plenary session on Dr. Borlaug’s legacy at the **African Green Revolution Forum**, which brought together African and international leaders and experts. At that conference, he also presented the Norman Borlaug Medallion to **Kofi Annan** for his leadership of efforts to spur a Green Revolution in Africa.
- **Bangkok, Thailand:** Former Iowa **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, Spain:** 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 in conjunction with the World Food Prize.
- **Beijing, China:** 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**. The President of **Pioneer Hi-Bred International** was a featured speaker at the event at the invitation of the World Food Prize.
- **Bonn, Germany:** 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.”
- **Chennai, India:** The World Food Prize was included among the convening institutions of a global conference on biodiversity and its role in supporting agricultural development worldwide, in honor of Norman Borlaug.

THE WORLD FOOD PRIZE

- **Mexico City, Mexico:** 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 that year 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.
- **Rome, Italy:** 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.
- **St. Petersburg, Russia:** Ambassador Quinn was a featured speaker, on the life and legacy of Norman Borlaug and also on the special Iowa-Russia connection through agricultural scientist N. I. Vavilov, at the **Eighth International Wheat Congress**, the largest-ever gathering of global wheat scientists.
- **Tokyo, Japan:** In 2010, the World Food Prize participated with USDA and State of Iowa leaders to commemorate the **50th anniversary of the “Yamanashi Hog Lift,”** to champion U.S.-Japan ties through a conference sponsored by the U.S. Grains Council (at which Ambassador Quinn was a featured speaker), and to highlight both countries’ roles in global agricultural development. At this time, the Norman Borlaug Medallion was presented to **Yohei Sasakawa**, chairman of the Nippon Foundation.
- **Toronto, Canada:** The 2002 World Food Prize Laureate was announced to an audience of more than 3,000 persons attending the International Horticultural Congress.

Goal 9: Supporting the Arts and Educational Opportunities In Iowa’s Great Facilities

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

In past years, as part of its annual programs, the Foundation has commissioned approximately 15 original paintings, a suite of poems and the composition of an original choral piece, all by Iowa artists. Other partnerships and work with artists include the following projects.

- 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**.

THE WORLD FOOD PRIZE

- In 2002, the World Food Prize held a second **free concert for over 2,500 guests** 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 2005 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**, which drew several thousand people to view it over a several week period, including hundreds of Iowans of Indian heritage from across the state.
- In 2010, the Laureate Award Ceremony included a performance of “The Iowa Waltz,” written by noted Iowa City songwriter Greg Brown and performed by Iowa singer-songwriter Carol Montag, which was viewed live and was also broadcast statewide and internationally through the first-ever webcast of this event.
- 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 **Capital 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 original 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 food-deprived 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.

THE WORLD FOOD PRIZE

- Each year, the World Food Prize organizes a tour for distinguished international guests to some of Iowa's most prominent tourist destinations. In 2010, this tour went to the **Henry A. Wallace Birthplace and Farm** near Orient, Iowa. In past years, this program has included visits to the **Pappajohn Sculpture Garden** and the **Des Moines Art Center**, 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** in Ames.

Goal 10: The Restoration 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 December 2010, over \$28 million has been raised. The restoration of the building is scheduled to be completed by October 1, 2011, with the **grand opening to be held as part of the 25th anniversary celebration on October 12-14, 2011.**

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

The restoration project has great historical and cultural significance. First and foremost, this project will **preserve a historic public building designed in the 19th century** as the cultural and artistic center of Des Moines, and will give the building a new cultural identity for another 100 years, well into the 22nd century, highlighting Iowa's historic humanitarian leadership in feeding the world.

This architectural treasure will tell the story of Dr. Borlaug's scientific accomplishments and those of other **Iowa heroes** – such as Herbert Hoover, Henry Wallace, George Washington Carver and Jessie Field Shambaugh – through the various exhibits, artwork, murals and interactive displays featured in the Iowa Room and other parts of the building.

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 events during the Borlaug Dialogue and the World Food Prize 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, the World Food Prize Foundation's 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 building will serve as a teaching tool for teachers, students and the public to learn more about Iowa's history and heroes, as well as the critical issues of global food insecurity, hunger, malnutrition and the work that many Iowans and World Food Prize Laureates have done to counter these problems. The

THE WORLD FOOD PRIZE

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.

The building's renovations are being carried out in an environmentally conscious way. The World Food Prize Foundation remains committed to achieving maximum LEED energy certification, making the building as energy efficient as possible. The Hall of Laureates building is **designed to achieve LEED Platinum status**. To date, there are no LEED Platinum-certified restoration projects of buildings designed in the 19th century in Iowa; with fewer than 10 such projects across the entire country, the Hall of Laureates will be a **national landmark and model of energy efficiency and conservation**.

The transformation of the former Des Moines Public Library into the Norman E. Borlaug Hall of Laureates will truly help enrich the quality of life in Greater Des Moines in the following ways. The project will create:

- A **public cultural museum** in the Des Moines community open free of charge to the public that will recognize Iowa's humanitarian role in feeding the world;
- A **cultural center** available for musical performances, book launchings, artistic exhibits and displays as well as public lectures;
- A **convocation and conference** center available to business, civic groups and social organizations in one of Iowa's architectural treasures;
- An **educational demonstration of energy efficiency**. This renovation project will take a 19th century public building and make it LEED Platinum certified, linking a "green" building with the arts and cultural history;
- An **educational facility about fighting hunger**. The World Food Prize is presented in Des Moines as part of a week-long series of events designed to be one of the most significant observances of UN World Food Day. With the creation of the Hall of Laureates, such activities will have a permanent home and a landmark site – one more way to make Des Moines the hunger-fighting capital of the world;
- **Public gardens surrounding the building that will bring green space to the area**, adding greatly to the beautification of downtown Des Moines and building a connection with the downtown Riverwalk.

Lastly, it is important to note that the Hall of Laureates will serve as a **national and global landmark for the "Nobel Prize for Food and Agriculture"** as referred by many global leaders in reference to the World Food Prize – a key element highlighting this project as one of national significance drawing global attention to Des Moines.

In essence, the library's restoration and transformation into the Norman E. Borlaug Hall of Laureates **represents a significant part of the cultural revival of Des Moines's downtown landscape** and this magnificently-restored edifice will add greatly to the urban renaissance and blossoming of this community.

THE WORLD FOOD PRIZE

The Hall of Laureates sits at the intersection of two major architectural axes of the city: Locust Street, which is becoming one of the truly magnificent public art and architectural thoroughfares in America; and the newly constructed Principal Riverwalk. As such, the building will recapture the grandeur of the city's 19th century "City Beautiful" movement for the Riverfront and link it to the 21st century flair of the Pappajohn Public Art Park and the revitalized downtown.

The public garden will be located on the site of the former parking area on the west side of the building and will also be linked to the main promenade of the Principal Riverwalk on the riverfront. Designed by the award-winning Hoerr Schaudt Landscape Architects, it will turn the former library's parking lot into beautifully landscaped green space and will transform the look of Second Avenue, one of downtown Des Moines' busiest thoroughfares, and create an oasis of green in the heart of the city.

Central elements and signature items of the gardens will include a wall on the western edge of the property that will incorporate an elegant water feature and an inlaid world map. The gardens will also display ornamental urns containing plants located at the West and East entries.

The Hall of Laureates building and public gardens will greatly complement the downtown landscape and will significantly add to **making the downtown area an architecturally magnificent and artistic thoroughfare**. Upon completion, the Hall of Laureates building and gardens will be a wonderful asset for the Des Moines community.

The World Food Prize Foundation has signed a lease through the year 2109 for this building. The 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 the 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**.

ONGOING GOAL: THE WORLD FOOD PRIZE ENDEAVORS TO BUILD ITS PROGRAMS SO THEY MAY BE A VEHICLE FOR ECONOMIC GROWTH FOR THE STATE OF IOWA

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 the World Food Prize Foundation to build a public-private partnership that can impact every part of the state.

THE WORLD FOOD PRIZE

A VISION FOR THE FUTURE

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 Iowa to enhance economic opportunities and promote new technologies for the future.** It is the World Food Prize Foundation's 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.

As the World Food Prize presents the "Nobel Prize for Food and Agriculture" at the Iowa State Capitol and draws 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 the Foundation staff 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 and global development 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 citizens, focus attention on current and future challenges in food and agriculture, and support and enhance coalitions and partnerships.

In the year since his death, it has become evident that Dr. Borlaug's spirit lives on and will flourish 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 the Foundation has with the State of Iowa, it is our intention to continue to build upon the foundation Dr. Borlaug put in place and that 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 Iowa Hunger Summit, Borlaug Dialogue and Laureate Lecture Series organizations and individuals which could be useful in promoting ideas and concepts deemed potentially helpful to our state and communities.

THE WORLD FOOD PRIZE

STAFF, BUDGET AND FUNDRAISING

The World Food Prize currently has eight full-time employees and one part-time employee. It is further assisted by occasional temporary staff as part of its October events and several unpaid college interns.

In 1999, the World Food Prize Foundation had four sponsors in addition to the State of Iowa. Reflecting the greatly increased support and interest from the private sector, today the Foundation has over 80 private contributors at various levels of sponsorship. These sources provide the majority of the funds expended by the World Food Prize.

In its report to the Legislature in December 2009, the World Food Prize estimated that in CY 2010, its expenditures would be \$2.363 million. In fact in CY 2010, its estimated year-end expenditures were \$ 2.419 million, due entirely to the record-breaking attendance at the 2010 Borlaug Dialogue symposium. Of this amount, the World Food Prize applied approximately \$750,000 from funds provided by appropriations from the State of Iowa (\$375,000 of the \$750,000 appropriation on July 1, 2009, to cover expenses during the period January 1 to June 30, 2010; and approximately \$375,000 of the \$750,000 appropriated on July 1, 2010, to cover expenses during the period of July 1 through December 31, 2010). The remaining \$375,000 of the \$750,000 appropriated on July 1, 2010 will be utilized to cover World Food Prize Foundation planning, operations and program implementation during the first half of CY 2011.

None of the money received from governmental sources is used to fund the \$250,000 award given to the recipient of the World Food Prize. Governmental funds are also not used to pay for food or beverages at any of the social functions which are held as part of any World Food Prize event. None of the funds received from the State of Iowa standing appropriation is used for any bricks and mortar construction.

EXPENDITURES

Attached to this report is an outline of expenditures during CY 2010 made by the World Food Prize in support of the administration, planning and implementation of all of the programs listed in this report, as well as the operation of the buildings and facilities in which they take place or will take place. The funds obtained from the State of Iowa are used to defray part of all of these expenses, with the exceptions noted in the above paragraph.

Salaries and benefits for World Food Prize staff are apportioned to the various programs and project elements of the budget which individual staff members manage. Staff costs for the administration and overall direction of the Foundation are listed under Administration.

We anticipate that expenses for these programs will increase over the next several years as the Borlaug Dialogue and Global Youth Institute continue to expand, and the expenses associated with the planning and operation of the Hall of Laureates, in which World Food Prize programs will be held, will begin to be incurred. Continued funding from the State of Iowa in the form of a standing appropriation, as the

THE WORLD FOOD PRIZE

Legislature has four times approved, will ensure that these programs, which Dr. Borlaug created, will be sustained far into the future for the benefit of the public who participate in them and who visit the new facility

The amount of program expenditures by the Foundation during the first six months of CY 2011 will be approximately the same as those made in CY 2010 during that same time frame. However, it is anticipated that the Foundation's overall expenditures for the entire CY 2011 will be approximately \$2.5 million, with increases due to an expansion of the Borlaug Dialogue international symposium program and the Global Youth Institute activities in October, as well as increased expenses related to the planning and operation of the Des Moines Public Library Building restoration project. While subject to revision, it is estimated that the CY 2012 Foundation budget will be approximately \$2.9 million, due to additional costs associated with the operation of the Norman E. Borlaug Hall of Laureates, which is scheduled to open in October 2011.

THE WORLD FOOD PRIZE

WORLD FOOD PRIZE FOUNDATION CY 2010 ANNUAL EXPENDITURES

Borlaug Dialogue International Symposium	\$489,879
Travel and lodging for international speakers	
Travel and lodging for World Food Prize Laureates/Council of Advisors	
Brochure design, printing and mailing	
Iowa Hunger Summit	
International Symposium, including setup, audio/visual and catering	
Ground transportation	
Temporary staff	
Security	
World Food Prize staff support	
World Food Prize – Cash Award.....	\$250,000
Global Youth Institute and International Internships.....	\$321,832
Borlaug Ruan International Internships	
Travel, room and boarding	
Intern stipends	
International medical insurance	
Intern interviews and orientation	
Administrative supplies	
Chrystal/Szymoniak Award – printing of books	
Global Youth Institute	
Lodging and meals for students and teachers	
Ground transportation	
Teacher Professional Development program	
World Food Prize staff support	
Laureate Award Ceremony	\$247,826
Ceremony production in House Chamber	
Dinner in Rotunda, including tables, décor, catering	
Laureate Selection Committee meeting	
Laureate Sculpture fabrication	
Invitation to Nominate brochure design, printing and mailing	
Laureate selection process	
World Food Prize staff support	

THE WORLD FOOD PRIZE

Special Events and Public Relations	\$189,668
Laureate Announcement Ceremony (Washington, D.C.)	
Annual Report design and printing	
World Food Prize Day at the Capitol	
Hoover-Wallace Dinner	
Website	
Photography	
Laureate Video production and recording	
Advertising	
Street signs and banners	
World Food Prize staff support	
Hall of Laureates Restoration Project.....	\$552,123
Architectural consultants	
Development/finance	
Printed materials	
Legal fees	
World Food Prize staff support	
Administration and Overhead	\$368,588
Personnel – general administration	
Professional and audit fees	
Fixed asset acquisition (technology, software, displays, furniture)	
Office supplies and monthly expenses	
Staff training	
Printing and mailing	
Database support	
Equipment rental	
Transportation and Travel	
401(k) and group insurance	
Total.....	\$2,419,916