

THE WORLD FOOD PRIZE

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REPORT TO THE IOWA LEGISLATURE – DECEMBER 31, 2007

This report is submitted in compliance with the legislation enacted in 2007 by the Iowa Legislature requiring that the World Food Prize Foundation submit a report by January 1, 2008 regarding the expenditure of moneys received from the State during the fiscal year beginning July 1, 2007. The State of Iowa appropriated \$450,000 to the Foundation in support of its programs during that fiscal year.

Foundation Objectives

Established by Iowa native and Nobel Peace Prize Laureate Dr. Norman E. Borlaug, the World Food Prize has as its goals the following:

- Recognizing and inspiring exceptional breakthrough achievements that increase the quality, quantity, and availability of food in the world;
- Conducting educational and informational programs addressing the most important issues in global food security; and
- Holding events and carrying out programs that promote economic development and highlight tourism in Iowa and provide unique educational opportunities for Iowa students.

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 attention of the world to Iowa, by holding "the most significant observance of World Food Day anywhere around the globe." During 2007 the World Food Prize Foundation carried out and implemented the following programs, projects and events to accomplish these objectives:

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International Symposium (The Borlaug Dialogue)

On October 18-19, the World Food Prize held its International Symposium in Des Moines on the topic of “Biofuels and Biofoods: Global Challenges of Emerging Technologies.” Approximately 700 people attended this conference (now known as the “Borlaug Dialogue”) which brought leading experts from around the globe to address critical topics associated with the development and utilization of biorenewable energy. The U.S. Secretary of Agriculture, the Minister of Agriculture of South Africa, and the former President of the West African nation of Benin joined the CEO’s of Monsanto, DuPont, Syngenta, and Land O’Lakes for a dialogue on these cutting edge issues. They were joined by experts and research scientists from Brazil, China, India, Africa and Europe who addressed such complex topics as global water supplies, the impact of climate change and the trade-offs associated with different technologies in developing biofuels.

The presence of these governmental and agribusiness leaders was complemented by the attendance of a number of businesses and organizations that held meetings in Des Moines during World Food Prize week, with their participants then attending the Borlaug Dialogue and other events. Among the organizations participating in this manner were the following:

- **The Board of International Food and Agricultural Development (BIFAD)**, an official advisory group appointed by the President to assist USAID. For the fifth year in a row, BIFAD held its National Forum in Des Moines in conjunction with the World Food Prize;
- **The Partnership to Cut Hunger and Poverty in Africa**, headquartered in Washington, D.C., again brought a delegation of African Ambassadors and senior African business leaders to participate in the World Food Prize and to hold a special session on African trade and development as part of the Borlaug Dialogue;
- **The USDA Borlaug International Fellows Program** brought approximately 50 young agricultural professionals from Asia, Africa and Europe to participate in the World Food Prize and also to travel across the state and observe Iowa agricultural practices. While here, they also met with Iowa’s Deputy Secretary of Agriculture;

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- **Kemin Industries**, which for the fourth consecutive year held its Global Science Conference during the same week as the World Food Prize, enabling its participants from Europe, Asia and Latin America to attend World Food Prize events as well;
- **Truth About Trade and Technology** for the second consecutive year held its global Biotechnology Roundtable during World Food Prize week, bringing several dozen farmers from around the globe who use biotechnology in their agricultural production for a conference and then to attend the World Food Prize;
- **The Sasakawa Africa Association**, based in Tokyo, held its annual board meeting in Des Moines with participants then remaining to take part in the World Food Prize events;
- **DuPont/Pioneer International Biotechnology Advisory Board**, which brought experts from Africa, Asia, Europe and the US to take part in their own meeting and to attend the World Food Prize;
- Major U.S. agribusinesses such as **Monsanto, Syngenta, Land O'Lakes, Cargill** and **John Deere** sent significant delegations of officials from their home offices to participate in the Borlaug Dialogue and attend the World Food Prize Laureate Ceremony;
- **The Iowa Corn Promotion Board**, has for the past four years brought foreign government officials who regulate biotechnology in their countries to spend a week in Iowa learning about American agricultural practices. In 2007, it brought a group of officials and business leaders working in biorenewable energy to attend the World Food Prize;
- **Foods Resource Bank**, a major non-profit, anti-hunger organization based in Michigan, previously held its annual Board Meeting in Des Moines and each year participates in the

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World Food Prize events and conducts several of its harvest ceremonies in nearby Iowa communities;

- **The Iowa Soybean Association** each year brings an array of farmers and officials of soy promotion organizations from across the midwest to the World Food Prize events.

Iowa business representatives and government officials had the opportunity to interact with all of these individuals and organizations, providing the opportunity for future arrangements which could promote the economic development of our state.

Iowa Biofuels Expo

Given the fact that the Borlaug Dialogue would address global issues in biorenewable energy, the World Food Prize worked closely with Iowa ethanol and biodiesel producers to hold an exposition highlighting the work in biofuels being done by many Iowa companies and businesses. This event, which hundreds of people attended, provided the opportunity for significant interaction between international visitors and senior representatives of many Iowa companies who are providing the leadership in expanding this industry in our state and around the world.

The Global Youth Institute

As part of the World Food Prize week of events (October 16-20), the World Food Prize once again held its Youth Institute which brought approximately 90 high school students and an equal number of teachers to participate in the Borlaug Dialogue as well as separate events designed specifically for these students. In addition to hearing speakers address the issues associated with biofuels, the Youth Institute participants also traveled to an Iowa ethanol production plant in Nevada, took part in a hunger banquet designed to highlight the disparities around the globe in access to food, and participated in a day-long program held at the Carver Center in Johnston during which they presented their own papers to Dr. Norman Borlaug and a “faculty” made up of World Food Prize Laureates and other experts.

In collaboration with Heartland Area Education Agency and Drake University, the teachers attending the Youth Institute participated in the seventh annual Professional Development session

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for advanced or continuing education credit. This year's Professional Development session provided teachers with current food security curriculum materials for high school classrooms, and gave teachers the opportunity to interact with international experts who facilitated the session.

Dr. Norman Borlaug World Food Prize Day Poster Distribution

For the sixth year in a row, the World Food Prize has worked with area educators to design, produce and distribute a poster featuring artwork of Dr. Borlaug and information on his life and work, the World Food Prize and the Youth Institute. Working with the state's Area Education Agencies, 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.

World Food Day Global Satellite Telecast

Each year, Dr. Borlaug, 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 World Food Prize segment originates in central Iowa and brings significant attention to our state. This past year, Dr. Philip Nelson of Purdue University, the 2007 World Food Prize Laureate, was the featured participant, with his interview emanating from the campus of Iowa State University.

The Inaugural Iowa Hunger Summit

With the leadership of the Honorary Co-Chairs—former governors Tom Vilsack, Terry Branstad and Robert Ray—over 400 people attended this day-long series of events focusing on Iowa's role in fighting hunger abroad and at home. Held on October 16 (Dr. Norman E. Borlaug/World Food Prize Day in Iowa by act of the Legislature) this event attracted not only Iowans but individuals and organizations from across the United States. Governor Chet Culver gave the keynote address during which he also signed a proclamation in honor of Dr. Borlaug who attended the special hunger luncheon. The meals at the luncheon all consisted of food provided by Iowa-based organizations to counter hunger and malnutrition in feeding programs in Africa and Latin America, as well as food assistance programs in parts of Iowa. There was no charge to anyone attending.

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Organizations taking part in this day-long series of events included:

- **The Alliance to End Hunger**, headquartered in Washington D.C., which brought its national board from across the country all to gather in Des Moines for this event;
- **The Friends of the World Food Program**, which held a breakfast and briefing session for participants about its work in distributing food to the most desperately hungry;
- **The U.N. Foundation**, which sponsored a presentation on America's role in the world by former Representative Jim Leach;
- **The Humpty-Dumpty Institute** in New York which brought four Ambassadors to the United Nations from developing countries to Iowa to participate in the Hunger Summit;
- **The ONE Campaign**, which held a bi-partisan panel of representatives of presidential candidates all addressing the issues of combating hunger.

The Laureate Award Ceremony

At the Laureate Award Ceremony, the \$250,000 World Food Prize was presented to Dr. Philip Nelson of Purdue University for his breakthrough achievement in developing technologies that revolutionized the food storage and transportation industries. Over 800 people filled the House Chamber of the Iowa State Capitol for the ceremony on the evening of October 18th, which was presided over by Governor Culver and broadcast live across the state on IPTV. A dinner held in the Rotunda featured Iowa food and wine, as well as musical performances by Iowa artists, the Purdue Varsity Glee Club and classical musicians from Des Moines. The President of the Iowa Senate, the Speaker of the Iowa House and the Senate Assistant Minority Leader were special guests of honor at the ceremony.

The Laureate Lecture Series

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As part of the World Food Prize week of events, the Foundation pays the travel costs of its former Laureates and Council of Advisors members to come to Des Moines to take part in the Borlaug Dialogue and Global Youth Institute. In addition, these distinguished individuals also visit Iowa colleges and universities to deliver addresses and make presentations related to global food security. In 2007, these events took place at: The University of Iowa; Iowa State University; Central College; Des Moines Area Community College; Drake University; Grandview College; Grinnell College; Indian Hills Community College; Waldorf College; and William Penn University.

Other Events 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 carried out additional programs and projects also aimed at fulfilling its stated goals. Included among these are:

- **The Borlaug-Ruan International Internship Program**, an extension of the Youth Institute, which each year send a dozen Iowa high school students on all-expense-paid eight week assignments at leading agricultural research institutions in Africa, Asia, the Middle East and Latin America. Called “the crown jewel of the Iowa high school experience,” over the past 10 years more than 100 students from across the state have had this unique opportunity to work side-by-side with renowned international experts in addressing substantive issues in combating hunger;
- **The Congressional Gold Medal Ceremony for Dr. Norman E. Borlaug**: Having worked very diligently with the Iowa Congressional delegation in support of this high honor for Dr. Borlaug, the World Food Prize Foundation was pleased to be able to host a reception at the U.S. Capitol on July 17th following the presentation of the Congressional Gold Medal, America’s highest civilian award, to Dr. Borlaug. The Foundation was grateful that Iowa Governor Chet Culver could be the special guest of honor at this reception, which took place in the Statuary Hall. This magnificent venue is adjacent to the Capitol Rotunda in which the President and the bipartisan leadership of the Congress jointly honored Dr. Borlaug;

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- **The Hoover-Wallace Dinner:** Each spring the World Food Prize hosts a dinner honoring Iowa's humanitarian heroes and Iowa's humanitarian heritage. All of Iowa's federal and statewide elected officials, including the bipartisan leadership of the Legislature, serve as Honorary Sponsors of this event. In 2007, close to 600 people came together in West Des Moines to honor George Washington Carver as well as the three academic institutions which gave this man, born into slavery, the opportunity to go to college and eventually become a scientist: Iowa State University, Simpson College and Tuskegee University. In past years, the dinner has honored: John Deere; former Vice President Walter Mondale and former governor Robert Ray for their work on behalf of refugees from Southeast Asia; and Dr. Borlaug. The dinner alternates venues around the state and in 2008 will take place in Coralville on April 19th. All proceeds from the dinner go to support the Borlaug-Ruan Internship program;
- **The Presentation of the Norman E. Borlaug Medallion:** In 2006, the World Food Prize Foundation created the Dr. Norman E. Borlaug Medallion for presentation to heads of state, the leaders of international organizations and others not eligible to receive the World Food Prize. Modeled on a sculpture by renowned Iowa artist Christian Petersen, the first award was made to His Majesty, the King of Thailand. Former Iowa Governor Robert D. Ray and Mrs. Billie Ray traveled to Bangkok in July 2007 to bestow this high honor on the King;
- **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 four 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 or other senior officials from the U.S. government and international organizations taking part. Approximately 300 people attend each year. In other years, the announcement has taken place in Toronto, Bonn, Chicago and London. The Laureate is chosen by the World Food Prize selection committee, which is chaired by Dr. Borlaug and comprised of eight members who remain anonymous;
- **World Food Prize Day at the Capitol:** During the Legislative session, the World Food Prize holds a day for a special observance at the State Capitol. On several occasions over the past

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years, Dr. Borlaug has personally come and addressed both houses of the Legislature. In 2007, the Foundation presented Founders Awards to the leadership of both the Iowa House and Senate, as well as to the Governor's Office, for the critical role they played in helping sustain the World Food Prize in existence when it was first moved to Iowa in 1990. As part of this event in 2007, Borlaug-Ruan Interns had displays in the Rotunda of the Capitol about their summer experiences, and they also visited with Lt. Governor Patty Judge as part of that special occasion;

- **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;
- **Support to the Arts and Education:** The World Food Prize takes pleasure at integrating the arts into its programs each year. In past years, it has commissioned approximately 15 original paintings, a suite of poems, and the composition of an original choral piece, all by Iowa artists. In addition, it commissioned the writing of a Symphony in honor of Dr. Borlaug, the premier of which was performed by the Des Moines Symphony Orchestra. In 2007, the World Food Prize was pleased to make the original choral piece entitled, "The Laureates Call" available to 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 newest biography entitled, "The Man Who Fed the World," by Leon Hesser.

The Restoration and Reuse of the Former Des Moines Library as a Hall of Laureates

Separate from its annual program budget, 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. 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. None of the appropriated funds that are the subject of this report are being used for the construction or restoration of this building.

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Staff, Budget and Fund Raising

The World Food Prize has six and ½ full time employees. It was further assisted by one full-time temporary employee and several unpaid college interns.

The World Food Prize operates on a calendar year budget. The World Food Prize expenditures for CY2007 were approximately \$1.639 million. Of that total, \$480,000 was derived from governmental sources (\$450,000 from the State of Iowa and \$30,000 from USDA). The remaining approximately \$1.159 million was obtained through contributions from corporations, foundations and private donors. In 1999, the World Food Prize had four sponsors in addition to the state of Iowa. Today it has 84 private contributors.

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.

Expenditures

Attached to this report is an outline of expenditures during CY2007 made by the World Food Prize in support of the administration and implementation of all of the programs listed in this report as well as the operation of the facilities in which they take place. The funds obtained from the State of Iowa are used to defray part of all of these expenses, with the two exceptions noted above.

We anticipate that expenses for these programs will increase over the next several years as the Borlaug Dialogue and Youth Institute continue to expand, and the expenses associated with 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 Legislature has twice approved, will ensure that these programs, which Dr. Borlaug created, will be sustained far into the future.

The following pages provide an itemization of the World Food Prize expenditures for CY2007. Costs for World Food Prize staff are apportioned to the various programs and project elements of the

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budget which individual staff members manage. Staff costs for the administration and overall direction of the Foundation are listed under Administration.

It is important to note that for CY2007, the World Food Prize received financial support from two separate appropriations by the Legislature. From January 1, 2007 through June 30, 2007, this support was derived from funding provided during the State of Iowa fiscal year commencing on July 1, 2006 in the amount of \$400,000. During the period of July 1, 2007 through December 31, 2007, the World Food Prize utilized funding from the \$450,000 appropriation which was provided for the fiscal year beginning July 1, 2007. Funding from this latter appropriation will also be used to cover expenses incurred during the period of January 1, 2008 through June 30, 2008. The amount of program expenditures by the Foundation during the first six months of 2008 will be approximately the same as those made in 2007 during that same time frame. However, it is anticipated that the Foundation's overall expenditures for the entire CY2008 will be approximately \$2.1 million, with increases due to an expansion of the International Symposium program and the Youth Institute activities in October, as well as increased expenses related to the library restoration project. While subject to revision, it is estimated that the CY2009 Foundation budget will be approximately \$2.7 million, due to additional costs associated with the restoration and operation of the former library building as the Hall of Laureates.

WORLD FOOD PRIZE FOUNDATION CY2007 ANNUAL EXPENDITURES

International Symposium	\$366,000
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

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Youth Institute and International Internships	\$188,000
Borlaug Ruan International Internships	
Travel, room and boarding	
Intern stipends	
International medical insurance	
Intern interviews and orientation	
Administrative supplies	
Chrystal/Ahmanson Award – printing of books	
Youth Institute	
Lodging and meals for students and teachers	
Ground transportation	
Teacher In-Service program	
World Food Prize staff support	
Laureate Award Ceremony.....	\$288,000
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	
World Food Prize staff support	
Special Events and Public Relations.....	\$203,000
Laureate Announcement Ceremony (Washington, D.C.)	
Borlaug Medallion Presentation (Bangkok, Thailand)	
Congressional Gold Medal 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.....	\$108,000
Architectural consultants	
Printed materials	
Legal fees	
World Food Prize staff support	
Administration and Overhead.....	\$296,000
Personnel – general administration	
Professional and audit fees	
Fixed asset acquisition (technology, software, displays, furniture)	
Office supplies and monthly expenses	

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Staff training
Printing and mailing
Database support
Equipment rental
Transportation and Travel
401(k) and group insurance

Total..... **\$1,639,000**