

FARMING FIRST

For those advocating for agriculture and food security to remain on top of the international agenda, 2011 was marked by the first G20 Agricultural Ministerial Meeting in Paris in June as well as progress in the climate change negotiations on the inclusion of agriculture in the negotiations. Farming First followed closely the G8/G20 process, during which time the coalition launched its new infographic on "The Story of Agriculture and the Green Economy", ahead of the 2012 Rio+20 conference. In addition, we were present in this last quarter in high-level events on food security and climate change.

COP17

17th Session of the UNFCCC Conference of the Parties (COP17) in Durban South Africa



The city of Durban played host to this year's Conference of the Parties (COP17). In the run-up to the climate change negotiations, Farming First, and other leading agricultural organisations, including the UN Food and Agriculture Organisation, the UN World Food Programme, the World Bank and the World Farmer's Organisation, **jointly endorsed an open letter** calling on COP17 negotiators to take concrete action and include agriculture in the text of the climate agreement.

The 3rd annual **Agriculture and Rural Development Day** (ARDD) took place on Saturday 3rd December in Durban, in parallel with the COP17 climate change negotiations. The day saw some keynote presentations from Dr. Kanayo F. Nwanze, President,

Updated policy papers

We have updated our green economy policy paper "Agriculture for a Green Economy: improved rural livelihood, reduced footprint, secure food supply". This paper presents our views and recommendations on this issue. You can now download it as a four-page PDF document [here](#).

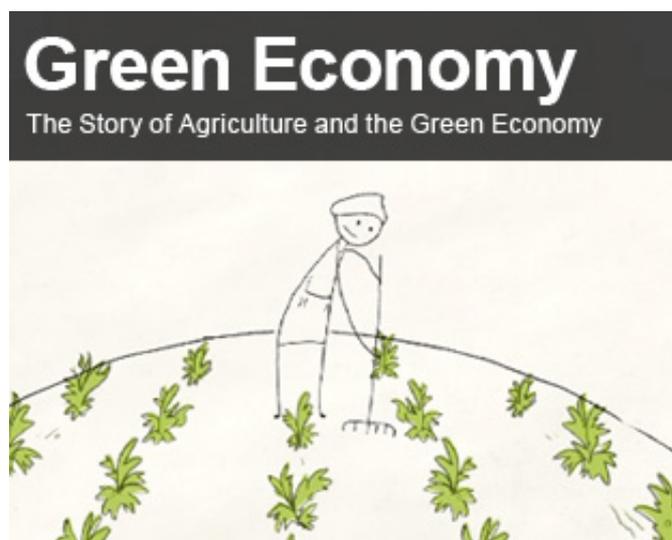
New guide to green economy initiatives

To complement our **infographic on the green economy** we have developed a guide titled "Green Economy Initiatives on Agriculture". With sections on committees & task forces, campaigns & initiatives and papers & reports, this guide provides details on all of the current global initiatives that focus on the role of agriculture in a green economy. This is available to download as a PDF document [here](#).

Awards

International Fund for Agricultural Development; Professor Sir John Beddington, Chair of the **Commission of Sustainable Agriculture and Climate Change** and Dr. Mary Robinson, President, **The Mary Robinson Foundation.**

Farming First helps organise ARDD each year and had many people come and visit its exhibition booth – thank you to those of you that attended and stopped by. For a full review of the event, read our article published in **New Agriculturist**, which includes details of the learning events, keynote presentations and from the high-level panel discussion.



Farming First has produced a series of material on the role of agriculture in a green economy. These come ahead of the United Nations Conference on Sustainable Development in Rio in June 2012 where a green economy is one of two key themes to be discussed.

Farming First has produced an interactive infographic to help raise awareness about the link between agriculture and sustainable development. It encourages people to share information by re-tweeting statistics on topics such as climate adaptation/mitigation, employment, food productivity, poverty reduction and water. You can view the infographic [here](#).

Farming First has also produced a short animated video which tells the story of agriculture and the green economy. It's an informative and engaging video that highlights clearly the importance of sustainable agricultural intensification as a core aspect of agriculture's role within the green economy. You can view the video [here](#). This video will soon be available in Chinese, Portuguese, Spanish and French.

The "Story of Agriculture and the Green Economy" infographic has won two international awards for 'Best Infographic' in the **Bill and Melinda Gates Foundation's 'Small Farmers are the Answer Challenge'** and '**Best Digital Public Affairs Campaign**' at the **2011 Digital Communications Awards**. Farming First has also been asked to submit an article on the infographic to be included in a Digital Communications Awards book, featuring the winning campaigns.

The infographic was awarded Bronze in the '**Best Development of Own Social Media Tools and Platforms**' category at the **2011 Digital Impact Awards**. It was also shortlisted in the '**Associations**' category at this year's **European Excellence Awards** and in the '**Best Green Cross Platform Digital Media Solution**' category at the **2011 International Green Awards**.

Farming First TV

14 videos have been added since September, including those recorded during the Committee on World Food Security. These include:

The FAO's View on Climate-Smart Agriculture

Hafez Ghanem, Assistant Director-General, Food and Agriculture Organization

The FAO's View on Investing in Women Farmers

Hafez Ghanem, Assistant Director-General, Food and Agriculture Organization

Addressing Post-Harvest Losses in Agriculture

Dr. Digvir Jayas, Vice President and Distinguished Professor, University of Manitoba

Planning and Development for Asian Food Security

Dr Doan Luu Bao Nguyen, Lecturer at Vietnam National University

Media Partnership

Chatham House Food Security 2011
Media Partnership and Event



CHATHAM HOUSE

Besides being an official media partner for the Chatham House food security event 'Food Security 2011: Transforming the Production System' for the second year, Farming First also hosted a media event with 18 journalists with the following speakers:

- Dr Nina Fedoroff, President of the **American Association for the Advancement of Science (AAAS)**
- Dr David Nabarro, UN Secretary-General's Special Representative for Food Security and Nutrition (**watch our Farming First interview with him here**)
- Dr Shenggen Fan, Director General, **International Food Policy Research Institute (IFPRI)**

So far, we have had the following coverage:

Reuters – **Closing Gender Gap Seen Key in Food Security Fight**

The article has then been re-published in **Reuters AlertNet, Reuters Africa, Guardian** and **All Africa**. Further articles are expected in Xinhua and Africa Today.



The Role of Agribusiness in Global Food Security

Kavita Prakesh-Mani, Head of Food Security, Sygenta

Supporting Agricultural Markets for Development

Bruce McNamer, President and CEO of TechnoServe

Some videos from COP17 in Durban will be uploaded soon, including interviews with:

- Dr. Sidat Yaffa, Head of Department of Agriculture, University of Gambia
- Kulani Machaba, Manager (South Africa), Pioneer Hi-Bred discussing the role of public-private partnerships

To watch the rest of the videos, please visit **Farming First TV on YouTube** and share our videos or add us as a friend.

Farming First in the news

Some Farming First coverage from COP17 in Durban:

Wall Street Journal:
Agriculture Orgs Up Pressure Ahead of Durban Climate Talks

New Agriculturist:
Climate Change Call to Action Issued at Agriculture and Rural Development Day in Durban

Agriculture and Rural Development Day:
How to build the Resilience of African Smallholder Farmers in a Changing Climate

The launch of Farming First's animated video on 'Agriculture and the Green Economy' created some international coverage. Highlights of this includes:

Forbes:
Agriculture in the New Economy

Reuters Alertnet:
The Story of Agriculture and the

For the second year running, Farming First is an official media partner for the Chatham House food security event "Food Security 2011: Transforming the Production System".

Farming First organized a side-event during the **37th Session of the Committee** in Rome on "Partnering for Sustainability" in partnership with the **International Agri-Food Network** with the following speakers:

- Moderator: Franklin Moore, USAID
- Thomas Lyall, Dow AgroSciences, Partnerships towards Sustainable Beef Production
- Stephen Wilkinson, International Zinc Association, Zinc: Essential for Growth and Nutrition
- Patrick O'Quin, Danone, Private-Private Partnerships

Read more about the event in Farming First's blog on '[Partnering for Sustainability](#)'.

New Farming First supporters

Over the past three months we are delighted to announce we have some new supporters:

- Avi Fertis/ Balti Agro Business Institute
- Florida Youth Institute/The Bob and Sunny Chandler Foundation

Twitter News

Green Economy

International Fertilizer Association:
[The Story of Agriculture and the Green Economy](#)

FAO:
[Animating Agriculture in a Green Economy](#)

Agriculture and Rural Development Day:
[The Story of Agriculture and the Green Economy](#)

Think to Sustain:
[The Story of Agriculture and the Green Economy](#)

We have now reached more than 8000 followers on Twitter - thank you for all your support and re-tweets!
You can [click here to follow @FarmingFirst on Twitter](#).