

# WELCOME FROM ANITA CAMPION

It is my pleasure to welcome you to the 3rd annual Cracking the Nut Conference. Focused on Sustainable Sourcing for Agricultural Supply Chains, Cracking the Nut 2013 brings 200 participants from 30 countries coming to see over 40 speakers representing top food companies, financial institutions, investors, donors and international development organizations. With your help, we will get to the heart of the issues that are most important to our audience, utilizing a multi-disciplinary perspective and participatory approach.

To break down this year's discussion on *Sustainable Sourcing for Agricultural Supply Chains* we are focusing on 3 subtopics:

1. Ensuring food safety and sustainability
2. Facilitating traceability and certification
3. Creatively financing supply chains

The Conference will begin with a Key Note introduction to the topic, "Sustainable Sourcing for Agricultural Supply Chains" by Francesco Tranmontin, Director of Sustainability for Europe of Mondelēz International (formerly Kraft Foods). In addition, we'll have 18 breakout sessions, 3 provocative plenary panels, 2 lunch sessions and "around the clock" networking.

The 18 breakout sessions chosen for Cracking the Nut 2013 came out of a competitive process with over 60 applicants. You can choose to focus on a single topic or a cross section of sessions all complemented by cross-cutting plenary discussions.

The strength of the conference lies in our audience, each year helping us drive the discussion and shape the next Cracking the Nut event. Over the next 2 days, you will share knowledge, tools and networks with professionals on the cutting edge of their industries. I encourage you to engage with our speakers and audience, and through interaction, emerge with new and daring ideas to take on the most persistent and difficult development challenges.

I personally thank you for joining us for a global discussion on *Sustainable Sourcing for Agricultural Supply Chains*. We appreciate your commitment and look forward to working with you.



Anita Campion  
President, AZMJ



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## MEDIA & OUTREACH PARTNERS



## ADVISORY COMMITTEE

The Cracking the Nut Advisory Committee is pivotal in the planning process and success of the Conference. AZMJ is grateful for the participation and ongoing support of the Conference’s Advisory Committee Members.

- Katy Allen
- Johanna Bollhurst
- Russell Brott
- Lawrence Camp
- Anita Campion
- Geoffrey Chalmers
- Nikolaus Eichman
- Bob Fries
- Kim Ha
- Emilio Hernandez
- Anicca Jansen
- Stephanie Kirse
- Jeff Levine
- Chris Linder
- Megan Montgomery
- Yolanda Strachan
- Michael Tarazi
- Bernai Velarde
- Mark Wenner

# PROGRAM OVERVIEW

## THEMES

### ENSURING FOOD SAFETY AND SUSTAINABILITY

Food safety and environmental sustainability are big concerns for global consumers. Hence, global companies and regulators are meeting this challenge with complex logistical and regulatory solutions. Learn how companies and projects build safe and sustainable supply chains that avoid unsafe labor practices and protect the natural environment and local communities.

### FACILITATING TRACEABILITY AND CERTIFICATION

To adhere to safety and sustainability standards, global companies increasingly need traceable and certifiable supply chains. Traceability can have a positive impact on the bottom line when combined with improved efficiencies in the supply chain. Come see how successful companies are overcoming the challenge of cost-effectively certifying and tracing their supply from farm to fork.

### CREATIVELY FINANCING SUPPLY CHAINS

Sustainable supply chains can be complex yet also efficient and market responsive, which make them attractive investment opportunities. Innovative finance can bring value chain actors up to speed and take advantage of the market opportunities on the horizon. Stay ahead of the curve in targeting your agricultural investments to align with the world's most advanced approaches to finance.

## SOCIAL MEDIA

### ONLINE CONFERENCE COMMUNITY

[crackingthenut2013.pathable.com](http://crackingthenut2013.pathable.com)

Access the best of the social reporting from the conference including blogs, videos and photos. Join the Online Community to connect with fellow participants in a private networking space. Take part in discussions and follow up with speakers with questions and comments. Add links from your social media profile and highlight your own blog.

### SHARE

#### Twitter

Follow @crackingthenut on twitter for updates, speaker insights and more! Use hash tag: #crknut13 to tweet.

#### Website

[www.crackingthenutconference.com](http://www.crackingthenutconference.com)

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#### LinkedIN

Cracking the Nut Conference

## MAP



MESSE DRESDEN 

# AGENDA

## AT-A-GLANCE

TUESDAY, JUNE 25

7:30 AM - 8:30 AM	Registration in the Lobby		
8:30 AM - 9:00 AM	<b>Welcome and Introduction to Conference</b> – Anita Campion, President, AZMJ. Including an introduction to Dresden, Germany by the State Secretary in the Saxon State Ministry of the Environment and Agriculture – Dr. Fritz Jaeckel <i>Room: Hamburg Room</i>		
9:00 AM - 10:00 AM	<b>Sustainable Sourcing for Agricultural Supply Chains</b> – Francesco Tramontin, Director of Sustainability for Europe, Mondelēz International (formerly Kraft Foods Inc.) <i>Room: Hamburg Room</i>	Mr. Tramontin will present on his company’s definition of sustainability and how it ensures food safety and environmental protection. Using examples, he will describe how Mondelēz facilitates traceability and certification and indirectly encourages the flow of finance to its supply chains in developing countries.	
10:00 AM - 10:15 AM	Coffee Break		
10:15 AM - 11:45 AM	<b>ENSURING FOOD SAFETY AND SUSTAINABILITY</b> <i>Room: St Petersburg Room</i>	<b>FACILITATING TRACEABILITY AND CERTIFICATION</b> <i>Room: Hamburg Room</i>	<b>CREATIVELY FINANCING SUPPLY CHAINS</b> <i>Room: Garden Hall</i>
	<b>Local Sourcing for Local Markets: An Inclusive Business Model</b> – Eelco Baan (SNV Netherlands Development Organisation), Genevieve Audet & Marije Boomsma (KIT, Royal Tropical Institute)	<b>A Business Case for Certifying Cocoa Production</b> – Jeff Morgan (Mars), Daan de Vries (UTZ Certified), Edward Millard (Rainforest Alliance), Nadia Hoarau-Mwaura (Fairtrade International)	<b>Reducing Default in Contract Farming Arrangements</b> – Bronwyn Irwin (ACDI/VOCA)
11:45 AM - 1:00 PM	<b>Lunch &amp; Fostering Shared Value</b> – Facilitated discussion and participant feedback on the realities of creating public private partnerships. Moderator: Shari Berenbach (USADF) <i>Room: Hamburg Room</i>	<b>Lunch &amp; Networking</b> – Grab some lunch and sit down for informal discussions with your colleagues.	
1:00 PM - 2:30 PM	<b>Improving Food Security While Addressing Food Safety</b> – Dr. Dr. Dieudonné Baributsa (Purdue University), David Babayara (NU Image Communications)	<b>The Bottom Line of Bringing Smallholder Farmers into Global Supply Chains</b> – Dr. Christof Walter (Management Consultant), Anthony Ngugi (ECOM Trading), Cornel Kuhrt (Tchibo), Dr. Eberhard Krain (GIZ)	<b>From Seed to Feed: Financing Agri Value Chains from Smallholder Producers to Consumers</b> – Michaël de Groot & Elies Fongers (Rabobank)
2:30 PM - 2:45 PM	Coffee Break		
2:45 PM - 4:15 PM	<b>Implementing Food Safety Programs in Developing Countries</b> – George Paulose & Amy Paulose (AMES International)	<b>Market Differentiation Strategies for Biodiversity-Friendly Products</b> – Martha Rosas (CONABIO), Rémy Vandame (ECOSUR), Svetlana Edmeades (World Bank)	<b>Harnessing Data through Mobile Applications to Lend to Smallholder Farmers</b> – Lesley Denyes (Mercy Corps), Felix Musau (MobiPay)
4:15 PM - 4:30 PM	Coffee Break		
4:30 PM - 5:30 PM	<b>Plenary Panel: Playing a Catalytic Role in Sustainable Sourcing and Finance</b> – Global cocoa buyers will highlight some of the important roles their firms have played in holistically expanding supply chains, including for the benefit of smallholders. Facilitated by Nikolaus Eichman (AZMJ). Panelists include Howard Shapiro (Mars), Ruth Moloney (Armajaro) and Chusak Chuenprayoth (KC Fresh) <i>Room: Hamburg Room</i>		
5:30 PM - 5:45 PM	<b>Day 1 Wrap-Up</b> <i>Room: Hamburg Room</i>		

# AGENDA

## AT-A-GLANCE

WEDNESDAY, JUNE 26

8:30 AM - 9:00 AM	<b>Welcome Remarks</b> <i>Room: Hamburg Room</i>		
9:00 AM - 10:00 AM	<b>Plenary Panel: Agricultural Investor Shark Tank</b> – A dynamic session where leading impact investors will conduct live due diligence on Innovare’s Food and Fiber Fund to provide insight into how they assess real investment opportunities aligned with sustainable sourcing. Facilitated by Anita Campion (AZMJ). Panelists include Claudia Schmerler (KfW), Roger Frank (Innovare Advisors), Marco Rosini (ResponsAbility Social Investments AG), Koert Jansen (Triodos). <i>Room: Hamburg Room</i>		
10:00 AM - 10:15 AM	<b>Coffee Break</b>		
10:15 AM - 11:45 AM	<b>ENSURING FOOD SAFETY AND SUSTAINABILITY</b> <i>Room: St Petersburg Room</i>	<b>FACILITATING TRACEABILITY AND CERTIFICATION</b> <i>Room: Hamburg Room</i>	<b>CREATIVELY FINANCING SUPPLY CHAINS</b> <i>Room: Garden Hall</i>
	<b>Implementing Sustainability Standards with Smallholder Farmers</b> – Tina Stridde (AbTF), Daniela Röttger & Roger Peltzer (DEG/COMPACI)	<b>Strategies for Maintaining and Building the Smallholder Supply Base</b> – Russell Brott & Sandi Roberts (Fintrac); Kerstin Uhlig (GLOBALG.A.P), Morag Webb (PIP/COLECAP)	<b>Forging Financial Partnerships towards Increased Productivity and Competitiveness for Smallholder Farmers</b> – Edward Bresnayan & Svetlana Edmeades (World Bank)
11:45 AM - 1:00 PM	<b>Lunch &amp; Rapid Fire Session</b> – Short presentations on new and innovative approaches to sustainable sourcing for agricultural supply chains. Speakers: John Leary (ACDI/VOCA), Blaine Stephens (MIX Market), Fleming Duarte (Finance and Investment Specialist). <i>Room: Hamburg Room</i>		
1:00 PM - 2:30 PM	<b>Pro-Poor Dairy Value Chain Development: Perspectives from Kenya and Bangladesh</b> – Harun Baiya (SITE), Dan Charette (DAI), Nurul Amin Siddiquee (CARE)	<b>Certifying Smallholder Producers: Linking Specific Challenges to General Trends</b> – Pilar Santacoloma (FAO), Allison Loconto (Institut National de la Recherche Agronomique (INRA))	<b>Trade Corridors and Private Investment: What Has Really Worked?</b> – John Mennel (Deloitte), Jennifer Baarn (SAGCOT Centre), Emerson Zhou (Beira Agricultural Growth Corridor)
2:30 PM - 2:45 PM	<b>Coffee Break</b>		
2:45 PM - 4:15 PM	<b>Seeds of Confidence: Urban Agriculture in Low-Income Neighborhoods</b> – Juan Forero (Association Projeter Sans Frontieres), Alejandro Escobar (FOMIN)	<b>Benchmarking Progress to Ensure Optimal Success in Program Implementation</b> – Matthieu Guemas (GeoTraceability), Kerry Turner (Source Trust)	<b>Financing the Malt Barley Value Chain in Ethiopia</b> – Harm Haverkort & Mariel Mensink (Terrafina Microfinance)
4:15 PM - 4:30 PM	<b>Coffee Break</b>		
4:30 PM - 5:30 PM	<b>Plenary Panel: How Donors Support Sustainable Sourcing with Private Sector Partners</b> – This panel will highlight some new approaches that donors are using to facilitate demand-driven agricultural market development and finance. Facilitated by Albert Engel (GIZ). Panelists include Lindsay Wallace (The MasterCard Foundation), Juan Ketterer (IDB), and Bernai Velarde (USAID). <i>Room: Hamburg Room</i>		
5:30 PM - 6:00 PM	<b>Closing Remarks</b> –Rashmi Ekka (AZMJ). <i>Room: Hamburg Room</i>		



# PROGRAM IN DETAIL



# TUESDAY JUNE 25

7:30 AM - 8:30 AM

REGISTRATION

8:30 AM – 9:00 AM

WELCOME AND INTRODUCTION TO CONFERENCE

Room: Hamburg Room

SPEAKERS

Anita **Campion**, Founder and President of AZMJ, spearheaded the initiative to organize this Conference and its Advisory Committee.

Dr. Fritz **Jaeckel**, State Secretary in the Saxon State Ministry of the Environment and Agriculture will provide an introduction to Dresden, Germany.

9:00 AM - 10:00 AM

KEY NOTE

Sustainable Sourcing for Agricultural Supply Chains

Room: Hamburg Room

Mr. Tramontin will present on his company's definition of sustainability and how it ensures food safety and environmental protection. Using examples, he will describe how Mondelēz facilitates traceability and certification and indirectly encourages the flow of finance to its supply chains in developing countries.

SPEAKER

Francesco **Tramontin**, Director of Sustainability for Europe, Mondelēz International (formerly Kraft Foods Inc.)

10:00 AM - 10:15 AM

COFFEE BREAK

BREAK

Visit Via Mobile 7 near the Hamburg Room to grab some refreshments before your next sessions during our scheduled coffee breaks.

10:15 AM - 11:45 AM

ENSURING FOOD SAFETY AND SUSTAINABILITY

Room: St Petersburg Room

Local Sourcing for Local Markets: An Inclusive Business Model

In the context of scarce food supply, short term commodity trading is no longer the most effective business model for food companies. Long term relationships are needed to secure the commitment of suppliers and satisfy increasing global food demand. Africa, with the world's fastest population growth and largest unused production capacity, offers opportunities. This session is about discovering the drivers, impact and conditions for making Local Sourcing a successful inclusive business model for African growth.

SPEAKERS

Eelco Baan, SNV Netherlands Development Organisation  
Genevieve Audet & Marije Boomsma, KIT, Royal Tropical Institute

FACILITATING TRACEABILITY AND CERTIFICATION

Room: Hamburg Room

A Business Case for Certifying Cocoa Production

Certification of cocoa production practices at the farm level is of increasing interest to all involved in the cocoa supply chain and interested in its sustainability. In recent years, several large manufacturers of chocolate products have committed to buy 100% of their cocoa from certified sustainable sources by 2020. In this session we will explore the business case for certifying cocoa joining a panel of cocoa certifying groups moderated by one of the world's largest chocolate manufacturers.

SPEAKERS

Jeff Morgan, Mars  
Daan de Vries, UTZ Certified  
Edward Millard, Rainforest Alliance  
Nadia Hoarau-Mwaura, Fairtrade International

CREATIVELY FINANCING SUPPLY CHAINS

Room: Garden Hall

Reducing Default in Contract Farming Arrangements

This session will explore underlying causes of contract default and discuss proven strategies for mitigating side-selling. Drawing on ACDI/VOCA's experience in Zimbabwe facilitating contract farming programs and conducting research on the topic for the World Bank, we will provide concrete examples of mechanisms to deter contract default in the cotton, tobacco, and horticultural sectors.

SPEAKER

Bronwyn Irwin, ACDI/VOCA

11:45 AM - 1:00 PM

LUNCH & FOSTERING SHARED VALUE

Room: Hamburg Room

Discussion and participant feedback on the realities of creating public private partnerships. **Moderator:** Shari Berenbach (USADF)

LUNCH & NETWORKING

Grab some lunch and sit down for informal discussions with your colleagues.

1:00 PM - 2:30 PM

ENSURING FOOD SAFETY AND SUSTAINABILITY

Room: St Petersburg Room

Improving Food Security While Addressing Food Safety

Farmers in Africa produce only one cowpea crop per year and depend on stored grain for consumption, income and seed for the next season. Therefore, grain losses during storage can be devastating. This session will share the experience of Purdue University and its African partners in developing and disseminating a simple, profitable and effective solution for cowpea storage. Participants will learn how PICS bags are increasing farmers' income and improving food security while addressing health concerns associated with the misuse of insecticides.

SPEAKERS

Dr. Dieudonné Baributsa, Purdue University  
David Babayara, NU Image Communications

FACILITATING TRACEABILITY AND CERTIFICATION

Room: Hamburg Room

The Bottom Line of Bringing Smallholder Farmers into Global Supply Chains

The majority of the world's farmers are smallholders. Doing business with them as a large company bears opportunities and challenges. This session presents examples from the coffee industry with its 20 million smallholder producers. We'll look at two examples of innovative business practices with Ecom's Kenyan subsidiary SMS, providing training and capacity building to coffee farmers and Tchibo's engagement in Baragwi, Kenya. We'll explore the business cases along the supply chain – farmers, traders, and brands and with the audience we'll then try to distill transferrable insights, learning, and barriers to scale lessons learned.

SPEAKERS

Dr. Eberhard Krai, GIZ  
Cornel Kuhrt, Tchibo  
Anthony Ngugi, ECOM Trading  
Christof Walter, Management Consultant

CREATIVELY FINANCING SUPPLY CHAINS

Room: Garden Hall

From Seed to Feed: Financing Agri Value Chains from Smallholder Producers to Consumers

From Seed to Feed, this session will follow a Rabobank example of how to finance agri value chains from smallholder producers to consumers by integrating all financial service providers. During the session, Rabobank will explain concrete business cases of financing various value chains in different countries using financial instruments and technical assistance.

SPEAKER

Michaël de Groot & Elies Fongers, Rabobank

2:30 PM - 2:45 PM

COFFEE BREAK

2:45 PM - 4:15 PM

ENSURING FOOD SAFETY AND SUSTAINABILITY

Room: St Petersburg Room

Implementing Food Safety Programs in Developing Countries

With today’s globalized supply chains, foodborne illnesses are now a global concern. These illnesses impact consumer perceptions about food products and the companies who make them, increase burdens on health care systems, and have a multitude of other economic impacts. Safe food processing facilities in developing nations are a necessity. This session will focus on the steps that the AMES Food Processors India team has taken to build a state of the art processing facility and create a culture of food safety in a country just beginning to understanding the steps necessary to achieve HACCP and GFSI Accreditation.

SPEAKERS

George Paulose & Amy Paulose, AMES International

FACILITATING TRACEABILITY AND CERTIFICATION

Room: Hamburg Room

Market Differentiation Strategies for Biodiversity Friendly Products

Although the organic honey market has consolidated in recent years, differentiated honey (according to botanical origin and ecosystem) is expanding its access to emerging European specialty markets. Apart from improving the quality of the organic honey produced in Mexico, this trend could provide the incentives for adding an environmental value to honey, resulting in a new way to promote the conservation of ecosystems and, therefore, of biodiversity. This session aims to discuss the development of biodiversity-friendly bio-labeling for differentiated honey production as a strategy for capturing value in niche markets.

SPEAKERS

Martha Rosas, CONABIO  
Rémy Vandame, ECOSUR  
Svetlana Edmeades, World Bank

CREATIVELY FINANCING SUPPLY CHAINS

Room: Garden Hall

Harnessing Data through Mobile Applications to Lend to Smallholder Farmers

Agriculture continues to be the economic mainstay of most African nations in regards to domestic food supply, exports and a source of employment and income. Improved access to finance is required if Africa’s agricultural sector is to reach its full potential. This session will present work done by MercyCorps with MobiPay Kenya Limited, and their AgriLife platform that harnesses technology and data to bring financing to agriculture supply chains.

SPEAKER

Lesley Denyes, Mercy Corps  
Felix Musau, MobiPay

4:15 PM - 4:30 PM

COFFEE BREAK

4:30 PM - 5:30 PM

PLENARY PANEL

Playing a Catalytic Role in Sustainable Sourcing and Finance

Room: Hamburg Room

Global agricultural commodity buyers will highlight some of the important roles their firms have played in holistically expanding supply chains, including for the benefit of smallholders.

SPEAKERS

Howard Shapiro, Mars  
Ruth Moloney, Armajaro  
Chusak Chuenprayoth, KC Fresh

FACILITATOR

Nikolaus Eichman, AZMJ

5:30 PM - 5:45 PM

DAY 1 WRAP-UP

Room: Hamburg Room



8:30 AM - 9:00 AM

WELCOME REMARKS

Room: Hamburg Room

9:00 AM - 10:00 AM

PLENARY PANEL

Agricultural Investor Shark Tank

Room: Hamburg Room

A dynamic session where leading impact investors will conduct live due diligence on Innovare's Food and Fiber Fund to provide insight into how they assess real investment opportunities aligned with sustainable sourcing.

SPEAKERS

Claudia Schmerler, KfW

Roger Frank, Innovare Advisors

Marco Rosini, ResponsAbility Social Investments AG

Koert Jansen, Triodos

FACILITATOR

Anita Campion, AZMJ

10:00 AM - 10:15 AM

COFFEE BREAK

10:15 AM - 11:45 AM

ENSURING FOOD SAFETY AND SUSTAINABILITY

Room: St Petersburg Room

Implementing Sustainability Standards with Smallholder Farmers

The session will provide insight into the Cotton made in Africa (CmiA) Initiative and its innovative approach to build a reliable and sustainable supply chain for African Cotton, thereby improving the livelihoods of participating smallholder cotton farmers through higher income, improved child education, and sustainable farming practices. The CmiA supply chain currently includes over 430,000 smallholder farmers in 5 countries, with a production of around 163,000 metric tons of lint cotton, verified according to the CmiA standard.

SPEAKERS

Tina Stridde, AbTF

Daniela Röttger & Roger Peltzer, DEG/COMPACI

FACILITATING TRACEABILITY AND CERTIFICATION

Room: Hamburg Room

Strategies for Maintaining and Building a Smallholder Supply Base

Globally, smallholder farmers provide increasingly large shares of food import volumes. With ever more stringent public and private standards, the costs and challenges of compliance for smallholders will potentially render their participation in global supply chains uneconomical. This panel will showcase strategies to increase smallholder participation in global supply chains, including ways to increase the benefits of participation to these farmers.

SPEAKERS

Sandi Roberts, Fintrac

Kerstin Uhlig, GLOBALG.A.P

Morag Webb, PIP/COLECAP

FACILITATOR

Russell Brott, Fintrac

CREATIVELY FINANCING SUPPLY CHAINS

Room: Garden Hall

Forging Financial Partnerships towards Increased Productivity and Competitiveness for Smallholder Farmers

Smallholder farmers face financial constraints that hinder technology adoption, thereby limiting their capacity to shift the production curve. Despite improvements in information technology and reduced transactions costs, effective rural financial access remains low. A three-way partnership between the financial sector, the public sector and organized smallholders can relax financial constraints, facilitate technology transfer and promote greater land and labor productivity, all of which are essential for competitiveness. This session will examine four country case studies of financial and technical public-private partnerships that can serve as models to increase financial intermediation, reduce existing productivity gaps and raise market participation among these smallholders.

SPEAKERS

Edward Bresnayan & Svetlana Edmeades, World Bank

# WEDNESDAY

## JUNE 26

11:45 AM - 1:00 PM

### LUNCH & RAPID FIRE SESSION

*Room: Hamburg Room*

Short presentations on new and innovative approaches to sustainable sourcing for agricultural supply chains.

#### SPEAKERS

John Leary, ACDI/VOCA  
Blaine Stephens, MIX Market  
Fleming Duarte, Finance and Investment Specialist

### LUNCH & NETWORKING

Grab some lunch and sit down for informal discussions with your colleagues.

1:00 PM - 2:30 PM

### ENSURING FOOD SAFETY AND SUSTAINABILITY

*Room: St Petersburg Room*

#### Pro-Poor Dairy Value Chain Development: Perspectives from Kenya and Bangladesh

This session will provide insight into the work CARE is doing in partnership with BRAC Dairy in Bangladesh as well as work DAI did with SITE in Kenya to create viable, profitable and sustainable dairy business models. In Bangladesh, interventions are concentrated in three high-potential “dairy clusters” and have improved milk quality, volume and safety while doubling the dairy-related incomes of 36,400 smallholder dairy producing households. In Kenya, upgrading in the dairy value chain as well as crowding in of new entrants, increased volumes of milk traded, provided new supply links to the formal dairies increased the profitability of producers.

#### SPEAKERS

Harun Baiya, SITE  
Dan Charette, DAI  
Nurul Amin Siddiquee, CARE

### FACILITATING TRACEABILITY AND CERTIFICATION

*Room: Hamburg Room*

#### Certifying Smallholder Producers: Linking Specific Challenges to General Trends

This session will showcase lessons learned from the experiences of small-scale producers in meeting the requirements for participation in certified supply chains. Presenters will draw upon two FAO activities using a case study from a project in Guatemala that partnered with private and public organizations to certify small-scale producers for GlobalGAP standards and a literature review of empirical studies and project reports to situate this case study within broader trends.

#### SPEAKERS

Pilar Santacoloma, FAO  
Allison Loconto, Institute National de la Recherche Agronomique (INRA)

### CREATIVELY FINANCING SUPPLY CHAINS

*Room: Garden Hall*

#### Trade Corridors and Private Investment: What Has Really Worked?

A major rationale for public investment in trade and transport corridors is that they create an environment that promotes private investment in agriculture value chains. This panel discussion will outline and discuss a Deloitte-initiated research study to evaluate corridor development efforts on regional and national levels in this context. The study identified corridor development strategies that have successfully stimulated agricultural investment and growth, as well as those practices that have not, allowing Deloitte to develop a set of lessons learned and practical recommendations to enhance ongoing corridor development efforts.

#### SPEAKERS

John Mennel, Deloitte  
Jennifer Baarn, SAGCOT Centre  
Emerson Zhou, Beira Agricultural Growth Corridor

2:30 PM - 2:45 PM

### COFFEE BREAK

2:45 PM - 4:15 PM

ENSURING FOOD SAFETY AND SUSTAINABILITY

Room: St Petersburg Room

Seeds of Confidence: Urban Agriculture in Low-Income Neighborhoods

This session will be a hands-on module in best practices in urban agriculture through “Seeds of Confidence”— a project implemented in low-income neighborhoods in Bogota, Colombia, where former guerilla/paramilitary members and vulnerable populations live side-by-side. It aims at using urban agriculture as a tool to ensure food security and sustainability. At the same time, it connects urban food demand with local supply while helping populations adapt to their environment. The project’s “urban farms” produce food, while the greenhouses installed in the neighborhoods are spaces for experimenting, learning, and knowledge-sharing.

SPEAKERS

Juan Forero, Association Projeter Sans Frontieres  
Alejandro Escobar, FOMIN

FACILITATING TRACEABILITY AND CERTIFICATION

Room: Hamburg Room

Benchmarking Progress to Ensure an Optimal Success in Traceability Program Implementation

In most agricultural support programs, design and monitoring phases rely on either sampling methods or common beliefs on the means of production. Unfortunately, there is often a trade-off between sample size and the quality of data collected. Quality of and access to technology in rural areas of developing countries is rapidly improving. This session will showcase a set of tools developed by GeoTraceability which allow accurate, large scale data collection at smallholder level around the globe. Case studies will illustrate the proven and potential benefits for the supply chain operators, agricultural investors and smallholders themselves.

SPEAKERS

Matthieu Guemas, GeoTraceability  
Kerry Turner, Source Trust

CREATIVELY FINANCING SUPPLY CHAINS

Room: Garden Hall

Financing the Malt Barley Value Chain in Ethiopia

NGOs and BDS providers are realizing that appropriate finance is necessary for value chain sustainability and up-grading. MFIs can play a crucial role to provide such finance. In Ethiopia, Terrafina Microfinance (TMF) supports two MFIs, in providing financial service to producers in the Malt Barley Value Chain. This session will provide a best practice on how to create win-win partnerships in supporting value chains with finance.

SPEAKERS

Harm Haverkort & Mariel Mensink, Terrafina Microfinance

4:15 PM - 4:30 PM

COFFEE BREAK

4:30 PM - 5:30 PM

PLENARY PANEL

How Donors Support Sustainable Sourcing with Private Sector Partners

Room: Hamburg Room

This panel will highlight some new approaches that donors are using to facilitate demand-driven agricultural market development and finance.

SPEAKERS

Lindsay Wallace, The MasterCard Foundation  
Juan Ketterer, IDB  
Bernai Velarde, USAID

FACILITATOR

Albert Engel, GIZ

5:30 PM - 6:00 PM

CLOSING REMARKS

Room: Hamburg Room

SPEAKERS

Rashmi Ekka, AZMJ

# SPEAKERS

## BIOGRAPHIES



**GENEVIEVE AUDET**  
Advisor in the Sustainable Agri-Business Team at KIT, Royal Tropical Institute

Geneviève is a Canadian citizen and holds a MSc degree in International Development Studies from Universiteit van Amsterdam and a BA from McGill University in Montréal. Over the last years she has gained experience through extensive periods of fieldwork in Africa, Latin America and Asia working with small-scale farmers, farmer groups, local entrepreneurs and international companies. She now works as an advisor in the sustainable agri-business team at KIT in Amsterdam on projects related to value chain, sustainable procurement and agricultural development. She participated in the formulation and the execution of a number of impact assessments and monitoring & evaluation assignments.

**SPEAKING**  
10:15am Tuesday  
Local Sourcing for Local Markets: An Inclusive Business Model



**EELCO BAAN**  
Senior Strategy Officer Agriculture with SNV Netherlands Development Organisation

Mr. Eelco Baan has more than 20 years of experience in economic development and inclusive value chain development with a focus on agricultural production and commercialization. He has held various senior advisory positions, including microfinance advisor in Cameroon, senior advisor for micro and small enterprise development in Nepal and market access advisor for the poor in Laos. He also served as country director in Hong Kong, Vietnam and Cambodia. On behalf of Triodos Bank, he served on the board of Sathapana Ltd., a Cambodian Micro Finance Institute. Presently, he is Senior Strategy Officer Agriculture with SNV Netherlands Development Organisation. He holds a Master of Science in Business Administration from Erasmus University, Rotterdam, Netherlands.

**SPEAKING**  
10:15 AM Tuesday  
Local Sourcing for Local Markets: An Inclusive Business Model



**JENNIFER BAARN**  
Deputy CEO, SAGCOT Centre

Jennifer Baarn is an experienced professional in the development and facilitation of international public-private partnerships (PPPs), with a particular focus on the role of partnerships in agriculture as drivers of economic growth. Prior to joining the SAGCOT Centre, Jennifer was an Associate Director at the World Economic Forum (WEF) where she helped develop the WEF's New Vision for Agriculture initiative. Jennifer spent a number of years in financial services at Rabobank International, identifying growth opportunities in food and agribusiness and developing key insights into the agricultural sector. A South American who has lived in Europe and holds a passion for Africa, Jennifer brings knowledge and experience from around the globe to apply in furthering the objectives of SAGCOT.

**SPEAKING**  
1:00 PM Wednesday  
Trade Corridors and Private Investment: What Has Really Worked?



**DAVID KWEKU BABAYARA**  
Owner and Managing Director of NU Image Communications

David Kweku Babayara has more than 7 years of experience in media and communications. He is the owner and Managing Director of NU Image Communications, a private media house operating in northern Ghana and based in Tamale. For the last 3 years, David has led media efforts by NU Image Communications, World Vision Ghana and Purdue University to build awareness about the existence of chemical-free cowpea storage technology (PICS bags) among farmers and consumers. As a public relations professional, David has worked with several institutions in the past including Damba Multimedia Ltd. and the Tamale Teaching Hospital.

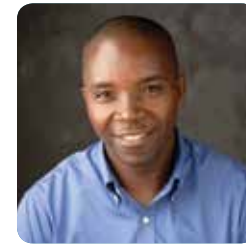
**SPEAKING**  
1:00 PM Tuesday  
Improving Food Security While Addressing Food Safety



**HARUN BAIYA**  
Founder and Chief Executive Director of SITE Enterprise Promotion

Harun Baiya is the founder and Chief Executive Director of SITE Enterprise Promotion, a Nairobi-based development organization whose mission is to create opportunities for creation of incomes and employment especially among the poor. Mr. Baiya is a Mechanical Engineer and has an MBA. He is in charge of the overall management of SITE, including strategic planning and institutional development. He has worked in the area of enterprise development and skills training for 23 years, with 18 years of experience in supporting private sector development in Kenya and the East Africa Region.

**SPEAKING**  
1:00 PM Wednesday  
Pro-Poor Dairy Value Chain Development: Perspectives from Kenya and Bangladesh



**DR. DIEUDONNÉ BARIBUTSA**  
Research Assistant Professor in the Department of Entomology at Purdue University

Dr. Dieudonné Baributsa has more than 10 years of experience in international development. Dr. Baributsa is a Research Assistant Professor in the Department of Entomology at Purdue University. He is also the Team Manager of the Purdue Improved Cowpea Storage (PICS), a project funded by the Bill and Melinda Gates Foundation. PICS bags help small-scale farmers reduce post-harvest losses and improve their income while addressing food safety issues due to misuse and overuse of insecticides. Dr. Baributsa's areas of interest include development, dissemination and commercialization of low-cost integrated pest management technologies. He has worked in Central Asia, Eastern Europe and Sub-Saharan Africa.

**SPEAKING**  
1:00 PM Tuesday  
Improving Food Security While Addressing Food Safety



**SHARI BERENBACH**  
President/CEO of the United States African Development Foundation

Shari Berenbach is President/CEO of the United States African Development Foundation, a public corporation in the U.S. government promoting economic development in marginalized, underserved populations. USADF builds capacity and expands businesses at the grassroots level, benefiting 1.2 million people and encouraging shared prosperity. Shari's 30-year career spans from microfinance to international banking. From 2010-12, she directed USAID's Microenterprise & Private Enterprise Promotion Office, increasing financial and market resources to rural areas and smallholders. A pioneer in impact investing, she was President/CEO of the Calvert Foundation, a non-profit financial intermediary that mobilizes capital from social investors to meet critical financing needs in communities.

**SPEAKING**  
11:45 AM Tuesday  
Lunch & Fostering Shared Value



**MARIJE BOOMSMA**  
Senior Advisor and Team Coordinator at KIT, Royal Tropical Institute

Marije has over 10 years of experience in the private and semi-public sector in Europe, Africa and Asia. She specializes in sustainable business development through supply chain development and equity investments. She worked for four years in South East Asia as a market development consultant. In Vietnam, she consulted on value chain analysis and market development for several organizations, including SNV, the International Labour Organization, and the World Bank. In Laos, Marije worked for Arcadis Euroconsult/BMB on local private sector development. She has also worked as a management consultant in the Netherlands.

Marije's work includes advising global enterprises in setting up sustainable supply chains in developing countries; business engineering of sustainable agribusinesses; and the development of practical sustainability tools for businesses to enhance inclusive business.

**SPEAKING**  
10:15 AM Tuesday  
Local Sourcing for Local Markets: An Inclusive Business Model



# SPEAKERS

## BIOGRAPHIES

Visit [www.crackingthenutconference.com](http://www.crackingthenutconference.com) to connect with speakers and participants in the online community, and continue session discussions.



**EDWARD W. BRESNYAN, JR.**  
Senior Rural Development  
Specialist at the World Bank

Edward W. Bresnyan, Jr. has a Ph.D. in Food and Resource Economics from the University of Florida (USA) and is a Senior Rural Development Specialist at the World Bank, where he has worked since 1997 on agricultural and rural sector operations throughout Latin America, primarily in Brazil and Central America. Mr. Bresnyan's main areas of interest have been Community-Driven Development, particularly in Northeast Brazil, and market access for smallholder producers. Mr. Bresnyan also served as a Peace Corps Volunteer to Honduras from 1985-1988, where he worked with rural artisans to build stronger, more financially viable businesses.

### SPEAKING

10:15 AM Wednesday  
Forging Financial Partnerships  
towards Increased Productivity  
and Competitiveness for  
Smallholder Farmers



**RUSSELL BROTT**  
Senior Industry Advisor for  
Food Analytics at Fintrac

Russell Brott is Fintrac's Senior Industry Advisor for Food Analytics. In this capacity he leads the company's efforts to drive better development outcomes through rigorous and practical analysis. Russell previously served as the Director of Fintrac's Food Analytics department and Chief of Party on the Enabling Agricultural Trade (EAT) Project. Before joining Fintrac, Russell worked as a management consultant with Booz Allen Hamilton.

### SPEAKING

10:15 AM Wednesday  
Strategies for Maintaining  
and Building the Smallholder  
Supply Base



**ANITA CAMPION**  
President  
AZMJ

Anita is President and Founder of AZMJ, a global consulting firm that specializes in rural and agricultural finance and enterprise development in developing countries. Anita is an agricultural finance and value chain specialist with more than 20 years of experience in international finance and private sector development. Previously, she worked for Chemonics International, managing projects related to SME finance, leasing and bank restructuring, as well as prudential regulation and supervision of microfinance institutions. She also led research on agricultural value chains and designed training tools as Director of the AMAP/Knowledge Generation project.

### SPEAKING

8:30 AM Tuesday  
Welcome & Introduction to  
Conference

9:00 AM Wednesday  
Plenary Panel: Agricultural  
Investor Shark Tank



**DAN CHARETTE**  
Senior Development  
Specialist at DAI

Dan Charette is a Senior Development Specialist in DAI's Inclusive Economic Growth Department. Mr. Charette works on new business acquisition, provides technical assistance to economic development projects, and also teaches a graduate-level course on Microenterprise Development at Columbia University's School of International and Public Affairs (SIPA). In the area of new business, Mr. Charette has served as lead strategist and lead technical writer on proposals that generated more than \$180 million in new wins for DAI. In the area of technical assistance, he has worked with projects focused on agricultural value chain development and business environment reform in Tanzania, Nigeria, Mozambique, Ethiopia, Timor Leste, and Somalia.

### SPEAKING

1:00 PM Wednesday  
Pro-Poor Dairy Value Chain  
Development: Perspectives  
from Kenya and Bangladesh



**CHUSAK CHUENPRAYOTH**  
President of  
Kamphaeng-Saen  
Commercial

Chusak Chuenprayoth is the President of Kamphaeng-Saen Commercial, the leading company exporting fresh vegetables and fruits from Thailand to UK, EU and other parts of Asia. Chusak is also the Vice-Chairman of ThaiGAP Institute and Vice-Chairman of the Committee on Food and Agriculture Business at the Thai Chamber of Commerce/Board of Trade of Thailand. He earned his college degree in German and trained in Logistic and Supply Management in Germany while working at Lufthansa Cargo.

### SPEAKING

4:30 PM Tuesday  
Plenary Panel: Playing a  
Catalytic Role in Sustainable  
Sourcing and Finance



**MICHAËL DE GROOT**  
Fund Manager at Rabobank

Michaël de Groot is one of the founding members of Rabobank's Rural Fund. Rabobank is the largest co-operative bank in the Netherlands. Michaël currently serves as Fund Manager and he brings nearly 20 years of banking and financial sector experience in Latin America, Africa and Asia. Previously he was Regional Manager of Latin America at Rabobank Foundation, a foundation that focuses on technical assistance and lending to co-operative microfinance institutions. Prior to that, he worked for the Africa and Asia departments. Before joining Rabobank, Michaël worked with the Dutch development program in Gedaref, Sudan to start an Islamic-based community banking scheme. Michaël has a degree from the Vrije University Amsterdam and studied in Maastricht and Cologne. He was a management trainee at NMB Bank (now ING) and later worked at the International Division of ING from 1988 until 1991.

### SPEAKING

1:00 PM Tuesday  
From Seed to Feed: Financing  
Agri Value Chains from  
Smallholder Producers to  
Consumers



**DAAN DE VRIES**  
Market Development Leader  
at UTZ

Daan de Vries currently leads the market development activities of UTZ in Europe and India for coffee, cocoa and tea. In previous roles at UTZ, Daan set up the cocoa program and the global Field Development unit. Daan has international experience in many agricultural and forest product sectors. He is an expert in sustainable market transformation and has led the development of various sustainability standards, solutions and coalitions at UTZ and for other organizations. Before joining UTZ Certified, he worked as a sustainability consultant with assignments such as advising the largest Dutch energy company on responsible sourcing of palm oil, the creation of an agri-commodities policy for a large international bank, and the evaluation of an FSC group-certification project in Ghana. Daan holds an MBA from INSEAD and a MSc. in Mechanical Engineering from Delft University of Technology.

### SPEAKING

10:15 AM Tuesday  
A Business Case for Certifying  
Cocoa Production



**LESLEY DENYES**  
Agri-Fin Mobile Program  
Director for Mercy Corps

Lesley is the Agri-Fin Mobile Program Director for Mercy Corps and has worked in the financial services sector for over 10 years; specifically in the areas of financial analysis, mobile banking, strategic planning, product development and channel management in Asia and Africa. She previously worked with Canadian investment and financial services companies, as well as working as a Senior Ratings Analyst for a leading microfinance rating agency in India. Lesley has worked with commercial banks, mobile network operators, research institutes, mobile app developers, NGOs and consulting companies to reach smallholder farmers through technology and branchless banking, including research and program development centered on agriculture financial inclusion. Lesley is based in the Zimbabwe where she works in program management, technical advisory and strategic development.

### SPEAKING

2:45 PM Tuesday  
Harnessing Data through  
Mobile Applications to Lend to  
Smallholder Farmers

# SPEAKERS

## BIOGRAPHIES



**FLEMING DUARTE**  
Finance & Investment  
Specialist

Fleming Duarte has 12 years of experience in senior management roles as an investment and finance specialist with international and multilateral organizations such as the UNDP, USAID and IDB. He has 15 years of experience in project management and has worked for the last ten years in providing banking advisory services to SMEs in Latin America and the Caribbean. He is an economist with a Masters in Public Administration from Harvard University and an MA in Banking and Finance from Wales University. He is currently the Finance and Investment Specialist to different financial and non-financial organizations.

**SPEAKING**  
11:45 AM Wednesday  
Lunch & Rapid Fire Session



**SVETLANA EDMEADES**  
Senior Agricultural  
Economist at the World Bank

Svetlana is a Senior Agricultural Economist, Agriculture and Rural Development Department in the Latin America Region of the World Bank. She leads operational work related to productive alliances in agriculture, biodiversity and sustainable rural development focusing on Mexico and Guatemala. She has also been involved in analytical work related to public expenditure in agriculture (in Bolivia) and climate change adaptation (in Uruguay and Mexico). She holds a Ph.D. in Agricultural and Resource Economics from North Carolina State University. Before joining the Bank in 2006, she worked as a Postdoctoral Fellow at the International Food Policy Research Institute (IFPRI), where her work focused on the assessment of banana production in Uganda and Tanzania.

**SPEAKING**  
2:45 PM Tuesday  
Market Differentiation  
Strategies for Biodiversity-  
Friendly Products



**NIKOLAUS EICHMAN**  
Agribusiness and PPP  
Specialist at AZMJ

Nikolaus is an International Development Consultant with nine years of experience in project management, developing agricultural value chains and creating market and investor linkages, including for large USAID and private sector development projects. He is currently the Head of New Business Development and an Agribusiness and Public Private Partnership (PPP) Specialist at AZMJ and for the USAID funded Peru Cocoa Alliance. Nikolaus plays a crucial role applying the AZMJ business model of connecting corporate sustainable sourcing initiatives in agriculture to comprehensive development projects including donors, investors and value chain actors as project stakeholders. Before entering the field of International Development, he worked as a scout for angel investors, a management consultant for manufacturing companies and a project manager for large commercial building and mining operations.

**SPEAKING**  
4:30 PM Tuesday  
Facilitating the Plenary Panel:  
Playing a Catalytic Role in  
Sustainable Sourcing and Finance



**RASHMI EKKA**  
Finance & Research  
Specialist at AZMJ

Rashmi is a Finance and Research Specialist at AZMJ with 5 years of experience in quantitative economic research and due diligence of microfinance institutions and investment funds. For USAID/Afghanistan, she conducted an assessment of FINCA's operational and financial performance. For USAID in the DRC, Rashmi analyzed findings of an impact survey of 100 youth who received technical assistance and training on enterprise development. For the Inter-American Development Bank, she researched interest rate structures and implication for microfinance institutions and clients.

**SPEAKING**  
5:30 PM Wednesday  
Closing Remarks



**ALBERT ENGEL**  
Deputy Director General of  
the Sectoral Department at  
GIZ

Albert Engel is the Deputy Director General of the Sectoral Department of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. He holds higher education degrees in Agricultural Studies (Georg-August-University, Göttingen), Rural Development (Technical University, Berlin) and Agricultural Economics (Cornell University, Ithaca, New York). He joined GIZ (formerly GTZ) in 1983 as a project manager and country expert both in the German headquarters and in Sierra Leone, Zimbabwe and Namibia among others. He was in charge of the GIZ division Rural Development and Agriculture since 2008, and took over his current position in 2012. His core competencies are in the areas of rural development, agricultural economics and project management.

**SPEAKING**  
4:30 PM Wednesday  
Plenary Panel: How Donors  
Support Sustainable Sourcing  
with Private Sector Partners



**ALEJANDRO ESCOBAR**  
Lead Investment and  
Operations Officer with the  
Multilateral Investment Fund

Alejandro is an Agricultural Economist and Systems Analyst by training, and has worked for almost 20 years in rural microfinance and agricultural value chains. He is currently Lead Investment and Operations Officer with the Multilateral Investment Fund, where he has lead multiple projects in sustainable agriculture, financing of farmer cooperatives, development of investment vehicles for agricultural finance, rural microfinance, and value chain development with small farmers throughout the Latin American region. Prior to that, he worked at DuPont in the Global Supply Chain group of Tyvek, working on the development of global demand planning and financial forecasting tools. Earlier in his career, Alejandro worked with MEDA and Sarona Global Investment Funds, based in Bolivia and Peru, as a technical advisor to cooperatives and farmer associations in the export sector.

**SPEAKING**  
2:45 PM Wednesday  
Seeds of Confidence: Urban  
Agriculture in Low-Income  
Neighborhoods



**ELIES FONGERS**  
Senior Project Manager in  
the AgriBusiness Team of  
Rabo Development

Elies joined the Rabobank Group in 1997. She currently serves as Senior Project Manager in the AgriBusiness Team of Rabo Development. In this role she is responsible for identifying, selecting, acquiring, managing and executing advisory projects for both banks and other value chain partners, aimed at realising access to finance and strengthening agri value chains in developing and emerging countries. Within the team, Elies focuses on projects pertaining to capacity building within banks (i.e. knowledge, products and credit policies and agri credit skills) and commodity price risk management. Prior to that, she served as product researcher of the Food & Agri Risk Management Products Desk and later as Investment Manager of the Rabo Innovative Capital Fund.

**SPEAKING**  
1:00 PM Tuesday  
From Seed to Feed: Financing  
Agri Value Chains from  
Smallholder Producers to  
Consumers



**JUAN FORERO**  
Project Leader of “Seeds  
of Confidence” and Vice  
President at Project Sans  
Frontieres

Juan Forero is a “Seeds of Confidence” Project Leader and Projet Sans Frontiere's Vice President. He has taken part in various projects involving consulting services for microfinance institutions, banks and international organizations. He has worked for ECLOF International (Switzerland) and Financiera Te Creemos (Mexico), and has consulted for PlaNet Finance (France) and Fundación Capital (Colombia) on projects in Africa, Europe and Latin America. Juan holds a Master's in Economics of Development from CERDI and a Bachelor's in Finance and International Relations. He speaks English, French and Spanish, and after more than ten years studying and working abroad, he is currently based in Bogotá, Colombia.

**SPEAKING**  
2:45 Wednesday  
Seeds of Confidence: Urban  
Agriculture in Low-Income  
Neighborhoods



# SPEAKERS

## BIOGRAPHIES



**ROGER FRANK**  
Managing Director of  
Innovare

Roger Frank has an MBA in International Finance from NYU Stern School of Business (1983) and a BFA, cum laude, from the University of Delaware (1978). He spent twenty years on Wall Street and was one of the first US-based investment professionals to work in international and emerging markets. He began his work in Africa in the early 1990s when he traveled to the region with leading international investors for meetings with senior government officials and managements of leading public and private companies. In 2004, he became a partner in Developing World Markets (DWM). Building on his work in international and emerging markets and microfinance, he founded Innovare in 2009.

### SPEAKING

9:00 AM Wednesday  
Plenary Panel: Agricultural  
Investor Shark Tank



**MATTHIEU GUEMAS**  
Head of Business  
Development for  
GeoTraceability

Matthieu is an Agro-economist and has been involved in farmer support programs in Africa and Asia and spent most of the last 10 years in developing countries. Previously, he worked as Program Director for IDH and Sustainable Sourcing Manager for the cocoa division of Cargill. He played an active role in implementing large scale certification programs, and believes that sustainability has to be market driven. He is now Head of Business Development for GeoTraceability in charge of developing and diversifying the services of the companies to new commodities and partnerships.

### SPEAKING

2:45 PM Wednesday  
Benchmarking Progress to  
Ensure Optimal Success in  
Program Implementation



**HARM HAVERKORT**  
Microfinance Advisor at  
Terrafina Microfinance

Since 2011, Harm Haverkort has been working as a Microfinance Advisor in Ethiopia. He has worked in microfinance for seven years for Terrafina Microfinance and Triodos Bank. His educational background is in Business Management and Marketing. Harm has experience in rural microfinance in Rwanda, Burundi, Congo DRC and Ethiopia. Currently his activities are: providing technical assistance to the microfinance partners in Ethiopia, setting up guarantee schemes with local banks, selecting a Management Information System and linking microfinance products to various value chains. Harm is involved in six value chains in both local and international markets.

### SPEAKING

2:45 PM Wednesday  
Financing the Malt Barley  
Value Chain in Ethiopia



**NADIA HOARAU-MWAURA**  
Head of Africa & Middle East  
at Fairtrade International

Nadia has an international background in marketing and project management. She began working with Fairtrade International in September 2005 as Regional Coordinator East Africa. Since 2010, she has been managing the decentralized African and Middle East team. Within the Producer Services and Relations department, Nadia is responsible for the implementation of the regional strategy and its alignment with Fairtrade's global mission and vision. Based at the head office in Bonn, Nadia's role is key in building linkages between the regional operations and the variety of Fairtrade stakeholders and partners in the North.

### SPEAKING

10:15 Tuesday  
A Business Case for Certifying  
Cocoa Production



**BRONWYN IRWIN**  
Senior Technical Director  
for Enterprise Development  
ACDI/VOCA

Bronwyn Irwin, Senior Technical Director for Enterprise Development ACDI/VOCA, is an agricultural economist with a strong focus on private sector-led agribusiness development. As Chief of Party for ACDI/VOCA's Restoring Economic Agricultural Livelihoods in Zimbabwe program, Ms. Irwin managed a team of 26 to facilitate strengthened outgrower networks of five firms and leveraged over \$90,000 in investment in inputs with smallholder farmers. Other assignments include serving as lead writer for the World Bank study on contract farming in Zimbabwe, writing a USAID study on using market mechanisms to impact food security in Zimbabwe, and writing the Agricultural Sector Guide for the USAID Global Development Alliance Office. Ms. Irwin has a M.Sc. in Agricultural Economics from Michigan State University and speaks fluent Spanish and intermediate French.

### SPEAKING

10:15 AM Tuesday  
Reducing Default in Contract  
Farming Arrangements

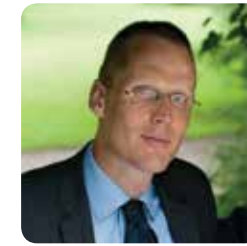


**DR. FRITZ JAECKEL**  
State Secretary in the  
Saxon State Ministry of the  
Environment and Agriculture

State Secretary Fritz Jaeckel started his career in 1992 as academic assistant at the Institute for International Business Law of the University of Münster, where he was conferred a doctorate in international procedural law in 1994. Dr. Jaeckel has held numerous positions within the State Chancellery of Saxony during his career. Most notably, after the flood of the Elbe River, he took a position in the central office for post-flood reconstruction. In 2004, he became Head of Division for Cabinet, Parliamentary and Federal Affairs in the Saxon State Ministry of the Environment and Agriculture. In 2007, he moved to the Cabinet and Parliamentary Division of the State Chancellery of Saxony, and in April 2008, Dr. Jaeckel became the Head of the Office of the Prime Minister. In March 2012, Dr. Fritz Jaeckel was appointed State Secretary in the Saxon State Ministry of the Environment and Agriculture.

### SPEAKING

8:30 AM Tuesday  
Welcome & Introduction to  
Conference



**KOERT JANSEN**  
Investment Officer Trade  
Finance at Triodos  
Investment Management

Having completed a Masters in International Relations and Organizations, as well as an MBA, Koert Jansen joined Triodos Investment Management in 2003 as Investment Officer Trade Finance. Since 2008, he has been Fund Manager of Triodos Sustainable Trade Fund.

### SPEAKING

9:00 AM Wednesday  
Plenary Panel: Agricultural  
Investor Shark Tank



**JUAN A. KETTERER**  
Division Chief, Capital  
Markets and Finance at  
Inter-American Development  
Bank

Juan A. Ketterer is Division Chief, Capital Markets and Finance at the Inter-American Development Bank. Juan has written numerous scholarly articles on finance and mathematical economics and an award-winning book on interest rate risk management. He has a Ph. D. in Finance and Mathematical Economics from the University of Minnesota and has served as a Professor and Research Fellow in Finance and Game Theory at both Carnegie Mellon University and Kellogg Graduate School of Management, Northwestern University.

### SPEAKING

4:30 PM Wednesday  
Plenary Panel: How Donors  
Support Sustainable Sourcing  
with Private Sector Partners

# SPEAKERS

## BIOGRAPHIES



**DR. EBERHARD KRAIN**  
Advisor for Agricultural Sustainability Standards at GIZ

Dr. Eberhard Krain has been working for more than 20 years in long and short-term assignments in technical and research cooperation projects in several countries in Africa and Asia, mostly for GIZ. He is an agriculturalist by profession, well conversant with value chain promotion, rural development and decentralization and a seasoned trainer cum moderator. Since August 2010 he has worked at the GIZ headquarters as Advisor for Agricultural Sustainability Standards.

### **SPEAKING**

1:00 PM Tuesday  
The Bottom Line of Bringing Smallholder Farmers into Global Supply Chains



**CORNEL KUHRT**  
Senior Manager Corporate Responsibility at Tchibo

Cornel Kuhrt has worked in coffee since 1989 when she started at the German Coffee Association where she gained experience with certification and sustainability before moving on to a small roaster in Germany. Cornel returned to the German Coffee Association in 2000 when the entire coffee sector was facing difficult times. She became a member of the development unit of the 4C Association, today's coffee sector baseline standard and platform. Since 2005, she has been working for Tchibo to bring the company's goal "toward a 100% sustainable company" to life. In view of coffee this includes supporting procurement to turn conventional into sustainable coffee supply chains, to conduct and support various programs in origin, and to work together with other stakeholders in diverse networks.

### **SPEAKING**

1:00 PM Tuesday  
The Bottom Line of Bringing Smallholder Farmers into Global Supply Chains



**JOHN LEARY**  
Senior Director of Training at ACDI/VOCA

John Leary is the Senior Director of Training at ACDI/VOCA. Mr. Leary co-developed ACDI/VOCA's Sell More For More™ program, linking farmer organizations to markets by improving their ability to meet quality specifications. Sell More For More™ was named a Best Practice by IFAD and InterAction. Mr. Leary oversees ACDI/VOCA's other successful training programs, including Farming as a Business, Farmer Field School and the CEDAR climate change adaptation program. He has also developed over 30 e-learning tutorials, including two that were finalists in the e-Learning Global Giveback Competition. Mr. Leary is currently pursuing a PhD in mobile training technology.

### **SPEAKING**

11:45 AM Wednesday  
Lunch & Rapid Fire Session



**DR. ALLISON LOCONTO**  
Institut National de la Recherche Agronomique (INRA)

Allison Loconto is a Research Officer at the National Institute for Agricultural Research in France. She holds a Ph.D. in Sociology from Michigan State University and an MA in International Affairs and Development from American University. Dr. Loconto has significant field experience working with producers and standards-setters on sustainability standards systems. She has collaborated with FAO, ITC and the ISEAL Alliance. She has expertise in value chain governance, voluntary standards, and responsible innovation. Her research has been published in the *Review of International Political Economy*, *The Journal of Business Ethics* and the *International Journal of the Sociology of Agriculture and Food*.

### **SPEAKING**

1:00 PM Wednesday  
Certifying Smallholder Producers: Linking Specific Challenges to General Trends



**JOHN MENNEL**  
Director with Deloitte Consulting

John Mennel is a Director with Deloitte Consulting where he leads the Private Sector Development Group to deliver services to development banks, donors, governments, and companies. He has over 20 years of experience in emerging markets economic development, specializing in export and investment promotion strategies, country competitiveness, food security, and policy. John has worked with investors on strategic investments with a focus on agriculture and agribusiness in Europe, the Middle East and Africa. He has also directly advised clients at the Minister level or above in over 20 countries on various issues, including investment and export promotion. John holds an MBA from Harvard Business School.

### **SPEAKING**

1:00 PM Wednesday  
Trade Corridors and Private Investment: What Has Really Worked?



**MARIEL MENSINK**  
Regional Coordinator for East Africa at Terrafina Microfinance

Mariel Mensink has over 25 years of work experience in microfinance and rural finance in Tanzania, India, Bhutan and Uganda, including five years of experience in value chain development in Tanzania. She is now working as the Regional Coordinator East Africa for Terrafina Microfinance and also has coordinated the eMFP rural innovation group from 2007-2010 and the working group on rural finance of the Dutch Microfinance platform since 2006.

### **SPEAKING**

2:45 PM Wednesday  
Financing the Malt Barley Value Chain in Ethiopia



**EDWARD MILLARD**  
Director of Sustainable Landscapes at Rainforest Alliance

Edward Millard is Director of Sustainable Landscapes at Rainforest Alliance, heading the program that supports farmers and smallholder producer groups to apply sustainable agriculture practices and prepare for Rainforest Alliance certification. The work, in 30 tropical countries, includes developing local technical partnerships, promoting dialogue with government agencies, facilitating training and technical assistance to farmers and analyzing the impacts of certification. Edward is a graduate in Business Administration who worked previously with Oxfam Fair Trade and Conservation International. He has published books and articles on small-scale business development, is a member of the Editorial Advisory Board of the Enterprise Development and Microfinance journal (UK), and Board Chair of Goodweave International, an international body to eradicate child labor in the rug industry.

### **SPEAKING**

10:15 AM Tuesday  
A Business Case for Certifying Cocoa Production



**RUTH MOLONEY**  
Manager of Development and Sustainability Programs at Armajaro

Based in New York, Ruth Moloney has been managing Armajaro's Development and Sustainability programs for the Americas since 2011. Ruth was previously the strategic cocoa buyer in Los Angeles for Nestlé USA. Before that she worked for Nestlé in sugar procurement for operations in Asia, Oceania and Africa. Ms. Moloney has a Bachelor of Agricultural Science from the University of Queensland. She also holds a Masters of Commerce degree from the University of New South Wales. She grew up on a small crop farm in North Queensland, Australia. Ruth has previously been a board member of the Cocoa Merchants' Association of America. She is currently on the board of Swisscontact North America.

### **SPEAKING**

4:30 PM Tuesday  
Plenary Panel: Playing a Catalytic Role in Sustainable Sourcing and Finance



# SPEAKERS

## BIOGRAPHIES



**JEFF MORGAN**  
Director of Global Programs  
for Mars, Incorporated

Jeff Morgan is Director of Global Programs for Mars, Incorporated, based at global headquarters in McLean, Virginia.

With Mars since 1979, his efforts focus on the chocolate value chain. He is part of a program team in Côte d'Ivoire in which Mars supports national institutions to train farmers and distribute improved planting material - raising yields and incomes. Mars also works in communities to sensitize families and community leaders regarding responsible labor practices.

Jeff serves on the boards of the International Cocoa Initiative –a foundation that addresses child labor in cocoa – and the World Cocoa Foundation.

**SPEAKING**  
10:15 AM Tuesday  
A Business Case for Certifying Cocoa Production



**FELIX MUSAU**  
CEO & Founder of Mobipay

Felix is the CEO and Founder of Mobipay, a seven year old company operating out of Kenya, recognized for its innovation in the provision of technologies and services that impact the masses with a special focus in agriculture. Felix is an experienced business professional with 10+ years of senior management experience in strategy, startup, sales, marketing, business development and operations in the telco and financial services industry. In the past, Felix has founded two startups and has worked and consulted with global brands including British Telcom and UUnet (Now Mtn Business) in various capacities.

**SPEAKING**  
2:45 PM Tuesday  
Harnessing Data through Mobile Applications to Lend to Smallholder Farmers



**ANTHONY NGUGI**  
Ecom Agroindustrial Corp

Anthony Ngugi is responsible for design and management of Ecom Agroindustrial Corp's sustainability program in East Africa, mainly in Kenya, Tanzania, and Uganda. Anthony has rich experience in smallholder farmer projects and is in his fourth year working at Ecom. Within Ecom, he has implemented projects sponsored by Ecom, Mars, IFC, Solidaridad and Hivos, among others. Anthony holds a Bachelor of Science Degree in Agriculture Finance and has eight years of experience in the coffee industry.

**SPEAKING**  
1:00 PM Tuesday  
The Bottom Line of Bringing Smallholder Farmers into Global Supply Chains



**AMY PAULOSE**  
President of AMES  
International

As President of AMES International, Amy Paulose has been with the organization for more than 15 years. As an active participant in the global expansion efforts of the company, she has played a key role at various operational stages from raw material sourcing to product development, finance and strategic business development. With the companies first international operations in Kerala, India, she has taken a keen interest in understanding how to bridge the gap between the needs and expectations of global retailers and consumers and the capabilities of raw material suppliers in developing countries.

**SPEAKING**  
2:45 PM Tuesday  
Implementing Food Safety Programs in Developing Countries



**GEORGE PAULOSE**  
Chairman and CEO of AMES  
International

As Chairman and CEO of AMES International, George Paulose has more than 45 years of experience in the global market place. Extensively traveling and conducting business throughout Asia, Europe and the Middle East, Mr. Paulose brings a wealth of experience, analysis and expertise as it relates to the changing global business environment. As the principal visionary for the organization, he led the efforts in building AMES first International manufacturing facility in Kerala, India. Prior to AMES, Mr. Paulose lead the strategic planning and research and development efforts for several global paper companies including International Paper and Weyerhaeuser.

**SPEAKING**  
2:45 PM Tuesday  
Implementing Food Safety Programs in Developing Countries



**ROGER PELTZER**  
Head of the Special Programs  
Department at DEG

Roger Peltzer is Head of the Special Programs Department at the German Investment and Development Corporation (DEG), a member of the KfW banking group, and Project Director of the Competitive African Cotton Initiative (COMPACI). He has more than 25 years of experience in the field of agribusiness development in Sub-Sahara Africa through his work as a Senior Investment Manager for DEG, his board membership in various agribusiness as well as commercial and development banks and his involvement in the set up and financing of outgrower schemes for small scale farmers. He has extensive knowledge of the Sub-Saharan African cotton sector and since 2006, he has been managing the COMPACI program that aims to sustainably improve the living standard of 470,000 African cotton farmers and their families.

**SPEAKING**  
10:15 AM Wednesday  
Implementing Sustainability Standards with Smallholder Farmers



**SANDI ROBERTS**  
Regional Technical Advisor at  
Fintrac

Sandi holds an MSc degree in Agriculture majoring in Horticulture from the University of Natal, South Africa and is currently based in Harare, Zimbabwe. She has over 20 years of commercial experience advising growers on all aspects of vegetable production in Zimbabwe and the region and extensive contacts with commercial operations and NGOs in the DRC, Kenya, Uganda, Tanzania, Malawi, Mozambique and Zambia. Sandi is recognized as an expert trainer of the EU-funded Pesticide Initiative Program for horticultural exporters in Zimbabwe, Mozambique and Namibia. Training expertise is in the area of Train the Trainers, crop protection, safe use of pesticides, integrated pest management, scouting techniques and good agricultural practices. She is currently working with smallholder farmers on irrigation schemes in Zimbabwe incorporating them into the export horticulture value chains.

**SPEAKING**  
10:15 AM Wednesday  
Strategies for Maintaining and Building the Smallholder Supply Base



**MARTHA ROSAS**  
Director for International  
Cooperation of the Biological  
Corridors and Resources  
Coordination Unit at Conabio

Since 2009, as Director for International Cooperation of the Biological Corridors and Resources Coordination Unit at Conabio, Martha has worked on the Sustainable Production Systems and Biodiversity Project, which she now coordinates. The project intends to support producer associations to introduce biodiversity-friendly production and management practices and enable them to gain or increase access to markets that reward biodiversity-friendly goods and services. The project will be launched in April 2013 and will be implemented by Conabio in Mexico with funding from the GEF and support from the World Bank. Martha holds an MA in Environment, Development and Policy from the University of Sussex, UK.

**SPEAKING**  
2:45 PM Tuesday  
Market Differentiation Strategies for Biodiversity-Friendly Products

# SPEAKERS

## BIOGRAPHIES



**MARCO ROSINI**  
Director of Sustainable  
Agri-Business at  
ReponsAbility Social  
Investments AG

As Director of Sustainable Agri-Business, Marco is responsible for coordinating ResponsAbility's overall approach on topics related to fair trade, sustainable agri-business, and their short- and long-term financing, globally. Marco brings nearly 20 years' professional experience in the banking industry, including six years at Crédit Lyonnais. At Société Générale, he served as Director of Commodity Finance, where he was in charge of structured transactions of soft commodities, such as cotton, cocoa, coffee, sugar, and fertilizers, in Africa, the Middle East and Asia for more than ten years. Marco took part in a credit-rating project for fair-trade-producer organizations sponsored by Max Havelaar France and the Fairtrade Labelling Organization (FLO) during a sabbatical. He holds a degree in Finance and Business Administration from the University of Venice, Italy.

### SPEAKING

9:00 AM Wednesday  
Plenary Panel: Agricultural  
Investor Shark Tank



**PILAR SANTACOLOMA**  
Agribusiness Economist

Pilar Santacoloma is an Agribusiness Economist at FAO. She holds a Ph.D. in Agricultural Economics from University of Hohenheim, Germany and a M.Sc. in Agricultural Economics, National University of Colombia, Bogotá. Her professional experience in agricultural economics and rural development includes expertise on agribusiness public-private partnerships, market linkages, value chain development, enterprise development, food safety and quality, and project design and management in East Africa and parts of Asia, East Europe and Latin America. She has published numerous analytical reports and capacity development materials both for FAO and international journals.

### SPEAKING

1:00 PM Wednesday  
Certifying Smallholder  
Producers: Linking Specific  
Challenges to General Trends

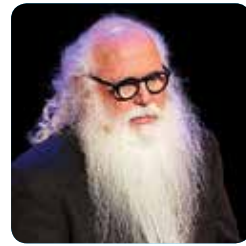


**CLAUDIA SCHMERLER**  
Principal Sector Economist  
at KfW

Claudia Schmerler has been with KfW Development Bank for the past six and a half years. She is a Principal Sector Economist in the competence center of KfW for financial sector development and global funds. As such, she has strategic and operational responsibilities – amongst others in the areas of MSME and rural/agro finance. Claudia is particularly familiar with several international microfinance holdings and funds. She is a member of the supervisory board as well as investment and TA committee of an internationally active microfinance debt and equity fund that focus on rural development (Rural Impulse Fund II). Prior to her current position, Claudia worked as a project manager responsible for financial sector projects in Asia. Before joining KfW, Claudia worked for the German Technical Cooperation (today GIZ) in the area of rural and private sector development. Claudia holds a Masters in Business Administration from the University of Leipzig.

### SPEAKING

9:00 AM Wednesday  
Plenary Panel: Agricultural  
Investor Shark Tank



**HOWARD-YANA SHAPIRO**  
Chief Agricultural Officer at  
Mars

Howard-Yana Shapiro, PhD, is Chief Agricultural Officer at Mars, Incorporated, a Senior Fellow in the Department of Plant Sciences, College of Agriculture and Environmental Sciences at University of California, Davis, and a Distinguished Fellow at World Agroforestry Centre in Nairobi, Kenya. Howard has been involved with sustainable agricultural and agroforestry systems, pattern recognition, plant breeding, molecular biology and genetics for over 40 years, releasing hundreds of cultivars into the public domain. In September 2011, he announced the formation of the African Orphan Crops Consortium, which was set up to sequence, assemble and annotate 100 of the key African food crops. Two plant breeding academies are being set up to train senior scientists and technicians on the methods of Marker Assisted Selection/Breeding to speed new cultivars to the African rural population.

### SPEAKING

4:30 PM Tuesday  
Plenary Panel: Playing a  
Catalytic Role in Sustainable  
Sourcing and Finance



**NURUL AMIN SIDDIQUEE**  
Coordinator, Agriculture and  
Value Chains, Extreme Rural  
Poverty Program for CARE  
Bangladesh

Siddiquee is leading the agriculture and value chains portfolio at CARE Bangladesh and is one of the key contributors to CARE's global value chain programme development in Asia and Africa. His food and non-food value chain expertise are in some of the most promising sectors and value chains in the Northwest and Southern Delta. This includes large agriculture extension project(s) as well as dairy, horticulture, jute and aquaculture value chains in Bangladesh funded by USAID, the Bill and Melinda Gates Foundation, the Royal Dutch Embassy of Netherlands and the EU. During the last six years, Siddiquee has developed some of Bangladesh's most innovative value chain development activities in dairy and horticulture including micro-franchising in input service delivery.

### SPEAKING

1:00 PM Wednesday  
Pro-Poor Dairy Value Chain  
Development: Perspectives  
from Kenya and Bangladesh



**BLAINE STEPHENS**  
Chief Operations Officer and  
Executive Vice President at  
MIX Global Operations

Blaine Stephens is responsible for MIX's global operations, ensuring relevant coverage of the microfinance market, managing MIX's team of microfinance analysts, publishing and training widely on MFI performance and leading MIX's efforts to standardize microfinance reporting. He brings training experience from the United Nations's UNCDF Microfinance unit and retail microfinance experience from Al Amana, Morocco's leading microfinance provider. Blaine holds a B.A. in International Relations from Claremont McKenna College and a Masters of International Affairs from Columbia University, School of International and Public Affairs. He speaks French, Arabic, and German.

### SPEAKING

11:45 AM Wednesday  
Lunch & Rapid Fire Session



**TINA STRIDDE**  
Managing Director of the Aid  
by Trade Foundation

Tina Stridde is one of the Managing Directors of the Aid by Trade Foundation. She is responsible for Marketing, Communication and Sales for the Cotton made in Africa initiative, which aims to sustainably improve the living standards of African smallholder cotton farmers and their families through trade, marketing the label to leading retailers and fashion brands worldwide. Prior to joining the Foundation, Tina worked as Senior Consultant in the Corporate Social Responsibility department of the Otto Group, managing the Group's sustainable assortments, e.g. organic cotton or wood from sustainable sources and CSR Communication. Tina studied Business Administration in Germany, France and the USA and specialized in advertising. Before joining the Otto Group she worked in strategic marketing for international advertising agencies.

### SPEAKING

10:15 AM Wednesday  
Implementing Sustainability  
Standards with Smallholder  
Farmers



**FRANCESCO TRAMONTIN**  
Director of Sustainability  
for Europe at Mondelēz  
International

As the Director of Sustainability for Mondelēz International (formerly Kraft Foods Inc.), Francesco Tramontin is responsible for driving sustainability as a business strategy across Mondelēz's European business operations. Prior to heading up sustainability at Mondelēz, Francesco worked at Kraft Foods' Headquarters where he was responsible for coordinating the company's global sustainability and environmental activities with special focus on agricultural commodities. In this role he managed Kraft Foods regular relationship with NGOs and external partners. Previously, Francesco worked in EU public/government affairs in Brussels for Cargill and then Kraft Foods, focusing on environmental, trade and agricultural policy.

### SPEAKING

9:00 AM Tuesday  
Sustainable Sourcing for  
Agricultural Supply Chains



# SPEAKERS

## BIOGRAPHIES



**KERRY TURNER**  
Manager at Source Trust

For the last three years, Kerry has been responsible for the management of Source Trust, a not-for-profit organization established by Armajaro Trading to help farmers improve their livelihoods through better crop yields and quality, achieved through sustainable farming practices. Prior to joining Source Trust, Kerry managed the corporate charity partnerships of the Royal Mail Group, bringing a commercial approach to charitable initiatives, ensuring business wide support across the Group. Kerry previously served as a Commercial Manager at Marks & Spencer before taking a career break to backpack around Australia and New Zealand. Kerry began her career by gaining 6 years of experience in the charity and not-for-profit sector, gained at one of the UKs largest national charities, where she advised and developed their network of local affiliated groups across London.

### SPEAKING

2:45 PM Wednesday  
Benchmarking Progress to Ensure Optimal Success in Program



**KERSTIN UHLIG**  
Manager at GLOBALG.A.P.

Kerstin has worked with GLOBALG.A.P. since May 2004 and is responsible for corporate relations. This includes projects with GLOBALG.A.P. members and stakeholders such as the development of entry level standards to introduce food safety and sustainability standards in emerging markets. Kerstin has developed an awareness-raising tool to assess social risks in primary production, the GLOBALG.A.P. Risk Assessment on Social Practice (GRASP) and the Smallholder Ambassador project in public private partnership projects with GIZ. She studied sociology, politics and psychology with a focus on development cooperation and empirical studies at the Universities of Bremen, Alicante and Hamburg. Kerstin has five years of experience in practical, quantitative and qualitative social research and speaks German, English, Spanish and French.

### SPEAKING

10:15 AM Wednesday  
Strategies for Maintaining and Building the Smallholder Supply Base



**REMY VANDAME**  
Researcher in Tropical Bees Ecology at Ecosur

Since 2000, Remy has been a researcher in tropical bees ecology at El Colegio de la Frontera Sur (Ecosur), a public research center in Mexico. His main focus is on bee's biodiversity studies, with application to regional development and environmental conservation in Chiapas, southern Mexico. Remy holds a PhD in Ecology from the University of Lyon, France.

### SPEAKING

2:45 PM Tuesday  
Market Differentiation Strategies for Biodiversity-Friendly Products



**BERNAI VELARDE**  
Senior Private Sector Development Advisor for the United States Agency for International Development

Mr. Bernai Velarde is a Senior Private Sector Development Advisor for the United States Agency for International Development. He has worked with USAID for more than 30 years, promoting commercial sector engagement and public and private sector partnerships through value and supply chain arrangements. He has extensive experience working with commercial banks, cooperatives and finance companies to services micro, small and medium businesses. He has worked extensively linking international and national private businesses with small rural producers, identifying new market opportunities to support employment generation and increased incomes. Bernai has a Masters in Economic Policy from the University of Oklahoma and a B.S. in Economics from Florida State University.

### SPEAKING

4:30 PM Wednesday  
Plenary Panel: How Donors Support Sustainable Sourcing with Private Sector Partners



**LINDSAY WALLACE**  
Program Manager on the Microfinance Team at The MasterCard Foundation

Lindsay Wallace is Program Manager on the Microfinance Team at The MasterCard Foundation. She brings over fifteen years of experience in economic development, having lived and worked in numerous countries in Africa, Asia, Europe and South America. She recently led the Economic Growth Team of the UK Department for International Development's Rwanda office where she established a large microfinance support project along with a portfolio of growth-related projects agriculture, land tenure reform, and trade. Lindsay holds a Master's in Economics from the University of Toronto, a Master's of Public Policy from Carleton University, as well as an undergraduate degree from McGill University.

### SPEAKING

4:30 PM Wednesday  
Plenary Panel: How Donors Support Sustainable Sourcing with Private Sector Partners



**CHRISTOF WALTER**  
Management Consultant Specialized in Agri-Supply Chains and Sustainable Agriculture

Christof Walter is a management consultant specialized in agri-supply chains and sustainable agriculture. Formerly with Unilever, Christof strongly shaped the company's sustainable sourcing and smallholder farmer programs. He now works with leading brands in the retail, agri-food and investment sectors, helping his clients develop and implement strategies for sustainability. Christof has a special interest in farming and climate change and in agri-sourcing opportunities from smallholder production systems.. He has a PhD in horticultural sciences and a background in agronomy, economics and environmental sciences.

### SPEAKING

1:00 PM Tuesday  
The Bottom Line of Bringing Smallholder Farmers into Global Supply Chains



**MORAG WEBB**  
Head of PIP Market Access Component and Policy Advisor for the Programme at COLEAP

Morag Webb holds a B.Sc. in Environmental Science (Applied Ecology) and a M.Sc. in Tropical Pest Management. She has 25 years of experience in tropical agriculture notably in IPM, farmer participatory research and smallholder farming. In the past she managed several projects financed by the UK Department for International Development (DFID) in South America and Africa, as well as advising the DFID Crop Protection Programme. After a number of years within the Capacity Building Component, Morag is now Head of PIP Market Access Component as well as acting as Policy Advisor for the Director. Morag represents the Programme in numerous international forums and technical working groups.

### SPEAKING

10:15 AM Wednesday  
Strategies for Maintaining and Building the Smallholder Supply Base



**EMERSON ZHOU**  
Executive Director at Beira Agricultural Growth Corridor

Emerson Zhou is the Executive Director the Beira Agricultural Growth Corridor (BAGC), a Public Private Partnership which aims to promote investment in the agriculture sector in central Mozambique by facilitating entry of socially responsible investors who are willing to develop business models that support smallholder farmers. Emerson is an Agricultural Economist with over 25 years of experience in managing and providing technical assistance to "inclusive" agribusiness support initiatives in Africa. He holds an MSc degree from the University of London as well as an Advanced Diploma in Accounting and Finance.

### SPEAKING

1:00 PM Wednesday  
Trade Corridors and Private Investment: What Has Really Worked?

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## THANK YOU

### CRACKING THE NUT TEAM

**AZMJ**  
Anita Campion  
Nikolaus Eichman  
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Kim Ha  
Chris Linder  
Melissa Matlock  
Megan Montgomery  
Bernardo Reyna  
Elizabeth Rivera  
Laura Smith

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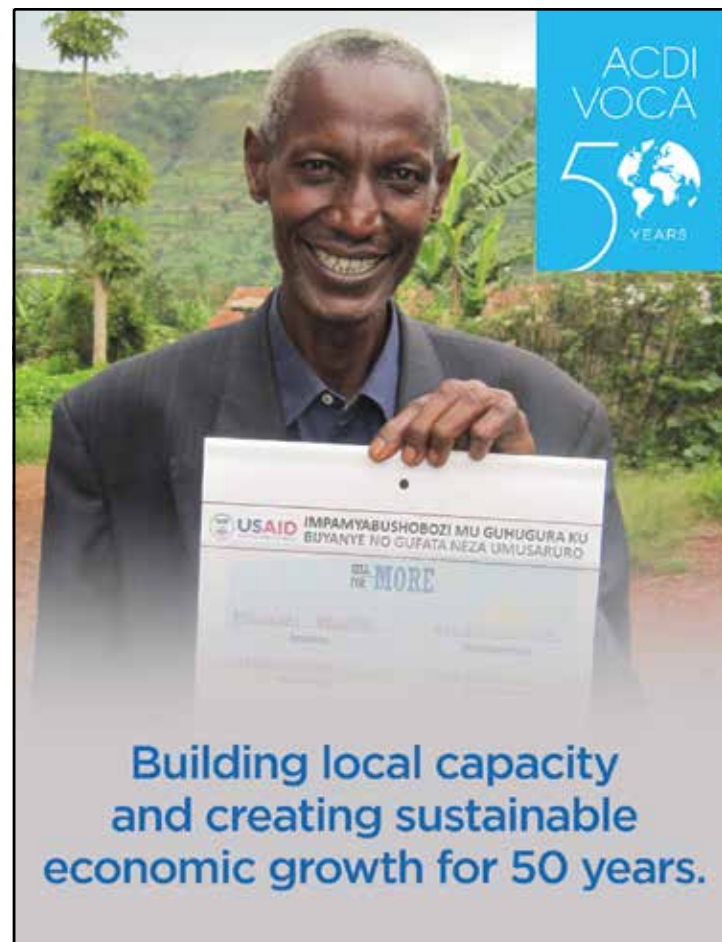
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# Cracking the Nut

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3 THINGS I'D NEVER THOUGHT ABOUT BEFORE:

THE MOST INTERESTING IDEA I HEARD:

MY FAVORITE QUOTES:

THINGS I FEEL INSPIRED TO DO WHEN I GET BACK:

# NOTES

