

June 25 & 26, 2013 | Dresden, Germany

Cracking the Nut is a first-class global conference for multinational companies, investors, and development practitioners, bringing together private and public institutions to increase collaboration and investment in sustainable rural and agricultural markets.

## LEARN ABOUT: FOOD SAFETY, SUSTAINABILITY, TRACEABILITY, CERTIFICATION, INNOVATIVE FINANCING AND MORE...



Keynote speaker Beth Keck of Walmart at the Cracking the Nut 2012 conference.  
Photo Credit: Lein de Leon Yong

### WHO IS THIS EVENT FOR?

- ✓ Large food & commodity companies
- ✓ Multinational businesses
- ✓ Value chain financiers & banks
- ✓ Impact investment funds
- ✓ Experts in rural & agricultural development
- ✓ Development practitioners
- ✓ Donor representatives
- ✓ Public servants

### CONTACT US

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Cracking the Nut is organized by [AZMJ](http://azmj.org)



Cracking the Nut 2013 will give an exclusive look into the successes and challenges involved in global supply chains. We will be focusing on companies that are creating long-term social and economic value through their sustainability initiatives. As a private sector led discussion, the conference will highlight best practices for sustainable sourcing to help participating companies, along with development and finance organizations, to align their initiatives in a way that leverages resources for increasing social impact. The conference will also feature a dynamic panel session where leading impact investors will go head to head with agricultural entrepreneurs to provide insight into how they assess real investment opportunities aligned with sustainable sourcing.

### Cracking the Nut 2013 will showcase competitively selected best practices through three focused themes:

1. **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 child labor and protect the natural environment and local communities.
2. **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.
3. **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.

The Cracking the Nut conferences have convened over 560 people from 41 different countries. On an anonymous evaluation survey for the 2012 conference, 100% of respondents said they would recommend the Cracking the Nut conference to their colleagues.

## Don't Miss Out!

### Three full tracks & interactive workshops

There will be loads of content to enjoy over two days of three comprehensive tracks.

### Cutting edge innovations

We will share competitively selected presentations on best practices covering topics that matter most to today's global food chains, including food safety, sustainability, traceability, certification and financing.

### Free PowerPoint presentations

All attendees will receive access to all workshop materials after the event, so you can benefit from the knowledge shared at all sessions and learning can continue after the event.

### Networking opportunities

Network and do business with 300+ decision making professionals who have strategic relationships with governments and donors, creating trend setting business development ventures.

## What People Are Saying

"The [2012] conference offered a great combination of insightful talks, engaging panel discussions and excellent networking opportunities with a broad cross-section of development professionals."

**–Christof Walter, Unilever**

"Very interactive sessions, good case studies and an opportunity to network, share and learn more."

**–Dr. Shachi Sharma, Syngenta**

"Congratulations... on an outstanding conference. You attracted an exceptionally high quality attendance, and the quality of the sessions was worthy of them. I rarely go to conferences where the content is as important as the networking, but Cracking the Nut 2012 was one of them (and that's because the content was brilliant, not because the networking was poor - it was also excellent!)."

**–Dr. Robert Stone, Oxford Policy Management**

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