



**PRESS RELEASE – For immediate release**

## ***Farm Foundation 30-Year Challenge Policy Conference***

**OAK BROOK, IL Oct. 15, 2009:** By 2040, the world’s population is expected to reach 9 billion people, about a third more than are on the planet today. Growth in developing nations will further accelerate the demand for agriculture to provide food, feed, fiber, and fuel.

The role of public policy in addressing the challenges U.S. and global agriculture will face to meet these demands, especially at a time of growing competition for natural resources, is the subject of a Farm Foundation conference on Tuesday, Oct. 27. The conference will be 9 a.m. to 3:30 p.m. at the National Press Club, Washington, D.C.

Featured speakers will be Dr. Rajiv Shah, USDA Under Secretary for Research, Education and Economics, former U.S. Trade Representative Clayton Yeutter and Erik Peterson, Director of the Global Strategy Institute at the Center for Strategic and International Studies.

The program will also feature a panel of agribusiness, NGO and academic leaders discussing how to build the next generation of public policies. Dr. Barry Flinchbaugh of Kansas State University will moderate that discussion.

“Given the right tools and incentives, we are confident that the world’s agricultural producers and agribusinesses will meet this 30-year challenge,” says Farm Foundation President Neil Conklin. “But those incentives and tools are heavily influenced by food and agricultural policies that have been shaped by decades of abundance and declining real food prices.

“Today, consumers, environmental concerns and climate change—as well as a major global financial recession—are reshaping the public policy landscape. It is not clear that today’s policies, most of which were designed to deal with the challenges of the last century, will provide the tools and incentives needed to address the 30-year challenge,” Conklin continues.

There is no fee to participate in the Oct. 27<sup>th</sup> policy conference, but registration is required by Friday, Oct. 23. Registration is available online at [www.farmfoundation.org](http://www.farmfoundation.org), or you can print out a registration form and fax it to Farm Foundation, (630) 571-9580.

This Farm Foundation project began with release of the report, *The 30-Year Challenge: Agriculture's Strategic Role in Feeding and Fueling a Growing World*. Developed with input from a diverse set of agriculture and agribusiness leaders, government agency representatives and academics, the report identifies six major drivers impacting agriculture's ability to provide food, feed, fiber and fuel to a growing world. The six areas are: global financial markets and recession; global food security; global energy security; climate change; competition for natural resources and global economic development.

Farm Foundation serves as a catalyst for sound public policy by providing objective information to foster a deeper understanding of issues shaping the future for agriculture, food systems and rural regions. Farm Foundation has a 76-year history of objectivity. It does not lobby or advocate positions. "The *30-Year Challenge* report was designed to spur all stakeholders to begin discussions on these critical issues. The report does not make any specific recommendations," says Conklin.

The Oct. 27 conference will include recognition of the winners in Farm Foundation's 30-Year Challenge Policy Competition. The Foundation offered the competition to seek innovative and promising public policy options to address the challenges outlined in the *30-Year Challenge* report. From 38 entries in six categories, a distinguished panel of judges has selected seven essays to receive a total of \$20,000 in prize money.

"Farm Foundation does not endorse or recommend any of the proposals summarized in the competition essays. The competition was conceived not to advocate specific solutions but to encourage constructive and deliberative debate of the policies that will be needed to meet the challenges before us," says Conklin.

The 30-Year Challenge project is directed and led by Farm Foundation. Contributing financial assistance to the project are: the Global Harvest Initiative, the American Farm Bureau Federation, the National Corn Growers Association, the National Pork Producers Council, and the United Egg Producers.

*Farm Foundation serves as a catalyst for sound public policy by providing objective information to foster a deeper understanding of issues shaping the future for agriculture, food systems and rural regions. Farm Foundation has a 76-year history of objectivity. It does not lobby or advocate.*

*For more information:*

Neil Conklin, President, Farm Foundation, [Neil@farmfoundation.org](mailto:Neil@farmfoundation.org)

Sheldon Jones, Vice President, Farm Foundation, [Sheldon@farmfoundation.org](mailto:Sheldon@farmfoundation.org)

Mary Thompson, Director of Communication, Farm Foundation,  
[Mary@farmfoundation.org](mailto:Mary@farmfoundation.org), (630) 571-9393