

# INNOVATION IN AGRICULTURE:

*Meeting the demands of food security  
in a globalised world*



MAKHTESHIM  
A G A N

*“Simplifying the lives of farmers every day, in every part of the world”*

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**HOSTED BY LIAM AYLWARD MEP**  
*in conjunction with Makhteshim Agan*



*Tuesday 4<sup>th</sup> June 2013 15.00 - 18.00*  
*European Parliament ASP 5G1*

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## SYNOPSIS

In this globalised world of interlinked trade and interdependency it is evident that global collaboration and innovation are needed to secure the food supply, tackle food waste and ensure that agriculture can effectively deal with the challenges facing it.

Agriculture must continue to evolve and be innovative, to embrace advancement, particularly if it is to meet the food security challenges of the future. Given that by 2050, a 70 % increase of the world food supply will be required to feed a population of 9 billion, against a background of increasing resource and environmental pressures, the challenges facing us are greater than ever.

Over the 10,000 years since agriculture began to be developed, innovation and science have shaped farming and food production and will continue to offer the solutions needed to guarantee food security for this, and future generations.

This seminar brings together experts from the areas of agriculture, innovation and food security, policymakers from the European Commission, European Parliament, the FAO and a world leader in agricultural innovation, Makhteshim Agan, to address the collaborative and innovative solutions needed for food security and the importance of research and innovation in sustainable agriculture.

This seminar offers an opportunity to get an update on the world food supply outlook and hear expertise on the various innovative methods which are key elements in guaranteeing food security in diverse agricultural environments: meeting food demands in the world's most populous country, the importance of innovative solutions in water management and the role of crop protection in food production.

## PANEL 1: FOOD SECURITY IN A GLOBALISED WORLD

- 15.00 **Welcome & introduction**  
**Mr Liam Aylward MEP**  
*Member of the Committee on Agriculture and Rural Development, European Parliament*
- 15.10 **Role of research Commissioner & innovation in agriculture**  
**Máire Geoghegan-Quinn**  
*Commissioner for Research, Innovation and Science*
- 15.25 **Agricultural outlook - world food supply & forecast over the next decade**  
**Mr Boubaker BenBelhassen**  
*UN Food and Agriculture Organisation (FAO) Rome*
- 15.40 **Feeding China: tackling food security in the world's most populous country**  
**Professor Laping Wu**  
*China Agricultural University College of Economics and Management, Beijing*
- 16.00 **Q&A**
- 16.15 **Tea & Coffee break**

## PANEL 2: INNOVATION IN AGRICULTURE & FOOD SECURITY: CASE STUDIES

- 16.40 **Role of crop protection in sustainable agriculture & food security**  
Mr Erez Vigodman,  
Chief Executive Officer, Makhteshim Agan Industries
- 17.00 **Case Study 1: Crop production in Ireland – the role of science & innovation in addressing environmental challenges**  
Professor James Burke,  
Professor of Crop Science, University College Dublin, Ireland
- 17.20 **Case Study 2: Crop production in Israel – the role of science & innovation in addressing environmental challenges**  
Professor Yoram Kapulnik,  
Director of the Agricultural Research Organisation (ARO), Israel
- 17.40 **Q&A**
- 17.55 **Concluding remarks**  
Mr Liam Aylward MEP
- 18.00 **Reception with live Irish music**