

Expo 2020 Dubai Programme for People and Planet

WORLD MAJLIS AGENDA

FOOD, AGRICULTURE, AND LIVELIHOODS WEEK

17 – 23 February 2022



DATE

Thursday, 17th February 2022

TIME

4.00 to 6.00 PM

VENUE

Australia Pavilion

THE TOPIC

FARMS OF THE FUTURE:

Feeding the planet with technology

in collaboration with Australia

As the human population continues to expand at unprecedented rates, we will need to find innovative solutions to ensure the future availability of food for all within the limits of our planet's resources.

In order to feed the two billion more people expected to join planet Earth by 2050, it is estimated that global food production will need to increase by up to 70% in the next 30 years. Since most land suitable for agriculture is already farmed, this growth must be achieved in a different way.

Intensive agriculture may have been successful at feeding most of the Earth's inhabitants, but it is also degrading the land and contributing a quarter of the planet's rising temperatures. Farms of the future will hence need to be radically different from those of today as they adapt to climate change and a scarcity of natural resources to be more productive, profitable and sustainable. Spraying entire fields with water, fertilisers, and pesticides, or maintaining today's levels of meat production, will no longer be an option in the future. Will technology provide the solutions or are other low-tech innovations part of the answer in ensuring we are all able to eat enough and well?

- What will the farms of the future need to look like in order to provide nutritious, healthy and affordable food for all while preserving the environment?
- What is the role of technology in these farms?
- How can we build resilience into agriculture industry supply chains for improved food security?
- What should the role of governments and industry regulators be in the future of farming?

MODERATOR



Sally Mousa

International Speaker and Presenter, UAE

Sally is an international speaker and presenter who has interviewed many of the world's most influential change-makers across every field. Sally has a gift for telling the stories of those who have made a global impact, revealing deeper insights that others miss.

A born creative who originally trained as fashion designer, Sally's cultural journey embraces both East and West. As an Arab-Australian, she is passionate about powerful stories that break barriers, explore diverse narratives and are part of wider conversations driving change world-wide.

Now in the Middle East for over a decade, Sally has been a presenter and producer on some of the region's top platforms. She was head-hunted to launch Sharjah's first English Radio Station where she created, presented, and produced highly acclaimed shows including Life Beats, highlighting stories that speak to and inspire a global audience.

In 2021, Sally was named a global ambassador for the world-renowned Fred Hollows Foundation that works to restore sight to millions of people around the world. Sally was a finalist for the Arab Woman Awards UAE 2020, under the patronage of HE Sheikh Nahyan bin Mubarak al Nahyan in partnership with UN Women.

PARTICIPANTS



HE Fernando Mattos Costa

Minister of Livestock, Agriculture, and Fisheries of Uruguay

HE Fernando Mattos Costa is Minister of Livestock, Agriculture and Fisheries of Uruguay, appointed by the President of the Republic, Dr. Luis Lacalle Pou, since 28 June 2021.

He was President of the National Meat Institute (INAC), appointed by the Ministry of Livestock, Agriculture and Fisheries (MGAP) from March 2020 to June 2021. He is an agricultural producer in the Departments of Cerro Largo and Tacuarembó. From 2016, he has been a member of the board of directors of the UPM Foundation, dedicated to improving the living conditions of the rural population.

He has participated as delegate of the Rural Association of Uruguay to the Mercosur Meat Forum and as delegate in the EU-MERCOSUR negotiations. He was president of Pro Cria Foundation, for the support of small rural producers. In the framework of his trade union activity, which he carried out for 9 years, he participated in various trade union organisations in the region, such as the Braford Federation of Mercosur and FARM (Federation of Rural Associations of the enlarged Mercosur).



Matthew Atkins

General Manager, Bega Foods International, Australia

Matthew Atkins is the General Manager of Bega Foods International and Australian Foodservice business. Prior to that Matt was the General Manager Commercial for the Bega Nutritional Business Unit from 2016 to 2021.

Matthew holds a Bachelor of Business, is a CPA and completed the Stanford Exec Program in 2019. Matthew has 15 years' experience in the Dairy Industry across a variety of Finance, Supply Chain and Commercial roles.

Professor Dr Vesna Bengin

Co-founder and Scientific Advisor, BioSense Institute, Republic of Serbia



Prof. Vesna Bengin is the co-founder of the BioSense Institute, which focuses on digital transformation of agriculture. She is the coordinator of H2020 project ANTARES, which aims to evolve BioSense Institute into a market-oriented European Centre of research excellence. With a budget of €30 million, ANTARES is the largest research project ever funded in the Republic of Serbia by the European Union in which, besides developing institutional scientific excellence, Prof. Bengin also directly focuses on fostering the economic growth of the region, as well as on the development of the national policies in the field of research and innovation.

Prof. Bengin is a scientific advisor at BioSense Institute, a full professor at the Department of Physics, University of Novi Sad and an *Extraordinary Professor* at Stellenbosch University in South Africa. She also serves as a member of UNICEF Business Advisory Board in Serbia, a consultant for UN FAO, a consultant for UNDP, and an evaluator of some of the largest intergovernmental framework programmes financed by the European Union.

Prof. Bengin is the recipient of a number of national and international awards including the special award granted by the European Commission at *Marie Curie Actions for an Innovative Europe*, the award for outstanding women in science and technology *She's Mercedes* awarded by the Mercedes-Benz company, and many more. She is also the mother of three.

Andrew Cox

Manager, International Markets for Meat & Livestock Australia



Andrew is the General Manager – International Markets for Meat & Livestock Australia (MLA), based in Singapore. He manages a team of approximately 50 staff in 17 locations throughout Asia, the Middle East, Europe and USA. In partnership with industry, his responsibilities include offshore promotion of Australian beef, lamb and goat meat, customer relations/business development and activities to improve our market access.

Prior to moving to Singapore, Andrew lived in Tokyo, where he spent 6 years managing MLA's programs in Japan and Korea. He joined MLA from consumer research agency Kantar Millward Brown where

he managed insights projects for large clients such as Unilever, Kellogg's and Vodafone.

Andrew's family are from Mudgee, NSW, where they established 'Burrundulla' (mixed grazing, cropping and vineyard property) in 1821.



Kelvin Wickham

Chief Executive Officer AMENA (Africa, Middle East, Europe, North Asia and the Americas), Fonterra, New Zealand

With over 30 years at Fonterra and in the global dairy industry, Kelvin Wickham is driven by his belief in dairy as a high-quality source of nutrition for the world.

In his current role as the CEO of AMENA, he is responsible for Fonterra's activities across consumer, foodservice and ingredients in Africa, Middle East, Europe, North Asia and the Americas. He also oversees Fonterra's Active Living nutrition unit, which is focused on developing solutions that cater to very specific consumer needs, including patient wellness, physical wellness, inner wellness and mental wellness.

Over his career, Kelvin has played a key role in building Fonterra's ingredient's brand, NZMP, across the world, developing Fonterra's business in expanding markets, and establishing key customer relationships and partnerships.

He's also led during pivotal moments in the history of Fonterra and the dairy industry. This includes when he oversaw the launch of Global Dairy Trade, a first for the industry, which in addition to making global online dairy sales possible, offered transparent price discovery to support the development of dairy price risk management tools.

Rod A. Wing

Professor, Plant Science

Director, Center for Desert Agriculture, King Abdullah University of Science and Technology, KSA



Professor Wing's lab focuses on the discovery and utilisation of natural variation in the genus *Oryza* to help solve the 10-billion people question: i.e. "How we feed our world without destroying our world by 2050".

At present, the Wing lab is focusing on the generation of Platinum Standard Reference Genomes for cultivated rice and its wild relatives to create a pan-*Oryza* genome that will serve as a template to create a digital genebank (DGB) for rice. This DGB will be interrogated to discover and analyse essentially all SNP and structural variation that exists across the genus. Such data will be linked with high-throughput phenotyping data derived from a global rice array composed of ~3000 diverse rice accessions planted in multiple locations around the world, over multiple seasons. Such data can then be used to accelerate the breeding of "Green Super Rice" varieties that are adapted to different environmental conditions, including the desert environments of the Middle East.

VIRTUAL PARTICIPANT

Professor Andrew Lowe

Professor, Plant Conservation Biology, University of Adelaide, Australia



Prof Andy Lowe is a British-Australian scientist. He solves some of the most pressing global resource, production and landscape sustainability challenges through the application of technology innovations delivered in a responsible and economically realistic framework.

He is an expert in plants and trees, particularly the management of genetic, biological and ecosystem resources. He has discovered lost forests, championed to eliminate illegally logged timber in global supply chains, served the United Nation's Office of Drugs and Crime and is a lead author of the Intergovernmental Platform for Biodiversity and Ecosystem Services - Land Degradation and Restoration report.

Andy has helped secure a quarter of a billion dollars' worth of research funding in his field and is an experienced and respected executive leader, board member, as well as mid-career mentor. Andy has been Scientist in Residence at The Australian Financial Review and The Advertiser and is a passionate science communicator, speaker, writer and podcast host.

VIDEO CONTRIBUTION

Dr Selima Hauber

Agricultural Education and Outreach Officer, The One Eleuthera Foundation's Centre for Training & Innovation, Bahamas



Dr. Selima Hauber received bachelor's, master's, and doctoral degrees in Horticulture from universities in the Southeast of the United States. Her graduate research studies involved plant secondary metabolite physiology and plant micropropagation. Amidst studying, she worked in the ornamental plant industry and botanic gardens in Florida, and in molecular breeding of agronomic crops at the University of Georgia.

In the Bahamas, Dr. Hauber was employed at a privately-owned, hydroponic greenhouse producing vegetables for domestic sales. While there, she established the country's first plant micropropagation laboratory which engaged in propagating native plants for habitat restoration and tropical fruit propagules for commercial production.

For more than a decade, Dr. Hauber operated her own mixed-vegetable organic farm which pioneered the use of regenerative production methods in The Bahamas.

She is currently the Agricultural Education and Outreach officer at The One Eleuthera Foundation's (OEF) Centre for Training & Innovation. OEF is a non-profit organisation whose mission is empower the island's communities, aiding in transforming them into thriving self-sufficient ecosystems. There, she operates the teaching farm and develops programs at the intersection of food production and health to inspire healthy dietary behavioral change to mitigate the epidemic of non-communicable diseases.