

# FIELD Day 2009

## Food Security: Exploring New Pathways

### Keynote Speaker/ Plenary (9:15 am – 12:00 pm)

*Commonwealth North*

### *Connecting Business and Community: Innovating for Change*

Stuart L. Hart, from Cornell's Johnson Graduate School of Management and one of the world's leading authorities on sustainable business strategies, will share breakthrough insights on the new generation of *base of the pyramid* (BoP) strategies. After a decade of BoP experimentation, there is a growing concern that corporate BoP strategies represent nothing more than "veiled attempts to sell to the poor," as if simply turning the poor into "consumers" will address the fundamental problems of poverty. Innovative solutions are needed. Dr. Hart will present new approaches to deal with these challenges using an "embedded" form of business co-creation and other community-based processes for commercializing green technologies at the BoP. This new generation of BoP strategies will advance sustainable agriculture, increase food security, and lay the foundation for transformative change.

### **FIELD Day Welcome:**

Paul Bundick, AED

### **Keynote Introduction:**

Khalid Al Naif, University of Michigan

### **Keynote Speaker:**

Stuart Hart, Cornell University

### *Plenary Panelists:*

Buzz Guroff, ACDI/VOCA

John Magnay, Opportunity International

Simon Winter, TechnoServe

Joan Parker, Dairy Industry Association

Chris Dunford, Freedom from Hunger

### **Lunch 12:00 – 1:30 pm**

*Commonwealth South*

### **(1:30 – 3:00 pm Concurrent Workshops)**

### **Market Development Initiatives Promoting Food Security**

*Commonwealth North 1*

Market-driven approaches to dealing with the challenges of rising food insecurity are increasingly integrated into development portfolios. Panelists will discuss issues such as analyzing systems to identify critical constraints, working through the private sector, designing deliberate exit strategies, effective use of subsidies, identification of leverage points, and facilitator-driven methodologies. This session will explore several examples of successful market development programs and strategies. Participants will be asked to discuss lessons learned, and how the approaches might be replicated in other market contexts to achieve food security objectives.

### *Speakers:*

Margie Brand, EcoVentures International/ AED

Paul Guenette, ACDI/VOCA

Tracy Gerstle, CARE

Frank Lusby, Action for Enterprise

## **Linking Finance to Food Security: Approaches, Products, and Tools**

*Commonwealth North 2*

Historically, financial services have played a limited role in programs that increase food availability and poor families' access to it. This situation is due in large part to the strong focus by MFIs on microcredit for small, mostly non-agricultural businesses. The growing evidence that poor families need, and want, safe savings and affordable risk management strategies is dramatically changing the role of financial services in food security programs. Index-based weather insurance offers the prospect of protecting crops against the effects of drought or floods, just as progress in managing weather risks has the potential to radically change the dynamics of rural finance. Such insurance can protect the financial institution's agricultural credit portfolios, and may result in more and cheaper loans for agricultural inputs. This session will explore the innovations, successes, opportunities, and challenges facing those who use the latest learning in financial services to increase the food security of poor families.

### *Speakers:*

Thierry van Bastelaer, Save the Children

Steve Coffey, Opportunity International

Scott Graham, FINCA International

Yetnayet Girmaw, CARE

Myka Reinsch-Sinclair, Freedom from Hunger

## **Addressing Food Security: What are the Approaches?**

*Commonwealth North 3*

In Africa there has been increasing production but not enough to keep up with growing consumption. This has left Africa vulnerable to crisis. There are shifting perspectives on how best to help the food insecurity in Africa and elsewhere. Panelists will offer their strategies to addressing food insecurity, including increasing productivity of subsistence farming, improving competitiveness along staple value chains and widening trade and distribution. Following a recent, intensive food security study in West Africa, USAID and ACDI/VOCA will share some of their findings. Save the Children-Bolivia will provide an example of transitioning from a large food security program to a market linkage focus and moving from an implementing agency to a role as a facilitator in the value chain approach, while World Vision will describe its integrated sectoral approach to food security, as applied to a number of programs.

### *Speakers:*

Brinton Bohling, USAID/EGAT

Jeanne Downing, USAID

Ruth Campbell, ACDI/VOCA

Mariko Scavone, Williams Zavaleta, Save the Children - Bolivia

Dan Norell, World Vision

## **Mid- Afternoon Conference Break (3:00 – 3:30 pm)**

### **(3:30 – 5:00 pm Concurrent Workshops)**

## **Monitoring Nutritional and Health Outcomes of Food Security, Economic Strengthening, and Livelihood Programs**

*Commonwealth North 1*

Increasingly, donors, governments, and other funders are focusing on the nutritional outcomes of their programs, even when they are not centered explicitly on health and food security. Practitioners also need information on the population's food security and health outcomes to inform their decisions, monitor change, and evaluate impact. Food insecurity scales, such as the U.S. Household Food Security Survey Measure (HFSSM), comprise a set of inter-related questions and tools and are being applied and adapted for use in resource-poor settings. These scales can provide reliable measures of food insecurity in a variety of contexts, though not without challenges. This workshop will explore the monitoring and evaluation of nutrition,

food security, and health outcomes in economic strengthening and livelihood programs. Panelists will discuss the results of a multi-year research activity to develop a standard scale for comparable measurement of food insecurity in resource-poor settings and share case studies that project designers and managers can use as models.

*Speakers:*

Margie Brand, EcoVentures International/ AED  
Megan Deitchler, FANTA II  
Carol O’Laughlin, Winrock  
Lisa Parrott, SAVE the Children

**Addressing the Food Security and Economic Needs of HIV and AIDS-affected Clients**

*Commonwealth North 2*

Microfinance and enterprise clients affected by HIV and AIDS need more than just financial and business services. But how can development programs effectively provide or facilitate access to these services? Practitioners from the field and SEEP facilitators will share emerging practices and lessons learned around how to holistically meet the needs of microfinance and microenterprise clients affected by the disease. Participants will learn more about what affected clients need, including health and nutrition services, food security and psycho-social support, and how to meet them effectively through partnerships with local institutions. Participants from SEEP’s HIV&AIDS and Microenterprise Development (HAMED) Working Group and its Practitioner Learning Program (PLP) in Building Alliances to Serve HIV and AIDS-Impacted Communities in Sub-Saharan Africa (BASICS) will share program experiences and specific examples.

*Speakers:*

Linda Jones, Aga Khan Foundation  
Laura Meissner, the SEEP Network  
Jared Penner, MEDA  
Josephine Adams, Sinapi Aba Trust  
Elly Kaganzi, CHF International  
Victoria Francis, Emerging Markets Group

**Taking the Green Leap – Collaborative Opportunities for Business, NGOs and Communities**

*Commonwealth North 3*

The Green Leap is a strategy for incubating thousands of small-scale, yet radical business experiments aimed at leapfrogging today’s unsustainable practices. Green Leap collaboration opens the possibility of developing and commercializing the most advanced and innovative “green” technologies to underserved communities at the base of the pyramid. Many of these technologies can be very disruptive to traditional industry structures and therefore offer unparalleled opportunities for innovation, entrepreneurial growth and poverty reduction. This session will focus on implementing the Green Leap strategy and explore tangible and practical ways companies, NGOs and communities can collaborate to drive innovation and technological change from the base of the pyramid.

*Speakers:*

Paul Bundick, AED  
Stuart Hart, Cornell University  
Rob Schneider, USAID  
Susan Bornstein, Technoserve  
David Levai, ACCION

**FIELD Day Reception (5:30 – 7:00 pm)**

*Galaxy Ballroom*

Sponsored by AED, the reception is an opportunity for FIELD partners, affiliates, conference attendees and panelists to informally network. Take the opportunity to talk with FIELD Day speakers about the FIELD Day topic and events. AED also celebrates the first anniversary of the Children and Youth Economic Strengthening Network ([www.cyesnetwork.org](http://www.cyesnetwork.org)).

*Plenary and Keynote  
9:00 am – 12:00 pm*

**FIELD Day 2009**  
**Food Security: Exploring New Pathways**

**Introduction and Welcome:**

Paul Bundick, AED  
Khalid Al Naif, University of Michigan

***Connecting Business and Community:  
Innovating for Change***

**Keynote Speaker:**

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**Plenary Panelists:**

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Chris Dunford, Freedom from Hunger

***Lunch (12:00 – 1:30 pm)***  
*Commonwealth South*

***Workshops (1:30 – 3:00 pm)***

***Market Development Initiatives Promoting  
Food Security***

*Speakers:*

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***Linking Finance to Food Security:  
Approaches, Products and Tools***

*Speakers:*

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Scott Graham, FINCA International  
Yetnayet Girmaw, CARE  
Myka Reinsch-Sinclair, Freedom from  
Hunger

***Strategies and Approaches to Addressing  
Food Insecurity***

*Speakers:*

Brinton Bohling, USAID/EGAT  
Jeanne Downing, USAID  
Ruth Campbell, ACDI/VOCA  
Mariko Scavone, Williams Zavaleta, Save  
the Children - Bolivia  
Dan Norell, World Vision

***Afternoon Break (3:00 – 3:30 pm)***

***Workshops (3:30 – 5:00 pm)***

***Monitoring Nutritional and Health  
Outcomes of Food Security, Economic  
Strengthening and Livelihood Programs***

*Speakers:*

Margie Brand, EcoVentures International/  
AED  
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affected Clients***

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Laura Meissner, the SEEP Network  
Jared Penner, MEDA  
Josephine Adams, Sinapi Aba Trust  
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Victoria Francis, Emerging Markets Group

***“FIELDing” the Green Leap—  
Practitioners Discuss its Relevance to their  
Work in the Field***

*Speakers:*

Paul Bundick, AED  
Stuart Hart, University of Michigan  
Rob Schneider, USAID  
Susan Bornstein, Technoserve  
David Levai, ACCION

***FIELD Day Reception (5:30 pm – 7:30 pm)***