



AGENDA

Board for International Food and Agricultural Development Public Meeting

Demand-Side Interventions & Approaches for Healthy Diets


Tuesday, September 17, 2024 | 9:30 am - 12:30 pm

Holeman Lounge, The National Press Club

529 14th St NW, Washington, DC 20045

Online Registration: <https://tinyurl.com/BIFADPM-virtual>

9:00-9:30	COFFEE & NETWORKING
9:30-9:35	Welcome Laurence Alexander , BIFAD Chair; Chancellor, University of Michigan-Flint
9:35-9:45	Opening Remarks Kathy Spahn , BIFAD; President Emerita, Helen Keller Intl Patrick Webb , USAID Chief Nutritionist
9:45-10:15	Presentation: Increasing the Demand for Safe and Nutritious Food in USAID Priority Countries through Innovations and Interventions across the Food System Bianca Carducci , Postdoctoral Scientist at Columbia Climate School
10:15-10:30	Questions and Comments: BIFAD & Public Moderator: Kathy Spahn , BIFAD Member; President Emerita, Helen Keller Intl
10:30-10:40	COFFEE BREAK
10:40-11:30	Panel: Catalyzing Demand: Synergizing Public and Market Forces for Nutritious Diets Moderator: Saweda Liverpool-Tasie , BIFAD; MSU Foundation Professor, Department of Agriculture, Food and Resource Economics, Michigan State University Estherine Fotabong , Director of Agriculture, Food Security and Environmental Sustainability, AU-NEPAD Ndidi Nwuneli , President and CEO, ONE Foundation Stella Nordhagen , Research Lead, Food Environments and Supply Chains, Global Alliance for Improved Nutrition (GAIN) Rolf Klemm , Vice President of Nutrition, Helen Keller Intl <i>Panelists will discuss the most effective opportunities for USAID and its partners, in both the public sector and through market-based approaches, to contribute to increasing demand for nutritious, safe food.</i>



11:30-11:35	Science Flash Talk: Implications of Demand-side Approaches for Feed the Future Research Peter Goldsmith , Director, Feed the Future Soy Innovation Lab, University of Illinois
11:35-12:00	Public Comment Period Moderator: Marie Boyd , BIFAD; Associate Professor, University of South Carolina Joseph F. Rice School of Law
12:00 - 12:05	The Vision for Adapted Crops and Soils (VACS): Creating Demand for Nutrient-Rich Traditional and Indigenous Crops Cary Fowler , U.S. Special Envoy for Global Food Security, U.S. Department of State
12:05-12:25	Panel: USAID Response Moderator: Patrick Webb , USAID Chief Nutritionist Kristin O’Planick , Market Systems Team Lead, Bureau for Resilience, Environment, and Food Security, USAID Getinet Ameha , Senior Agriculture Adviser, USAID/Ethiopia Megan Kyles , Economic Growth Office Director, USAID/Liberia
12:25-12:30	Closing Remarks Laurence Alexander , BIFAD Chair, Chancellor, University of Michigan-Flint