



Board for International Food and Agricultural Development

178th Public Meeting

Improving Nutrition through Private Sector Engagement across Food Systems

October 16th, 2018 9:00am-12:00pm CDT

Des Moines Downtown Marriott | Davenport and Dubuque Rooms
700 Grand Ave. | Des Moines, IA 50309

Background and Objectives

The Board for International Food and Agricultural Development (BIFAD), an advisory committee to the U.S. Agency for International Development (USAID), will convene a public meeting on October 16, 2018 to explore opportunities and challenges for private sector engagement and market system linkages across the food system to advance nutrition outcomes. The meeting will examine public sector and private sector relationships at different points in the food system to improve the demand, availability, accessibility, and affordability of high-quality diets for vulnerable populations. Discussions will address how to build a business case for private sector involvement in improving diet quality for vulnerable populations and how the public sector needs to engage to support and incentivize that business case. Recommendations coming out of the meeting will help to inform USAID's future focus in this area.

Agenda

8:30 am **Registration**

9:00 am **Welcome and Introductions of BIFAD**

[Mark Keenum](#), President, Mississippi State University and Chair of BIFAD

9:05 am **Announcement of the BIFAD Prize for Scientific Excellence in an Innovation Lab**

[Gebisa Ejeta](#), World Food Prize Laureate and BIFAD Member



- 9:10 am** **Update on BIFAD Commissioned Study on US Benefits of USAID Investments in Developing Country Agriculture and Food Security**
[Joseph Glauber](#), Senior Research Fellow, International Food Policy Research Institute
- 9:25 am** **Bureau for Food Security Remarks**
[Rob Bertram](#), Chief Scientist, Bureau of Food Security, USAID
- 9:30 am** **Keynote Address**
[Lawrence Haddad](#), Executive Director, Global Alliance for Improved Nutrition
- Discussion**
- 9:45 am** **Diet Transformation in the Context of Evolving Food Environments and Consumer Behaviors**
[Will Masters](#), Professor, Friedman School of Nutrition Science and Policy, Tufts University
[View Slides](#)
- 10:10 am** **Enabling Environment to Accelerate Private Sector Engagement in Improving Diet Quality: The Role of Market Infrastructure, Research and Development, and Enabling Trade Policy**
- Moderator:** *[Beth Mitcham](#), Director, Horticulture Innovation Lab, UC Davis*
- Speakers:** *[Richard Tracy](#), Vice President, International Programs, Global Cold Chain Alliance*
[Betty Bugusu](#), Managing Director, International Food Technology Center; Director, Food Processing and Post-Harvest Handling Innovation Lab, Purdue University
[Gladys Mugambi](#), Advocacy, Communication, and Social Mobilization Officer, Kenya Ministry of Health (via teleconference)
- 10:45 am** **Break**
- 10:55 am** **Drivers for Private Sector Engagement Across the Supply Chain to Improve Diet Quality: The Role of Labeling, Marketing, Processing and Product Standards, and Policies that Encourage Greater Demand for and Accessibility to High-Quality Diets, Including Accountability and Transparency Systems**
- Moderator:** *[Heather Danton](#), Director, Multi-Sectoral Nutrition Activity, John Snow, Inc.*
- Speakers:** *[Godfrey Bahigwa](#), Director, Rural Economy and Agriculture, African Union Commission*

[David Dayhoff](#), Vice President, Programs and Operations, Partners in Food Solutions

[Karin Lapping](#), Director, Alive and Thrive Program, FHI 360

[Jean Pankuku](#), Group Food Technologist, Universal Industries Limited

11:30 am **Public Comment Period**

Moderator: [Mark Keenum](#), Mississippi State, BIFAD

11:55 pm **Closing Remarks**
[Mark Keenum](#), Mississippi State, BIFAD

12:00 pm **Adjourn**