Celebrating 100 Years of Dr. Norman Borlaug

Sponsor and partner opportunities

25-28 March 2014
Ciudad Obregón, Mexico
100 years ago, a man was born who would change the face of agriculture around the world. It is time to build on the legacy of Dr. Norman Borlaug.

The Borlaug Summit on Food Security on 25-28 March 2014 will celebrate his legacy, discuss the present, and launch a new agricultural renaissance. This premier gathering brings together science, policy, and business from developed and emerging markets to illustrate wheat’s potential.

We aim to give all sponsors a unique opportunity to reach their target audience while creating a space to form lasting partnerships.
Ciudad Obregón

“The Town that Wheat Built” and Birthplace of the Green Revolution

60 years ago, Dr. Borlaug’s work on dwarf wheat varieties was cemented in the history of Ciudad Obregón in Mexico. Today the city is home to one of the largest wheat research hubs in the world. It is a bustling commercial center, and agriculture is the primary business driver.

On March 25, Borlaug100 participants will visit the Campo Experimental de Norman E. Borlaug (CENEB) and celebrate Dr. Borlaug’s 100th birthday with a traditional carne asada – as Dr. Borlaug loved. On March 26-28, 2014, conference participants will hear inspiring and insightful talks about the history and future of wheat as a crop at the Universidad de La Salle.
We are facing a crisis

Why a Borlaug Summit, Why Now?

Global food production must increase 70% by 2050 to meet our needs.
RISING FOOD PRICES

AND THEIR IMPACT ON HUNGRY PEOPLE AROUND THE WORLD

PRICE INCREASES 2005 → 2011

RICE +102%
WHEAT +115%
MAIZE +204%

RICE: MAIN COURSE OR SIDE DISH?

2007: SHARE OF CALORIES SUPPLIED BY RICE

70% BANGLADESH 66% CAMBODIA 41% SIERRA LEONE 40% SRI LANKA 25% MALAYSIA 22% CÔTE D’IVOIRE 19% ECUADOR 10% JAMAICA 3% KENYA 2% UNITED STATES

WHAT WOULD HAPPEN TO HOUSEHOLD SPENDING IN BANGLADESH IF FOOD PRICES INCREASED BY 50%?

SPENDING BEFORE

Staple Grains
Nonstaple Plants
Fish & Meat
Nonfood Items

SPENDING AFTER

Staple Grains
Nonstaple Plants
Fish & Meat
Nonfood Items

NUTRITIONAL NOSEDIVE

IRON

GLOBAL FOOD PRICES

+50%

-30%

IRON INTAKE

THEN...

If poor people in developing countries face a 50% increase in all food prices across the board and no rise in income, iron intake will fall by 30%.

If iron consumption declined by 30% in the Philippines, only 5% of Filipino women would consume adequate levels of iron.

FOOD PRICE CRISIS TAKES A BITE OUT OF FOOD CONSUMPTION IN LATIN AMERICA

In seven Latin American countries, the 2007–08 food price crisis led to an average 8% drop in calories consumed.

PROPORTION OF HOUSEHOLDS CONSUMING ADEQUATE LEVELS OF CALORIES

BEFORE CRISIS

AFTER CRISIS

ECUADOR
35%
22%

PANAMA
24%
19%

PERU
5%
45%

SOURCES


INTERNATIONAL FOOD POLICY RESEARCH INSTITUTE

INSIGHTS

MAGAZINE OF THE INTERNATIONAL FOOD POLICY RESEARCH INSTITUTE | FALL 2011
Global Arable Land Per Capita is Shrinking

- **1950**: 5,100 sqm, 2.8 Billion
- **2000**: 2,700 sqm, 6.0 Billion
- **2050**: 2,000 sqm, ~9 Billion

Source: FAO, Copyright: Bayer CropScience
Sponsorship Levels
Supporting the legacy and the future

The Borlaug Summit on Food Security offers a limited number of sponsorships designed to maintain intimacy and exclusivity at the event while providing sponsors access to high-level scientists, policymakers, and future clients. The following options are available:

- **DIAMOND** | Top event sponsor, $150K USD
- **PLATINUM** | 2nd Level Premier Sponsor, $100K USD
- **GOLD** | 3rd Level Premier Sponsor, $50K USD
- **SILVER** | Supporting Sponsor, $25K USD
- **BORLAUG CIRCLE** | Support Pledge, $10K USD
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Other ways of supporting Borlaug100
We welcome your ideas and your contributions!

• Support the travel of 10 developing country scientists or farmers to Ciudad Obregón ($25,000)
• Sponsor a lunch or evening event ($30,000)
• Sponsor a speaker ($10,000)
OR
• Support communications efforts to “spread the word” about Borlaug’s legacy ($15,000)
Borlaug Pioneers Fellowship
A unique sponsorship opportunity

The Borlaug Pioneers program is designed to recruit and train the future “Borlaugs” of our world. Pioneers are placed in challenging roles in various projects and locations for two years accompanied by intensive leadership and management training.

The program will be centrally managed by CIMMYT and the Fellows will be assigned for various periods to projects, partner organizations or donors in different parts of the world. They will develop skills that will enable them to become future leaders in food security innovation and management.

$500K USD is needed to establish this important initiative and ensure that the best and brightest can participate. We are looking for sponsors!
Bridge the Gap
Solidify your role and connect

The Borlaug Summit on Food Security is a high-value sponsorship opportunity. For additional details, information, or to finalize a sponsorship offer please contact:

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