

TASTE THE FUTURE OF FOOD





Photographer, Toni Martin

Toni Martin is an award winner Peruvian filmmaker and photographer based in Brazil. His main goal is to reveal the inner realities of people around the world. Martin had traveled and captured images on five continents. His exhibitions have been presented on Europa, USA, Canada and several countries in South America. As part of the Food Forever Experience Cusco, Toni has showcased some of his stunning photography from the Potato Park, part of a soon to be released book by Antonio Guiles, *The Seed of the World*.

Catalyzing an agrobiodiversity revolution

A celebration of the UN International Day for Biological Diversity

The vast Andean region hosts a staggering reservoir of the world's plant and animal biodiversity.

In the heart of the Andes, Peru's natural wealth—intimately intertwined with its myriad of local identities—has inspired food cultures that are unique, exciting and delicious.

A key symbol of diversity in Peru is its potatoes, of which there are more than 3,500 cultivated varieties. Potato is the fourth most consumed crop globally and is fundamental to the food security and the livelihoods of billions across the world.

Others, such as ulluco—the second most widely cultivated tuber in Peru—and oca—a long thin tuber which grows in poor soils at high altitudes and in harsh climates—play essential roles in local economies and may well become the super foods of the future.

Climate change, however, poses an enormous risk to the region's crop diversity. Rising temperatures have forced small-scale farmers to shift production to colder areas further up the mountain slopes—creating a host of challenges - including further reducing yields and potential livelihoods.

Fortunately, nature and science may provide a way out. Institutions like the International Potato Center (CIP) and the Global Crop Diversity Trust (Crop Trust) have been working together to safeguard agricultural biodiversity in the Andean and Amazon areas. The CIP genebank safeguards thousands of different kinds of potato, many of which can withstand harsher conditions, such as salty soils, weather variability and rising temperatures. Through research and breeding, CGIAR centers are providing farmers with improved crop varieties that allow them to enhance living conditions and yields.

Ensuring a sustainable conservation system for these crops is, therefore, essential for local food and nutritional security in the Andes—and in the world.

But we need to move fast! Despite its immense value, we are losing valuable crop diversity every day and along with it, much of the economic, environmental and nutritional benefits it offers.

If we are to feed a growing global population, we must ensure we have all of the resources available to us.

A vision for biodiversity to ensure our Food Forever

A DECLARATION OF INTERDEPENDENCE

All of us depend on food, no matter where we live, or what we do. What we eat, in what quantity, and how that food is produced, can be the difference between life and death. It can maintain our health or ruin it. It can create high-value added employment opportunities or force farmers into subsistence. It can help protect our environment or contribute to its degradation. Food: our memories are made of it; we share it with both our loved ones and total strangers; and of course, we all have a favorite.

We have the world's farmers to thank for the rich variety of food tastes and experiences. Over many millennia, they have developed, grown and guarded the diversity of domesticated plants and animals. Every crop we eat consists of hundreds, if not thousands, of different varieties, each with unique characteristics.

While these crops and livestock originated in specific places, many have spread throughout the world. We are all interdependent beneficiaries in this continuing story of the movement of people, plants, and animals – always changing, evolving, mixing and matching in new ways.

The astonishing range of species and varieties cultivated by the farmers of the past and the present underpins the resilience of our food supply: our nutrition, food security, wellbeing and health depend on it.

Yet our common global heritage of food biodiversity is now at risk. Changing agricultural practices and increasing uniformity of our global food system is leading to rapid erosion of diversity from field to plate.

When we lose this diversity, we lose options for the future. The disappearance of one of the world's most valuable natural resources leaves our food systems vulnerable to the challenges that lie ahead, be they the production of sufficient food for an increasing population, climate change, new pests and diseases, or, indeed, all of the above.

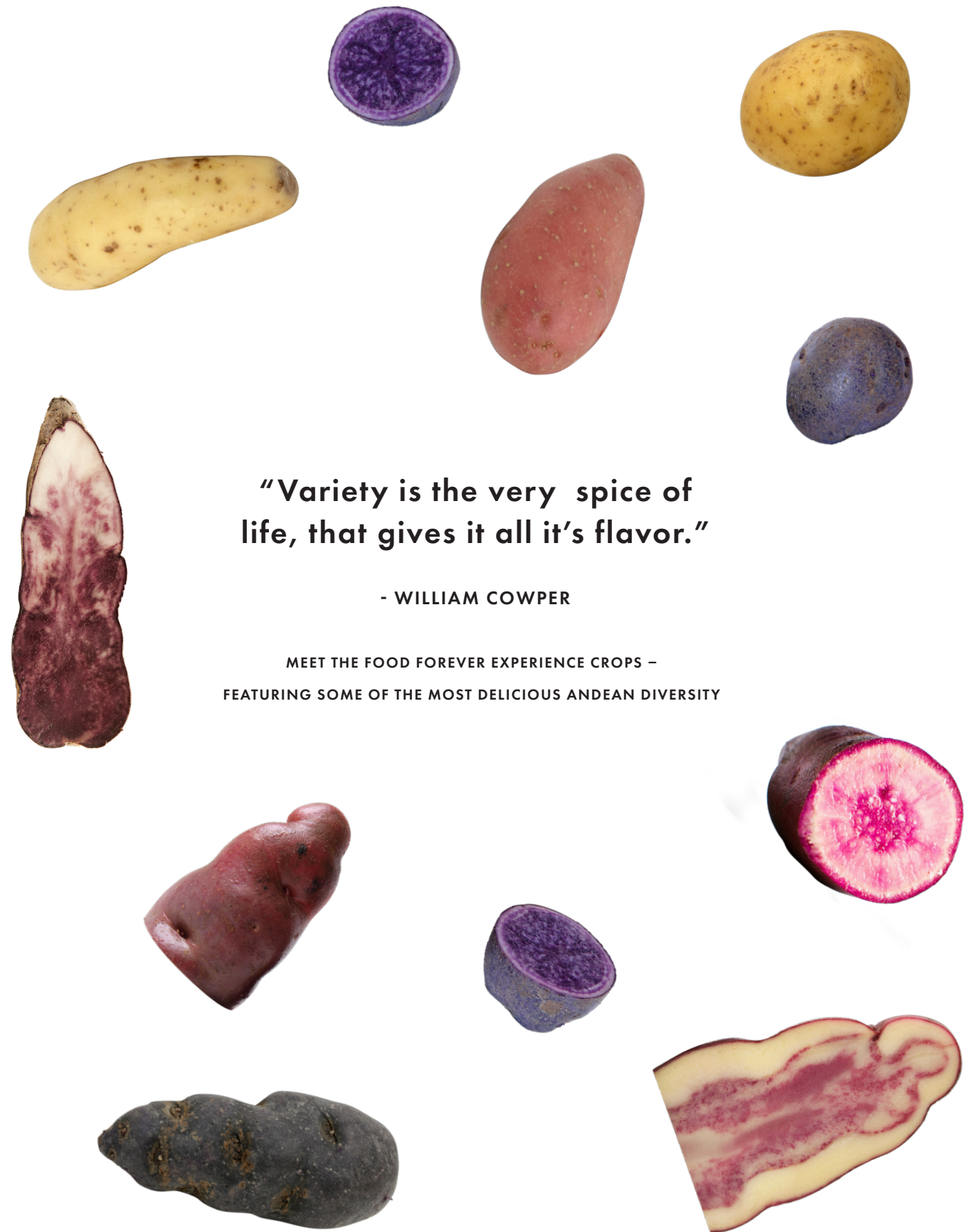
Do we really want to lose the vast array of tastes, smells, colors and textures of food? The continued availability, affordability and nutritional quality of these foods will be determined by the wise use of humankind's diverse agricultural biodiversity.

As citizens of the world, we hold these truths to be self-evident:

- That no one should suffer from hunger, food insecurity or malnutrition;
- That the productivity, nutritional quality and affordability of food is determined by sustainable utilization of crop and livestock diversity;
- That diversity in foods enriches the experience of degustation;
- That we must safeguard this diversity for future generations;
- That sharing of the benefits of this diversity and its associated knowledge is key.

The time to act is now! It is time to raise public awareness of the amazing benefits utilizing the world's biodiversity brings to humankind.

Ambitious concrete steps across the globe are required to safeguard and equitably share our food diversity if our current pathway is to be modified. Mutually dependent on the world's precious resources, we resolve to act boldly and urgently to save the diversity that underpins our food, forever.



“Variety is the very spice of life, that gives it all it’s flavor.”

- WILLIAM COWPER

**MEET THE FOOD FOREVER EXPERIENCE CROPS –
FEATURING SOME OF THE MOST DELICIOUS ANDEAN DIVERSITY**



Native Potatoes

Recent estimates suggest there are over 2000 varieties of potato that are native to Peru, with a great number of them native to Cusco- an outstanding showcase of biodiversity. They are adapted to a great range of ecologies and farmers ensure their ongoing evolution by continuing to cultivate them.

Rocoto

Rocoto, the hot pepper with a distinctive, explosive taste, has been cultivated in the Andean region for millennia and was used in ceremonies of the Incan royalty. It is a tall, robust plant which is adapted to cooler temperatures and is most often grown in small-scale family plots.



Aguaymanto (goldenberry)

The aguaymanto berry has many different names outside of Peru. “Goldenberry” is one. Another, “Inca berry”, refers to its history, and “physalis” to the group of plants it is in. In French, it is often called “amour en cage” (love in a cage), due to the distinctive papery calyx that the fruit grows in. One of the crop’s newest nicknames is “Cape gooseberry” because of its more recent cultivation in South Africa.

Tarwi

Tarwi seeds, seen in the markets of Cusco, are very high in protein and are also a source of vegetable oil. It is a pioneer species because of its strong roots that can loosen soil, as well as drawdown nitrogen from the air, helping to improve the land on which it is grown.



Coconuts

Coconuts historically allowed humans to voyage to new lands in the Pacific, as they are a portable source of food and water. Humans have also helped the coconut to travel, with researchers believing that Austronesian seafarers from the Philippines took the coconut to Ecuador over two thousand years ago.



Choclo (Peruvian corn)

Choclo, also known as Peruvian corn or Cuzco corn, because of its origin in the unique environment of the Sacred Valley, needs no introduction here in Cusco. Choclo is typically white in color and used as a typical accompaniment to ceviche, toasted and salted into corn nuts or eaten as a full ear of corn, with cheese. It’s large kernels are slightly chewier than sweet corn and are often compared to hominy.

Lucuma

Lucuma, before its modern use in ice cream, was traditionally a healing food in Peru. The tree produces fruits all year round, and the high-calorie, high-mineral fruit may be very important when other crops fail or are out of season.



Cassava

Cassava is currently the sixth most produced crop in terms of global production. It is a perennial woody shrub with an edible root, which grows in tropical and subtropical areas of the world since its domestication along the southwestern border of the Amazon basin. It is also called yuca, manioc, and mandioca. It is very hardy and is able to grow on land where drought is frequent and in soils low in nutrients, where cereals and other crops do not grow well.





Mango

The mango is the national fruit of India, Pakistan, and the Philippines but is popular worldwide. Some people even claim that it is the most popular fruit in the world, suggesting that they are eaten in more countries than any other fruit. In Peru, several varieties are cultivated and the country is one of the largest producers of mango in the world.

Chirimoya

Chirimoya is native to higher parts of tropical America. Its sweet flesh has been described by Mark Twain as “deliciousness itself.” And it’s good for you too, containing vitamin B6, vitamin C and dietary fibre. The seeds, however, are poisonous and can be crushed and used as natural insecticides.



Quinoa

Quinoa was domesticated five to seven thousand years ago by farmers living along the shores of Lake Titicaca. It can tolerate water with elevated levels of salt, high winds, frosts and droughts, which allows it to be cultivated in high-risk climate regions. It is one of the few crops that can survive in the Andean Altiplano’s harsh climate. There are hundreds of varieties and this diversity can still be found around Lake Titicaca.

Brazil nuts

Brazil nuts are edible seeds from the Brazil nut tree, one of the largest trees in the Amazon rainforest said to age over 500 years. Brazil nut trees are native to South America and can be found in large forests on the banks of the Amazon River. The nuts, which are highly nutritious, grow inside a round, coconut-like shell holding anywhere between ten and twenty Brazil nuts. Brazil nuts contain high levels of “good fat” and vitamins and are the richest known food source of the important nutrient selenium.



Passion fruit

Passion fruit grows on vines pollinated by carpenter bees and is technically a type of berry. The purple variety can be grown in subtropical environments whilst the larger yellow variety is better in tropical environments. Nutritional benefits of passion fruit include high levels of vitamin C and dietary fibre.



Yacón

Yacón is a distant relative of the sunflower. Its name comes from the Quechua word yaku alluding to the root’s high water content. The roots are eaten raw and are sweet, low in calories, with a juicy flesh similar to that of an apple or watermelon. In the Andes, yacón is often grated and squeezed through a cloth to make a sweet refreshing drink. In Spanish colonial times it was used as a food for sailors. Today, yacón is especially sought after for its health properties. The roots contain oligofructose, a sugar that the human body does not metabolise. It is the main ingredient used to make syrup for diabetes patients.

Purple maize

Purple corn is used to make the drink Chicha Morada which is believed by many to have health benefits. The purple corn colour comes from high levels of natural pigments called anthocyanins which may have antioxidant, antimicrobial and anticarcinogenic properties.



Camu Camu

Camu camu is a small, bushy tree that grows along rivers in the Amazon rainforest and its fruits have traditionally been harvested from the wild by canoe. It survives best in hot, damp, tropical climates, but will grow in the subtropics, surviving temperatures down to just above freezing. The fruit is rich in Vitamin C and flavonoids, and has only recently made it to the world market.



Mashua

Mashua is one of the highest yielding Andean tubers (yield can reach 70 tons per hectare) and one of the easiest to grow. It thrives on marginal soils, develops rapidly and competes successfully with weeds.

Oca

Oca produces the second most widely cultivated tuber after potato. It is hardy and frost resistant, with long, cylindrical tubers from white to deep grayish purple. High in protein, with a good balance of amino acids, it is also a good source of fiber, and high in antioxidants.



Chullpi

Chullpi is a highly-valued ancient race of sweet corn which has short, wide ears and is eaten as cancha. It most likely originated in the south central Andes and is widely distributed in the Sierra of Peru.

Carambola (Star fruit)

Star fruit is a tropical fruit native to the Malayan archipelago with a flavor that's sweet and sour. First discovered by the Portuguese, the fruit was called carambola in India in the Malayalam language, meaning "food appetizer." The Portuguese took the fruit from India to Africa and South America and then on to Europe in the 18th century where it was considered a highly fashionable fruit and served only in exclusive restaurants. Today, star fruit is eaten raw, as a juice and also used in making jellies and sweets.



Sweetpotato

Sweetpotato is a tough crop, able to grow in arid conditions and with little demand for water or fertilizer. It is high in carbohydrates and vitamin A, with the yellow-orange fleshed varieties particularly high in vitamins A and C. The leaves can also be eaten, providing additional protein, vitamins and minerals. Sweet potatoes are grown worldwide, particularly in China, but Latin America is its original home.

Food Forever Experience Cusco

Join us for a three-day gastronomic and scientific voyage to celebrate the International Day on Biological Diversity.

Led by the Food Forever Initiative, in close collaboration with CIP, the Crop Trust and Inkatererra Hotels, the experience will take place from 22-24 May 2019. Featuring experts from the food and agriculture community in Latin America and beyond, the experience seeks to raise awareness of the enormous opportunities and vital importance of agrobiodiversity to food and nutritional security, climate resilience, business innovation and economic competitiveness. Through this event, we hope to catalyze support for the sustainable use of agrobiodiversity in Peru and internationally by bringing together leaders from government, business, science and the media to Cusco, in the heart of the Andes and the birthplace of the potato.

Together, we can plant the seed for a more diverse, sustainable and delicious future.





Day 1: Welcome cocktail at Calle del Medio restaurant

On May 22, participants will be greeted at Calle del Medio, a modern restaurant overlooking the main square of the city of Cusco, for a cocktail showcasing biodiversity from Cusco and the Andes region. The cocktail will showcase different endemic and native crops to the Andes, such as tubers like oca, mashua and yacón, legumes like tarwi, grains like kiwicha, quinoa and cañihua and fruits like aguaymanto and cherimoya. The cocktail will exclusively work with locally sourced ingredients, including dozens of varieties of potatoes and other endemic species from the Cusco region, to create a unique culinary experience.

DIVERSE COCKTAILS



AGUAYMANTO CHILCANO

2 oz pisco
1 oz aguaymanto
ginger ale

Served on the rocks



CAMU CAMU COCKTAIL

2 oz vodka
1 oz camu camu
1 orange

Shaken with crushed ice



Day 2: The Agrobiodiversity Symposium

On 23 May 2019, we invite you to join us for an agrobiodiversity symposium—led by the Food Forever Initiative in close collaboration with CIP, the Crop Trust and Inkaterra Hotels.

The symposium, which will feature experts from the food and agriculture community in Latin America and beyond, seeks to raise awareness of the enormous opportunities and vital importance of agrobiodiversity to food and nutritional security, climate resilience, business innovation and economic competitiveness. It hopes to catalyze support for the sustainable use of agrobiodiversity in Peru and internationally by bringing together leaders from government, business, science and the media to Cusco, in the heart of the Andes and the birthplace of the potato.

Thematic sessions:

Panel 1: The main challenges for food and nutritional security

Panel 2: The nutritional and resilient power of diversity

Panel 3: Biodiversity as a driver for competitiveness and business development

The agenda for the Symposium will be as following:

8:00 a.m.	Buses depart the City of Cusco towards Urubamba
9:30 a.m.	Registration
10:30 a.m.	Introduction by Food Forever Chair, Vice President Mercedes Araoz
10:40 a.m.	Welcome address by Prime Minister, Salvador del Solar (TBD)
10:50 a.m.	Keynote: Barbara Wells (CIP): An Outlook of our Global Food Systems
11:05 a.m.	Panel 1: The main challenges for food and nutritional security Moderator: Carlos Amat y Leon, Environment and Nutrition Expert, Universidad del Pacifico <ul style="list-style-type: none"> • Óscar Ortiz, Deputy Director-General for Research and Development, CIP • Paola Bustamante, Minister of Development and Social Inclusion • Mei Xurong, Vice-President, Chinese Academy of Agricultural Sciences (CAAS) • Santiago Bucaram, Sector Specialist – Natural Resources, IADB
11:35 a.m.	Coffee Break
11:45 a.m.	Keynote: Marie Haga (Crop Trust): Safeguarding crop diversity
12:00 p.m.	Panel 2: The nutritional and resilient power of diversity Moderator: Rebecca Wolf, National Geographic Society <ul style="list-style-type: none"> • Palmiro Ocampo, Chef • Gabriel Quijandría, Vice Minister of Strategic Development of Natural Resources • Alejandro Argumedo, Director, ANDES Foundation (Parque de la Papa) • Alejandro Escobar, Lead Investment and Operations Officer BID-LAB, IADB
12:30 p.m.	Keynote: Jorge López-Dorica (AJE): The Natural Revolution: harnessing the power of biodiversity
12:45 p.m.	Panel 3: Biodiversity as a driver for competitiveness and business development Moderator: Carlos Loret de Mola, former Vice Minister of Regional Development, PCM <ul style="list-style-type: none"> • Cayetana Aljovín, President, National Fisheries Association (SNP) • José Koechlin, Founder, Inkaterra • Gustavo Crespi, Science and Technology Specialist at the Competitiveness Division, IADB • Vasco Masias, CEO, Alimenta
1:15 p.m.	Keynote: Carlos Añaños (Patrimonio Pikimachay): Biodiversity, food systems and regional development in Ayacucho
1:30 p.m.	Closing remarks by the Minister of Agriculture, Fabiola Muñoz
2:30 p.m.	Lunch
4:30 p.m.	Buses leave for the City of Cusco



Day 3: Visit to the Potato Park

All participants will be part of a visit to the Potato Park, one of the most groundbreaking examples of *in situ* conservation globally. In the Park, which is roughly an hour away from Inkaterre Hotel, ve indigenous communities have joined efforts to safeguard one of the most precious collections of potato diversity, containing more than 3,000 varieties in less than 9,000 hectares. Alejandro Argumedo from the ANDES Foundation, Director of the Potato Park, will guide the visit.



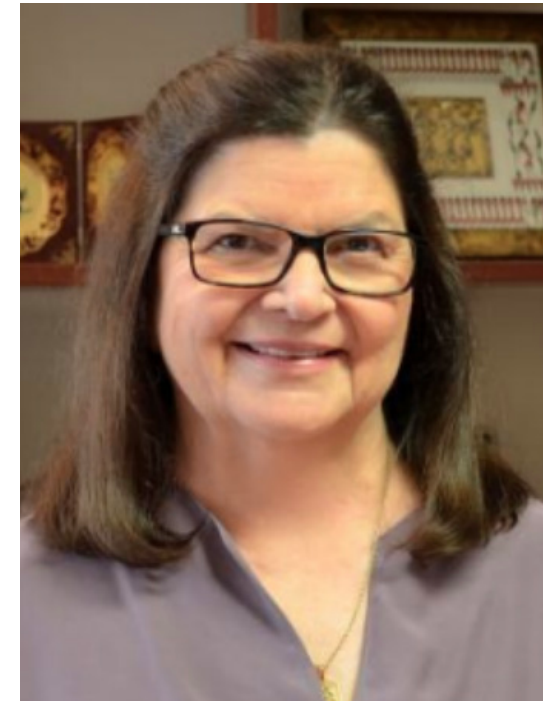
OPENING SPEECH

**Mercedes Aráoz
Fernández,****Vice President of Peru**

Mercedes is a Peruvian economist and politician. Since 2016, she serves as Vice-President of the Republic of Peru and Congresswoman. She was also Prime Minister between 2017-2018. She has a Bachelor in Economics from Universidad del Pacífico, and a MSc in Economics from the University of Miami, where she was also a PhD candidate. In 2005, she contributed in the negotiations which resulted in the FTA between Peru and the United States. The following year, she was appointed Minister of Foreign Trade, and during her tenure, she signed trade agreements with China, South Korea and the European Union. After serving as Minister of Production, she was appointed in 2009 as Minister of Economy and Finance, the first woman in Peruvian history to hold this office. After these years of public service, she served between 2011 and 2015 as the country representative for the Inter-American Development Bank (IADB), in Mexico City.

KEYNOTE: AN OUTLOOK OF OUR
GLOBAL FOOD SYSTEMS**Barbara Wells,**
Director-General of CIP

Dr. Barbara H. Wells is the Director General of the International Potato Center (CIP), joining the organization in early 2014. She is an accomplished senior executive with extensive scientific and business experience in research, general management, strategic planning, regulatory processes and the technical development and commercialization of products in agricultural and forestry markets throughout the world. Her agriculture and forestry expertise spans more than 30 years. Over the course of her career, Dr. Wells has worked at all levels, directly with farmers to apply science to improve livelihoods and productivity, to senior management and government including serving on the Board of the CGIAR Systems Council and as Chair of the Board of the Association of International Agricultural Research Centers. Dr. Wells received her Ph.D. in Agronomy from Oregon State University, her M.S. degree in Plant Pathology and her B.S. degree with Honors in Horticulture from the University of Arizona.



**KEYNOTE: SAFEGUARDING
CROP DIVERSITY**

Marie Haga, Executive Director of the Crop Trust

Marie Haga joined the Global Crop Diversity Trust as Executive Director in March 2013. Before this, she served in the Norwegian government in various high-level positions, such as State Secretary in the Ministry of Foreign Affairs (1997-1999), Member of Parliament (2001-2009), Chairperson of the Centre Party (2003-2008), as well as three Ministerial positions: Minister of Cultural Affairs (1999-2000), Minister of Local Government and Regional Development (2005-2007) and Minister of Petroleum and Energy (2007-2008). Marie Haga has held the position as Director for Renewable Energy in the Federation of Norwegian Industries (2009-2011) and as Secretary General of the Norwegian Air Ambulance (2011-2013) – the biggest voluntary organization in Norway. Ms. Haga has been on several boards, including as Chair of the Governing Board of the Norwegian Institute for Nature Research (NINA) (2009-2013) and Chair of the Governing Board of the Industrial Development Corporation of Norway (2010-2013).

**KEYNOTE: THE NATURAL REVOLUTION:
HARNESSING THE POWER OF BIODIVERSITY**

Jorge Lopez- Dóriga, Chief Sustainability

With 25 years' of marketing experience, Jorge Lopez Doriga has worked in several sectors including cinema, music, media, advertising and most recently, in the beverage industry. Jorge worked 9 years for Buena Vista Home Entertainment (Disney), serving as Marketing Director for Spain and subsequently moving to the position of Senior Marketing Director for Europe. During this time, Disney DVD and Video led both the industry and the top ten charts in most countries. He also worked at BMG Music where he was first Managing Director for Chile and Vice President of Marketing for the Latin American region, Spain, Portugal and US Latin Market. Jorge joined AJE in 2008 as the company's Chief Marketing Officer. In this role he developed the company's international expansion as well as its marketing framework. Since 2015, Jorge serves as Chief Communication and Sustainability Officer.





KEYNOTE: BIODIVERSITY, FOOD
SYSTEMS AND REGIONAL DEVELOPMENT
IN AYACUCHO

Carlos Añaños

President,
Patronato Pikimachay

Founder and Executive President of the Patronato Pikimachay, an organisation working to promote the development of his native Ayacucho through research, identification, design and implementation of innovative projects. Stockholder of the multinational Peruvian corporation AJE, which started operations more than 30 years ago in Ayacucho. He has held different positions within the group, beginning as industrial worker and climbing all the way to executive positions in Peru, Venezuela, Mexico and Spain. He has led strategic global operations for the company from its head office in Spain. Mr. Añaños was responsible for the firm's incursion into Asian and African markets, achieving outstanding results in Asia, with latest operations started in Madagascar and Bhutan. In 2008, he was chosen as one of the 100 Young Global Leaders by the World Economic Forum in Davos, Switzerland. He was also the main speaker at the Global Alumni Forum at IESE University in Barcelona in 2009.

CLOSING SPEECH

Fabiola Muñoz, Minister of Agriculture of Peru

Minister Muñoz is a lawyer and extra judicial conciliator. She holds a Master's Degree from the Universidad Nacional Mayor de San Marcos in Social Policy, as well as completed Advanced Courses in Intercultural Education. Ms. Muñoz has served as Executive Director of the National Forestry and Wildlife Service - SERFOR, as well as Director of Forestry and Wildlife of the Ministry of Environment and General Secretary of the Ministry of Agriculture. She was also appointed between 2005 and 2009 as Joint Director of the Cooperation Program of the United States Forestry Service in Peru, as well as consultant for the International Programme of the US Forestry Service and the Multisectoral Commission against Illegal Logging at WWF Peru. In April 2018, she was appointed Ministry of Environment of Peru, a position in which she served until being appointed Ministry of Agriculture in March, 2019.



PANEL 1:

The main challenges for food and nutritional security

Ending hunger and providing adequate nutrition for the global population is not only a core element of the UN Sustainable Development Goal agenda, it is also one of the most pressing challenges of our time. How will the world be able to feed - and feed well - more than 9 billion people by 2050? Today, more than 725 million people go to bed hungry and more than 2.1 billion people are obese. In Peru, more than 40% of children under the age of three are affected by anemia, and in regions like Puno, this indicator goes up to a staggering 67%. This panel will dive deeper into the challenges our food systems are facing and explore solutions for ensuring we have enough, nutritious, sustainably produced and accessible food, forever.

**MODERATOR:**

Carlos Amat y León, Radio Host, Te Quiero Verde

Carlos Amat y León is a Peruvian agronomist, economist and politician. He holds a Bachelor's degree from the Universidad Nacional Agraria La Molina, and a Masters in Economics from the University of Iowa and the University of Wisconsin-Madison, where he also obtained his Ph.D. His long career in development policy include tenures as research director of the Ministry of Economy and Finance (1974-1978), Advisor to the Cartagena Agreement for Technological Development in Food (1980-1982), as well as other Advisory positions at UNICEF (1986), IICA (1989-1990), IADB and the World Bank. He has been Minister of Agriculture on two separate occasions: 1990 and 2000-2001, and was appointed Dean of the School of Economics at Universidad del Pacifico, where he still teaches to this day.

**Óscar Ortiz, Deputy-Director of CIP**

Dr. Oscar Ortiz has worked at CIP for more than two decades, during which he has made a major contribution to the organization's research and programs. An agronomist by training, Oscar began his career at CIP in 1992 working on impact assessments of integrated pest management as a member of the Social Sciences Department. Oscar has spent more than a decade leading and managing interdisciplinary teams involving both biophysical and social sciences. He has extensive experience in participatory research and training related to integrated insect and disease control; integrated crop management; agronomy and seed management; impact assessment of research and extension activities; and the use of agricultural knowledge and information systems and innovation system approaches for research and development. He has a PhD in agricultural innovation and rural development from the University of Reading, U.K. and has published extensively in peer review journals, book chapters and conference proceedings.

**Paola Bustamante, Minister of Development and Social Inclusion of Peru**

Minister Bustamante holds a Degree in Law by the Universidad of San Martín de Porres, and a subsequent Masters from the same institution in Public Management. She has been the Director of Management and International Negotiation of the Peruvian Agency for International Cooperation (APCI), as well as the Executive Director of Peru's National Programme for Food Assistance and Relief (PRONAA). From August 2013 to February 2014 she was Vice Minister of Social Services at the Ministry of Development and Social Inclusion (Midis), after which she was appointed Minister in the same entity. She has also been the Joint Director of the Subnational GFP Programme of the Swiss Cooperation (SECO), and worked as a consultant for international cooperation and coordinator for governance and institutional reform for the USAID Probosques Programme. Since March 2019, she serves as Minister of Development and Social Inclusion, the second time in her career.

**Mei Xurong, Vice President, Chinese Academy of Agricultural Sciences**

Mei Xurong is the Vice President of Chinese Academy of Agricultural Sciences (CAAS), responsible for strategic studies, governance of National Alliance for Agricultural Science and Technology Innovation of China (NAASTI), guidance of Western Agricultural Research Center, as well as S&T supporting program for rural revitalization. He is also the Director of State Engineering Laboratory of Efficient Water Use and Disaster Reduction for Crops, Key Laboratory for Agricultural Environment, Ministry of Agriculture and Rural Affairs. Xurong is an experienced team leader and skillful in convincing executive implementing projects the most effective ways and coordinating between leadership of various teams leading scientific research into practice. Key interests include: Carbon-Water-Nitrogen in dryland agriculture, Crop-livestock system and circular agriculture, Promotion of knowledge based farming practice, Technology extension to the grassroot level.

**Santiago Bucaram, Sector Specialist - Natural Resources, IADB**

Mr. Bucaram, PhD, is an Ecuadorean Economist who holds a MBA from the Universidad Tecnológica Equinoccial as well as a MSc in Agricultural and Resource Economics at the University of Florida. He achieved his PhD in the same field in 2012 at the University of California – Davis. Since 2018, he is the Sector Specialist in Natural Resources within the Natural Resources and Disaster Risk Management Division at the Inter-American Development Bank (IADB) in Washington DC. Before this position, he was Director of Ecuador's Center for Economics Investigation (ESPOL), as well as independent consultant in natural resource management in several biodiversity hotspots, such as the Cocos and the Galapagos Islands. In more than 15 years of professional exercise, he has led consultancy projects in biodiversity and food systems in some of the world's leading cooperation and research institutions such as the World Bank, WWF, the IADB, as well as several Universities.

PANEL 2:

The power of biodiversity

Global food production faces unprecedented challenges due to rising temperatures, more severe floods and droughts, new pests and new plant diseases. The incredible wealth of biodiversity in our food systems is one of the most valuable yet least recognized resources at our disposal to adapt agriculture to climate change and contribute to its mitigation. Yet, it's rapidly disappearing. Conserving the vast diversity within crops globally is the only way to guarantee that farmers and plant breeders will have the raw material needed to adapt to whatever the future brings. While securing the world's food supply will require much work beyond crop diversity conservation – such as further advances in crop science, building efficient markets, and reducing the waste of food – none of this can be effective if the genetic base of our food supply is lost. This panel will look at the power of agricultural biodiversity from different perspectives across the value chain and highlight its potential in building more sustainable and resilient food systems.

**MODERATOR:**

Rebecca Wolff, Explorer, National Geographic Society

Rebecca is a National Geographic Explorer who works in Peru and Canada on projects related to environmental and physical health.

Rebecca has over 6 years of research and project management experience in health and climate change adaption in Peru and Canada. She has studied human-centered and empathetic design, and collaborated with Indigenous doctors and leaders on work to improve health advocacy in Canada. Rebecca has received both a Young Explorer and Early Career grant from the National Geographic Society. Her previous work looked at how perceptions of health and well-being relate to spiritual beliefs in the Amazon, and what this means for the design of health interventions that are inclusive of all belief systems. Rebecca's most recent work looked at the relationship between food, gender-norms, and Quechua culture, through community-led photography, in the Peruvian Andes. This work was done alongside with Mater Iniciativa and Mil restaurant in the high Andes.

**Palmiro Ocampo, Chef**

Palmiro understood from an early stage that his profession transcends a kitchen and a set of sophisticated cooking instruments. After several years working in the best culinary spaces of Peru and the world, he decided to become an active advocate of Gastronomy as a means to promote development and innovation. His primary interest is food sustainability, and fighting malnutrition in Peru and globally. He is currently an ambassador of WWF-Peru and the chef in charge of the creation of the Peruvian culinary proposal for all the fleet of the Holland America Cruise Line. He was also part of the "Zero Hunger Peru" initiative, and Gastronomic Director of Mistura, Peru and the region's most important culinary fair, in 2016. His social and environmental focus have led him to found, together with his life partner, Ccori Cocina Óptima, an NGO that advocates for the reduction of food waste.

**Alejandro Argumedo, Program Director, ANDES Foundation**

Alejandro Argumedo is the Program Director of the Asociación ANDES, a Cusco-based NGO working to protect and develop indigenous peoples' Biocultural Heritage in the Potato Park and beyond. Alejandro is also founder and coordinator of the International Indigenous Peoples' Biocultural Climate Change Assessment Initiative (IPCCA), and a founding member of the Indigenous Peoples' Biodiversity Network (IPBN) and the Call of the Earth Group, global coalitions of indigenous peoples working toward the shared goals of protecting and nurturing biodiversity and protecting bio-cultural innovations and intellectual property. He is the current President of the Global Coalition for Biocultural Diversity of the International Society of Ethnobiology, and former Executive Director of Cultural Survival Canada and the Indigenous Knowledge Program. Alejandro graduated from McGill University, Montreal, Canada in Agriculture. He has written extensively on biocultural heritage, genetic resources and community-based conservation, sustainable agriculture, climate change, and protected landscapes.

**Gabriel Quijandria, Vice Minister of Strategic Development of Natural Resources of Peru**

Gabriel is a sociologist with more than twenty years of experience in development and environmental policy. From 2011 to 2016, Gabriel served as Vice Minister of Strategic Development of Natural Resources of Peru, a position in which he has been re-appointed as of March 2019. During this appointment, he led the organization of UNFCCC's COP20 in Lima. From 2014 and 2015, Gabriel also served as Co-Chair of the Green Climate Fund's Board of Directors, representing the Developing Countries Constituency. Previously, Gabriel worked as an Expert of the Sustainable Energy and Climate Change Unit of the IADB; Country Representative of the Nature Conservancy; Environmental Specialist at the National Council for the Environment (CONAM); Director of the Technical Department of the Peruvian Trust Fund for Protected Areas (PROFONANPE) and Associate Researcher of the Latin American Center for Competitiveness and Sustainable Development at INCAE Business School in Costa Rica.

**Alejandro Escobar, BID-Lab**

Alejandro Escobar is an Agricultural Economist and Systems Analyst by training, and has worked for almost 20 years in rural microfinance and agricultural value chains. He is currently Lead Investment and Operations Officer with the Multilateral Investment Fund, where he has led multiple projects in sustainable agriculture, financing of farmer cooperatives, development of investment vehicles for agricultural finance, rural microfinance, and value chain development with small farmers throughout the Latin American region. Prior to that, he worked at DuPont in the Global Supply Chain group of Tyvek, working on the development of global demand planning and financial forecasting tools. Earlier in his career, Escobar worked with MEDA and Sarona Global Investment Funds, based in Bolivia and Peru, as a technical advisor to cooperatives and farmer associations in the export sector.

PANEL 3:

Biodiversity as a driver for competitiveness and business development

There is a strong business case underpinning greater investment in crop conservation. If your company is involved in the coffee business, and this crop is at risk due to climate change, it makes perfect sense to invest in conserving coffee diversity.

Biodiversity also offers new sources of inspiration, innovation and opportunity. More and more people see the benefits of diversifying their diets, and the novelty and human and planetary health benefits associated with diversification. By utilizing the wealth of diversity available, companies can create and access lucrative, niche markets and differentiate their brands. A long-term supporter of agrobiodiversity conservation and environmental stewardship, Peru can be a source of innovation and inspiration for the world and make a significant contribution to global transformation.

**MODERATOR:**

Carlos Loret de Mola, President, ANDES Association

Carlos Loret de Mola is a geologist with mining and environmental experience. Has worked with local and regional authorities and also with indigenous leaders. He has ample knowledge of the history, culture, diversity and idiosyncrasy of Latin America. Has designed several projects with a keen interest in issues related to social responsibility, good environmental practices, conflict resolution, stakeholders engagement and sustainable development. He served as Vice Minister of Territorial Development at the Office of the Prime Minister of Peru. He was the head of the Nacional Environment Authority CONAM 2002-2006. Since 2018, he is the President of ANDES, a civil association focused on agricultural development and conservation, and currently running the Potato Park in Pisac, Cusco, Peru.

**Vasco Masías, Director of the Alimenta Group**

Entrepreneur with 25 years of experience in the food, biotechnology and agri-business industries. Founder of the first egg-products manufacturing company in Peru in 1997. Director at La Calera, one of Peru's largest family owned agribusiness (US\$200MM revenue) with companies in the egg and fruit export industries. Founder and Director of the Alimenta Group (US\$30MM revenue), which brings together innovative purpose driven companies around SDG#2 Cero Hunger, with presence in Latin America and Asia. Passionate promoter of circular economy and sustainable development business models. Founder of companies in real estate, forestry, food additives, algae, natural fertilizers and bacteria for regenerative agriculture among others. Business graduate at Universidad del Pacifico and a Harvard Business School Fellow.

**José Koechlin, Founder, Inkaterra**

José Koechlin von Stein established Inkaterra in 1975, pioneering ecotourism and sustainable development in Peru. Major flora and fauna inventories have been sponsored by Mr. Koechlin since 1978, defining natural areas where Inkaterra hotels are located. Achievements in research and conservation in hotel grounds include the study of 814 bird species registered at Inkaterra areas of influence; the description of 362 ant species; the Andean Bear Conservation Center; and the world's largest native orchid collection. Mr. Koechlin also co-produced Werner Herzog's classic films Aguirre, The Wrath of God (1972) and Fitzcarraldo (Best Director, Cannes Film Festival 1982), and Les Blank's documentary Burden of Dreams (1982). He has promoted various publications on Peru's biodiversity and culture. Acknowledged by AACSB in its '100 World Influential Leaders' list, Mr. Koechlin is also Chairman of Sociedad Hoteles del Perú; Vice Chairman of the National Chamber of Tourism and Emeritus Board Member of Conservation International.

**Gustavo Crespi, Science and Technology Specialist at the Competitiveness Division, IADB**

Mr. Crespi is an Argentinean Economist who leads since 2013 the Science and Technology Unit at the IADB's Competitiveness Division in Washington DC. He holds a DPhil in Science and Technology Policy from the University of Sussex as well as a Masters in Economic Growth from the University of Chile. Before joining the IADB in 2013, Mr. Crespi was a Research fellow in Science and Technology Policy and Business Activity both at the University of Sussex as well as the University of London. His main areas of expertise include industrial organisation, technological change, and management of science and innovation policies, with a particular focus in Latin America and the Caribbean. He is the author of more than thirty publications on competitiveness and business development, including several published books.

**Cayetana Aljovín, President, Peruvian Association of Fisheries (SNP)**

Cayetana Aljovín is a lawyer from the Pontifical Catholic University of Peru (PUCP) who since 2019 serves as the President of the National Fisheries Society. She has an MBA (Master's Degree in Business Administration) from the Adolfo Ibáñez University in Chile. During her career in the public sector she was Minister of Development and Social Inclusion; Energy and Mines; and Chancellor of the Republic.

In the private sector, she was a partner in Estudio Miranda & Amado Abogados, where she served as Director of Regulatory Affairs of Bellsouth Peru, General Manager of the Association of Capital Market Promoting Companies (Pro Capitales), General Manager of Llorente & Cuenca, Vice President executive of the National Confederation of Private Business Institutions (CONFIEP), among other positions.

She is currently director of Interbank and president of the Board of Azerta Comunicación Estratégica.



About the Food Forever Initiative

Food Forever is an awareness raising campaign to support Target 2.5 of the United Nations Sustainable Development Goals. Our aim is to make sure the message about the importance of conserving crop and livestock diversity reaches as many people possible, so that come 2020, the prospect of ending hunger isn't just a goal – but a reality.

Food Forever is rallying support from stakeholders – be they politicians, farmers, chefs, businesses, or individuals - to drive the campaign.

The Food Forever Experience Cusco is an initiative of Food Forever in partnership with CIP, the Crop Trust and Inkaterra and supported with contributions from PepsiCo and Cencosud. It is one of a number of events happening around the world to celebrate the International Day on Biological Diversity.

Follow us at
@FoodForever2020

#LETSPLANTTHESEED

This experience is made possible by the commitment of our partners.

Organisers

GLOBAL CROP DIVERSITY TRUST (CROP TRUST)

The Crop Trust is the only organization whose sole mission is to ensure humanity conserves and makes available the world's crop diversity for future food security. It supports international seed banks, national seed banks and the world's backup facility, the Svalbard Global Seed Vault. The Crop Trust allocates funds to support seed banks through its endowment fund – a self-sustaining fund that generates investment income to support crop conservation. The Crop Trust is recognized as an essential element of the funding strategy of the International Treaty on Plant Genetic Resources for Food and Agriculture.

INTERNATIONAL POTATO CENTER (CIP)

The International Potato Center (CIP) was founded in 1971 as a research-for-development organization with a focus on potato, sweetpotato and Andean roots and tubers. It delivers innovative science-based solutions to enhance access to affordable nutritious food, foster inclusive sustainable business and employment growth, and drive the climate resilience of root and tuber agri-food systems. Headquartered in Lima, Peru, CIP has a research presence in more than 20 countries in Africa, Asia and Latin America.

CIP is a CGIAR research center, a global research partnership for a food-secure future. CGIAR science is dedicated to reducing poverty, enhancing food and nutrition security, and improving natural resources and ecosystem services. Its research is carried out by 15 CGIAR centers in close collaboration with hundreds of partners, including national and regional research institutes, civil society organizations, academia, development organizations and the private sector.

INKATERRA

Established in 1975, Inkaterra has been at the forefront of ecotourism and sustainable development in Peru. Inkaterra has spent the past four decades dedicated to authentic travel experiences, aiming to preserve biodiversity and local cultures. Its sustainability efforts have

gained them membership with diverse alliances, such as Relais & Châteaux, Virtuoso and National Geographic Unique Lodges of the World.

Inkaterra performs scientific research since 1978, defining natural areas where its luxury hotels are established: the Amazon rainforest in Madre de Dios (Inkaterra Reserva Amazónica, Inkaterria Hacienda Concepción, and Inkaterria Guides Field Station), the Machu Picchu cloud forest (Inkaterra Machu Picchu Pueblo Hotel and El MaPi by Inkaterria), the Sacred Valley of the Incas (Inkaterra Hacienda Urubamba), the city of Cusco (Inkaterra La Casona) and the Cabo Blanco coastline (in development).

Corporate Sponsors

PEPSICO LATIN AMERICA

PepsiCo Latin America is a sector of the company that includes all of the foods and beverages business' in Latin America, comprising 34 emerging and developing markets. Our business units in the sector include snacks, beverages, cookies and crackers and nutrition categories, which generated US \$7.4 billion dollars in net revenue in 2018. Our beverages business in the region operates through 12 major bottlers.

WONG

As a result of our commitment to create a sustainable business, Wong has implemented a new model that cares about and acts in favor of the community and the conservation of the environment and its resources. To this end, part of our strategy revolves around promoting responsible consumption to safeguard and ensure the sustainable use of terrestrial ecosystems, guaranteeing this way the biodiversity of our produce.

A particular element to highlight in this business model is the potato. Being the supermarket chain with the largest display of potato diversity in the country, we have the role to continue to promote initiatives that increase the value of this essential food and the livelihoods of its producers. Hence, we will continue to work to boost the sustainable growth of potato production and become the platform for its affordable sourcing to Peruvian households.

Facilitator

ASOCIACIÓN ANDES

ANDES is a non-profit association focused on the relief of poverty through adequate biodiversity management and recognition of communal traditional rights and biocultural resources. ANDES works cooperatively with indigenous organizations at the communal level in the development of adaptive models of biocultural heritage that affirm the rights and responsibilities of the communities and that strengthen food sovereignty and local sustainability. In recent years ANDES has become an internationally recognized organization in the defense of indigenous rights on genetic resources, traditional knowledge and the protection and conservation of centers of origin of native Andean crops and landscape. ANDES is also a pioneer in the promotion and establishment of Biocultural Heritages Areas, based on an innovative strategy that combines conservation and sustainable use of agrobiodiversity and landscape in the development of new strategies of local sustenance and poverty reduction. The Potato Park is an emblematic project of this new proposal of conservation-development.

INTER-AMERICAN DEVELOPMENT BANK

The IADB is the main source of multilateral financing in Latin America to provide solutions to development challenges and support in the key areas of the region, mainly through financial and technical support. The institutional aim is to achieve development in a sustainable, climate-friendly way. With a history dating back to 1959, the IADB is today the leading source of development financing for Latin America and the Caribbean. Through the ongoing provision of loans, grants, and technical assistance, as well as the conduction of extensive research, the IADB has a strong commitment to achieve measurable results, while always maintaining the highest standards of integrity, transparency, and accountability. The Bank's current focus areas include three development challenges – social inclusion and equality, productivity and innovation, and economic integration – and three cross-cutting issues – gender equality and diversity, climate change and environmental sustainability; and institutional capacity and the rule of law.



