

Seminar

Guiding sector transformation

Ensuring wider reaching impact in agri-food



Transformation is urgently needed if we are to feed nine billion by 2050. Not only just in terms of satisfying calorific needs is this a complex challenge, but people need to be ensured access to safe and nutritious food at an affordable price under ever increasing pressure to make production and distribution practices more inclusive and sustainable. This calls for wider reaching impact than individual supply chains.

Reaching beyond the value chain

A high performing agri-food sector requires an organised base of professional producers, markets that reward not only quality but sustainability, and viable service delivery models. Whilst in recent years we have witnessed the success of the 'value chain' approach, bringing best practices to scale is not possible without sector-wide coordination. Too often is the importance of having strong institutions in governance overlooked, a blind spot for transforming islands of success into seas of change.

A seminar on guiding sector transformation

Join us in sharing your concepts, approaches, methods and tools to guide transformation at scale in agri-food. Also in attendance are 50 professionals from nine countries across Africa, Asia and Latin America participating in the Wageningen Centre for Development Innovation facilitated courses Horticulture Sector Development for Emerging Markets and Integrated Seed Sector Development.

Details of the seminar

Date & time: Thursday 24 May, 09h00 – 12h30
Location: WICC Hotel & Congress Centre,
Lawickse Allee 9, 6701 AN Wageningen
+31 (0)317 490 133, info@wicc.nl

To register, please contact: Lavinia Plataroti,
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Wageningen Centre for Development Innovation is the knowledge broker of Wageningen University & Research. We have built an extensive international track record in fostering lifelong learning; strengthening strategic leadership; facilitating stakeholder collaboration; managing for impact; and guiding sector transformation in the domain of inclusive and sustainable food systems. Leveraging on our extensive network across government, civil society, science and industry, our 50 advisors support learning trajectories and projects in low and middle income countries. In doing so, we strengthen capacities for sustainable development.

Schedule

Two key note speakers have been invited. Following their presentations a debate will be facilitated.

- 09h00 Welcome and introduction by the organizers
- 09h30 Reaching Beyond the Value Chain, Jan Willem Molenaar, Aidenvironment
- 10:15 *Coffee break*
- 10:45 From Product to Place, Cora van Oosten, Wageningen Centre for Development Innovation
- 11:30 Debate
- 12:30 *Lunch*

By the end of the seminar you will:

- Appreciate the challenge and complexity of achieving transformation in agri-food in real terms of scale
- Be able to debate the merits of applying different approaches to sector transformation
- Have met professionals from over 10 countries, who are your potential partners in sector transformation

For more information, please contact:

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