

Challenge Advisory

# SUSTAINABLE INTENSIFICATION: BRAZIL

25 - 26 October 2016 | 

CENTRO DE CONVENÇÕES BOLSA DO RIO - Rio de Janeiro





### Introduction

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Brazil stands at the dawn of an exciting age and has a major role to play; not only from a national and regional stand point, but also on the world stage. This summit aligns itself with these objectives, focusing on:

#### **1. Global Food Security:**

The world population is predicted to grow from 7.2 billion today to 8.5 billion in 2030 and 10 billion by 2050. By this point, food demand is predicted to increase by 70%. Brazil, therefore, has a major role to play in feeding almost 3 billion extra mouths over the next thirty to forty years; providing worldwide nutrition and food security, as well as minimising and adapting to the effects of climate change.

#### **2. Enhancement of Brazilian Agriculture:**

In May 2015, the Minister of Agriculture to Brazil Katia Abreu outlined to President Dilma Rousseff the \$65bn 5 year National Agricultural Protection Plan 2015-2020 (NPDA). This includes the strategies and actions to prevent and combat pests in crops and to bring efficiencies to the agriculture industry, the key points are:

- **The NPDA will introduce a new model for efficient management, capable of strengthening joint action across federal, state and municipal levels**
- **The modernisation and clarification of registration processes**
- **The standardisation of guidelines and current legislation to provide a regulatory framework**
- **The development of risk analysis techniques for pests and disease by providing strategic support**
- **To provide an understanding of sustainability, and develop efficient agricultural practices with respect to chemical inputs, fertiliser, energy and water as well as economic and financial resources**

#### **3. Improvement of Infrastructure:**

President Dilma Rousseff also announced plans to sell new concessions to the private sector in order to build and operate nearly 7,000km of roads, as well as four large airports and a number of ports and railways, stating “the aim of the package was to invest, in order to revive economic growth”. The development plan is worth 3.5% of domestic product or R\$200m (\$65bn) and will offer R\$66bn for roads (to connect soyabean growers of the interior to ports), R\$86bn for railways, R\$37bn for ports and nearly R\$9bn for airports, including for the cities of Salvador, Florianópolis, Fortaleza and Porto Alegre and represents a huge opportunity to kick start the Brazilian economy.

To achieve these goals, collaboration between the ministries, the public sector and the private sector is required. This Summit will ensure that all of these goals are aligned for the betterment of Brazilian agriculture, with the wider goal of feeding our growing global population.



### About The Summit

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Sustainable Intensification: Brazil will continue the development of Brazil's agricultural growth framework, by bringing together key stakeholders from national and local government, global and domestic organisations, cooperatives, distributors, legal firms, farmers, financiers, professional services and the United Nations.

The Brazilian agricultural sector's current challenges and opportunities will be addressed through thought leadership, case studies highlighting innovation, interactive panel discussions and workshops, which allow stakeholders to debate and explore opportunities across the region.

The discussion format, which is designed for efficient problem-solving, provides the opportunity for government agencies, trade bodies, manufacturers and suppliers to analyse challenges and develop sustainable solutions.

This timely and highly relevant Summit facilitates the establishment of new business connections and partnerships, through pre-scheduled one to one meetings with key stakeholders, as well as over 6 hours of informal networking time built into the agenda.

### Opportunities:

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#### **Building a Framework for Action**

More than 500 leading stakeholders will come together under one roof for two days of closed door, high level debate that will highlight their latest projects and discuss current challenges, solutions and future developments across Brazilian Agriculture. This is a rare opportunity to join them and gather vital industry intelligence from Government, Embrapa, industry bodies, finance and business. Network with potential clients and form new and meaningful business relationships.

#### **Addressing Future Trends**

Challenge Advisory's partners are at the forefront of agricultural modernisation, each being passionate exponents of sustainable profitability. The Summit will showcase some of the most important technological changes, which will help Brazil on its path to sustainable intensification.

#### **Unrivalled Networking Opportunities**

Challenge Advisory recognise that a relaxed, informal networking environment is more conducive to effective relationship building, which is why there are six hours of dedicated networking time built into the agenda. You will have the chance to connect in a comfortable and engaging format with other attendees at the networking breakfasts, lunches, cocktail reception and enjoy an open bar and canapés with a collection of industry leaders.

#### **Prearranged One to One Meetings**

Challenge Advisory's high value one to one meeting model allows stakeholders to meet in a private and professional business environment to discuss real solutions to current industry challenges. As these meetings are pre-booked and the attendees strictly vetted using predetermined criteria, it guarantees value and relevance for business development and lobbying purposes.

#### **Established Track Record**

Since 2011, Challenge Advisory have brought together business, government and global agencies, through research and close co-operation with key industry influencers, combined with extensive experience of the agricultural sector. We know which companies are setting the standard and who you need to connect your business with.

## Why attend



Companies showcasing innovation with over 800 attendees:

The innovation showcase is a joint effort between all stakeholders, to allow organisations to demonstrate technology and innovation across the agricultural sector



**You** will meet with experts and business partners:

Presidents, CEOs, Partners, Managing Directors, Ministers, Directors, Business Dev, Advisors, Global Hands, Regional Heads, Deputy Ministers, Secretaries, Under Secretaries, Procurement Directors, Professors, Biologists

## Sectors represented:



Infrastructure



Precision Farming



Soil Management



Insurance & Finance



Water Management



Crop Nutrition



Storage & Linkages



Biological Systems



Public Private Partnership



Mechanisation



Crop Protection



Regulatory Control & IPR

**“ INVESTING IN AGRICULTURE IS NOT SPENT, IT IS INVESTMENT THAT BRINGS RETURNS FOR THE COUNTRY. ”**

Katia Abreu, Brazil Minister of Agriculture



Government departments:

Agrarian, Transport, Agriculture, Environment, Finance, Health, Science & Technology, Development & Foreign Trade



Audience breakdown:

NGOs, Global Companies, Legal, Farmers, Finance, United Nations, Government Ministries, Distributors, Professional Services, Domestic Companies

**“ THERE WILL BE NO REDUCTION IN FUNDING IN 2015 - 2016 SEASON. ”**

Katia Abreu, Brazil Minister of Agriculture

## **OUR MISSION:**

TO HELP GOVERNMENT,  
BUSINESS AND CIVIL SOCIETY  
THRIVE IN THE FACE OF A  
GROWING POPULATION AND  
FOOD SECURITY



DAY ONE – TUESDAY OCT 25, 2016

08:00

Registration



08:45

Opening Keynote/Chair's Welcome

09:15

Agricultural Development and Governance in Brazil Through Private-Public Partnerships

How banks, private companies and the government can collaborate to ensure the improvement of Brazilian agriculture with the help of Private-Public Partnerships, increasing investment and reducing risk.

10:00

Biocontrol and Crop Protection

This session will look at the latest information on Biocontrol research, recent innovations and the potential and challenges for the adoption of Biocontrol in Brazil. (Product Showcase)

10:45

COFFEE BREAK & NETWORKING



11:15

Rural Development

Exploring the improvement of farming incomes through the proper use of cooperatives, education and mechanisation.

12:00

Special Framework (Product Showcases)



## Workshops:

• Precision Ag

• Crop Protection

• Remote Sensing

• Risk Mitigation

• Crop nutrition

• Farm Management

• Enhanced Registration Framework

• Predictive Analytics

RUNNING ALL DAY



**DAY ONE – TUESDAY OCT 25, 2016**

**12:30**

**LUNCHTIME**



**14:00**

**Precision Farming Strategies**

Discussing strategies to implement comprehensive farm management by optimising returns on inputs while preserving resources. (Product Showcase)

**14:45**

**The Role of Aerial Imagery & Remote Sensing In Data Driven Decision-Making**

Utilising aerial imagery and remote sensing data to influence farm management decisions affecting crop inputs. (Product Showcase)

**15:30**

**COFFEE BREAK & NETWORKING**



**16:00**

**Pest and Disease Resistance and Management**

Analysing the causes and devising future management strategies to reduce crop loss due to pests and disease. (Product Showcase)

**16:45**

**Logistics and Infrastructure: Opportunities and Challenges**

How to overcome the logistical and infrastructural challenges faced by cooperatives and individual producers.

**18:00**

**END OF DAY 1**





DAY TWO – WEDNESDAY OCT 26, 2016

08:45

**Policy Processes and the Political Economy of Agricultural Development in Brazil**

The latest on the government policies that will enable progress for local and global food security, including the prevention of rural-to-urban migration. (Product Showcase)

09:45

**Post-harvest Food Storage and Waste Avoidance:**

Technological advances in storage will help to reduce waste in the post-harvest stage. In storage, considerable quantitative losses can be attributed to pests and micro-organisms. This is a particular problem in Brazil, with average temperatures of around 30 °C and ambient humidity of between 70 and 90 per cent. Farmers constantly battle with these conditions, since they are conducive to the reproduction of insect pests and microorganisms. (Product Showcase)

10:30

**COFFEE BREAK & NETWORKING**



11:00

**Innovation in Biopesticides, Biostimulants and Biofertilizers**

Overcoming the challenges facing mass adoption of crop inputs (Product Showcase)

11:45

**Agricultural Finance Inhibitors and Opportunities**

This panel will discuss the restrictions on access to credit, insurance, as well as the challenges with inward investment and the access to financial resources for smallholder farmers.

12:30

**LUNCH**



RUNNING ALL DAY

**Workshops:**

- Linking Food Security to SH Farming (WFP)
- Irrigation
- Regulatory Challenges
- Weather Decision Support System

- Biologicals
- Data Security
- Post Harvest Storage Waste
- Finance Inhibitors



**DAY TWO – WEDNESDAY OCT 26, 2016**

**14:00**

**The Future of Brazilian Agriculture**

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The Brazilian government is dedicated to providing fundamental agricultural solutions; with a focus on low carbon emissions, yield and sustainability as the key objectives for sustainable intensification. Can these three pillars successfully support Brazilian agriculture? (Product Showcase)

**15:00**

**Soil Analysis, Preparation and the Use of Optimal Crop Inputs**

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This panel focuses on the best practices in the soil analysis discipline, with agronomists, farmers and academia offering their insights on soil health, evading nutrient deficiencies and optimising soil pH. These discussions are designed to help maximise the effectiveness of crop inputs. (Product Showcase)

**15:45**

**COFFEE BREAK & NETWORKING**



**16:00**

**Agro-Commodities**

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The price of Brazilian commodities in the Brazilian stock market, and by extension the final prices for farms in Brazil, are dictated by the level of trust in the Brazilian market. In which ways can we make the Brazilian Stock Exchange more attractive to potential investors?

Brazil's economic health is closely linked to the influence of agro-commodities on a global scale, but the strict relationship between physical and technical markets (stock price and commodity value) also plays its part.

**16:45**

**Water Irrigation and Management**

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Consolidating status and discussing strategies, as well as evaluating water resource management in intensifying production systems. (Product Showcase)

**17:30**

**CLOSING REMARKS/END OF CONFERENCE**





## CONTACT

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RobertoG for Challenge Advisory | CH1452341 | April 2015