**Session Title**

The Business of Feeding the World

**Session Date/Time/Location**

Monday, October 6
2:30 - 4 p.m.
LSC Cherokee Park Ballroom

**Organizer and Moderator**

Tom Dean (moderator)
Professor of Entrepreneurship and Sustainable Enterprise
College of Business
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Christine M. Chin
Director of Strategic Initiatives, Office of the Dean
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**Session Summary**

Food insecurity can lead to population strife. With expectations of 9 billion people by 2050, we need to grow as much food in the next 50 years as we did over the last 10,000 years. Increasing crop yields allowed us to move from feeding three billion people in 1960 to seven billion in 2011, with nearly the same amount of cultivated land. However, current crop yield growth rates are less than what is needed to feed nine billion people and climate change is leading to higher temperatures and more weather that is less predictable.
The World Economic Forum’s report “Realizing a New Vision for Agriculture” lays out a roadmap for food security for all in an environmentally sustainable way while generating economic growth and opportunity. They would like to increase agricultural production by 20% each decade, reduce emissions per ton of product by 20% each decade, and decrease the proportion of rural inhabitants living on less than US $1.25/day by 20% each decade.

Are genetically modified crops the answer? What scientific breakthroughs exist? What other innovations, models or approaches are local and multi-national food businesses implementing? What are some of the business models and initiatives that have been implemented successfully in the U.S. and internationally? What are some impact investing opportunities in the sector? What are some bottom-up approaches that have addressed this issue?

**Panelists**

Gregory D. Graff  
Associate Professor, Agricultural and Resource Economics  
College of Agricultural Sciences  
Colorado State University

Libby Cook  
Founder and Executive Director of Philanthropiece  
Co-founder of Wild Oats Markets and Sunflower Markets

Paul Hudnut  
Instructor, Management  
College of Business  
Colorado State University  
Co-director of CSU Global Innovation Center for Energy, Environment and Health