

Opportunities to promote more sustainable, productive and resilient food systems

Monday, 8 May 2023 OECD Istanbul Centre



### About the campaign

The Peace for Food Initiative aims to bring international attention and global stakeholders together to highlight the current situation in global food markets. The initiative enables businesses to proactively contribute to the OECD work on agriculture and will highlight the business commitment to reaching global objectives, including agriculture sustainability and innovation.

The Business at OECD Food & Agriculture Committee is working with farm groups and with agribusinesses that operate upstream and downstream in the food supply chain to identify actions that the private sector can take on its own, in partnership with governments and other stakeholders, and in response to specific policy changes.

### **Peace for Food**

### Joint Business at OECD (BIAC) - OECD Istanbul Centre Roundtable

Opportunities to promote more sustainable, productive and resilient food systems

### 10:00 - 10:20 Welcome and opening remarks

- · Hanni Rosenbaum, Business at OECD Executive Director
- İbrahim Yumaklı, Deputy Minister of Agriculture and Forestry of the Republic of Türkiye

#### **10:20 - 10:30** Keynote address

Marion Jansen, OECD Trade and Agriculture Director

#### 10:30 - 11:45 Introduction and stocktaking

Moderator: Gabriela Wurcel, Multilateral Affairs Director, FMC Corporation

- · Achraf Bouali, Head of Office, OECD Istanbul Centre
- · Marion Jansen, OECD Trade and Agriculture Director
- Metin Akman, Business at OECD Food & Agriculture Committee Chair
- · Ozan Diren, TÜSİAD Board Member & Chair of the Agriculture, Food & Services Roundtable

### **12:00 - 13:15 Networking lunch**

#### 13:15 - 14:30 Panel 1 – Sustainable agriculture

Moderator: Natasha Santos, VP Crop Science Division, Head of Global Stakeholders Affairs & Strategic Partnerships, Bayer AG

- John W Crawford FRSE, Professor of Strategy and Technology, University of Glasgow
- Franck Gbaguidi, Biodiversity & Water Lead, Energy, Climate & Resources, Eurasia Group
- Yvonne Colomer, Executive Director, Triptolemos Foundation
- Gökhan Özertan, Professor of Economics, Bogazici University

#### 14:30 - 15:45 Panel 2 – Agriculture productivity and inclusive agriculture value chains

Setting the scene: Sara Grubanov Boskovic, Policy Analyst OECD Istanbul Centre Moderator: Gabriela Wurcel, Multilateral Affairs Director, FMC Corporation

- Tanzer Bilgen, Doktar Digital Agricultural Engineering CEO
- Mehmet Çetin Duruk, President of "IREKS Gıda" and Vice President of TOBB Food Industry Council
- Mesut Cetin, third generation farmer and rancher, veterinarian
- Ign. Widyantoko Sumarlin, Chief Sustainability Officer, PT. Tripura Agro Persada Tbk.;
   ASEAN-BAC Representative

### 15:45 - 16:15 Coffee break

### 16:15 - 17:30 Panel 3 – Food security and food price inflation

Moderator: Natasha Santos, VP Crop Science Division, Head of Global Stakeholders Affairs & Strategic Partnerships, Bayer AG

- Mehmet Aktaş, Yaşar Group CEO and Head of TÜSİAD Food, Agriculture and Beverage Working Group
- Lloyd C. Day, Deputy Director General, Inter-American Institute for Cooperation on Agriculture (IICA)
- Boban Ilic, Secretary General, Regional Rural Development Standing Working Group (SWG) in Southeastern Europe
- Evren Albaş, CEO, Tat Gıda

#### **17:30 - 17:45** Concluding session

## **EVENT MODERATORS**

### **Gabriela Wurcel Multilateral Affairs Director, FMC Corporation**

Gabriela Wurcel is a business negotiator, International Trade expert and entrepreneur with broad experience in the private sector, government, and international organizations. Gabriela is currently the Multilateral Affairs Director at FMC, an Agricultural Sciences company. In her role, she is responsible for engaging and supporting the United Nations System and other international organizations work on agriculture, food security, sustainable food systems, innovation & technology and social and economic development, among other topics. Previously, she was a trade negotiator and legal advisor for the Permanent Mission of Israel to the World Trade Organization (WTO) in Geneva where she took active part in the Doha Round of negotiations. Before joining FMC, she was Vice President External Affairs with PMI. In that capacity she built and headed teams in Geneva and New York and led the External Affairs function for the Latin America and Canada region. A trained journalist, she worked for several years in the major national newspapers in Argentina - her country of birth. Passionate about entrepreneurship, Gabriela is also the co-founder of Spicy Girls Kitchen, an artisanal gourmet food company. She holds a Law degree from the University of Buenos Aires and a master's degree in International Relations from the University of Bologna and earned certificates in Business from Cornell and Stanford universities. She is fluent in Spanish, English, French and Italian.



#### **Natasha Santos**

### VP Crop Science Division, Head of Global Stakeholders Affairs & Strategic Partnerships, Bayer AG

Natasha Santos is an accomplished senior public affairs executive with over 17 years of experience in the agriculture, food and life science industries. Her professional experience includes extensive knowledge in advocacy campaigns, multi-cultural communications, and development of global partnerships. Mrs. Santos has actively promoted corporate reputations and enhanced stakeholder relations in companies such as BASF, Mars Incorporated, and, since 2014, Bayer AG.

At the heart of Mrs. Santos' work is a passion to place farmers at the centre of food systems transformation. In her current role as Head of Global Stakeholder Affairs & Strategic Partnerships, Natasha and her team are accountable for building and leveraging transformational platforms, programs and initiatives to deliver on the sustainable development goals of Bayer AG as a company, and generate positive value to stakeholder groups and society at large. Natasha Santos holds a Bachelor's degree in international relations from UniFMU in Brazil, a post-graduation degree in international negotiations by UNESP in Brazil and a Master's in public policy and management by Paulista School of Law (EPD) in Brazil. She holds certifications in global governance and international affairs from the University of Lodz in Poland and the Bucerius Law School in Germany. Mrs. Santos is a Vice Chair of the Business at OECD Food and Agriculture Committee and an advisory board member of the Chicago Council on Global Affairs' Center on Global Food and Agriculture.



### **WELCOME & OPENING REMARKS**

10:00-10:20



### İbrahim Yumaklı Deputy Minister of Agriculture and Forestry of the Republic of Türkiye

Born in Kastamonu in 1969, İbrahim Yumaklı graduated from the Department of Business Administration, Faculty of Economics and Administrative Sciences, Uludag University in 1992, following Bakırköy Imam Hatip High School. Yumaklı started his career in 1993 as an import operations specialist at Marshall Boya A.Ş., and worked as Marshall Boya A.Ş. He worked as a manager in the financial groups of affiliated companies. He started working in Al Jazeera Turkey in 2011. Between 2012 and 2015, he managed the TV channel owned by Al Jazeera Turkey. Between January and October 2016, he served as Anadolu Agency's International Operations Director. He has worked at GÜBRETAŞ as the General Manager and Executive Board Member since October 2016, and was appointed as the Deputy Minister of Agriculture and Forestry on Thursday, April 7, 2022.



### Hanni Rosenbaum Executive Director, *Business at OECD*

Hanni Rosenbaum is the Executive Director of *Business at OECD* (BIAC). In this role, she leads our business diplomacy efforts with the OECD and its members, guides the strategy and policy engagement of our Paris-based office, and ensures we adequately reflect the views of our national member organizations in our communications with the OECD and stakeholders. She works together with our Executive Board to drive our mission forward and oversees our budget. She previously worked at the Nürburgring/Circuits International in Germany, the European Parliament in Brussels, and Brussels-based global recycling industry association, BIR. She holds advanced degrees in applied economic sciences from the Hautes Etudes Commerciales in Brussels and in international relations from the Centre for Diplomatic and Strategic Studies in Paris.



### Rokas Morkūnas Policy Manager & Strategic Member Engagement, *Business at OECD*

Rokas Morkūnas oversees *Business at OECD*'s (BIAC) relations with global business network and stakeholders, manages external campaigns and codirects corporate engagement program, which brings together multinational corporations from a wide range of sectors in support of our mission. He also leads BIAC's policy initiatives on food and agriculture, health and well-being, as well as SME and Entrepreneurship. Prior to joining *Business at OECD*, Rokas gained professional experience working with the United Nations in New York and in public policy consultancy in Vilnius. Rokas holds a Master's Degree in International Security, focusing on Diplomacy and a Bachelor's Degree in Political Science from Sciences Po Paris. He is a Lithuanian national, fully fluent in English with good knowledge of French.

### **INTRODUCTION & STOCKTAKING**

10:30-11:45

### **Marion Jansen OECD Trade and Agriculture Director**

Ms. Marion Jansen is Director of the Trade and Agriculture Directorate (TAD) since 14 September 2020. In this role, she provides intellectual stewardship and strategic vision to the Trade and Agriculture Directorate, overseeing cutting edge analyses, advice and support for policy reform in the fields of food, agriculture, fisheries and international trade, advancing a better understanding of the international trade system and the economic, environmental and social context in which it operates. As a key member of the Organisation's Senior Management Team, Ms. Jansen also contributes to enhance the impact and relevance of OECD work in international economic policy discussions and ensure timely and impactful contributions to the work of the G20, G7, APEC and other relevant international fora, in close coordination with the OECD Sherpa and his Unit. Ms. Jansen has published widely on international trade and global governance, including on regional integration, services liberalization and agricultural trade. She has lectured in multiple academic institutions, including the University of Geneva and the World Trade Institute. Ms. Jansen is member of the Board of the Centre d'études prospectives et d'informations internationales (CEPII) in Paris, the Advisory Board of the World Trade Institute (WTI) in Bern, the Advisory Board of the Centre for Inclusive Trade Policy (University of Sussex), and of the Advisory Board of the MSc IB at SKEMA Business School in Paris. She is also a member of the WEF's Global Future Council on Trade and Investment.



Ozan Diren TÜSİAD Board Member Chair of the Agriculture, Food and Services Roundtable









### Achraf Bouali Head of Office, OECD Istanbul Centre

Mr. Achraf Bouali is currently Head of OECD Istanbul Centre. Before holding this position, Mr. Bouali was a Special Envoy at the World Summit on Water, Energy and Food Security in Dubai 2022. Between 2017 and 2021, Mr. Bouali was a Member of Parliament in the Netherlands. He also served in the Ministry of Foreign Affairs of the Netherlands in 2001 as a Policy Officer and later as Second Secretary in the Dutch Embassy in Moscow and as First Secretary in Kabul. He was the delegate of the Netherlands to the EU working group COHOM and UN Human Rights Council in Geneva between 2009 and 2012. After completing these missions, he worked as an Advisor to the Government of Curacao on foreign affairs and economic diplomacy. Upon the end of this duty, Mr. Bouali became Deputy Ambassador for the Embassy of the Netherlands in Cuba, heading the financial department. Mr. Achraf Bouali holds a Master's degree in Political Science from the University of Leiden, a Master's degree in European Integration from the College of Europe and a Master's degree in Public Administration and European Integration from Ecole Nationale d'Administration (ENA) in France.



### **Metin Akman** *Business at OECD* Food and Agriculture Committee Chair

Born in Ankara in 1966, Metin Akman graduated from ODTU Faculty of Economics and Administrative Sciences, Department of Business Administration in 1989 and received a master's degree from Bilkent University, Faculty of Law, Department of International Economics in 2013.

Akman started his professional career in Unilever in 1989 and later continued his career as an entrepreneur. He accomplished successful projects in the fields of chemistry, agriculture, food, animal husbandry and renewable energy; made partnerships with international companies and advised on acquisitions and mergers. Until 2019, he performed as Chairman of the Board of Directors at Nutreco - Trouw Nutrition Turkey. Currently, he functions as Chairman of the Board of Directors at Anako Egg Products companies.





# PANEL 1 SUSTAINABLE AGRICULTURE

13:15-14:30

### John W Crawford FRSE Professor of Strategy and Technology, University of Glasgow

John Crawford is currently Chair of Strategy and Technology in the Adam Smith Business School at the University of Glasgow. He is a theoretical physicist studying complexity at the interface between living and physical systems, using soil as a paradigm. For the past 9 years he has worked with the business sector to co-create data- and technology-enabled solutions that support integrated landscape management to address food and water security in the context of the global climate and biodiversity crisis. In 2015 he raised £13M to establish Agrimetrics, the UK Government's Centre for Excellence in big data for sustainable food systems, and was interim CEO. He established and currently leads the Global Soil Health Programme (GSHP), a consortium of global corporates and internationally leading soil scientists that is targeting health restoration on 60% of the world's agricultural soil. The GSHP is affiliated to the UN and has been invited to work with the World Economic Forum, businesses across the value chain, and farmers to help deliver a continental-scale transformation of the European food system to net-zero and Nature-positive. Most recently he is working with several impact funds to scale-up regenerative agriculture programmes in India, Kenya, Europe and the UK. His grantsmanship as lead applicant exceeds £50M, and he has published more than 200 peerreviewed research papers with over 12000 citations. In 2003, he was awarded a Fellowship of the Institute of Mathematics and its Applications for services to mathematics, and in 2007 was elected as a Fellow of the Royal Society of Edinburgh in recognition of his contribution to science.



### Gökhan Özertan

#### **Professor of Economics, Bogazici University**

Gökhan Özertan received his undergraduate degree from Boğaziçi University, Department of Economics in 1994 and his PhD in Agricultural Economics at Texas A&M University in 2001. He has been working in the Department of Economics at Boğaziçi University since the same year and is a professor in the same department. His research interests include modeling of agricultural and environmental processes, use of technology in agriculture, effects of climate change, commodity price movements, economic effects of intellectual property rights and regulations in the IT sector. He has studies published in prestigious academic journals.



This panel session will focus on business strategies to increase sustainability in the realm of agriculture. During this session, key regional and global challenges in agriculture will be presented by relevant stakeholders, and methods for the private sector to tackle them with public sector support will be explored.



### Yvonne Colomer Executive Director, Triptolemos Foundation

She has developed her professional career around the food system, in its different approaches: areas of research and development of new products, quality control, marketing and consumption, market research, international trade and education. Agronomic Engineer (University of Lleida-Spain), European Doctor on global food systems (Institut National Polytechnique de Lorraine, Nancy-France), MBA in International Agrifood Economics and Management (ESSEC). She obtained the title of piano teacher (Conservatori Superior de Música del Liceu - Barcelona). For 17 editions she directed the first MBA in management of agri-food business in Spain (University of Barcelona). Director of the UNESCO Chair "Science and Innovation for Sustainable Development: Global Food Production and Safety" and Secretary of the board of management 17 Campus Network Excellence. International consultant, member of various institutions and juries and speaker at different international Congress including the European Parliament. She has lectured extensively and has presented papers at national and international conferences and has contributed articles to leading journals and publications. She has a record of intellectual property on valuation methodology and consumer brands. Associate Professor at the Polytechnic University of Catalonia-Barcelona Tech (Spain). Since 2002 she has directed the Triptolemos Foundation.



### Franck Gbaguidi Biodiversity & Water Lead, Energy, Climate & Resources, Eurasia Group

Franck covers geopolitical risk across a range of sustainability issues, with a focus on biodiversity policy, water resources, and environmental litigation. As a member of Eurasia Group's Energy, Climate & Resources (ECR) practice, Franck helps public and private sector organizations understand evolving sustainability trends and supports them in the design of solutions that turn political risks into opportunities. Prior to joining Eurasia Group, Franck held multiple energy and climate-related positions within the World Bank Group. Most recently, he was the Climate Adviser to the Managing Director of the International Finance Corporation (IFC). He also undertook research and consultancy work on carbon risk management for the European Investment Bank (EIB), clean and domestic energy solutions for the United Nations Capital Development Fund (UNCDF), energy policy in North America for the Centre on Global Energy Policy (CGEP), and environmental crimes in Sub-Saharan Africa for the Earth Institute. Franck holds three bachelor's degrees and four master's degrees, including a Master of Public Policy (Energy, Resources & Sustainability) from Sciences Po Paris and a Master of Public Administration (Energy & Environment) from Columbia University. Franck has been quoted by various media outlets, including Bloomberg, the New York Times, Reuters, and the Business Telegraph.

# PANEL 2 AGRICULTURE PRODUCTIVITY AND INCLUSIVE AGRICULTURE VALUE CHAINS

14:30-15:45

### Tanzer Bilgen Doktar Digital Agricultural Engineering CEO

Tanzer is an acknowledged leader in digital transformation in agriculture and since 2012, he is committed to Doktar. Along with company strategy and vision, Tanzer is leading product design and business development in Doktar. He has built a robust agronomy and market understanding through regular farmer visits. Tanzer's distilled insights help Doktar to identify pain points in agriculture and to design superior products and services to address these needs. He guides Doktar's agribusiness and agrifood clients to articulate their digital transformation roadmaps.

Tanzer is a member of TUSIAD's food and agriculture committee. He is a pro bono advisor to FAO for executing digital readiness studies in Southern Europe and MENA regions.

Tanzer is an alumni of BCG and Accenture. Prior to co-founding Doktar, he has 8 years of management consultancy experience in Turkey, Middle East & Europe. He managed projects in corporate strategy development, turn around management and corporate restructuring. He also participated in various M&A and privatization deals in telecommunication, electricity distribution and hard discount retail. He received B.S. in Industrial Engineering from Purdue University.



### **Mehmet Çetin Duruk**

#### President of "IREKS Gıda" and Vice President of TOBB Food Industry Council

Dr. Mehmet Çetin Duruk was born in 1950 in Akseki, Antalya. He finished Konya Maarif Private High School in 1969. He graduated from İstanbul University Medical Faculty in 1975. He did many academic works in Public Health and Community Medicine at Hacettepe University between 1975-1983. During this time, he also planned and managed many field surveys regarding public health in coordination with WHO. He graduated from the Institute of Business Economics in İstanbul University between 1984-1986. Starting from 1986, he worked in different branches of the Food Industry. While he worked in many food companies his family owned, he also supported the establishment of many food companies. Mr. Duruk is still active in the managements of these companies that employs around 2000 people.

In 2021, he was elected to receive "Businessman of the Year" award by UN Food and Agriculture Organization and AO and Turkish Ministry of Agriculture. Mr. Duruk, who is married and have 2 children, knows English and German. He was a council member in İstanbul Chamber of Industry representing the Food Sector, and is an active member of multiple associations of food industry.



The inclusive business angle is particularly relevant for the agri-food supply chain, since it adresses the issue of poverty and integrating disadvantaged groups into the value chain by offering them to act as suppliers. It also addresses MNEs to ensure that they make their value chains more sustainable. In light of such strengths, second session will call attention to the present and potential contributions of inclusive business and agriculture productivity toward agriculture value chains.



### **Sara Grubanov-Bošković** Policy Analyst, OECD Istanbul Centre

Sara Grubanov-Bošković is a policy analyst at the OECD Istanbul Centre, Global Relations and Cooperation Directorate, where she works on promoting the gender equality in education, employment, and entrepreneurship among partner countries. Prior to joining the OECD, she worked at the European Commission's DG JRC and DG HOME, at the University of Torino, and the Hebrew University of Jerusalem. She has expertise on topics of labour market integration of vulnerable groups and the impact of digital transformation on the labour markets, publishing more than 40 scientific papers and reports. She holds a PhD in Demography from the University of Bari, Italy.



Mesut Cetin Third generation farmer & rancher, veterinarian

Third generation farmer and rancher, veterinarian. Operates 500 head cow/calf business and 25,000 head feedlot; grows forage and grain.



Ign. Widyantoko Sumarlin Chief Sustainability Officer, PT. Tripura Agro Persada Tbk.; ASEAN-BAC Representative

Experienced working in the agribusiness, particularly in the natural rubber industry dealing with sustainability issues. Trained in the world of consulting, especially in areas of technological development and its application in developing countries. Skilled in proposal writing, project presentation and evaluation. Professional government management backed with a Master's Degree in Public Policy from John F. Kennedy School of Government, Harvard University.

# PANEL 3 FOOD SECURITY & FOOD PRICE INFLATION

16:15-17:30

#### **Mehmet Aktaş**

Yaşar Group CEO & Head of TÜSİAD Food, Agriculture and Beverage Working Group

Mehmet Aktaş, who started his career as an Assistant Auditor in the Presidency of the Court of Accounts in 1983, joined the Ministry of Finance Tax Inspectors Board in 1984, was appointed Chief Accountant of the Ministry of Finance in 1994 and served as an Advisor to the State Minister Responsible for the Economy. In 1995, he relinquished his state duties and joined Yaşar Group as Presidency Advisor. After holding various senior management positions within the Group, in 2000, he was appointed as the Vice Chairperson of Strategic Planning, Budget and Corporate Finance. Appointed as Yaşar Holding Chief Executive Officer (CEO) in July 2007, Mehmet Aktaş has been serving as a Member of the Board of Directors of Yaşar Holding and Chief Executive Officer (CEO) since May 2009. Mehmet Aktaş serves on the Board of Directors of Yaşar Group companies and of the Tax Inspectors Foundation. He has been Head of the Food, Agriculture and Beverage Working Group at TÜSİAD since 2017, and is actively involved in civil society activities of the economic world with memberships of TÜSİAD, ESİAD, TÜRKTRADE, KOTEDER, The Union of Political Science Graduates and TÜRMOB. Mehmet Aktaş graduated from the Ankara University Faculty of Political Sciences in 1983, completed his master's degree in the Department of Economics at Vanderbilt University in the USA in 1992, and received a PhD in finance from the Faculty of Economics and Administrative Sciences at 9 Eylül University in 2003.



#### Lloyd C. Day

Deputy Director General, Inter-American Institute for Cooperation on Agriculture

Mr. Lloyd C. Day is a United States citizen and assumed his position as Deputy Director General of the Inter-American Institute for Cooperation on Agriculture (IICA) on July 1, 2012.

Started career with the Governor of California eventually becoming the Deputy Secretary of International Trade and Investment for California. Moved to Washington, D.C. to serve as Administrator of USDA's Agricultural Marketing Service, Head of Federal Government Affairs at Syngenta, and now Deputy Director General of IICA.

Mr. Day has received a bachelor's degree and master's degree from Stanford University and the University of Glasgow.



Along with sustainable agriculture, it is important not to lose sight of more immediate challenges such as food security and food price inflation. Therefore, our final panel session will focus on methods to bring stability to our food systems and to tackle rising inflation while still avoiding the need to compromise the resilience of our food systems.



### Evren Albaş CEO, Tat Gıda

Evren Albaş graduated from the Middle East Technical University's Department of Mechanical Engineering and completed his master's degree at Istanbul Technical University. He started his professional career as a Research Engineer at T.E.E. Inc. (Turkish Electric Industries Inc.) between 1993 and 1995. Albaş served as an R&D Engineer, R&D Expert, and Purchasing Expert at Arçelik between 1995 and 2006. Between 2006 and 2010, he served as Component Purchasing Manager and Purchasing Group Manager at Arçelik. Albaş then joined the senior management of Arçelik as its Product Supply Director and continued his career in this position until 2017. After achieving success in various positions at Arçelik, Albaş finally became Regional Director for Sub-Saharan Africa at Arçelik and then CEO of Defy Ltd., the leading white goods brand in South Africa. After four years at this job, Evren Albaş assumed his current position as CEO of Tat Gıda Sanayi A.Ş. on August 16, 2021.



#### **Boban Ilic**

### Secretary General, Regional Rural Development Standing Working Group (SWG) in Southeastern Europe

Secretary General of the Regional Rural Development Standing Working Group (SWG) in Southeastern Europe since 2010 and chair of SWG Assembly Sessions. In charge of execution and implementation of SWG strategies and policies; establishing and maintaining effective high level protocolary and diplomatic relations with government and international officials as well as maintaining effective liaison and developing co-operative programs with international organizations and agencies, in particular with international organizations dealing in agriculture and rural development. Responsible for initiation and preparation of regional development projects in Southeastern Europe.

Over 20 years' experience in South Eastern Europe with public and private sector indevelopmental projects and programs in agro and food industries; food security and agricultural; rural development programs and reforms, principle advisory services for government agricultural policies; planning and reforms (legislation and implementation) related to the process of integration into the European Union.

# NOTES



