

ANNUAL REPORT *2009*

IICA's USA Contribution to the
**Development of Agriculture
and Rural Communities**

United States of America



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March, 2010



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■ Introduction

The Inter-American Institute for Cooperation on Agriculture (IICA) in the United States, established in 1962, is comprised of the Representative Office (Office) in the USA, the Directorate of Strategic Partnerships (DSP) and the Directorate of the Northern Region. The primary role of the IICA Office in the USA is to:

1. Strengthen regional and hemispheric mechanisms for technical cooperation
2. Increase the visibility and credibility of IICA
3. Continue to develop and strengthen relationships with potential and existing strategic partners to meet goals of the IICA Medium Term Plan

In so doing, the Office is engaged directly or supporting other IICA efforts in a wide range of technical issues such as agricultural insurance, agro-tourism, animal health and food safety, and food security.

Our Institute has a special historical relationship with the U.S. Government (USG). The USG, through the United States Department of Agriculture (USDA), was instrumental in founding the Institute

in 1942 through the leadership and vision of US Vice President Henry Wallace, who previously served as the USG Secretary of Agriculture. Over the years the USG has provided approximately 60% of IICA's core operating resources to promote the advancement of science and cooperation in agriculture throughout the hemisphere. We greatly value their support and remain focused on continuing to strengthen it wherever possible.

Our relationship with the USDA and the US Department of State (DOS) are pivotal to the Office and to IICA more generally. As a result, these two USG organizations have traditionally been the focus of the Office. Significant efforts were made in 2009 to expand and elevate the awareness of IICA within these organizations. Noteworthy is the progress made in developing an important relationship with United States Agency for International Development (USAID) due in large part to common concerns regarding Haiti and the food security crisis generally.

The information presented in this 2009 Executive Summary demonstrates a cross section of IICA's contributions to the USG as well as throughout the Northern Region and hemisphere in fulfillment of the IICA Medium Term Plan.



1. Executive Summary

During 2009, the Office made significant progress in working more effectively with a host of new and existing partners. We advanced on a series of new and ongoing actions driven by initiatives in Washington, and from many IICA Representatives and officials in IICA's headquarters in Costa Rica. The combined efforts produced important results in some key areas.

In collaboration with the Organization of American States (OAS), the umbrella organization of the Inter-American System, the IICA/OAS Food Security Conference, 'Agriculture for Development and Food Security in the Americas,' was conceived and implemented. Held in Washington DC, the audience included OAS Ambassadors and senior officials from the public and private sectors. In recognition of the prevailing attention being given to poverty concerns in Asia and Africa, the conference featured experts from the Americas and Europe, who focused on the unique issues of food security and its causes, in the Americas. Follow-up actions were later taken to promote the content of the conference by creating DVD's that were later distributed to participants of the Ministerial Meeting, 'Agriculture and Rural Life in the Americas,' held in Jamaica in October.

The Office played an active role in positioning IICA and Latin America during USAID sponsored meetings following up on the L'Aquila Agreement signed by the G20. As a result, it is expected that IICA can play a significant role at facilitating the development of national food security plans in selected countries. Support was also lent for fundraising efforts on food security for the Caribbean and Andean regions. This included participation in training activities for IICA staff in the Andean region as well as preparing concept notes and making presentations to various donors,

including the Canadian International Development Agency (CIDA) and the International Development Research Centre (IDRC).

The food security crisis presents an important opportunity for IICA to enter into regional and global high level discussions and influence outcomes to address the significant agricultural needs within this hemisphere. Our Office will continue to closely coordinate with others and within IICA to effectively address a host of pressing agriculture and rural development based challenges.

IICA has been actively participating in the Disaster Preparedness Initiative of the Inter-American System in which the different agencies work together. Participating agencies include the Pan American Health Organization (PAHO), Inter-American Development Bank (IDB), OAS, Pan American Development Fund (PADF) and IICA. This close collaboration with the inter-agency system reaffirmed the Institute's continuing role as the lead agency in agriculture and rural development at the OAS specifically through the Friends of Haiti initiative. Led by the OAS Assistant Secretary General, the initiative was established in 2001 to assist in efforts to resolve the difficulties in Haiti. It is an informal advisory group to the OAS Secretary General that provides support for the various activities explicitly mandated in the General Assembly Resolution, such as those relating to the strengthening of democracy, the promotion and protection of human rights, and the social and economic development of Haiti. During these sessions, IICA made several presentations and participated in planning joint initiatives for implementation in 2009 and 2010.

One such initiative was IICA's participation in a Special Inter-American Mission to Haiti, led by the OAS Assistant Secretary General, in which

the IICA Haiti 'Pro-Huerta' project was selected as an example of a successful food security program aimed at improving the local availability of food, and thus lives of the people of rural communities. The Office was also presented the opportunity to inform select Members of Congress and their staff of IICA's work in Haiti and efforts in addressing food security.

During 2009, the Office was successful in raising awareness of the Institute's mission and hemispheric programs with IICA Observer countries and others. This resulted in several relationships established with European organizations interested in investing in agriculture in Latin America and the Caribbean. Furthermore, in March of 2009, the IICA Office in the US secured the Director General's participation to speak before the Organization of American States' Permanent Council Session where he summarized the Institute's results for 2008.

Helping to strengthen IICA's programs in support of an institutional framework for agriculture and rural life, the Office in the USA was successful in securing the participation of Dr. Alex McCalla, Professor of Agricultural Economics, Emeritus, University of California, Davis, a world class expert in agriculture and food security, and the participation of high ranking officials from the US (USDA, Department of State and USAID) to the Fifth Ministerial Meeting, 'Agriculture and Rural Life in the Americas,' held in Jamaica. Their presence signaled the importance that these agencies place in IICA's current and future role in agriculture development for the region.

Developing an Office identity and role beyond the DSP has been an important priority in 2009. Significant progress was made in this regard and will continue to be achieved in the future through continued engagement among many members of the USDA and the DOS, most particularly.

Of significant importance was the expansion of technical capacity of the Office by hiring two senior specialists who are assigned responsibilities to support technically PROCINORTE and FONTAGRO, as well as other duties to strengthen strategic partnerships. Since increasing the technical capacity of the US Office, the Office organized and successfully carried out two meetings of the Board of Directors of PROCINORTE, and contributed to organize the Board of Directors meeting of FONTAGRO. The Executive Secretariat of PROCINORTE has continued the development

of PROCINORTE's Strategic Plan and Business Plan aimed at invigorating this mechanism of technical cooperation for Mexico, Canada and the USA. Also, special attention is currently being placed on the support to the preparation of the Medium Term Plan and long-term financial sustainability strategy for FONTAGRO.

The addition of these two scientists will further promote increased cooperation with the USG and other entities. Additional support has since been given to the Institute's hemispheric activities on Agriculture Insurance, Agro-tourism, Animal Health and Food Safety, Organic Agriculture, Technology and Innovation and an IICA wide training program on fundraising in the Andean Region.

Office staff also met with experts to investigate models for utilizing innovative technologies and methods in creating virtual extension systems. As a result, during the remainder of the year, the Office further developed the Virtual Extension Service Project with USDA to provide access to relevant portions of the USDA technical information base for the region. Currently, five USDA agencies are participating and a pilot project proposal was prepared in late 2009 for implementation in 2010.

Early in the year, the US Office presented its accountability Report to the USDA which focused on 2008 results and 2009 plans. With the US Department of State, a formal review process of IICA and DOS national agendas was instituted.

Staff developed and implemented a project pipeline to identify and distribute IDB and World Bank projects relevant to the IICA technical areas. These projects are sent to IICA Representatives, Project Managers and Directors, for direct follow-up, as they become available.

The US Office website was redesigned to provide timely and relevant information on food security, US agricultural developments and emerging diseases (avian influenza and H1N1). Weekly updates were distributed to IICA offices and senior officials on Caribbean news, trends and priorities regarding agriculture policy and food security in the USA. Also, at least 15 press releases were drafted and distributed to local media, regional media, IICA Offices and strategic partners regarding food security issues and IICA activities of relevance. Also, the PROCINORTE web-page is being revitalized with support from the US Office and HQ.



2. The State of Agriculture and Rural Life in the United States of America in 2009

■ a) The Context for Agriculture and Rural Life

The rural economic vitality of the United States depends on the ability of growers to produce and market agricultural products – including food, fiber, flowers, industrial products, and fuels – profitably. At the same time it must enhance the natural resource base upon which crop production depends. The farm sector is driven by a wide variety of resource, climatic, economic, and social factors, all requiring an equally diverse array of solutions. Success of the sector depends on increasing productivity, production, and conversion efficiencies; accessing new markets for specialized products; developing technologies to provide new opportunities for U.S. farmers; and utilizing tools and information to mitigate risks and enable rapid adjustments to changing market conditions.

The United States produces more than 325 million acres of commercial-scale grains, sugar, fruits, nuts, vegetables, and ornamental crops, with the commercial producer value exceeding \$110 billion annually. The United States has observed a decline in the production of its 8 main crops, and it is projected that this will remain well below the 249 million acre mark seeded during 2009. Some of these reductions come as a result of a decline in relative yields, which prompts farmers to move to crops with higher yields. Projections by the U.S. Department of Agriculture (USDA) indicate an increase in corn

production, motivated by the increase of ethanol production and demands from the food industry. USDA also forecasts low price levels for corn. On the other hand, a reduction in soy production is anticipated, partly due to a diminished demand by the U.S. livestock and cattle sector for soy, traditionally used for animal feed. It is projected that U.S. participation in the global marketplace for soy will fall from 45% (2009/10) to 38% (2019/20), due to competition from the South American countries. Also, it is anticipated that wheat, the third most important crop in the U.S. will experience a slight increase in production. However, exports of this product will stagnate as a result of competition from countries in the Black Sea region, particularly, Russia.

The recent economic crisis has propelled the number of people in the US who lack enough food to the highest level since the government has been keeping track. Numbers show that nearly 50 million people, including almost one child in four, strived in 2009 to get enough to eat.

Intensifying the situation, land resources for profitable crop cultivation are rapidly diminishing, requiring improved management strategies for maximum sustainable production if the US is to maintain a basic capacity for food self-reliance, or for domestic plant agriculture to endure as a significant component of its economy. In order to promote environmental sustainability, the US agricultural resources also require sound management.

■ b) Changes in Agrifood Production

Market dynamics and economic change have fundamentally changed the structure and performance of agricultural markets in the United States, Canada, and Mexico within the last 25 years. Many factors have helped shape the current North American food and fiber system, including technological change, international trade agreements, domestic farm policies, and the economic forces of supply and demand.

Agricultural production is concentrated in large and very large farms. However, low- and high-sales small farms account for about 25 percent of all agricultural production. Small farms—as a group—also produce larger portions of specific commodities, including hay, tobacco, soybeans, wheat, corn, and beef. Therefore, small farms are more important to food and fiber production and local economies than their share of total production suggests.



Ratification of NAFTA, for example, helped integrate the North American market, sparking an increase in trade and investment among the United States, Canada, and Mexico. U.S. agricultural trade with Canada and Mexico has more than tripled since the beginning of NAFTA's implementation in 1994. Grains, oilseeds, meat, and related products make up about three-fourths of U.S. agricultural exports to Mexico in terms of value, while beer, vegetables, and fruit account for roughly 70 percent of U.S. agricultural imports from Mexico. Mexico does not produce enough grains and oilseeds to meet internal demand, so the country's food and livestock producers import sizable volumes of

these commodities to make value-added products, primarily for the domestic market.

On the contrary, U.S.-Canada agricultural trade is marked by a substantial amount of intra-industry trade, particularly in value-added products. Within the broad category of grains and feeds, for instance, intra-industry trade encompasses numerous processed foods—including dog and cat food for retail sale; mixes and dough; pastries, cake, bread, and pudding; breakfast cereal; and uncooked pastas. Beef and pork are prominent examples of intra-industry trade outside the grain and feed sector.

■ c) Change in Policies that Affect Agriculture and Rural Life

A major goal of US Government trade and development programs is aimed at increasing agricultural productivity and trade. In 2009, the U.S. government was successful in increasing Access to Global Markets for U.S. Agricultural Producers and Exporters. This was achieved through negotiation, monitoring, and enforcement of trade agreements.

Working with producers and commodity trade associations, USDA administered an array of market development and export promotion programs designed to build long-term markets abroad. Also, work with the Office of the U.S. Trade Representative to negotiate new trade agreements to expand access to global markets for U.S. agriculture was organized.

USDA continues to play a leadership role in negotiating the Doha Development Agenda under the auspices of the World Trade Organization (WTO). To further expand global trade, U.S. officials negotiated bilateral accession agreements with countries seeking WTO membership. The Department worked to expand U.S. agricultural export opportunities by supporting regional and bilateral free trade agreements. Currently USDA is awaiting congressional approval of free trade agreements with Colombia, Panama, and Korea. It also is closely monitoring implementation of existing free trade agreements, including the two newest agreements with Peru and Costa Rica.

Another goal is investing in developing countries to enhance food security, economic growth, and the supply and affordability of food. Therefore, the Department's trade and development

programs help foreign Governments strengthen food security by adopting productivity enhancing technologies and policies. US Government programs also reconstruct the agricultural sector in war-torn, post-conflict, and disaster areas; develop sustainable natural resource management systems; and strengthen agricultural research and extension programs. USDA is positioning its experts and institutional resources to help developing countries become economically stable and capable of supporting their populations.

■ d) **Changes in the Institutional Framework for Agriculture and Rural Life**

Trade and food security are becoming the most important themes in both domestic and international agendas for the USA. The new administration is emphasizing a more integrated strategy involving all organizations that are concerned with these topics. Substantial commitments are being made to address six important areas:

1. Increase agricultural research and development to increase productivity
2. Food safety to protect the consumers
3. Expansion of domestic markets, promoting local products
4. Expansion of markets overseas
5. Value added opportunities for agriculture, including bio-energy
6. New dynamics in rural development

The purpose of this strategy is to revitalize agriculture and rural life in the USA, as well as guiding the external policy.

■ e) **Major Developments in the Thematic Areas that Affected the Performance of Agriculture and the Rural Life**

During 2009, USDA conducted and supported cutting edge research into nutrition, food safety, agricultural management, and technologies to secure US energy future from new domestic sources. In conjunction with President Obama's Biofuels Interagency Working Group, staff worked to advance Farm Bill provisions to support the development of a renewable energy economy

through research and funds for commercial and demonstration scale bio-refineries.

The US government has outlined a new strategy for global agricultural development that will focus on promoting food availability, and improving accessibility and utilization. Domestically, they worked to ensure healthier lives and better nutrition for children through improvements to the food provided to women and their infant children, the expansion of programs and public-private partnerships to encourage nutritious eating and healthy lifestyles.

More than 100,000 employees deliver more than \$170.5 billion in budgetary resources to provide public services through the US Department of Agriculture (USDA). Through implementation of the American Recovery and Reinvestment Act of 2009, USDA funded more than 50,000 projects to put Americans back to work and help invigorate the US ailing economy. For instance, USDA has been providing loans and grants to introduce high speed Internet service to rural communities across the country. The Government supported farmers also with disaster assistance, technical advice, and marketing and regulatory programs. Through high-level trade meetings, they worked to expand agricultural exports. Additionally, they are working to fully enforce the Packers and Stockyards Act to minimize unfair or deceptive practices and ensure a fair marketplace for livestock and poultry.

In Fiscal Year 2009, USDA utilized the \$170.5 billion appropriated by Congress to accomplish the following:

1. Provided most four-person households receiving Supplemental Nutrition Assistance Program (SNAP) benefits an \$80 monthly payment increase, cushioning the impact of the current economic downturn and generating local economic activity worth \$1.84 for each \$1.00 spent;
2. Provided nearly \$3 billion in administrative assistance to States to distribute SNAP benefits to 36 million people;
3. Began a 12-state effort worth \$320 million over 5 years to improve conservation and water quality in the Mississippi River Basin;

4. Helped individuals and groups apply conservation management measures to maintain or improve habitat on 11.6 million acres of non-Federal land;
5. Provided loans and grants worth more than \$112 million for 1,557 renewable energy and energy efficiency projects in 47 states through the Rural Energy for America Program;
6. Issued more than \$2.5 billion in grants and loans to bolster rural water and wastewater infrastructure in more than 1,200 rural communities, expected to benefit nearly 3.4 million users;
7. Supported the hard-hit dairy and pork industries with more than \$700 million in Milk Income Loss Contract payments and the purchase of \$165 million in pork products for federal food nutrition assistance programs;
8. Facilitated a first-of-its-kind equivalency agreement between the U.S. and Canada to create greater market opportunities and economic growth for the organic products industry;
9. Granted a conditional license for a vaccine to reduce the prevalence of E. coli O157:H7 in feedlot cattle; and
10. Awarded disaster relief funds to rural businesses, communities, and public entities impacted by floods, tornadoes and other disasters.





3. Results of the Implementation of the National Technical Cooperation Agenda in the United States of America during 2009

The main results of the implementation of IICA's activities in the USA follow.

■ a) IICA's Contribution to the Repositioning of Agriculture and Rural Life

IICA and its Office in Washington continue to work together with governments and other key institutions to successfully address the food security crisis and reduce poverty in the hemisphere. In so doing, countries will be in a stronger position to address such issues as civil unrest, crime, drugs, and the promotion of democracy in the hemisphere.



Dr. Chelston Brathwaite, Director General of IICA, 2002-2009, delivers the 2008 Annual Report to the OAS Permanent Council.

In 2009, one of the most important actions taken by the office was efforts to increase the visibility of IICA within the OAS and the development community. The Office strongly called attention to the food insecurity situation of a large number of rural inhabitants, and to the reduced investments in the agricultural sector in many LAC countries. Therefore, in collaboration with the OAS, the Office organized a conference on food security in Washington entitled, 'Agriculture for Development and Food Security in the Americas'. The conference was attended by key policy makers in the United States government, the donor community, and relevant actors in food security. President Bill Clinton welcomed the participants in a recorded message and stressed his support to IICA as a key player in helping to address food security concerns in the region. Subsequently, a DVD was produced and distributed with presentations used during the conference. In addition, a separate video was presented which highlighted the importance of Chilean women's role in smallholder farming. Numerous press releases were distributed and carried by various media sources.

The role of IICA for food security and rural development was highlighted at several meetings of the OAS, such as the Inter-American Commission of Integral Development and Unit of Sustainable Development. In 2009, IICA staff was presented with the opportunity to make a case for increase



investments for food security in Latin America within the L'Aquila initiative of the G20.

For the past few years, IICA has attended the World Food Prize Conference in Des Moines, Iowa. However, in 2009, the Office helped raise awareness among policy makers and agriculture experts and

scientists by securing the Institute's Director General in a speaking role as a moderator in the blue ribbon panel, 'Conversation: Poverty, Hunger, and Food Security in Crisis Areas'. Additional panel members included Tom Arnold, CEO; Concern Worldwide; Ambassador James Michel, Counselor, U.S. Agency for International Development; Her Excellency Faida Mitifu, Ambassador, The Democratic Republic of Congo and; Frances Stewart, Director, Centre for Research on Inequality, Human Security and Ethnicity, Oxford University.

In efforts to help the Institute to continue one of its objectives to reposition itself to meet the challenges of today's agriculture, and to promote the Institute as a credible partner of choice, measures were taken to represent the Institute at various meetings and conferences in Chile, Canada, Colombia, Ecuador, Guyana, Mexico, the USA and Uruguay.

The Office was able to secure world class agriculture expert, Dr. Alex McCalla, Professor of Agricultural Economics, Emeritus University of California, Davis, and senior officials from USDA, Department of State and USAID to participate in the Fifth Ministerial Meeting on Agriculture and Rural Life held in Jamaica, in October 2009.

Before senior officials at USDA, the Office presented the 2008 Accountability Report and presented an overview of plans and intended activities for 2009.

Three case studies of strategic partnerships for Brazil, Haiti and El Salvador were systematized and, lessons learned were documented and disseminated within the Institute.



Minister of Agriculture of Jamaica addresses participants at Fifth ministerial Conference on Agriculture and rural Life in Jamaica.

In efforts to further promote the programs and activities of the IICA Office in Washington and the Institute, the IICA website was redesigned with multiple updates on a daily basis highlighting issues such as food security, agriculture development, agricultural and institutional innovation, and emerging diseases (avian influenza and others).

Throughout the year, 15 press releases were drafted and distributed within IICA offices, to local and regional press and media houses to promote various events and activities carried out by the Washington DC office. In support of IICA headquarters' efforts to raise the visibility of the Institute's programs and actions, in some cases, radio interviews with select IICA officials and agricultural experts were also organized and broadcasted throughout the region.

■ b) Promotion of Trade and the Competitiveness of Agribusiness

In an effort to promote trade and competitiveness of agribusiness in LAC, the Office has strengthened and developed new partnerships on behalf of the Institute. The IICA Office in Washington played a key role in the development and signing of a memorandum of Understanding (MOU) with World Food Programme's (WFP) Purchase for Progress (P4P) to promote small farmers' access to markets in Central America. As part of the Agreement, IICA serves as technical advisor on specific issues related to agriculture and nutrition; and assists in designing and implementing joint Purchase for Progress (P4P) actions aimed at improving

agricultural competitiveness of small farmers. IICA also helps to establish a framework and legal basis for specific agreements, operating contracts or letters of understanding which may arise in the future from shared concerns; and foster linkages and transfer relevant information, technology and skills between IICA and WFP. To date, a pilot project analysis with the World Food Programme has been completed in three Central American countries and the results were presented to the Howard Buffet Foundation in the search for additional funding to this initiative. Also, separate projects were developed in the three Central American countries, and the project proposal phase for projects in the Andean region has been completed.

A Memorandum of Understanding was signed with the Trade Facilitation Organization of Canada (TFO Canada). The cooperation program focuses on the agro-food Canadian market access program; an export packaging technical training and sourcing support; trade missions to Canada for Guyanese exporters and vice versa and; seminars in trading and identifying packaging materials.

The staff continued to relay the IICA offices relevant information, including that of potential for partnerships and funding opportunities. Also, the Office provides weekly updates on Caribbean news; trends and priorities on agriculture policy and food security in the US; and important articles on agricultural and rural development, through the IICA web page.

Additionally, relationship with strategic partners including the Inter-American Development Bank (IDB), United States Agency for International Development (USAID), USDA and the World Bank, were maintained throughout the year, to develop projects on trade and agribusiness. Periodic sessions were held to explore additional areas for collaboration in these areas of common interest. Relevant IICA offices were informed about progress made and possibilities identified.

■ c) **Strengthening Agricultural Health and Food Safety Systems**

In the area of plant health, IICA signed a Letter of Agreement with the North American Plant Protection Organization (NAPPO) aimed at promoting agriculture health and food safety in North America and the Western Hemisphere. The

Agreement will serve as a framework to facilitate the dissemination of key information on plant protection and increase technical cooperation in that area. It also aims to encourage countries of the Americas to adopt and implement international phytosanitary standards.

IICA initiated contact, renewed and created new partnerships with a number of organizations with a view to promoting agriculture health and food safety, especially since changing weather patterns can change the dynamics of pathogens and pests, thus, posing new risks to crops and livestock production in LAC. In this regard, the Office has been active in the area of agricultural insurance as a tool to reduce farmers loses caused by harmful pests and diseases and other serious events.



IICA's Associate Deputy Director General, David C. Hatch meets with vice President of Uruguay, Dr. Rodolfo Nin Novoa during mission to South America.

Therefore, in 2009, IICA and the Association for the Development of Agricultural Insurance (ALASA) signed an agreement during a national and regional seminar-workshop on weather risk management and agricultural insurance held in Uruguay. The workshop was organized by Uruguay's Ministry of Livestock, Agriculture and Fisheries and the IICA Office in that country. Under the Agreement, IICA and ALASA, whose members include insurers based in both Europe and the Americas, share information, provide training and design projects to secure resources for the development of agricultural insurance. The potential utility of agricultural insurance to mitigate losses by diseases and pests was recognized.

■ **d) Promoting the Sustainable Management of Natural Resources and the Environment**

2009 was plagued with natural disasters in the region and the Office staff was involved in several important initiatives to prevent and mitigate disasters in LAC.

To support the Institute in promoting sustainable management of natural resources, the Office actively participated in the Inter-American Committee on Natural Disaster Reduction Committee (IACNDR) in which the different agencies work together. Participating agencies include PAHO, IDB, OAS, and IICA. The Initiative is led by the Pan American Health Organization (PAHO). The Committee is chaired by the Secretary General of the OAS. It is comprised of the senior executives of the relevant institutions of the Inter-American system.

IICA Washington staff also participated in the Inter-American Network for Disaster Mitigation (INDM). The INDM as a hemispheric mechanism for the sharing and exchange of information, knowledge and experiences, and the implementation of synergies and cooperation for mainstreaming Natural Hazard Risk Management into sustainable development policy-formulation and planning at the national and regional levels. The Network serves as a mechanism for the implementation of the decisions of the IACNDR.

■ **e) Strengthening Rural Communities based on the Territorial Approach**

The IICA Office in the USA collaborated in an initiative on training for fundraising in the Andean Region to strengthen the work on rural development in several territories. A videoconference was organized with IICA staff involved in those initiatives to identify competencies needed for fundraising. This was followed by a workshop in Quito to discuss fundraising strategies and design a distance education course on fundraising for the Andean region.

■ **f) Introducing Technology and Innovation for the Modernization of Agriculture and Rural Life**

In support of the Institute's activities to promote technology and innovation, the Office continued

developing the Virtual Extension Service Project began in 2008 with USDA in which it will provide access to the USDA's technical information base. The project will also assist in aspects of technology, innovation, marketing and trade. Currently five USDA agencies are participating in developing this project. A pilot project proposal was prepared in late 2009 for implementation in 2010. Along this line, models are being investigated for utilizing innovating technologies and methods in virtual extension with experts in the field from several institutions in the USA.



PROCINORTE's 11th Annual Meeting of the Board of Directors in Ottawa, November 19 – 20, 2009.

Of significant importance was the expansion of technical capacity of the Office by hiring two senior specialists who are assigned responsibilities to support technically PROCINORTE and FONTAGRO, as well as other duties to strengthen strategic partnerships. The Office organized and successfully carried out two meetings of the Board of Directors of PROCINORTE, and contributed to organize the Board of Directors meeting of FONTAGRO. The Executive Secretariat of PROCINORTE has continued the development of PROCINORTE's Strategic Plan and Business Plan aimed at invigorating this mechanism of technical cooperation for Mexico, Canada and USA. Also, special attention is currently being placed on the support to the preparation of the Medium Term Plan and long-term financial sustainability strategy for FONTAGRO.

In collaboration with the Office in Haiti and Barbados, the Washington Office supported IICA's hemispheric activities on Agro-tourism, Organic



***Left to Right:** Dr. Manjit K. Misra, Director of the Seed Science Center and BIGMAP, Iowa State University; Dr. Chelston Brathwaite, Director General, IICA; Mr. Burnham “Bud” Philbrook, Deputy Under Secretary for Farm and Foreign Agricultural Services and Dr. Joseph Colletti, Senior Associate Dean, College of Agriculture and Life Sciences, Iowa State University.*

Agriculture, Technology and Innovation, and special projects in Haiti. Office staff facilitated contacts, meetings and informed of potential partnerships to regional and hemispheric specialists to contribute to fulfill their mandates.

Additionally, late in the year, a General Agreement with the Iowa State University Seed Science Center, (ISUSSC) was signed with a goal to contribute to promote joint actions for the sustainable development of the agricultural sector and rural communities through the improvement of the seed industry. The two institutions plan on implementing research, training and technical assistance programs that will strengthen the seed industry in LAC.



4. Results of Inter-Agency Cooperation

During 2009 the Directorate of Strategic Partnership (DSP) has made significant progress in working more effectively with a host of new and existing partners. We advanced on a series of new and ongoing actions driven by initiatives in Washington, Spain and from many IICA Representatives and officials in IICA's Costa

Rican headquarters. The combined efforts produced significant results in some key areas. Table 1 shows a cross section of results and products involving, among others, Non-Government Organizations, Organization of American States (OAS), American universities, the Spanish Government, the European Union, the Clinton Foundation and the World Food Programme.

Table 1: List of Memorandum of Understanding and Letter of Agreement signed

Partner	Goal
World Food Programme (WFP)	To implement the Purchase for Progress Program (P4P) in four countries in Central America with a focus of more effectively connecting small farmers to agricultural markets.
Latin American Association for the Development of Agricultural Insurance (ALASA)	To share information, provide training and design projects to secure resources for the development of agricultural insurance.
North American Plant Protection Organization (NAPPO)	To promote agriculture health and food safety in North America and the Western Hemisphere. The Agreement will serve as a framework to facilitate the dissemination of key information on plant protection and increase technical cooperation in that area, with a view to encourage countries of the Americas to adopt and implement international phytosanitary standards.
Iowa State University Seed Science Center (ISUSSC)	To contribute to promote joint actions for the sustainable development of the agricultural sector and rural communities. The two institutions plan on implementing research, training and technical assistance programs that will strengthen the seed sector in LAC.
Trade Facilitation Organization of Canada (TFO Canada)	The cooperation program focuses on the following: A program on access to the agro-food Canadian market; an export packaging technical training and sourcing support; trade missions to Canada for Guyanese exporters and vice versa; and seminars in trading and identifying packaging materials.

Source: IICA-DSP

New avenues for cooperation with USAID, the United Nations Global Task Force on Food Security and the Canadian International Development Agency (CIDA) were developed on topics of food security, through participation in various consultations and joint planning meetings.



Also, in collaboration with the OAS, IICA continued to play a leading role in agricultural and rural development through the 'Friends of Haiti' initiative. Several presentations highlighting IICA's activity in Haiti were made and the planning of joint initiatives, including project databases, were developed. Led by the OAS Assistant Secretary General's office, the 'Friends; of Haiti' initiative representing member countries and observers to the hemispheric body, reviews ongoing projects and new initiatives with that country.

One such initiative was IICA's participation in a Special Inter-American Mission to Haiti, led by the OAS Assistant Secretary General, in which the IICA Haiti 'Pro-Huerta' project was selected as an example of a successful food security program aimed at improving the local availability of food, and thus lives of the people of rural communities. The Office was also presented the opportunity to inform select Members of Congress and their staff of IICA's work in Haiti and efforts in addressing food security. This

strategic move also called the attention for IICA's various partners to strengthen support with regards to food security issues. They included Mexico, Canada, US, Colombia, Peru, Chile and the Clinton Foundation, among others.

Other relationships strengthened with key strategic partners included: Biotechnology Industry Organization (BIO), Board for International Food and Agriculture Development (BIFAD), Food and Agriculture Organization (FAO), Inter-American Development Bank, International Development Research Centre (IDRC), International Food Information Council (IFIC), International Fund for



Agricultural Development (IFAD), Pan American Health Organization (PAHO), University of California-Berkeley, University of California-Davis, University of Nebraska, and the World Bank.



5. New Opportunities for Technical Cooperation

As a result of a visit from several IICA staff from Headquarters and the Canada Office to the Alberta Association of Colleges and Technical Institutes (AACTI), an opportunity for collaboration with Andean universities was identified. The Office in Washington has been supporting the development of a joint initiative to address food security in the five Andean countries.

The IICA Office in the USA has also been supporting staff in Headquarters in the preparation of a proposal to address food security in the Caribbean.

After the follow up meeting to the L'Aquila Conference, IICA was identified as a potential partner to facilitate the preparation of national food security plans in selected countries of LAC. An informal group on food security has been established in Washington D.C. It includes representatives of various organizations, including the Inter American Development Bank, USAID, USDA, and IICA, which is serving as convener. Other organizations (FAO, IFAD, IFPRI, World Bank, World Food Programme) have also been invited to join. Monthly meetings are organized to share information on priorities, plans and projects and identify opportunities for collaboration.

The formulation of a strategic and business plan for PROCINORTE is opening up new opportunities for stronger collaboration among the three countries of the Northern region on using science based knowledge to address issues of agricultural trade. The formulation of a business plan will also

provide opportunities for reaching the long-term sustainability to this mechanism.



Members of the Board and Task Forces of PROCINORTE discussing the Strategic Plan.

The revitalization of the Tri-national Council offers also stronger impetus for collaboration among the three countries of the Northern region at a higher political level. FONTAGRO is also opening up new opportunities for the support to agricultural research and technical innovation in LAC. The IICA Office in the USA is collaborating with the Technical Secretariat in various initiatives, including the evaluation of FONTAGRO mechanisms and the look for additional funding.

The virtual extension project will offer the opportunity to make knowledge on weather, markets and farming practices accessible to small farmers in selected sites in LAC through the use of ICTs including cellular phones.

Development of agricultural insurance programs in selected countries of LAC, using experiences developed in North America and

Europe and involving public and private sectors will offer new opportunities for smallholders to mitigate risks posed by climate change and other factors.



FONTAGRO Board meeting in Quito, September 30-October 2, 2009.



6. Main Activities Organized by IICA

IICA Office in the United States

Five Important events of 2009

Official name of the event	Date held	Site of the event	Number of participants	Place and date of publication of the report of proceedings of the event
Director General's presentation of the IICA 2008 annual report to the OAS Permanent Council	March	Washington, DC USA	100	Live stream on the IICA and OAS Website. Press release (English, Spanish) written and distributed to local and regional press and IICA Directors and IICA offices. IICA US Office website updated with summary, photo and press release.
Two meetings of the PROCINORTE Board of Directors	January and November	(1) Mexico City, Mexico and (2) Ottawa, Canada	15	Minutes were prepared and distributed to BOD members, IICA and interested parties.
High level mission to Haiti, joint effort within the organizations of the Inter-American System, IICA's ProHuerta was visited as an example of a successful project for food security and nutrition	September	Haiti	25	High level presentation made by OAS Assistant Secretary General, Albert Ramdin, to the OAS Permanent Council on September 16, 2009. IICA US Office website updated with photos and summary.
The OAS/IICA Food Security Conference	Oct. 1 st	Washington, DC USA	180 and broadcasted	Three press releases distributed regionally; distributed within IICA and externally; Radio interviews coordinated for select participants of the Conference; A DVD produced and distributed widely, including to select participants of the IICA Fifth Ministerial Meeting held in Jamaica. IICA US Office website updated with press releases.
Participation of Director General as distinguished panelist in the World Food Prize Conference	Oct. 15-16	Des Moines, Iowa USA	At least 500	Press release submitted to local and regional media in Spanish and English.



7. List of Documents

1. IICA Participates In Agriculture Risk Insurance Seminar in Guyana - December 14, 2009
2. IICA and NAPPO to Work Together to Encourage Countries of the Americas to Adopt and Implement Phytosanitary Standards - November 11, 2009
3. IICA Urges 'Commitment to Agriculture' at World Food Prize Symposium - October 15, 2009
4. Iowa State Seed Science Center and IICA Sign Agreement -October 15, 2009
5. Food Security and Country Led food Security Plan- Top Priority for IICA OAS Conference Experts – October, 2009
6. President Bill Clinton Lends Support to IICA OAS Food Security Conference-September 30, 2009
7. Jamaica's Ambassador to the United States and OAS to Participate in Hemispheric Conference on Food Security - September 21, 2009
8. IICA and OAS to host hemispheric conference on food security - August 20, 2009
9. IICA Signs Technical Cooperation Agreement to spur the Development of Agricultural Insurance - June 2009
10. IICA Emphasizes Importance Of Food Security To OAS Permanent Council - March 18, 2009
11. IICA Discusses the Challenges of Food Security in the Americas during visit with U.S. Secretary of Agriculture - March 17, 2009
12. IDB Calls for Strategy to Ensure Food Security at IICA Hosted Event -February 25, 2009
13. IICA and WFP to Support Low-Income Farmers in Central America - February 20, 2009
14. Annual report 2008 United States: IICA's Contribution to the Development of Agriculture and Rural Development