



18-19 NOVEMBER 2019

Setting the Scene

Mostafa Terrab, IFA Chairman and CEO/Chairman, OCP



Welcome to all of you to this first ever High Level Forum on Sustainable Plant Nutrition. I would like to express my gratitude to David Nabarro for serving as our conference chair and to welcome our many guests from many different organisations. I am delighted by this opportunity for us – the fertilizer industry players from around the globe, of varying sizes and product ranges – to liase with some of the world’s biggest experts on agriculture, food and nutritional security, and environmental topics. Sustainable plant nutrition facilitates greater efficiencies in order to maximize the uptake of nutrients by plants and minimize nutrient losses to the environment. It must be based on scientific research findings, requires greater innovation and supportive policy frameworks. Most importantly it requires a farmer centric focus.

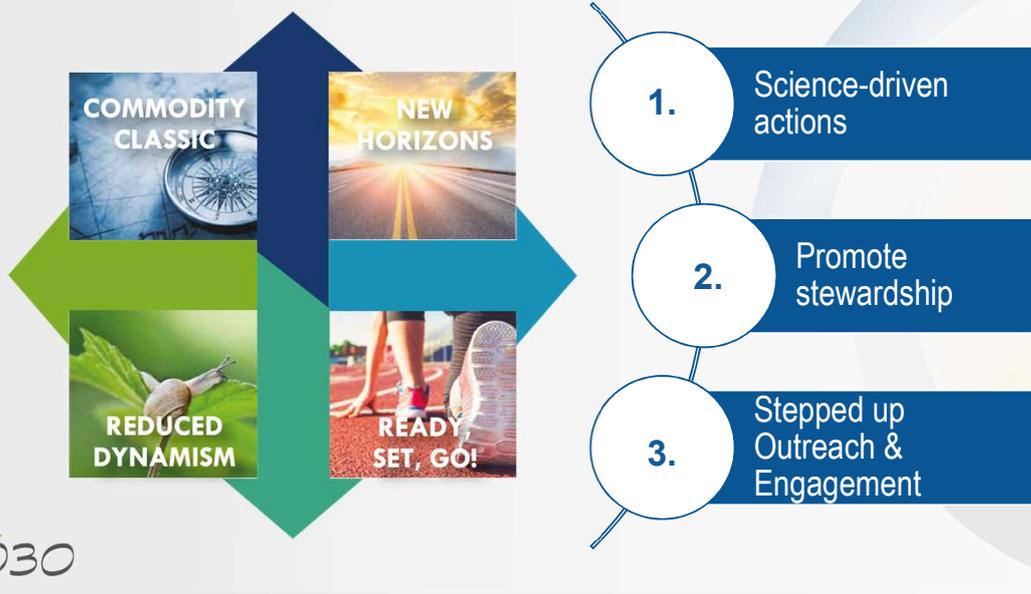
Key IFA2030 findings

1. **Innovation is a must.** Disruptive technologies are a real possibility
2. **Optimal plant nutrition is site and crop specific** – the industry must make greater efforts to work more closely with farmers
3. Effective and efficient plant nutrition is not something that only the fertilizer industry can promote – **we need many partners**
4. Some regions may witness a slowing down or even decrease of **fertilizer demand**, whereas others still require more fertilizer use. Moreover, fertilizer demand may shift due to shifting diets
5. **The industry will be faced with more regulations**
6. **Need to protect our license to operate and our reputation**
7. External stakeholders and consumers will demand **increasing transparency and accountability**

ifa 2030

Last year, IFA finalized its 2030 scenarios, which were the backdrop to our strategic review. There were seven high level key take aways from the scenarios.

...AND IFA2030 OUTCOMES



-and three key outcomes of our strategic review

Implementation

1. Science-driven actions:



INTERNATIONAL SCIENTIFIC PANEL
ON SUSTAINABLE PLANT NUTRITION

First meeting: Sunday 17 November 2019

2. Promoting Stewardship:



IFA's Industry Stewardship
Champions
34 Members



NEW YORK, USA
4-7 February 2020

1st IFA Global
Stewardship
Conference



THE GLOBAL GOALS
For Sustainable Development

IFA
Sustainability
Report
2020

3. Outreach and engagement



Enter into a more **concerted and ongoing dialogue**
with our **key stakeholders**

ifa 2030

- I am delighted to announce today, that IFA has taken the important step of establishing an International Scientific Panel on Sustainable Plant Nutrition (its first meeting was yesterday!) – this is an advisory panel of world renowned experts who will provide guidance to IFA and other stakeholders on how most effectively to promote sustainable plant nutrition – delighted to have IFA's new Chief Scientist with us here today – Achim Dobermann as well as the first Chairperson of the Panel, Tom Bruulsema.
- IFA has also strengthened its focus on both industry and nutrient stewardship within its membership by encouraging, and increasingly expecting, that its members show continuous progress and become industry stewardship champions. Early next year will also see the release of IFA's first sustainability report and a new Global Stewardship Symposium.
- By hosting this high level forum on Sustainable Plant Nutrition, IFA is signaling its desire to enter into a more concerted and ongoing dialogue with our key stakeholders, so as to step up our outreach and engagement. Thank you to all of you for spending these two days with us, which will allow us to jointly examine how fertilizers can most effectively continue to contribute to global food security while meeting additional challenges.



His Excellency Hailemariam Desalegn
AGRA Chairperson, former Prime Minister of Ethiopia



It is now my distinct pleasure to announce our guest of honor. We are delighted to have with us HE Hailemariam Desalegn, former PM of Ethiopia, and now serving as Chairperson of the Alliance for a Green Revolution in Africa/AGRA, which seeks to promote uniquely African solutions designed to meet the specific environmental and agricultural needs of African farmers, so they can sustainably boost production and gain access to rapidly growing agriculture markets.

As Prime Minister of Ethiopia, Hailemariam Desalegn, Ethiopia experienced sustained economic progress with the implementation of the Growth and Transformation Plan (GTP I) and starting its second phase, GTP II.

He is credited for the country's continued rapid and double-digit economic growth. Indeed, Hailemariam's government welcomed its first sovereign credit ratings from global agencies in 2014, which opened the door to international capital markets and foreign direct investment. He ensured to complete the implementation of the Growth and Transformation Plan (GTP I) and to start with GTP II.

He also previously served as Deputy Prime Minister and Minister of Foreign Affairs from 2010 to 2012 and was the Chairperson of the African Union from

2013 to 2014.

HE Hailemariam Desaleng served in different academic and administrative capacities, including the dean of the Water Technology Institute, for 13 years.

Your Excellency, thank you for making some opening remarks, before joining us later during the session on policies.