

# AgTalks

Discussing trends and challenging policies

1 October 2014  
IFAD Headquarters  
Rome, Italy



Investing in rural people



As a contribution to the International Year of Family Farming (IYFF), the International Fund for Agricultural Development (IFAD) is launching the AgTalks series. IFAD is exclusively dedicated to investing in rural people and working with smallholder family farmers. It is a specialized United Nations agency and the only international financial institution within the UN family. The objective of AgTalks is to present the human face of family farming by sharing the latest policy research findings, as well as different viewpoints on smallholder farming.

The series aims to bring forward the latest thinking, trends and research regarding policies and innovations in small-scale family farming.

The inaugural session will benefit from the insights and experience of **Chris Davis, Andrew Rugasira, Gunnar Rundgren and Ndongo Samba Sylla.**



**Chris  
Davis**

**Chris Davis** is Head of Producer Services Africa & Middle East at Fairtrade International. He is currently involved in the reorganization and devolution of producer services to make services more accountable and relevant to the 1.4 million farmers and workers involved in Fairtrade. He was previously Producer Partnerships Director at the Fairtrade Foundation. This is the organization behind the FAIRTRADE Mark in the UK, with sales of £1.8 billion in retail value, providing increasing opportunities for farmers, workers and their families to benefit from terms of trade that support development. Previously Davis worked for the UK's Department for International Development, including a four-year secondment to the South African Government assisting delivery of national poverty alleviation programmes. Davis founded a number of small businesses dealing with fair and ethical trading before joining the Fairtrade movement in 2006.



# Andrew Rugasira

**Andrew Rugasira** is the founder and CEO of Good African Coffee, a Uganda-based social enterprise that brings quality coffees, roasted and packed at source, to the global market. Good African Coffee was the first African-owned coffee brand to be listed in supermarkets in the UK. It works with a supply network of more than 14,000 coffee farmers in western Uganda. The company has also developed 17 savings and credit cooperatives for farming communities. Prior to founding Good African Coffee, Rugasira was CEO of VR Promotions Ltd, Uganda's leading promotion and events management company. He is also chairman of Eastern African Fine Coffees Association (EAFCA), a member of Uganda's Presidential Investor Roundtable, and sits on the board of Maisha Film Lab. He is the author of ***A Good African Story: How a Small Company Built a Global Coffee Brand***. In 2007, he was nominated by the World Economic Forum as a Young Global Leader.



@Andrewrugasira



**Gunnar Rundgren** is founder and Senior Consultant of GroLink AB ([www.grolink.se](http://www.grolink.se)). In 1977, he started a pioneer organic farm and since then he has worked with most parts of the organic farmer sector – from farming to policy. He has founded several organizations for organic agriculture in Sweden, including KRAV, where he was the director, and has worked for several UN agencies and development organizations including the World Bank. Since 2009, he has devoted increasing time to writing and speaking about wider food, agricultural and social developments. He has published several books about the major social and environmental challenges of our world, food and farming.

# Gunnar Rundgren



**Ndongo  
Samba  
Sylla**

**Ndongo Samba Sylla** is a Senegalese development economist. He has previously worked as a technical advisor to the Presidency of the Republic of Senegal. He is currently a Research and Programme Manager at the West Africa office of the Rosa Luxemburg Foundation (Dakar). His publications cover topics such as fair trade, labour markets in developing countries, social movements and democratic theory. He recently published ***The Fair Trade Scandal: Marketing Poverty to Benefit the Rich.***



@nssylla

## Social media and webcasting

Participants are encouraged to share their ideas, views and insights via social media channels using **#agtalks** hashtag.

The virtual audience may follow the proceedings and interact with the prominent guests on the social media channels listed below and via webcasting at <http://webcasting.ifad.org/agtalks>



<http://www.twitter.com/ifadnews>



<http://ifad-un.blogspot.com>



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<http://www.youtube.com/user/IFADTV>



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## Coffee

Coffee, light beverages and pastries will be available outside the meeting room.

## Wi-Fi

Wi-Fi facilities are available in all meeting rooms. You may connect to the **ifad\_guest** network using **ifadguest** as password.



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