

RUN OF SHOW | Event Production

Farmers & Foodscapes: Listening to Farmers as we Transform Global Food

Event Description:

The challenge is clear: We must transform the global food system in ways that not only improve livelihoods and public health, but also regenerate rather than deplete resources, mitigate rather than exacerbate climate change, and restore and protect rather than accelerate the destruction of biodiversity and habitat. But a global-level transformation is easy to call for and hard to manage because transformation is an outcome, not a process. Transformation of global food production is, then, essentially the sum of myriad smaller-scale transitions across the entire system.

The Nature Conservancy and the Farmers' Forum, India (Bharat Krishak Samaj) will co-host a 90-minute session rooted in learnings from one of the most important and unfortunately, most often overlooked voices in the food system: farmers. These transitions –at levels of increasing complexity from field to foodscape – will not happen without the direct contribution of farmers and a comprehensive look at the realities each farmer faces in the transition.

Join us for a farmer-first session to look more deeply at the concept of a regional foodscapes approach and the TNC science that underpins the effort. Farmer perspectives will be prioritized in the first half of the session and then leading food systems actors will have an opportunity to react and consider the farmer lessons as we discuss the pivot toward implementing a global food system transformation for the betterment of people and the planet.

*The session will also mark the official launch of TNC's flagship science report, *Foodscapes: Toward Food System Transition*. The report introduces the first analysis, classification and mapping of the world's foodscapes. This spatially explicit approach enables new ways of envisioning, managing and implementing the transitions that are, and will continue to be, necessary for the full-scale transformation of our global food systems. The science brief, *Planning for the Future of Food*, provides an overview of the foodscapes concept and underpinning science.*

Event Objectives:

- Share insights from the foodscapes science report and the foodscapes concept for implementation
- Elevate insights from farmers and farmer organizations on how farmers can support the transition to regenerative food systems that meet the needs of people and the planet
- Discuss opportunities to develop scale, equity, and impact through investments, policies, financing and partnerships in support of regenerative foodscapes

Date and Time: October 21, 2021 7:30am to 9am CST (8:30am EST, 2:30pm CEST, 6:00pm IST, 8:30pm Beijing)

Pre-Production Details:

- Registration is open to the public and [available here](#).

- Event will be produced by Evocation Media using the Zoom platform.
 - Event Producer: Elizabeth _____
 - Asst. Event Producer: _____
- Questions will be submitted from attendees via Q&A function on Zoom. TNC staff will help to curate questions for the moderators to ask the panelists.
- Participants will be able to select live translation of the event in Spanish, Portuguese, Mandarin.
- Recording of session will be made available on TNC website after the fact.

Event Flow:

TIME	DETAIL	VISUALS	CUE
1:45 PM CEST // 6:45 AM CDT	Production Team, TNC Staff joins Green Room link		
2:00 PM CEST // 7:00 AM CDT (herein CDT only)	Speaker call for Green Room		
7:20 CDT	The Webinar is starting shortly; Welcome Screen		Time code
7:29	Logo reveal	TNC and BKS logos URL: nature.org/foodscapes	
7:30	TNC Welcome from Jen Morris	Pre-recorded video Lower third: Jennifer Morris, CEO, The Nature Conservancy	Time code
7:34	Deborah Bossio, Foodscape Science Preview	Pre-recorded video Lower third: Deborah Bossio, Lead Scientist for Food Systems, TNC	Jen video end
7:42	Opening Commentary and panel kick-off: Katharine Hayhoe Katharine to encourage questions in the Q&A box	Katharine video screen Lower third: Katharine Hayhoe, Chief	Deb video end

	Elizabeth will send Katharine questions via Private Chat	Scientist, The Nature Conservancy	
7:43	Panel Discussion, facilitated by Katharine	<p>Split screen on Katharine/ full panel whenever possible</p> <p>Full visual on speaker when answering direct Question</p> <p>Lower Thirds for Panelists:</p> <p>Alejandro Carrillo Chihuahua, Mexico</p> <p>David Wanjohi Laikipia, Kenya</p> <p>Kristin Weeks-Duncanson Minnesota, U.S.</p> <p>Maria Pilu Giraudo Santa Fe, Argentina</p>	
8:14	Katharine to conclude: Thank panelists, Reminder of science report publication available online later today, hand over to co-host Ajay Jakhar	Katharine + TNC logo	
8:15	Summary of Farmer Commentary; Second Panel kick-off: Ajay Jakhar	<p>Ajay video screen</p> <p>Lower third: Ajay Jakhar, Chair, Farmers' Forum, India</p>	
8:18	Panel Discussion, facilitated by Ajay	<p>Split screen on Ajay/ full panel whenever possible</p> <p>Full visual on speaker when answering direct Question</p> <p>Lower Thirds for Panelists:</p> <p>Maximo Torero</p>	

		<p>Chief Economist, UN Food and Agriculture Organization</p> <p>Elise Golan, Director of Sustainable Development, U.S. Department of Agriculture</p> <p>Ben Fargher Managing Director for Sustainability, Cargill Ag Supply Chain North America</p> <p>Ertharin Cousin President and CEO, Food Systems for the Future</p>	
8:56	Ajay to conclude: Thank panelists, hand over to Saswati		
8:57	Concluding Remarks: Saswati Bora	<p>Saswati video screen</p> <p>Lower third: Saswati Bora, Global Director, Regenerative Food Systems, The Nature Conservancy</p>	
8:59:30	Closing Slide	<p>TNC and BKS logos</p> <p>URL: nature.org/foodscapes</p>	
9:00	Session Ends		

Post-Production Details:

- Recording of the event will be made public on TNC's YouTube and linked from Nature.org in the days after the event. Check TNC's Twitter account (@nature_org) for a post with the YouTube link.
 - YouTube recordings will be available in Spanish, Portuguese, Mandarin.