

PURDUE UNIVERSITY, THE AFRICAN DEVELOPMENT BANK,  
AND CATHOLIC RELIEF SERVICES INVITE YOU TO

# Innovations in Agriculture: Scaling Up to Reach Millions

LAUNCH OF THE SCALE UP SOURCEBOOK

*Why don't more improved agricultural technologies go to scale in low-income countries?  
What have we learned about approaches that work? What can we do to link  
promising innovations with the right partners, markets, and financial resources?*

Wednesday, April 10, 2019

*Launch and panel discussion 3-5 PM. Reception 5-6 PM.  
National Press Club, 529 14th Street NW, Washington DC 20045*

RSVP REQUIRED BY MARCH 22, 2019

PLEASE NOTE

***Space is limited and this invitation is non-transferable.***

*Please contact Julie Howard [jhowardfoodsec@gmail.com](mailto:jhowardfoodsec@gmail.com) if you would like to send  
a representative. We will try to accommodate these requests as space allows.*

*The National Press Club requires guests use a barcode for entrance. The barcode  
will be sent to confirmed guests a few days before April 10. You must bring the  
barcode (on your phone or printed) to gain entrance to the event.*



**PURDUE**  
UNIVERSITY

College of Agriculture



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## LAUNCH OF THE SCALE UP SOURCEBOOK

# Program

### Welcome

*Suzanne Nielsen – 150th Anniversary Professor and Professor, Department of Food Science, Purdue University*

*Jerry Shively – Faculty Fellow for Global Affairs and Professor, Department of Agricultural Economics, Purdue University*

### Launch of the Scaling Sourcebook

*Martin Fregene – Director of Agriculture and Agro-Industry, African Development Bank*

### Presentation

Changing drivers: moving from donor-driven projects to private sector-driven impact at scale

*Larry Cooley, President Emeritus, Management Systems International*

### Panel discussion

What have we learned? What must we do differently to facilitate technology adoption, agricultural investment and inclusive impact at scale?

*Moderated by Julie Howard – Senior Adviser (Non-resident), Center for Strategic and International Studies*

#### PANELISTS

*Mima Nedelcovych – CEO, AfricaGlobal Schaffer*

*Ian Barker – Head of Agricultural Partnerships, Syngenta Foundation*

*Katie Naeve – Senior Impact and Partnership Manager, Root Capital*

*Shaun Ferris – Director of Agriculture and Livelihoods, Catholic Relief Services*

*Katrin Kuhlmann – President and Founder, New Markets Lab*

### Q and A

### Closing Remarks

*Beth Dunford – Assistant to the Administrator, Bureau for Food Security, USAID*

*Gilbert Hounbo – President, International Fund for Agricultural Development (invited)*

### Reception

