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SFRAS Meeting, March 22, 2017  
Private sector engagement in RAS

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SFRAS Meeting  
22 March 2017  
Biovision, Zurich

# Role of private sector for agricultural change



Growing relevance of private sector for agricultural change, in particular for increased outreach  
Example: PUSH PULL POLICY approach for water productivity (WAPRO projects)

Increased water productivity in rice and cotton production

**RAS** by NGOs,  
private  
companies,  
public service  
centers

**PUSH**  
Knowledge &  
Innovation



**PULL**  
Incentives

- Market incentives
- Gross margin

**POLICY**  
Water governance

Third party moderation – **NGO**

# Agenda



9.15	Opening & Welcome	Stefanie Kägi and Shruti Patel
9.20	Creating value in the supply chain: gebana's engagement in rural advisory services for fairtrade and organic quality food products	Speaker: Stefan Lanz, Systems and Projects Manager, Gebana
9.40	Q&A	Moderation: Stefanie Kägi
9.45	Nestlé's engagement in rural advisory services to ensure supply of high quality raw materials	Speaker: Dionys Forster, Sourcing Specialist, Nestlé
10.05	Q&A	Moderation: Stefanie Kägi
10.10	Coffee Break	
10.25	PrimeAgri Mynamar: RAS in a fully integrated rice value chain	Speaker: Johann Züblin, Member of the Board of Directors at PRIME Agri Ltd. Myanmar
10.45	Q&A	Moderation: Stefanie Kägi
10.50	World coffee on private sector RAS <ol style="list-style-type: none"> <li>1) Inclusiveness of private sector RAS</li> <li>2) The role of international cooperation to complement, enhance or facilitate private sector RAS</li> <li>3) Ecological aspects of RAS – opportunities for the private sector</li> </ol>	Table moderation by thematic experts
11.50	Sharing world coffee outcomes	All
12.10	News from members <i>Please report about recent or forthcoming events, publications, projects, initiatives related to RAS</i>	All
12.20	Planning of next meeting	All
12.30	Closing and optional joint lunch	