

THE WORLD FOOD PRIZE

Invitation to Nominate



THE WORLD FOOD PRIZE

*To inspire and recognize exceptional achievement
in assuring adequate food and nutrition for all*



The World Food Prize



Is Presented To

*In recognition of your monumental achievement
in ensuring an adequate supply of food for all humanity*

Des Moines, Iowa

*John Ruan
Chairman*

*Norman E. Borlaug
Nobel Peace Prize Laureate*

*John Ruan III
Vice Chairman*

*Amb. Kenneth M. Quinn
President*

INVITATION TO NOMINATE

The world is beset by endemic cycles of poverty, a burgeoning population, urban sprawl, pestilence, crop failure and, all too often, starvation. Over the past century and a half, more than 160 million people have died from famine, and, today, over one billion people face daily hunger and chronic malnutrition.

To diminish and eventually eliminate such dire afflictions and ensure sufficient food and adequate nutrition for all, requires continued scientific and technological breakthroughs, advances in social and economic policy, and enhanced infrastructure, combined with efforts to sustain and protect essential natural resources and the environment.

Prior to 1985, an international award of significant magnitude to inspire or recognize such achievements did not exist. The World Food Prize was created to be the highest individual honor for truly exceptional and unique achievements in improving the quality, quantity, and availability of the world's food supply, as well as the access of all human beings to it.

The Prize recognizes specific tangible achievements in any field involved in enhancing food production and distribution, and increasing food availability and accessibility to those most in need, thereby reducing human suffering and improving health and nutrition. Each year, more than 4,000 individuals and private and public institutions and organizations around the world are invited to nominate candidates for "The Prize." It is imperative that those individuals whose work has truly "made a difference" in the lives and well being of large numbers of people are considered for this award.

The inherent value of The Prize is the recognition of efforts and determination that have made a difference, as well as the inspiration it provides to others to achieve similar advances. The Laureate receives U.S. \$250,000, a distinctive diploma, and a sculpture created by world-renowned designer Saul Bass. The award is based solely on individual achievement without regard to race, religion, gender, nationality, ethnicity or political beliefs.

Your nomination of an individual with such a demonstrable, exceptional achievement, based on the criteria listed inside this booklet, is most earnestly solicited.



A handwritten signature in black ink that reads "John Ruan".

John Ruan
Chairman
World Food Prize
Foundation



A handwritten signature in black ink that reads "Norman E. Borlaug".

Norman E. Borlaug
Nobel Laureate
Chairman
Selection Committee



A handwritten signature in black ink that reads "Kenneth M. Quinn".

Kenneth M. Quinn
President
World Food Prize
Foundation

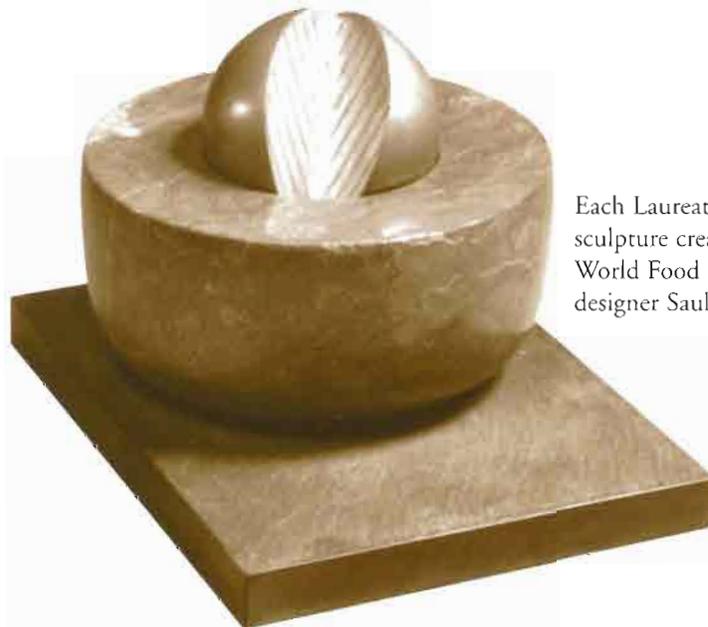
NOMINATION CRITERIA



The World Food Prize is awarded for a specific, exceptionally significant, individual achievement at any point along the full range of the food production and distribution chain including, but not limited to: soil and land; plant and animal science; food science and technology; nutrition; rural development; marketing; food processing and packaging; water and the environment; natural resources; physical infrastructure; transportation and distribution; special or extraordinary feeding programs; social organization and poverty elimination; economics and finance; policy analysis; and advocacy and implementation.

- This exceptionally significant achievement must be shown to have resulted in a demonstrable increase in the quantity, quality or availability of, or access to, food on the part of a substantial number of people.
- It must be clearly shown that this increase was the direct result of the specific actions and activities of the nominee (i.e., without his or her specific activity, no change would have occurred).
- The impact of this achievement must be measurable, quantifiable, or otherwise demonstrated either in terms of reduced poverty, hunger, or suffering; or enhanced health, nutrition, quality of life, and well being. The number of people affected as well as the extent of the change they experienced will be a substantial factor in evaluating the relative significance of the various individual achievements being considered.
- Substantial weight will also be given to the degree of difficulty, magnitude and complexity of the problem that had to be overcome in achieving success. Similarly, consideration will also be given to the degree of ingenuity and determination involved in attaining this change or advancement.
- A nominee must be living and in sufficiently good health to attend the Award Ceremony. The nominee must be able to give an acceptance speech and agree to participate in selected media events and The World Food Prize Youth Institute at the time of the Award Ceremony, if so requested.

- The Prize is intended to be awarded to one person. In exceptional circumstances where an additional person (or persons) has collaborated in an indispensable way, more than one person can be included in the nomination. However, it must be demonstrated conclusively that each person contributed in an essential way, and that without each individual's contribution, no achievement would have been possible. The Selection Committee has the responsibility to determine whether such multiple nominations meet this criteria, and in cases where it judges this standard has not been met, to limit the number of persons being considered.
- It is intended that all elements of the food chain be recognized at some point in the awarding of The Prize. In weighing the merits of nominations, consideration may be given to attaining a balance among all segments of the food production and distribution chain in the awarding of The Prize.



Each Laureate receives this distinctive sculpture created exclusively for The World Food Prize by world-renowned designer Saul Bass.

NOMINATION DOCUMENTATION



A

ny academic institution, private or public organization or governmental unit may submit a nomination for The World Food Prize Laureate.

Any such entity may submit as many nominations as it sees fit. All nominations are confidential and the identities of the nominators and the nominating organization are kept in strict confidence. Individuals may generate nominations, but the nomination must be endorsed by and submitted through an academic institution, private or public organization or governmental unit.

To submit a nomination, the following information about the nominee(s) must be provided in the order shown.

NAME

Nominee's name, current position and professional affiliation, mailing address, e-mail address and telephone and fax numbers.

BIOGRAPHICAL INFORMATION

Date and place of birth, education, positions held, professional affiliations, honors, and awards. Please attach a recent photograph of the nominee.

STATEMENT OF ACHIEVEMENT

In no more than two pages, describe the nominee's specific achievement which has significantly increased the quality, quantity, or availability of, or access to, food. The nominee should be nominated for one specific, measurable and sustainable achievement.

STATEMENT OF IMPACT

In no more than two pages, describe the impact of the nominee's achievement in terms of the number of people affected, the directness of the impact, the geographical boundaries of the impact, and its effect over time on the well being of the people affected, in terms of either enhanced health, nutrition and quality of life or reduced levels of poverty, hunger, malnutrition, famine and starvation. The most compelling nominations will demonstrate quantitatively the change or changes that occurred as a direct result of the nominee's achievement.



NOMINATING ORGANIZATION

Name(s) of the person(s) submitting the nomination, the name of the nominating organization, mailing address, e-mail address and telephone and fax numbers. The nomination must be endorsed by the chief executive officer of the nominating organization, certifying the accuracy of the information.

DATE

Date of nomination.

SECONDING NOMINATIONS

Letters seconding the nomination must be provided from at least two individuals who are familiar with the nominee's work, but who are not directly associated with the nominating organization. Seconding nominations should ideally provide additional or supplemental data regarding the nominee's achievement as well as the impact on the people affected.

SUPPORTING DOCUMENTS

Documents should be provided that support the nominee's personal achievement including, but not limited to, general articles about the nominee's achievements and the impact of his or her work, or publications by or about the nominee that directly relate to the nomination. Please send only one copy of each document.

Nominees not selected to be the Laureate will automatically be reconsidered for two additional years. Nominators are encouraged to provide updated supporting documents during this period. After this three-year time frame, a completely new nomination must be submitted in order to be considered.

If a nominee becomes The World Food Prize Laureate, the information contained in the description of personal achievement and the supporting documents may be used to prepare new materials about the winner.



THE NOMINATION AND SELECTION PROCEDURE

PRIZE YEAR

The nomination process opens on October 16 – World Food Day – and continues through the last day of February. The name of The World Food Prize Laureate is usually made public in September, and the award is then presented in a special Laureate Award Ceremony in Des Moines, Iowa, in mid-October just before World Food Day. An International Symposium and a Youth Institute are held in conjunction with this presentation.

NOMINATION PROCESS

To be considered, nominations and all seconding and supporting documents must be postmarked or electronically dated by the last day of February of the year in which The Prize is to be awarded. Incomplete nominations will not be considered. Send nominations to:



The World Food Prize
Attn: Judith Pim
Director of Secretariat Operations
1700 Ruan Center
666 Grand Avenue
Des Moines, IA 50309 USA
Tel: 515-245-3783
Fax: 515-245-3785
wfp@worldfoodprize.org
www.worldfoodprize.org

SELECTION PROCESS

The World Food Prize Secretariat assists the Selection Committee by reviewing all nominations for appropriateness and completeness and then forwarding them to the Selection Committee.

The Selection Committee then reviews the nominations, recommends a recipient and a first alternate it deems most worthy of the award based on The Prize's criteria. Recommendations are forwarded through the President of the Foundation to the Chairman of the Board of Directors of the Foundation and the Council of Advisors.

The Prize is normally awarded to recognize one specific achievement by one individual. However, in very rare instances, if the Selection Committee judges that this accomplishment was simultaneously attained by another individual working separately, the Selection Committee may recommend that The Prize be shared.

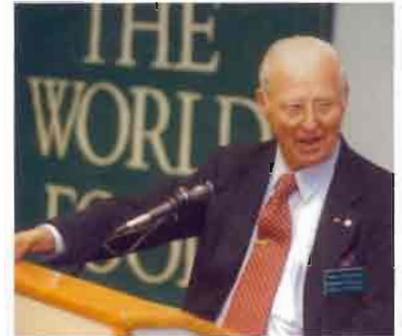


SELECTION COMMITTEE

The Selection Committee is composed of nine distinguished individuals who are knowledgeable about various aspects of nutrition and food production, processing, and distribution.

Members of the Selection Committee remain anonymous except for the Chairman, Dr. Norman E. Borlaug. The minutes of the Committee's meetings and the views expressed by its members are not made public in any way.

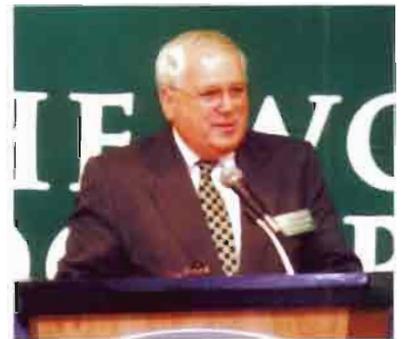
The President of the Foundation serves as an ex-officio, non-voting advisor to the Selection Committee but does not participate in nor influence the deliberations on selection of the Laureate.



GOVERNANCE

The World Food Prize selection process is governed by the Board of Directors of The World Food Prize Foundation. The Board is guided by a Council of Advisors in the establishment of criteria for awarding The Prize, and in the approval of the recommendations received from the Selection Committee.

The administration of The World Food Prize is directed by Ambassador Kenneth M. Quinn, President of The World Food Prize Foundation, from its headquarters in Des Moines, Iowa, USA.



THE WORLD FOOD PRIZE LAUREATES



2000, *Mexico*

Dr. Evangelina Villegas

2000, *India*

Dr. Surinder K. Vasal

Dr. Evangelina Villegas of Mexico and Dr. Surinder K. Vasal of India are the co-recipients of the Millennium World Food Prize. Dr. Villegas, a cereal chemist, and Dr. Vasal, a plant geneticist, are honored for their "Nobel-like" achievements in developing maize containing twice as much usable protein as normal maize. Their innovative teamwork and painstaking scientific research led to the breakthrough discovery of Quality Protein Maize, or QPM.



1997, *United States*

Dr. Perry L. Adkisson

Dr. Ray F. Smith (deceased)

Dr. Smith and Dr. Adkisson developed the concept of Integrated Pest Management (IPM) which employs various techniques to protect crops from insect damage in an environmentally sustainable manner.



1999, *England*

Dr. Walter Plowright

Dr. Walter Plowright was recognized for his development of a vaccine that has resulted in the elimination of rinderpest, commonly known as cattle plague, from most regions of the developing world. His research has provided a practical means to remove a menace dating back 16 centuries.



1996, *United States*

Dr. Henry Beachell

1996, *India*

Dr. Gurdev Khush

Dr. Beachell and Dr. Khush share credit for their revolutionary work to greatly improve the yield potential of rice. The rice genetic lines and varieties developed under their direction have more than doubled the world's rice production over the last three decades.



1998, *India*

B.R. Barwale

Mr. Barwale, founder of Mahyco, led the way in the development of the private seed industry in India, which has strengthened the seed supply and dramatically increased the distribution of high-yielding, high-quality varieties of hybrid seeds in the country.



1995, *Switzerland*

Dr. Hans R. Herren

Dr. Herren developed and implemented the biological control project for the cassava mealybug which had nearly destroyed the entire Africa cassava crop.





1994, *Bangladesh*

Dr. Muhammad Yunus

Dr. Yunus, founder of the Grameen Bank in Bangladesh, developed innovative small loan programs for the poor, providing millions of people access to more food and better nutrition.



1990, *United States*

Dr. John S. Niederhauser

Dr. Niederhauser discovered a durable resistance to the potato late blight disease, which boosted the food supply for many nations.



1993, *China*

He Kang

He Kang, former Minister of Agriculture in China, provided the leadership that caused large increases in agricultural output in the early 1980s, making China self-sufficient in basic food for the first time in modern history.



1989, *India*

Dr. Verghese Kurien

Dr. Kurien turned the milksheds of India into cooperatives that produce, process, and market milk in the urban centers of that country.



1992, *United States*

Dr. Edward F. Knipling (deceased)
Dr. Raymond C. Bushland (deceased)

Dr. Knipling and Dr. Bushland, a team of entomologists, developed the sterile insect technique to control insect parasites that harm the world's food supply.



1988, *United States*

Dr. Robert F. Chandler, Jr. (deceased)

Dr. Chandler was founding director of the International Rice Research Institute, where his leadership helped spur an international network of agricultural research centers.



1991, *United States*

Dr. Nevin S. Scrimshaw

Dr. Scrimshaw developed the principle for low-cost, protein-rich food products to combat malnutrition in developing countries.



1987, *India*

Dr. M.S. Swaminathan

Dr. Swaminathan, architect of India's "Green Revolution," led the introduction of high-yielding wheat and rice varieties to Indian farmers.



THE WORLD FOOD PRIZE

FOUNDATION

John Ruan

Chairman

John Ruan III

Vice Chairman

Kenneth M. Quinn, Ph.D.

Ambassador (Ret.)
President

COUNCIL OF ADVISORS

Norman E. Borlaug, Ph.D.

Nobel Peace Prize Laureate
President, Sasakawa Africa Association
Distinguished Professor
International Agriculture
Texas A & M University
College Station, Texas, USA

Michael G. Gartner

Pulitzer Prize Winner
Former President, NBC News
Chairman, Iowa Cubs
Des Moines, Iowa, USA

The Honorable George Bush

Houston, Texas, USA

Robert D. Havener, Ph.D.

President Emeritus
Winrock International
Sacramento, California, USA

The Honorable Jimmy Carter

Atlanta, Georgia, USA

Dean R. Kleckner

Past President
American Farm Bureau Federation
Urbandale, Iowa, USA

A.S. Clausi

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Espoo, Finland

Elizabeth Dole

Former President, American Red Cross
Former U.S. Secretary of Transportation
Former U.S. Secretary of Labor
Washington, DC, USA

Robert S. McNamara

Former President
The World Bank
Washington, DC, USA

Gordon P. Eaton, Ph.D.

Former President, Iowa State University
Director (Ret.), U.S. Geological Survey
Principal, SeaMountain Country
Coupeville, Washington, USA

Jonathan F. Taylor

Chairman of Governors
School of Oriental & African Studies
University of London, England
Chairman, Booker Prize
London, England



THE WORLD FOOD PRIZE
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