



HELP US TACKLE ONE OF THE TOUGHEST AGRIFOOD CHALLENGES OF OUR TIME!

The global agrifood industry is facing complex challenges. Climate change, poverty, urbanization and an increasing demand for healthier and more sustainable food production and consumption are all challenges demanding agrifood businesses to adjust their daily operations. It is demanding them to take the roads less traveled and explore new practices, methods and technologies in order to make the transition to a sustainable, future-proof business model. As of right now, the agrifood industry is unable to produce enough safe, healthy food for a growing world population. Academics, businesses and local governments all need to play their part in finding solutions to tackle these challenges, and they really need your help!

Be at the frontline of change, bring your radical ideas to the table and pitch your innovative solutions for the toughest agrifood challenges of tomorrow!

BE AT THE FRONTLINE OF CHANGE!



UNLEASH YOUR TALENT, SHOW YOUR TRUE POTENTIAL AND BE PART OF THE SOLUTION!

The IFAMA2020 International Essay Competition provides students from all over the world (undergraduates, graduates, and early career professionals) with the unique opportunity to compete and showcase their knowledge to key players in the international agrifood business community during the IFAMA2020 conference.

THE FORMAT

Who: Students (undergraduates, graduates), and early career professionals are invited to write an essay with your original vision and opinion on the issue "Food for the Future." You are encouraged to provide a solution and present it in an inspiring and creative way.

The Challenge: How can the sustainability, productivity, and market access, of smallholder sugar cane farmers be improved?

- Why is there an urgency to address these issues for smallholder farmers?
- How will solving these challenges benefit them? What would the future look like for smallholder sugar cane farmers?
- What stands in the way of executing your plan?
- What short-term action steps are needed to achieve your goal? What longer-term actions are required?

Length: Maximum 2,000 words.

Number of participants: Contenders may submit essays independently or in a team of up to 4 students or early career professionals.

Illustration: Contenders may add a royalty-free illustration to reflect the mood of the essay.

Video: The authors/teams of the top 20 essays will then be asked to produce a 5-minute video which pitches their idea.

Jury: An international team of researchers, entrepreneurs and policy makers will jury the essay competition. The top 20 finalists will be invited to a final round to present their essay online before a panel of judges.

Prizes: The winners will receive awards, to be determined.

Publication: The top 20 essays and the winners will be published in a special online publication "Food for the Future" essay collection on IFAMA's websites.

What's an essay? An argumentative, informative and stimulating plea. As a writer you dare to give a strong and well-argued opinion on social, ecological, technical and economic issues.

TIMELINE

15 JUNE 2020 –
COMPETITION LAUNCH

Essay deadline 30 September

1-31 OCTOBER 2020 –
ESSAY REVIEW AND
SELECTION

Includes time for reviews
and feedback

10 NOVEMBER 2020 –
DEADLINE FOR 5-MINUTE
VIDEO PITCHES

Deadline for nominee
definitive versions

25-26 NOVEMBER 2020 –
ONLINE FINALS

2021 –
PANEL DISCUSSION OR
ROUND TABLE

Complete competition
guidelines available at
IFAMA.org