



Farm Foundation's 30-Year Challenge Competition

Farm Foundation has organized a competition seeking innovative and promising public policy options to address the challenges agriculture may face in providing food, feed, fiber and fuel over the next 30 years. The competition is open to anyone with an interest in the public policy issues outlined in the Foundation's report, *The 30-Year Challenge: Agriculture's Strategic Role in Feeding and Fueling a Growing World*. The Foundation intends to award cash prizes totaling \$20,000.

Released in December 2008, *The 30-Year Challenge* report identifies six major areas of challenges. Within each area of challenges, the report highlights key issues public and private decision makers may need to consider as they address the challenges of feeding a world population that is expected to increase by one-third by 2040. Increasing incomes, particularly in developing countries, may bring changes in dietary preferences, and greater demand for agriculture to provide food, feed, fiber and fuel. All this will increase pressure on and competition for natural resources at a time when the impacts of climate change on production systems are not yet fully understood.

Given the right tools and incentives, there is confidence that the world's agriculture producers and agribusinesses will rise to the challenge. But those incentives are heavily influenced by public policy. Around the world, current food and agricultural programs and policies have been shaped by decades of abundance and declining real food prices. But consumers, environmental concerns and climate change are reshaping the public policy landscape. It is not clear that today's policies—designed to deal with issues of the last century—will provide appropriate tools and incentives to address the 30-Year Challenge. Farm Foundation is offering this competition as a catalyst for discussion of innovative and promising public policy options.



Agriculture's Strategic Role in Feeding and Fueling a Growing World

The 30-Year Challenge project is directed and led by Farm Foundation. Contributing financial assistance to the project are: the Alliance for Abundant Food and Energy, the American Farm Bureau Federation, the National Corn Growers Association, the National Pork Producers Council, and the United Egg Producers.

Farm Foundation serves as a catalyst for sound public policy by providing objective information to foster a deeper understanding of issues shaping the future for agriculture, food systems and rural regions.

Farm Foundation has a 75-year history of objectivity. It does not lobby or advocate.

The Competition

Farm Foundation has a 75-year commitment to objectivity, fostering constructive debate that is essential to sound public policy development in a democracy. Farm Foundation initiated this project to spur all stakeholders to begin discussions on the 30-Year Challenge. To further encourage these discussions, Farm Foundation is offering a competition for the most innovative and promising public policy ideas in each of the following six areas:

1. **Global financial markets and recession**
2. **Global food security**
3. **Global energy security**
4. **Climate change**
5. **Competition for natural resources**
6. **Global economic development**

All entries must be received in the Farm Foundation office by 5 p.m. CDT on Monday, June 1, 2009. Farm Foundation intends to award cash prizes totaling \$20,000, including \$2,500 for the most innovative and promising public policy idea in each of the six challenge areas, and \$5,000 for the best overall policy idea. Prize winners will be announced in September 2009. Prizes will be awarded at a Farm Foundation conference at which competition winners may be invited to present their respective essays.

Terms of the Competition

- This competition is open to anyone with an interest in public policies impacting the issues outlined in Farm Foundation's 30-Year Challenge report. Entries can be prepared by individuals or teams of authors.
- Innovative and promising policy ideas must be presented in a clear, non-technical essay of 2,500 words or less. While they can draw on published work, entries must be original work and not previously published. Entries must involve an innovative step beyond what is currently known to practitioners in the field. Entries must also be promising, in the sense of offering a clear argument or evidence for why the idea is likely to be effective in addressing the issues in one or more of the six challenge areas identified in Farm Foundation's report, *The 30-Year Challenge: Agriculture's Strategic Role in Feeding and Fueling a Growing World*. The degree to which an idea is innovative and promising will be determined at the sole discretion of the judges. The report is available on the Farm Foundation Web site, www.farmfoundation.org.
- For each of the six categories, essays will be judged at the sole discretion of an independent three-member panel selected by Farm Foundation. Farm Foundation reserves the right not to award a prize if it is determined that none of the entries meets the standards of innovation and relevance to the 30-Year Challenge. Award prizes will be shared in the event of a tie, or if a single entry has multiple authors. The grand prize winner will be selected from the prize winners in the six categories by a seven-member panel selected by Farm Foundation.
- Farm Foundation intends to disseminate winning entries widely to policy makers and food system stakeholders as part of a summary document to be published in electronic and/or print format. Farm Foundation may also use all or part of all entries in other print or electronic publications. Entrants should carefully read the Entry Release Form. A signed and completed copy of this form must be submitted with each entry.
- Authors of winning entries may be invited to present their ideas in other formats and venues, including perhaps an article for peer review that may be published in a special issue of *Choices*, a publication of the American Agricultural Economics Association.
- All entries must be received in the Farm Foundation office by 5 p.m. CDT on Monday, June 1, 2009. Submissions should be double-spaced with 12 point type and Times New Roman font. Each entry should have a cover letter that includes: a) Name of the author or authors; b) organization; c) mailing address; d) E-mail address; e) phone number; f) a summary of the essay (no more than 50 words); and g) a brief biography of the author (no more than 30 words per author). Each author involved in writing an entry must submit a signed and completed Entry Release Form with each entry. Entries can be submitted electronically in an MSWord document to challenge@farmfoundation.org, or faxed to Farm Foundation at (630) 571-9580. Print submissions should be sent to:
Farm Foundation, 1301 West 22nd Street, Suite 615, Oak Brook, IL 60523, Attention: 30-Year Challenge Competition.
- Any questions should be directed to Farm Foundation President Neil Conklin, neil@farmfoundation.org.

ENTRY FORM

- All entries must be received in the Farm Foundation office by 5 p.m. CDT on June 1, 2009.
- Submissions should be double-spaced with 12-point type and Times New Roman font.
- Each entry should include this completed Entry Form, or a cover letter that includes: a) the name of the author or authors; b) organization; c) mailing address; d) E-mail address; e) phone number; f) a summary of the essay (not more than 50 words); and g) a brief biography of the author or authors (no more than 30 words per author).
- Each author involved in writing an entry must submit with the entry a signed and completed Entry Release Form.
- Entries can be submitted electronically in an MSWord Document to *challenge@farmfoundation.org*.
Paper submissions should be sent to:
Farm Foundation, 1301 W. 22nd Street, Suite 615, Oak Brook, IL 60523, ATTENTION: 30-Year Challenge Competition.

Name of Entrant (If more than one entrant, designate with an * the lead author/contact person):

Organization:

Address:

City, State, Zip:

Phone number of primary contact:

E-Mail address of primary contact:

Summary of essay (no more than 50 words; attach a separate sheet if needed):

Biography of author or authors (no more than 30 words per author; attach a separate sheet if needed):

ENTRY RELEASE FORM

Each author involved in writing an entry must submit this form, signed and completed, with the entry.

A. I (name of entrant) , herewith submit my essay entitled, to Farm Foundation for consideration in its 30-Year Challenge Competition. I acknowledge that my essay will not be returned to me by Farm Foundation.

B. I represent and warrant that the essay I am submitting is wholly original material not published elsewhere or in the public domain, that use of the manuscript does not infringe on any copyright or other proprietary rights of a third party, including the right of privacy or publicity. I agree to hold harmless and to indemnify Farm Foundation to any third party for any loss, damage, or expense, including attorney's fees and costs, as a result of a breach of this representation.

C. I hereby irrevocably grant a limited license to Farm Foundation and its assigns to use my essay, if it is determined to be a winning essay, in a Farm Foundation publication containing all winning essays from its 30-Year Challenge Competition, whether formatted and distributed in print, electronically, or by other means, and it may edit, modify, translate, and change the title of my essay in such publication. I understand that the prize money, if awarded to me, will constitute full and fair compensation, and no other sums or other remuneration will be owed to me by Farm Foundation or its agents or assigns as a result of its use of my essay in such summary compilation.

D. In the event that Farm Foundation wishes to use all or part of my essay for other purposes, whether it is a winning essay or not, I grant Farm Foundation the right to reproduce my essay, in whole or in part, in other Farm Foundation publications.

E. I hereby grant Farm Foundation the right to use my name, biography, and likeness in Farm Foundation publications, advertising, and any ancillary materials including Web site information.

I have read and understand the above terms and conditions, and I agree to them.

Signature:

Date: