



# INTERNATIONAL FOOD AID CONFERENCE

[HOME](#)   [WELCOME](#)   [PROGRAM](#)   [REGISTRATION](#)   [HOTEL & TRAVEL](#)   [EXHIBIT](#)   [BIOGRAPHIES](#)   [SIDE ACTIVITIES](#)   [MEDIA](#)

## CONFERENCE PROGRAM

**Westin Crown Center Hotel  
Kansas City, Missouri**

**Last Updated April 21, 2008**

### Monday, April 14, 2008

9:00 a.m. - 11:30 a.m.

**USAID & USDA/Foreign Agricultural Service  
Faith-Based and Community Initiatives Workshop**  
Washington Park Place, 1st Floor

*The International Faith-Based and Community Initiative: Growing Food Aid Partnerships*

This workshop will provide insight on grants and funding opportunities open to faith and community-based groups that are working internationally in the area of food assistance. The workshop will highlight best practice examples of collaboration among non-governmental organizations and ways to further increase partnerships with Government agencies addressing food security and other development issues globally.

**Terri Hasdorff**, Director  
Center for Faith-Based and Community Initiatives  
U.S. Agency for International Development

**Keith R. Thode**, Chief Operating Officer  
Aidmatrix Foundation

**Ross Kremer**, Assistant Deputy Administrator  
Office of Capacity Building and Technical Assistance  
Foreign Agricultural Service, U.S. Department of Agriculture

**Colette Powers**, Director  
Food Resources, World Vision U.S.

**Angela Crockette**, Food Resources Team Member  
World Vision U.S.

**David Evans**, Vice President  
Government Resources and Programs, Food for the Hungry  
Washington, DC Office



# INTERNATIONAL FOOD AID CONFERENCE

[HOME](#)

[WELCOME](#)

[PROGRAM](#)

[REGISTRATION](#)

[HOTEL & TRAVEL](#)

[EXHIBIT](#)

[BIOGRAPHIES](#)

[SIDE ACTIVITIES](#)

[MEDIA](#)

## Monday, April 14, 2008

12:00 p.m. - 6:00 p.m.

### **Conference Registration**

Century Ballroom Foyer, 2nd Floor

1:00 p.m. - 4:00 p.m.

### **USDA/Foreign Agricultural Service Seminar**

Washington Park Place, 1st Floor

#### *2009 Food Assistance Programs and Technical Capacity Building*

Welcome and Overview

**Patricia Sheikh**, Deputy Administrator

Office of Capacity Building and Development

Foreign Agricultural Service, U.S. Department of Agriculture

Moderator:

**Ron Croushorn**, Director, Food Assistance Division

Office of Capacity Building and Development

Foreign Agricultural Service, U.S. Department of Agriculture

Presenters:

**Babette Gainor**, Deputy Director, Food Assistance Division

Office of Capacity Building and Development

Foreign Agricultural Service, U.S. Department of Agriculture

**Debbie Pfaff**, Senior Analyst, Food for Development Branch

Food Assistance Division, Office of Capacity Building and Development

Foreign Agricultural Service, U.S. Department of Agriculture

**Cristina Fundeneanu**, Acting Branch Chief

School Feeding and Humanitarian Branch, Food Assistance Division

Office of Capacity Building and Development

Foreign Agricultural Service, U.S. Department of Agriculture

**Brenda Freeman**, Director, Monitoring and Evaluation Staff

Office of Capacity Building and Development

Foreign Agricultural Service, U.S. Department of Agriculture



# INTERNATIONAL FOOD AID CONFERENCE

[HOME](#)

[WELCOME](#)

[PROGRAM](#)

[REGISTRATION](#)

[HOTEL & TRAVEL](#)

[EXHIBIT](#)

[BIOGRAPHIES](#)

[SIDE ACTIVITIES](#)

[MEDIA](#)

## Monday, April 14, 2008

4:30 p.m. - 6:00 p.m.

### **United Nations Association Symposium**

*Challenges Facing Food Aid in 2008*

Century Ballroom C, 2<sup>nd</sup> Floor

Moderator:

**Jay Sjerven**, President

UN Association, Kansas City Chapter

Panelists:

**Jeffrey Borns**, Director

Food for Peace, U.S. Agency for International Development

**Rebecca Bratter**, Director

Trade Policy, U.S. Wheat Associates

**Michel Gabaudan**, Regional Representative for the U.S. and Caribbean

United Nations High Commissioner for Refugees

**Frank Orzechowski**, Senior Monetization Advisor

Catholic Relief Services

**Patricia Sheikh**, Deputy Administrator

Office of Capacity Building and Development

Foreign Agricultural Service, U.S. Department of Agriculture

**Michael Usnick**, Director

U.S. Relations, World Food Programme



# INTERNATIONAL FOOD AID CONFERENCE

[HOME](#)   [WELCOME](#)   [PROGRAM](#)   [REGISTRATION](#)   [HOTEL & TRAVEL](#)   [EXHIBIT](#)   [BIOGRAPHIES](#)   [SIDE ACTIVITIES](#)   [MEDIA](#)

## Monday, April 14, 2008

6:00 p.m. - 8:00 p.m.

**USDA & USAID Reception**  
Century Ballroom A, 2<sup>nd</sup> Floor

**Master of Ceremonies: Glen Keppy**  
Associate Administrator for Programs  
Farm Service Agency, U.S. Department of Agriculture

**Michel Gabaudan**  
Regional Representative for the United States and Caribbean  
United Nations High Commissioner for Refugees

Ambassador Gabaudan will give remarks about the expanding number of refugees, food insecurity, and the relationship between the UNHCR and the World Food Programme.

**Mary Wilson**  
Singer and former member of The Supremes will perform several of her most popular songs. Ms. Wilson is the Mine Action Spokesperson for the Humpty Dumpty Institute and will present on Tuesday, April 15, 2:45 p.m.





# INTERNATIONAL FOOD AID CONFERENCE

[HOME](#)  
 [WELCOME](#)  
 [PROGRAM](#)  
 [REGISTRATION](#)  
 [HOTEL & TRAVEL](#)  
 [EXHIBIT](#)  
 [BIOGRAPHIES](#)  
 [SIDE ACTIVITIES](#)  
 [MEDIA](#)

Tuesday, April 15, 2008	
Begins 8:00 a.m.	<b>General Session</b> Century Ballroom, 2 <sup>nd</sup> Floor
7:00 a.m. - 5:00 p.m.	<b>Registration</b> Century Ballroom Foyer, 2 <sup>nd</sup> Floor
7:00 a.m. - 8:00 a.m.	<b>Continental Breakfast</b> Century Ballroom Foyer, 2 <sup>nd</sup> Floor  <b>Exhibits</b> Pershing North and South Rooms, 2 <sup>nd</sup> Floor
8:00 a.m. - 8:30 a.m.	<b>Opening Ceremony &amp; Announcements by</b> <b>Larry Adams</b> , Deputy Administrator Commodity Operations, Farm Service Agency U.S. Department of Agriculture  <b>Welcome Address by</b> <b>Mark Keenum</b> , Under Secretary Farm and Foreign Agricultural Service, U.S. Department of Agriculture
	<b>Introduction of Morning Speakers by</b> <b>W. Kirk Miller</b> , Associate Administrator and General Sales Manager Foreign Agricultural Service, U.S. Department of Agriculture
8:30 a.m. - 9:00 a.m.	<b>Gaddi Vasquez</b> , U.S. Ambassador to UN Agencies in Rome <i>Mobilizing Global Efforts to Meet the Challenges of Food Aid</i>
9:00 a.m. - 9:30 a.m.	<b>Josette Sheeran</b> , Executive Director, World Food Programme <i>Challenges and Opportunities in Meeting the New Face of Hunger</i>
9:30 a.m. - 10:00 a.m.	<b>Rajiv Shah</b> , Director Agriculture Development, Bill and Melinda Gates Foundation <i>Closing the Global Agricultural Gap</i>
10:00 a.m. - 10:30 a.m.	<b>Break Service</b> Century Ballroom Foyer, 2 <sup>nd</sup> Floor  <b>Exhibits</b> Pershing North and South Rooms, 2 <sup>nd</sup> Floor



# INTERNATIONAL FOOD AID CONFERENCE

[HOME](#)   [WELCOME](#)   [PROGRAM](#)   [REGISTRATION](#)   [HOTEL & TRAVEL](#)   [EXHIBIT](#)   [BIOGRAPHIES](#)   [SIDE ACTIVITIES](#)   [MEDIA](#)

## Tuesday, April 15, 2008

10:30 a.m. - 11:15 a.m.	<p><b>Dialogue with Speakers:</b>  <b>Gaddi Vasquez, Josette Sheeran, and Rajiv Shah</b></p> <p>Moderator:  <b>W. Kirk Miller</b>, Associate Administrator and General Sales Manager  Foreign Agricultural Service, U.S. Department of Agriculture</p>
11:15 a.m. - Noon	<p><b>Dean Hirsch</b>, President and CEO, World Vision International  <i>Regaining the Focus of Food Aid - Giving Children a Chance to Thrive</i></p>
12:30 p.m. - 2:00 p.m.	<p><b>Lunch and Speakers</b>  Century Ballroom, 2nd Floor</p> <p><b>Panel Discussion about Global Agriculture and Transportation Price Trends and the Relation to Food Security</b></p> <p>Moderator:  <b>Mark Keenum</b>, Under Secretary  Farm and Foreign Agricultural Service, U.S. Department of Agriculture</p> <p>Panelists:  <b>Ken Eriksen</b>, Senior Vice President of Transportation Services  Informa Economics, Inc.</p> <p><b>Cris Muyunda</b>, Senior Agricultural Advisor and  Overall Regional Coordinator of  The Comprehensive Africa Agricultural Development Program  Common Market for Eastern and Southern Africa</p> <p><b>Patrick Packnett</b>, Assistant Deputy Administrator  Office of Global Analysis  Foreign Agricultural Service, U.S. Department of Agriculture</p>



# INTERNATIONAL FOOD AID CONFERENCE

[HOME](#)   [WELCOME](#)   [PROGRAM](#)   [REGISTRATION](#)   [HOTEL & TRAVEL](#)   [EXHIBIT](#)   [BIOGRAPHIES](#)   [SIDE ACTIVITIES](#)   [MEDIA](#)

## Tuesday, April 15, 2008

2:30 p.m. - 2:45 p.m.	<p><b>Introduction of Afternoon Speakers by Patricia Sheikh</b>, Deputy Administrator Office of Capacity Building and Technical Assistance Foreign Agricultural Service, U.S. Department of Agriculture</p> <p><b>Marie Lichtenberg</b>, Director of International Partnerships Humana People to People</p> <p>Ms. Lichtenberg will present a video of a USDA Food for Progress program in Malawi. It will describe progress made by small-scale farmers belonging to farmers clubs that now harvest 2-3 times per year instead of once and how they are able to sell their products at better prices.</p>
2:45 p.m. - 3:30 p.m.	<p><b>Mary Wilson</b>, Mine Action Spokesperson, Humpty Dumpty Institute</p>
3:30 p.m. - 4:00 p.m.	<p><b>Break Service</b> Century Ballroom Foyer, 2<sup>nd</sup> Floor</p>
3:30 p.m. - 5:30 p.m.	<p><b>Exhibits</b> Pershing North and South Rooms, 2<sup>nd</sup> Floor</p>



# INTERNATIONAL FOOD AID CONFERENCE

[HOME](#)   [WELCOME](#)   [PROGRAM](#)   [REGISTRATION](#)   [HOTEL & TRAVEL](#)   [EXHIBIT](#)   [BIOGRAPHIES](#)   [SIDE ACTIVITIES](#)   [MEDIA](#)

**Tuesday, April 15, 2008**

4:00 p.m. - 5:30 p.m.

## **Breakout Session**

### **WTO Negotiations Update and Impact on Food Aid**

Century Ballroom A, 2<sup>nd</sup> Floor

The USDA and USAID will provide updated information about the negotiations and offer attendees the opportunity to provide their viewpoints and ask questions.

Moderator:

**W. Kirk Miller**, Associate Administrator and General Sales Manager  
Foreign Agricultural Service, U.S. Department of Agriculture

Panelists:

**Mark Manis**, Senior Trade Policy Advisor to Deputy Administrator  
Office of Negotiations and Agreements  
Foreign Agricultural Service, U.S. Department of Agriculture

**Dale Skoric**, Chief

Policy and Technical Division, Food for Peace  
U.S. Agency for International Development



# INTERNATIONAL FOOD AID CONFERENCE

[HOME](#)[WELCOME](#)[PROGRAM](#)[REGISTRATION](#)[HOTEL & TRAVEL](#)[EXHIBIT](#)[BIOGRAPHIES](#)[SIDE ACTIVITIES](#)[MEDIA](#)

**Tuesday, April 15, 2008**

4:00 p.m. - 5:30 p.m.

## **Breakout Session**

### **Using Local and Regional Food Purchases in a More Systematic Way to Connect Low-Income Farmers to Markets**

Liberty Room, 2<sup>nd</sup> Floor

This breakout will focus on WFP's Purchase for Progress Program, including its objectives, activities, and partnerships; what are the opportunities and risks involved; what new partnerships can help to make best use of resources, complementary capacities, and increase agricultural production and market development; how can the impact of supply/demand partnerships on production and markets be measured.

Panelists:

**David Stevenson**, Coordinator  
Purchase for Progress, World Food Programme

**Michael Usnick**, Director  
U.S. Relations, World Food Programme



# INTERNATIONAL FOOD AID CONFERENCE

[HOME](#)
[WELCOME](#)
[PROGRAM](#)
[REGISTRATION](#)
[HOTEL & TRAVEL](#)
[EXHIBIT](#)
[BIOGRAPHIES](#)
[SIDE ACTIVITIES](#)
[MEDIA](#)

## Tuesday, April 15, 2008

4:00 p.m. - 5:30 p.m.	<p><b>Breakout Session</b></p> <p><b>The Evolving Role of Food Aid in Reducing Malnutrition</b> Shawnee Mission Room, 2<sup>nd</sup> Floor</p> <p>Moderator and presenter: <b>Judy Canahuati</b>, Mother, Child Health Nutrition &amp; HIV Technical Advisor U.S. Agency for International Development</p> <p>Description and panelists: <b>Martin Bloem</b>, Chief of Nutrition and HIV/AIDS Policy World Food Programme <i>How can we improve the way we deal with malnutrition in food assistance programs?</i></p> <p><b>Heather Danton</b> Save the Children USA <i>This presentation will give an update on what they are doing to reduce malnutrition in their Title II programs.</i></p> <p><b>Tony Castleman</b>, Senior Food Security, Nutrition, and HIV Advisor Food and Nutrition Technical Assistance (FANTA) Project Academy for Educational Development <i>This presentation will provide information on their research on the use of fortified and blended flours for HIV+ adults.</i></p>
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## Wednesday, April 16, 2008

Begins 8:00 a.m.	<p><b>General Session</b> Century Ballroom, 2<sup>nd</sup> Floor</p>
7:00 a.m. - 10:00 a.m.	<p><b>Registration</b> Century Ballroom Foyer, 2<sup>nd</sup> Floor</p>
7:00 a.m. - 8:00 a.m.	<p><b>Continental Breakfast</b> Century Ballroom, 2<sup>nd</sup> Floor</p> <p><b>Exhibits</b> Pershing North and South Rooms, 2<sup>nd</sup> Floor</p>



# INTERNATIONAL FOOD AID CONFERENCE

[HOME](#)[WELCOME](#)[PROGRAM](#)[REGISTRATION](#)[HOTEL & TRAVEL](#)[EXHIBIT](#)[BIOGRAPHIES](#)[SIDE ACTIVITIES](#)[MEDIA](#)

## Wednesday, April 16, 2008

8:00 a.m. - 8:15 a.m.	<p><b>Welcome Address and Memorial Tribute to U.S. Representative Tom Lantos by Michael Hess</b>, Assistant Administrator of the Bureau for Democracy Conflict and Humanitarian Assistance U.S. Agency for International Development</p>
	<p><i>Keynote Speeches</i></p>
8:15 a.m. - 9:00 a.m.	<p><b>Henrietta Fore</b> Administrator of U.S. Agency for International Development and Director of U.S. Foreign Assistance, U.S. State Department</p> <p>Introduction of Administrator Fore by Michael Hess</p>
9:00 a.m. - 9:15 a.m.	<p><b>Break Service</b> Century Ballroom Foyer, 2<sup>nd</sup> Floor</p>
9:30 a.m. - 10:15 a.m.	<p><b>Edward Schafer</b>, Secretary of Agriculture U.S. Department of Agriculture</p> <p>Introduction of Secretary Schafer by Larry Adams</p>



# INTERNATIONAL FOOD AID CONFERENCE

[HOME](#)   [WELCOME](#)   [PROGRAM](#)   [REGISTRATION](#)   [HOTEL & TRAVEL](#)   [EXHIBIT](#)   [BIOGRAPHIES](#)   [SIDE ACTIVITIES](#)   [MEDIA](#)

## Wednesday, April 16, 2008

10:15 a.m. - 11:45 a.m.

### **PVO Discussion Panel**

*Strengthening Local Capacity to Respond to Food Security Shocks with an Emphasis on Decreasing Vulnerability and Improving Community Capacity*

#### **Introduction of Moderator by**

**Jeffrey Borns**, Director

Food for Peace, U.S. Agency for International Development

Moderator:

**Ben Homan**, President and Chief Executive Officer

Food for the Hungry

Panelists:

**Mara Russell**, Title II Institutional Capacity Building Manager

Land O'Lakes

*Reducing Vulnerability and Building Capacity Via Improved Livestock Management*

**Thoric Cederström**, Director

Sustainable Food and Agriculture Systems

International Relief and Development

*Using Private Sector Approaches to Strengthen Local Capacity*

**Penelope Anderson**, Director

Food Security, Mercy Corps International

*Towards an Exit Strategy: Capacity Building of Government and Community Groups in Indonesia*

**George Baiden**, Country Director of Kenya

Adventist Development and Relief Agency

*Building Local Capacity to Respond to Shocks: The Case of Kenya*



# INTERNATIONAL FOOD AID CONFERENCE

[HOME](#)[WELCOME](#)[PROGRAM](#)[REGISTRATION](#)[HOTEL & TRAVEL](#)[EXHIBIT](#)[BIOGRAPHIES](#)[SIDE ACTIVITIES](#)[MEDIA](#)

## Wednesday, April 16, 2008

12:15 p.m. - 1:45 p.m.

### Lunch and Speakers

Century Ballroom, 2nd Floor

### Maritime Industry Panel

#### Introduction of Moderator by

**Michael Hess**, Assistant Administrator of the Bureau for Democracy Conflict and Humanitarian Assistance  
U.S. Agency for International Development

Moderator:

**Jean McKeever**, Associate Administrator  
Business and Workforce Development, U.S. Maritime Administration

Panelists:

**Philip Shapiro**, President and CEO  
Liberty Maritime Corporation

*The U.S. Merchant Marine & Food Aid Programs:  
An Overview of the Role of the U.S. Merchant Marine in Food Aid*

**John Reinhart**, President and CEO  
Maersk Line, Ltd.

*A Carrier's Perspective on Food Aid*

1:45 p.m. - 2:00 p.m.

### General Session Closing Remarks by Michael Hess

2:00 p.m. - 5:30 p.m.

### Exhibits

Pershing North and South Rooms, 2<sup>nd</sup> Floor



# INTERNATIONAL FOOD AID CONFERENCE

[HOME](#)

[WELCOME](#)

[PROGRAM](#)

[REGISTRATION](#)

[HOTEL & TRAVEL](#)

[EXHIBIT](#)

[BIOGRAPHIES](#)

[SIDE ACTIVITIES](#)

[MEDIA](#)

**Wednesday, April 16, 2008**

2:15 p.m. - 3:45 p.m.

## **Breakout Session**

**Food for Peace Programming: 101 / Challenges and Opportunities**  
Century Ballroom A, 2<sup>nd</sup> Floor

This panel will provide an overview of the USAID Office of Food for Peace, its working environment, and the programming of P.L. 480 Title II resources.

Moderator and presenter:

**Keith Adams**, Acting Chief  
Program Operations Division, Food for Peace  
U.S. Agency for International Development

Panelist:

**Dale Skoric**, Chief  
Policy and Technical Division, Food for Peace  
U.S. Agency for International Development



# INTERNATIONAL FOOD AID CONFERENCE

[HOME](#)

[WELCOME](#)

[PROGRAM](#)

[REGISTRATION](#)

[HOTEL & TRAVEL](#)

[EXHIBIT](#)

[BIOGRAPHIES](#)

[SIDE ACTIVITIES](#)

[MEDIA](#)

## Wednesday, April 16, 2008

2:15 p.m. - 3:45 p.m.

### Breakout Session

#### Use of New Food Commodities and Products to Prevent and Address Malnutrition

Shawnee Mission Room, 2<sup>nd</sup> Floor

This panel will discuss the new products available and in development for addressing different types of malnutrition, the pros/cons of ready-to-use therapeutic foods, how we can get the biggest nutritional bang for our buck, the issues and challenges to local production and imported foods, and how the food aid community can move forward in areas where we have consensus around new products.

Moderator and presenter:

**Martin Bloem**, Chief of Nutrition and HIV/AIDS Policy  
Strategy and Programme Support Division, World Food Programme

Panelists:

**Buddhima Lokuge**, U. S. Manager  
Campaign for Access to Essential Medicines  
Doctors Without Borders (Medecins Sans Frontieres)

**Rolf Campbell**, Nutrition Consultant  
Land O'Lakes

**Jane DeMarchi**, Director of Government Relations  
North American Millers' Association

**Roy Henwood**, Confidential Assistant to the Administrator  
Office of the Administrator  
Foreign Agricultural Service, U.S. Department of Agriculture



# INTERNATIONAL FOOD AID CONFERENCE

[HOME](#)   [WELCOME](#)   [PROGRAM](#)   [REGISTRATION](#)   [HOTEL & TRAVEL](#)   [EXHIBIT](#)   [BIOGRAPHIES](#)   [SIDE ACTIVITIES](#)   [MEDIA](#)

## Wednesday, April 16, 2008

2:15 p.m. - 3:45 p.m.

### Breakout Session

#### Enhancements to Food Aid IT Systems

Liberty Room, 2<sup>nd</sup> Floor

Panelists will discuss information technology initiatives to improve the food aid supply chain. The two systems that will be described are the Food Aid Information System and the Web-Based Supply Chain Management System.

Moderator:

**Babette Gainor**, Deputy Director

Food Assistance Division, Office of Capacity Building and Development  
Foreign Agricultural Service, U.S. Department of Agriculture

Panelist:

**Mark Clark**, Project Manager

Food Aid Information System

Foreign Agricultural Service, U.S. Department of Agriculture

**Nelson Randall**, Chief

International Procurement Division, Kansas City Commodity Office

Commodity Operations, Farm Service Agency

U.S. Department of Agriculture

3:45 p.m. - 4:00 p.m.

### Break Service

Century Ballroom Foyer, 2<sup>nd</sup> Floor



# INTERNATIONAL FOOD AID CONFERENCE

[HOME](#)   [WELCOME](#)   [PROGRAM](#)   [REGISTRATION](#)   [HOTEL & TRAVEL](#)   [EXHIBIT](#)   [BIOGRAPHIES](#)   [SIDE ACTIVITIES](#)   [MEDIA](#)

## Wednesday, April 16, 2008

4:00 p.m. - 5:30 p.m.

### Breakout Session

#### **Operational Best Practices - A View From the Field**

Shawnee Mission Room, 2<sup>nd</sup> Floor

PVO representatives will provide their input on a variety of issues that affect all constituencies involved in food aid programming. The topics include commodity diversion, monetization, loss prevention, and a discussion on resource transfers (cash, local purchase and/or imported food aid).

Moderator:

**Mark Jones**, Commodity Program Specialist  
Contract Reconciliation Division, Kansas City Commodity Office  
Commodity Operations, Farm Service Agency  
U.S. Department of Agriculture

Panelists:

**George Thomas**, Food Programming Advisor  
World Vision International

#### *Loss Mitigation in Supply Chain Management*

From donor to individual beneficiaries, this presentation aims to guide you towards becoming a reflective practitioner and teaches you how to learn from your achievements, your mistakes, as well as those of other people.

**Lisa Miller**, Senior Project Coordinator  
Food Security & Specialty Crops, ACDI/VOCA

#### *Dodging the Bullet: Protecting Food Aid from Civil Unrest*

The recent political instability in Kenya put additional strain on the transportation of commodities through Kenya to ACDI/VOCA's programs in Uganda and Rwanda. The looting of transit cargo caused ACDI/VOCA to implement stopgap measures to better ensure the safe arrival of commodities.

This presentation addresses the steps ACDI/VOCA and others took to best protect their commodities. It will cover the different players involved in the decision-making process and the issues and implications that could arise when deciding the best means to overcome transportation challenges.



# INTERNATIONAL FOOD AID CONFERENCE

[HOME](#)   [WELCOME](#)   [PROGRAM](#)   [REGISTRATION](#)   [HOTEL & TRAVEL](#)   [EXHIBIT](#)   [BIOGRAPHIES](#)   [SIDE ACTIVITIES](#)   [MEDIA](#)

## Wednesday, April 16, 2008

4:00 p.m. - 5:30 p.m.

**Bob Bell**, Director

Food Resource Coordination Team, CARE

with support from

**Erin Lentz**, Technical Advisor

Resource Response Analysis, CARE

*Imported Food Aid, Local Purchase and/or Cash:*

*Analyzing Markets to Inform Resource Transfer Decisions*

The food security environment is changing. This presentation addresses how PVOs can adapt to maximize the impact of limited resources. Drawing upon fieldwork in Ethiopia and Malawi, you will learn about CARE's Market Analysis and Decision Tree Framework for Response Analysis. By better understanding the role markets play in influencing program impact, PVO and government decision makers are better equipped to make informed decisions about resource transfers to support programs addressing food insecurity.

**Dale Kabat**, Senior Regional Technical Advisor

Monetization, Commodities and Markets

Southern & Central Africa Regions, Catholic Relief Services

*The Challenges of Monetization and How to Manage Them*

Monetization is now twenty years old. This presentation will describe what we have learned from this experience and what can be done to improve efficiency, reduce risk, and level the playing field for PVOs.



# INTERNATIONAL FOOD AID CONFERENCE

[HOME](#)   [WELCOME](#)   [PROGRAM](#)   [REGISTRATION](#)   [HOTEL & TRAVEL](#)   [EXHIBIT](#)   [BIOGRAPHIES](#)   [SIDE ACTIVITIES](#)   [MEDIA](#)

## Wednesday, April 16, 2008

4:00 p.m. - 5:30 p.m.

### **Breakout Session**

#### **Improvements in Program Management**

Liberty Room, 2<sup>nd</sup> Floor

The USDA and USAID will provide updates concerning their initiatives to improve food aid program operations, including monitoring, customer service, and procurement. This session will also allow for interaction between the panelists and conference attendees about other areas to improve.

Moderator:

**Patricia Sheikh**, Deputy Administrator  
Office of Capacity Building and Technical Assistance  
Foreign Agricultural Service, U.S. Department of Agriculture

Panelists:

**Keith Adams**, Acting Chief  
Program Operations Division, Food for Peace  
U.S. Agency for International Development

**Ross Kremer**, Assistant Deputy Administrator  
Office of Capacity Building and Technical Assistance  
Foreign Agricultural Service, U.S. Department of Agriculture