



NON-TRANSGENIC BIOTECHNOLOGIES TO GUARANTEE A SUSTAINABLE FUTURE FOR THE AGRIFOOD SECTOR

Climate change, progressive reduction in farmland, the water crisis, population growth, food security and the quality of food products are all problems that require innovation. Improving land yields is not enough. This is the theme of the third webinar organized by the Barilla Center for Food & Nutrition which will be held in Milan on July 20, at 5 pm and broadcast in live streaming on the website www.barillacfn.com

Milan, July 15, 2011 – Among the various forms of innovation, that based on genetics continues to play a central role, but it cannot be seen as the only response, or even the most sustainable one. The significant doubts that have triggered debate around biotechnologies have been guided, in large part, by the conviction that GMOs were developed to optimize a farming model characterized by intensive, single-crop cultivation which is strongly dependent on fertilizers and chemical herbicides. This is a paradigm that is out-of-date because it is oriented towards finding economies of scale through standardization alone.

However, the biotechnologies sector is anything but homogeneous and offers at least two macro-areas: transgenic GMOs and biotechnologies applied to traditional techniques. While with the former the orientation has been towards the development of new seed varieties to be used on a global level, in the future the goal will be, above all, to find specific solutions for a range of local contexts. As a result, the answers must be sought in other (lesser-known) forms of genetics which, by their very nature, are better suited to traditional farming methods that have been specifically modified in terms of current-day knowledge. What role could they have in contributing to solve the challenges of tomorrow in the agrifood sector, among which are **food security (one billion undernourished people)**, the **crisis in farming productivity (which dropped by 0.8% per year from 1990 to 2008)** and **scarcity of water (one billion people have less than 20 liters of freshwater per day)**?

These will be the issues discussed on **July 20th in Milan during the webinar** broadcast in live streaming on the website www.barillacfn.com, an event organized by the **Barilla Center for Food and Nutrition** with the participation of a number of the world's top experts. The speakers include: **Camillo Ricordi**, scientist, professor at the University of Miami and member of the Advisory Board of the Barilla Center for Food and Nutrition; **Benedikt Haerlin**, director of the Foundation on Future Farming and director of Save Our Seeds; and **Klaus Ammann**, Emeritus Honorary Professor in Biodiversity at the University of Berne. Also on-line will be **Vandana Shiva**, political activist and environmentalist, and director of the Research Foundation for Science, Technology and Natural Resource Policy.

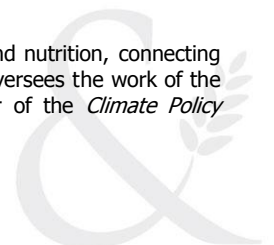
This event is the third in a series the Barilla Center for Food & Nutrition has organized over the course of 2011. The webinar, transmitted live online, allows the public to interact in real time with the moderator and speakers, using as a point of departure the discussion in the studio. Future events will feature debate on other hot topics relating to food and with direct involvement of international experts. Here is the program of upcoming BCFN Talks:

- September 8 – Milan, webinar, *A long and healthy life: what role does food play?*
- October 11 – Milan, webinar, *Children and nutrition: sustainable models for the new generations*

All the webinars can be followed in live streaming from the www.barillacfn.com website.

Barilla Center for Food & Nutrition

The Barilla Center for Food & Nutrition is a think tank with a multidisciplinary approach to the world of food and nutrition, connecting these to other related issues: economy, medicine, nutrition, sociology and the environment. The body which oversees the work of the Barilla Center for Food & Nutrition is the **Advisory Board**, which comprises: **Barbara Buchner**, Director of the *Climate Policy*





Barilla
Center
FOR FOOD
& NUTRITION

people, environment, science, economy

Initiative in Venice; **Mario Monti, economist; John Reilly, economist; Gabriele Riccardi, endocrinologist; Camillo Ricordi, scientist, University of Miami; Claude Fischler, sociologist; and Umberto Veronesi, oncologist.**

For additional information:
Barilla – Giuseppe Coccon/Marco Magli
Tel. 0039 0521 2621
info@barillacfn.com

