



CONNECTING A VITAL INDUSTRY

NEWS RELEASE – Contact Tori Miller at +1 703 373 4300

Alliance Vice President Speaks on Panel Addressing Food Security in Africa

WASHINGTON, DC, June 24, 2008 – Global Cold Chain Alliance Vice President Corey Rosenbusch participated in a panel discussion entitled “The African Food Security Challenge: Solutions for Sustainable Agricultural Development” on June 11, 2008 in Washington, DC, USA. The panel was part of the programming surrounding a memorandum of understanding signing ceremony between the Millennium Challenge Corporation (MCC) and the Alliance for a Green Revolution in Africa (AGRA).

MCC and AGRA are two of the world’s largest grant-making organizations in African agricultural development, and the monumental agreement will combine the forces of these two organizations to help African countries “tackle poverty and hunger through smart, sustainable solutions.” The plan was signed by the MCC’s CEO Ambassador John Danilovich and former Secretary-General of the United Nations and AGRA’s Chairman, Kofi A. Annan.

The panel following speeches from Danilovich and Annan and the signing ceremony also included experts from MCC, AGRA, USAID, the International Food Policy Research Institute, and the World Bank.

While many of the panelists addressed the importance of building economies and developing agriculture in Africa, Rosenbusch highlighted the importance of developing the cold chain infrastructure in Africa. He pointed out that “increasing agricultural yields is important, but it cannot happen without the cold chain,” which is essential to the balance and stability of worldwide food prices and supply.

As the only representative from the private sector, Rosenbusch focused his comments on five ways that the public sector could engage the private sector:

1. Create business models that work using private sector expertise and experience. Utilizing businesses to design and develop projects and programs increases opportunities for sustainability when compared to public sector or “consultant” led interventions.
2. Provide technical training to African professionals. The success of a cold chain goes beyond just building roads and warehouses. It is essential that the human factor not be devalued or neglected. Improved infrastructure is useless without the personnel that know how to maintain and operate that infrastructure.
3. Develop business partnerships to create a network of sustainable support through associations and corporations.
4. Engage the private sector in philanthropic ventures that can improve a company’s image, build employee morale, and foster customer support.
5. Foster investment opportunities in developing nations where the private sector can directly invest its financial resources in infrastructure or operations with potential for return.

As part of his comments, Rosenbusch highlighted several projects the Alliance and its Core Partner, the World Food Logistics Organization (WFLO), has led or participated in during the last two years in Africa. The Alliance and WFLO have completed 25 technical assistance projects in over 30 countries. From improving meat exporting and logistics in Ethiopia to organizing an intensive two-day warehouse operations course in South Africa, the Alliance and WFLO are committed to building and maintaining the cold chain in nations around the world.

To learn more about expanding international business operations or the Alliance and WFLO’s international development, contact Richard Tracy at +1 703 373 4300 or rtracy@gcca.org.

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Comprised of its Core Partners, including the International Association of Refrigerated Warehouses, the World Food Logistics Organization, the International Refrigerated

Transportation Association, and the International Association for Cold Storage Construction, the Global Cold Chain Alliance represents all major industries engaged in temperature-controlled logistics. The Alliance unites partners to facilitate communication, networking, and education for the perishable food industry. For more information about the Alliance, visit www.gcca.org.