

Concept Note on Food Security

Agriculture Pull Mechanism Initiative

Submitted by Canada, Australia, United Kingdom, United States

Proposed deliverable

- **The Agriculture Pull Mechanism (AGPM) Initiative is designed to bridge the gap between public and private investment in the agriculture sector in support of global food security.**

The AGPM is a new multilateral initiative seeking to enhance smallholder welfare and improve food security for the poor and vulnerable through the use of "pull mechanisms" that overcome market failures in agriculture by encouraging private sector innovation. The AGPM directly delivers on past G20 commitments and will be formally launched in the Spring of 2012.

- **A launch event would be held at the G20 Los Cabos Summit to announce this new, funded initiative of \$XMM.**

The event would:

1. Unveil the AGPM pilots for increased agricultural productivity;
 2. Highlight G20 collaboration with civil society and the private sector (including the B-20) to unlock investment in key agricultural sectors and improve long-term food security for the world's most food-insecure and vulnerable populations; and
 3. Link this work to Gates' Report recommendations on innovative finance (i.e. extending pull mechanisms to the agriculture sector, building on the success of related mechanisms in the health sector to develop and deliver vaccines).
- **The launch would also demonstrate the G20's delivery of a key commitment and ability to mobilise partners toward action.**

The launch event would seek to bring together several heads-of-state, multilateral representatives and prominent figures in the areas of food security and nutrition to convey G20 Mexican priorities for food security, the vision of the AGPM and the commitment made by donors to the new initiative. A one-hour launch event would bring together several key-note speakers with a shared endorsement of the initiative.