



**Consultative Group on International Agricultural Research (CGIAR)**

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**Mid-Term Meeting 2001  
May 21 - 25  
Durban, South Africa**

**Charting the CGIAR's Future – Change Design and Management**

**Future Harvest – Key Dates**

**This item is for:** Information  Discussion  Decision   
**Proposed Action:** None

# FUTURE<sup>SM</sup> HARVEST

## Future Harvest—Key Dates

**June 1995**

Development of Public Awareness and Support Campaign Strategy by J. Cribb for PARC.

**May 1996**

Cribb Campaign Strategy presented to CGIAR Group at Mid-Term Meeting, Jakarta.

**September 1997**

PARC establishes Public Awareness and Support Campaign with center funding, housed at the CGIAR Secretariat, Washington, DC.

**October 1997**

Campaign officially launched at ICW in Washington, DC.

**October - April 1998**

With international design and market research firms, develop identity for the effort through name and logo. Process includes focus group testing, vetting within CGIAR System, and other outreach.

Norman Borlaug, Henry Kendall, and Robert McNamara join as first Ambassadors.

**May 1998**

Mid-Term Meeting, Brazil. Launched Future Harvest at donor breakfast hosted by Japan.

Commissioned agriculture and peace study, first in a series to explore how agriculture and food security are linked to international issues such as peace, growth, sustainability, health, and population.

**June 1998**

Future Harvest incorporated in Washington, D.C.

Future Harvest name and logo registered for trademark protection in the USA.

**July 1998**

Future Harvest classified as 501(c)(3) by US Internal Revenue Service.

**November 1998**

Registered Future Harvest name and logo for trademark protection in Canada and European Union.

**January 1999**

**Issued first news release with centers—Seeds of Hope for Central America.**

**Issued English-language Public Service Announcement on Agriculture and Peace.**

**February 1999**

**Launched first Future Harvest Study—To Cultivate Peace: Agriculture in a World of Conflict, International Peace Research Institute, Oslo, Norway.**

**April 1999**

**Launched the Future Harvest website.**

**Began incorporating resource mobilization goals and planning into program.**

**Commissioned Future Harvest study with IUCN on the links between biodiversity and agriculture.**

**May 1999**

**Issued “Peace and Agriculture” public service announcement (PSA) in seven additional languages.**

**October 1999**

**Future Harvest reports progress at ICW breakfast sponsored by USA.**

**March 2000**

**Commissioned Future Harvest study with CARE on mitigating natural disasters through agricultural and environmental development**

**June 2000**

**Completed first external audit. Filed first IRS 990 report.**

**May 2000**

**Mid-Term Meeting, Dresden. Future Harvest Workshop--half-day session. Centers adopt the Future Harvest name.**

**October 2000**

**Created and coordinated System-wide exhibit with the Future Harvest Centers for ICW.**

**April 2001**

**Issued English- and Spanish-language Biodiversity PSA. Future Harvest UK incorporated in England.**

**May 2001**

**Launched second Future Harvest Study: Common Ground, Common Future--- How Ecoagriculture Can Help Feed the World and Save Wild Biodiversity with IUCN-The World Conservation Union, Gland, Switzerland.**