2025 Norman E. Borlaug International Dialogue
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Speakers

- Facilitator: Jennifer Carrico | Senior Livestock Editor, DTN/Progressive Farmer
- Jason Brantley | Vice President of Production Systems, Small Ag & Turf, John Deere
- Sanjeev Kapoor | 2025 Top Agri-food Pioneer, Culinary Icon, Humanitarian and Entrepreneur
- Patience Koku | Farmer, Nigeria and Regional Lead Africa, Global Farmer Network
- Dennis Rodenbaugh | President and Chief Executive Officer, Dairy Farmers of America

Transcript
Jennifer Carrico:

Welcome to the next session, Heard and Horizon. And, with this session we are going to talk with some, very innovative and, important people in the chain of food production from farm to the fork. And, these people are all parts of that and are innovative in their each of their areas, and and I think we will have a very good conversation. So I'll start off with introductions. My name is Jennifer Carrico.

I'm the senior livestock editor for DTN, Progressive Farmer, and I'm also also a cattle farmer, just west of here about 40 miles with my family. Next, we'll I'll introduce Patience Koku. She is a farmer from Nigeria and the regional lead for Africa at the Global Farm Network where she amplifies the voice of African farmers on global platforms and drives peer to peer learning, innovation, adoption, and strategic partnerships to enhance food security across the continent. She also serves as the executive director of Niger feed foods, a pioneering public private partnership in Nigeria Nigeria dedicated to transforming agriculture through mechanization, seed multiplication, irrigation, and integrated value chain development. She's very passionate about empowering women and youth in agriculture and advancing the African food systems. So welcome Patience .

Patience Koku
Thank you.

Jennifer Carrico:
Next we have Jason Brantley. He's the vice president of production systems small turf ag and turf at John Deere. Jason is a leader in marketing, business, and innovation who thrives on developing strategies and solutions to equip farming customers with tools to help them mindset into everything he does.

He is good at aligning and mark sales, marketing, productive development, and manufacturing functions. His team identifies and delivers high value products to John Deere's global stakeholders. Welcome, Jason.

Jason Brantley:

Thank you.

Jennifer Carrico:

Next we have Dennis Rodenbaugh. Dennis has been the president and CEO of the Dairy Farmers of America since June 2022. He has driven innovation, strengthened efficiency, and fostered a performance driven culture at the nation's largest dairy cooperative owned by nearly 10,000 family dairy farmers. Dennis's commitment to the dairy sector is extensive. He serves on as a chairman and chairman of the Innovation Center for the US dairy, sits on the executive board of directors for the National Milk Producers Federation.

He is also a member of the board of directors for the global dairy platform and several other joint ventures. Welcome, Dennis. And

Our final panelist is Chef Sanjeev Kapoor. He is a global celebrated, culinary icon. He became a household name with his television show Kana Kazana. I might not have pronounced that correctly. And he co founded Wonder Chef. He also launched the TV channel Food Food transforming how India cooks at home. And beyond that, he is deeply committed in humanitarian efforts as well. He has developed helped with the harvest solution harvest plus solutions initiative that has delivered 2,500,000 foods to

people across rural India, and he also supports programs that feed 2,200,000 children daily.

So thank you Chef for being here. So as you can see, all parts of the food production system are, a part of this panel, and we are going to journey across the value chain from farm to fork. So what we're going to do is we're gonna start here with patients as our our farmer perspective. So Patience, your work across Nigeria and Africa has helped smallholder farmers adopt new innovations. Over the past year, what practices or technologies have helped improve productivity for livestock farmers?

Patience Koku:

Thank you, Jennifer. It's always a pleasure to be here at the World Food Price Dialogues. Thank you to the organizers for amplifying the farmer's voice. Okay, so I will speak now from most of Africa, Nigerian perspective, where I work primarily. And the thing is though that our livestock systems are not as developed as they are here, and so we are looking at innovations that primarily here would seem mundane, but they're a big deal, right?

So for us, we have deficit nationally of close to 300,000 metric tons, and poultry of about half a million tons, that's a lot. And for 200,000,000 people, it's tough, right, to feed them. And farmers are struggling also because mostly livestock is nomadic. We really do have, mostly it's cattle wearers who are nomadic that are raising cattle. That said, one of the key things that we're working on is improving genetics and the breeds.

Because we've realized that the breeds that we currently have, like the white fulani or the bokolos, they're not able to give us optimal meat to be able to meet the demand. So in the work that I do in Niger Foods, which is support, which covers supporting farmers across the state. What we're doing is we've built a breeding center, where we're looking at also improving the breeds for all the nomadic farmers. So, anybody can bring their cattle there, and we can inseminate and help them to improve the breeds. Then also, have challenges with security.

Usually, cattles get rustled. And so, technologies that help us to be able to track cattle, tags that will help us to make sure that if they do get rustled, they can be retrieved easily are really innovations that we're pushing. And then of course, then

there's the fact that feed, usually it would not be that you would grow food for the cattle. So I have colleagues in the GFN who have huge farms, and they're growing a lot of silage. So we're trying to promote that.

To say whether the residues from crop, and looking at innovative ways, whether it's the rice bran we do, or the corn stalks, or the cowpea residue. Integrating all of that into a very sustainable way to feed cattle is what we're trying to do and promoting for the farmers as well, to be able to do that. So for me, the key really for us is how to be able to use the resources that we have more efficiently to be able to produce more meat, because we do have a lot of food deficit in Nigeria and Africa, and the shortage of protein. Fish is totally out of the question for a lot of people. The price of beef is also skyrocketing, which means that a lot of people cannot afford it.

So being able to produce cattle better and more sustainable is really something that we're working very hard to do, and get the smallholder farmers to imbibe new techniques on how to raise their cattle, and get us to where we need to be.

Jennifer Carrico:

Very good. You'll be surprised to know even though your production systems are a lot different than they are here, that we do use a lot of the same technologies as far as tracking and brooding goes. So it's interesting to hear that from that side. Let's go on into a little more on the technology side. Jason, tell us how John Deere is leveraging data capture and digital tools or management, systems to scale these innovations across thousands of we'll use dairy farms, for example, or, you know, any of the livestock farms to make it economically feasible for these farmers.

Jason Brantley:

Yeah. Thank you. It's a it's a great question and, and we talk a lot about data now in farming. And one of the things that we realized a couple of years ago that when it comes to dairy, the farmers that are producing the forage and the feed have a lot of data. And the people that are doing the feeding and the milking have a lot of data.

And they're all in different systems, and it's really hard to know what you know. And so a few years ago, we decided to partner with, De La Valle and Dynamica Generali to put together what we call the Milk Sustainability Center. And now it's available now.

For the first time, the data is interoperable. That ended up being the really hard part is to take it from all these disparate sources and be able to put it together in a way that you can really tease out insights and understand how changes at the production of food for the animal interact with changes in how the animal is fed and cared for and interacts with what the output is in terms of quality and volume.

So for the first time we're starting to get that. And our growers and dairymen are really excited to have access to this technology. And I think it's really just the start of what can happen when we open everybody's collected a lot of data, but when we open up and partner with people and really put the farmer at the center of who we're trying to solve problems for, I think this is an example of the types of things we can do across a number of different production systems.

Jennifer Carrico:

Very good. Very interesting. Since we're talking about the dairy side, let's move on to Dennis. Tell us a little bit about or give us some examples of technology that DFA members use and whether that's from herd management, feed efficiency, carbon reduction, and how can that help ultimately the consumer?

Dennis Rodenbaugh :

Yeah, there's been such an increase in investment from the farm and all the way through the supply chain that we're a part of in terms of the manufacturing of dairy products and then onto the distribution to the consumer. You think on the farm side and so much of what you all are involved in and other manufacturers moving to, in some cases, robotics form of milking, which is increasing productivity from cows, investors in digesters, investments in renewable agronomy and finding ways to take whether it is forms of technology, whether it is different forms of nutrient, whether it is different practices in farming, and then increasing the productivity using and we look at this and say, we've got 16,000,000 fewer cows than we had seventy years ago, which is part of our history, now producing 65% more milk on the same you know, if there's fewer number of cows, using 90% less land, using 65% less using 65% less, you know, producing 65 less GHG emissions. So you see this ongoing curve in terms of the improvement of the production, of the availability of a gallon of milk and and all the other dairy products that are out there, but using so much less to be able to do that.

And that's really such a huge mission of our organization from farm, and we are farmer owned, 10,000 farm families own us. They've invested into this organization in order to bridge that gap to the consumer. How do we do that in the most efficient way? And so we we pick up milk. We pick up 3,000 tanker loads of milk each day from farms.

In some cases, we're marketing that. In some cases, we're manufacturing that in our own 82 manufacturing plants across US, and then we're distributing that within US and globally. So the technologies are being invested throughout that supply chain and optimization, logistics, telemetrics, all the way through in order to get that food availability, at an affordable cost to the consumer. And that's really what the mission of our farmers and what they've charged us to do. We're the intermediary between them and the consumer.

Jennifer Carrico:

To follow-up, Dennis, can you tell us kinda how a cooperative like Dairy Farmers of America is connecting those farmers to the consumers more specifically, possibly?

Dennis Rodenbaugh:

Yeah. So within and I'll speak primarily, you know, in the in The US, what we have is permanent regional cooperatives. Some of them serving within a state or multiple states. We happen to be The US cooperative that's coast to coast and border to border with 10,000 family farmer owners who came together to say we're going to and I love this cooperative model that I get to work for. Farmers saying we're gonna work together.

We're gonna collaborate. We're gonna pool our funds together in order to achieve the services and the benefits that we need at the farm. So going back to these farmer owners, we provide field services to help them with productivity means to improve, you know, make sure milk quality is at the optimal levels, to provide services, to help them with investments in in technologies like digesters, renewable energies of all kinds. And so we really started the farm. Again, they own us.

We don't own them. So we're providing that service back to them, picking up that milk on a daily basis and bringing it to the marketplace to about 400 different manufacturing plants across U.S. 82 of those are are ours that, again, owned by farmers who have invested billions of dollars over the decades into manufacturing so that we can produce all the functions and forms and flavors of dairy, continuing invest in innovation, in research, in new products, new capabilities in packaging, efficiency, so that we can improve the demand for dairy, improve the nutrition that's contained within that dairy, and really in a large goal to fulfill that purpose that they have. Their goal, and I've been a dairy farmer, this is, I was a member of our cooperative, I was a farmer owner at one point, and it was we want to feed the world, we feel that responsibility, we feel that obligation, and we needed a way to do that. And as cooperative fills that gap to help us get the product to market, again, manufacture it, to help promote it, to invest in the advocacy for farmers, to invest in in innovation and technologies, reduce the miles, the fuel, the GHG emissions, everything that we're doing to get that product to plants and then within our plant network.

And then from those plant networks to about 15,000 retail locations, as we would say, you know, from our farms through our employees and to the kitchen table of consumers here in The US and and and around the globe, because we do have a global division as well. So it is an exciting place to work. I love the the great purpose that I get to wake up to each day of of being a part of these farm families and then being a part of these consumers' lives and their health and wellness and nutrition, which I think just is a great loop to prosperity and being able to reinvest and reinvigorate.

Jennifer Carrico:

Great. Thank you. And that is a good move on to, Chef Sanjeev. You are, ultimately these products have to get to the consumer's plate and you have your hand in several spots that is helpful for farmers across not only your country, but across the world. So you've been a strong advocate for improving nutrition in school meals. Could you share more about your partnership in this area and what strategies you've used?

Sanjeev Kapoor:

Thank you, Jennifer. Thank you for having me here and, great insights. Thank you. Listening to you, and I'll pick your brains, Dennis, on dairy farming in India, which is largest in the world, consumption and production wise. So I would love to learn from that.

On my part, I would say, my perspective, you mentioned early on from farm to fork, I want that to be changed to farm to finger, because fork is impersonal. Finger is more personal. That's how we eat in India. We eat with our hands. I think that's what I'd love to change this narrative of farm to fork to farm to finger.

Coming to the part that I play in India, other than the role of being a chef, It's three part. So many years ago, I came to this country for a fundraiser, and it was just an event for me, and that in some sense changed my life. It was in Houston, and I realized that it was not an event, it was a life changing moment for me. And from there on, this fundraising was for an organization called Akshay Patra, and it's probably the largest school feeding program in the world. And, in India, there are about 110,000,000 children, who are given midday meal, every day.

And out of that, about 2,500,000 meals are provided by Akshaatra everyday fresh, hot, nutritious meal. And, I got involved with that, and now I chair, the advisory board for that. And, the, second part is, in 2017, I started to realize, I googled a word millet, and the Hindi word, the translation of that, and the Hindi translation of that was millet translated to cattle feed, and that hurt me, because as a child, I used to eat millets of different kinds, but here the translation said cattle feed, which means it was not fit to be eaten by humans. And that, changed something, and, I was invited, by the government of India to curate a big program, a food program, for visitors coming from all over the world. And I created a Guinness World Record.

I made a dish with millets. I created a big dish to start conversations on millet, and from there on, of course, today, India has been championing through our Honourable Prime Minister, millets are in each and every menu, hotels, restaurants, homes. The consumption, even the rates are, farmers are very happy. That has happened, and most recently, very impactful work that I'm associated with is Harvest Plus Solutions. And they have done some very high quality work on seed fortification on rice, wheat, maize fortification with iron, zinc, vitamin A, and the numbers are staggering.

They've already impacted about 360 million people with their intervention. So, when I came to know of that, so I started to work because my belief is that role of chefs. Chefs are influencers, chefs are large, they create large influence, and with someone like me, I can create even larger influence. And that's where I decided to connect more dots, take it to consumer, take it to different forums, take it to policy makers, because access to people like me is easier. So I thought that I should use that affinity that I have with many people, and that's what I've been doing. And with the Harvest Plus solutions, with Akshay Patra we give meals, but I realized that not just giving meals for them is enough, nutrition literacy was important, and that's what Harvest Plus solution has been doing very credibly.

And there's a culinary institute that I chair and own, and we've identified teachers, students. They go to villages, they go to schools and teach nutrition, how to read labels, how to know more about nutrition. And these, some of the places may not have electricity, some of the places may not have twenty four hours running water, but they are learning about nutrition. And so that's what I've been doing.

Jennifer Carrico:

Very good, very good. I would like to come back to Jason. If you could explain to us, you know, looking at in The US, in this area we have access to the needed equipment and the needed technologies. How do you get those type of technologies to other places like India and Nigeria to help these farmers do their job better?

Jason Brantley:

Yeah. It's a great question. And I think, and there's two parts to it. There one is how do we get the same types of solutions at a different scale that's affordable and get it into these areas. And the second is how do we take what we're learning regardless of what scale it's at and codify that learning in ways that's helpful.

And I think they're both exciting. So the first one, and we talk a lot about this because we're proud of it. We've made the commitment to put connectivity and connectivity enablement into all of our self propelled ag equipment globally. So by the end of 2026, every tractor we sell in India, for instance, will be connectivity enabled. Everyone that we're selling in Nigeria, regardless of size, already is.

And, what that does, by putting the equipment on the internet of things, that immediately begins to allow people to document what they're doing. And one of the core things about getting better at agriculture is knowing what you did and when you did it and how you did it. And so that's a basic building block. And we're gonna continue to add on to that and make our database, which is called Operations Center, available across all of these markets. So we're really, really proud of that.

It's going to take a few years to build up. And we work with partners locally also to make sure that our ecosystem is open and that local innovators can think about ways they can help customers in these areas. So one, we're putting the building blocks in place everywhere. Number two, I mentioned the Milk Sustainability Center earlier. One of the things that's really cool about that is while over time we think elements of those solutions will be available across all scales, enabled by the connectivity that I talked about.

But in the meantime, there are things that growers are learning and that we and our other partners are learning about the interaction of different decisions that can be applied as just kind of general rules of thumb or things to consider as you run your operation. So we're excited about the opportunity to take some of those and syndicate that knowledge and spread it as well. So I think it really comes at both of those levels. There's what you can sense and measure and use data to actuate on in real time. And every year, the barriers to taking that down into lower scale farming, get less and less.

And so you see more and more of it. And then there's the ability to take what we're learning and do a better job of sharing that and putting it into apps or into other environments that help people make decisions.

Jennifer Carrico:

Very good. Patience, I'd like to come back to you. What are some things looking ahead that you and those that you work with could use as far as equipment or policy, there's always so many aspects to agriculture.

Patience Koku:

Definitely, most definitely. I think Jason and I were talking backstage about how much equipment that we need with precision and so on, that will help us even cultivate for crop, or for even animal feed. And you know, looking at the entire value chain, policy is definitely key, it's important, but I think for us, is the technology and the knowledge transfer. So, if we look at livestock for instance, the government currently has a huge drive to push livestock production, because that has been neglected quite a bit.

But however, there's how to do it. So, one of the things that has really helped me in my career and in my life as a farmer, is the fact that I became a member almost eight years ago of the Global Farmer Network. So I saw how to do it right. So that knowledge transfer for me was very vital. That I would see ways that so where some countries are today, where some countries were one hundred years ago is where some countries are in Africa.

So just being able to look at what it is and just sometimes it's not reinventing the wheel, it's just basically copying and pasting, but scaling it to tailor it to your own environment. So, policy definitely important, but for me I think that the ability to transfer the knowledge of how to do it and how to do it right, and then for us also it's the machinery and the equipment. So, the infrastructure is very vital. In Niger, we're blessed really with the work that we're doing, because it's a sub national government. So the infrastructure, whether it's the roads to get to the farms where you have the cattle, or even just to set up grazing reserves.

Right, so like in Nigeria now, because most of the farmers are nomadic. This involves a total change of mindset. Telling people you need to put cattle in one place, and not take a cow and walk a thousand kilometers to get food. So, just being able to get, so those policies definitely, but then the will to drive those policies is really, really important. It's beyond just saying it, but actually getting it done.

And also partnerships, partnering with different people, John Deere with people, and just the right partners who will help us to get to where we need to be.

Jennifer Carrico:

Very good, very good. Chef, I would like to ask you one other question. How do you go, we here in America hear about local food systems and consumers going directly

to farmers to get the food they need. But how do you help find the needed valuable protein for people in your country?

Sanjeev Kapoor:

Great question. Think it's, before I answer this, I want to just give you a perspective on what happens to food, the way we grow in India and how it is consumed. So if you look at the overall agriculture produce that we produce, over last thirty years, one fact has not changed and it's not good. A lot of efforts have been done, that almost 40% of what we produced goes to waste. We are not able to convert that, we are not able to process it, we are not able to sell it.

That's something which is a startling fact. We're not able to do that. There are lot of intervention, lot of work that is being done. I think dairy through a cooperative is something which is done really well. We need more work on that front.

On the food, how do people discover more food? I think we are at a stage, as Patience said, that what you're talking about one hundred years, it may not be one hundred years, but the challenges, India's a large country, so we have, let's say, top 10 cities. The problems of that cities are very different when it comes to food, and then smaller towns and then villages. So villages, whatever is being produced by the farmers, they are largely consuming water they are growing, and so there needs an intervention, which the farmers, whatever they are producing, how they produce better, what they are eating, because they're also the consumer. And there are no restaurants there that you can say farm to fork or anything.

They just need to eat there. Then come tier two cities as we call them. Again, there's no real luxury of getting high quality luxurious food, let's say, because whenever you have concepts like which chefs excel at, what they do, they also become experiential, they become expensive, and that is something, is a luxury that is limited to 8 to 10 top cities in India, and the farms are not there. Farms are not in those cities. They are little far, and they may be isolated.

So if I were to think of India as a country and the top 10 restaurants, which I could say that everyone can go and see and enjoy that, I'll struggle. So our challenge is that how do we make this cool and we bring democracy into this. So we have to talk more about it, celebrate whatever is there, and that's what I try and do, and that's what we

do so that people get that perspective. While it's good to talk, but how do you bring that to fruition? What patients said that, it's good, but we need to, let's say cut, copy, paste.

But we need to work where people understand that there is a need. Some places, farming is not cool. People are coming to cities. There's better remuneration that they are getting. So I was traveling, this was two years ago, and I saw farms after farms and farms, but nothing was grown and I said, what is the problem, is water the problem?

He said no, there's sufficient water that I said, but why there is no farming? I could see step farming and everything, but there was nothing that was being grown there. And the driver who was driving him around, he said, so this they just grow what is needed for their family, and the next generation kids, they are not keen in this, the yields are low. So I think there's a lot of work on technology, innovation, transfer of technology that is needed because they need to earn more. Farmers need to earn more.

I know that when I come to this country, there lots of farmers who have come from India, and not just here, many other countries. We need them to keep them there and make more money there. That's our challenge.

Jennifer Carrico:

Certainly, and we have said many times that the biggest thing that will hold farmers back is saying, I'm going to do it like my dad did it, or like the generation before me did it. And not finding the new and better ways to take care of the soil, or to take care of the animals, or the crops. Those are the challenges that we see, and like my children, are more innovative in their thoughts than what I was. So we just have to keep that across the world and have farmers realize that. To wrap up today, let's go down the panel here.

Give me a call to action, whether it's for the audience or for you in your community or your country? What are some things that you think will help?

Patience Koku:

I think partnerships are knowledge transfer. So looking at just basically how do we do it better. Being able to support with partnerships that can help us to drive the production of whether it's crop or livestock, to where we need to be with great urgency. We've heard many times recently the number of people we expect to be in the world by two thousand and fifty, twenty, you know. And the billions of people need to be fed, most of those people are in Africa.

And so we need, really need partnerships that will strengthen the food systems, and help us to drive it. And we're not talking about aid. I think Africa is beyond aid, we're beyond, we're looking at partnerships that can help us to develop these systems for sustainability.

Jennifer Carrico:

Very good. Jason, how can John Deere help us move towards the goals that we need?

Jason Brantley:

Yeah, yeah. You know, when we think about how to take things forward, obviously partnerships, as Patience mentioned, are really, really important. I brought them up a couple times. And I think the other thing that's really important is to not be bounded by the constraints that we see, especially when it comes to technology. Because they're falling so fast, right?

And trying to find that middle ground between you know, just assuming, this won't work here because we can't get we can't get the price low enough or, you know, we don't have access to whatever we need, versus on the other end, which is that there's gonna be some silver bullet. Like, if we wait long enough, AI just fixes everything. You need to be in that middle where you can actually bias towards action, right, and find technologies where cost is falling and capability is increasing. And one of the things that's really exciting across many, many parts of Africa and and across the world is the number of innovators who are really tackling some of these problems with start up companies. And there's a number in Nigeria, know, there's a there's a couple in Myanmar that are pretty impressive.

They're all over the place. And so being a part of that network and paying attention to what innovators are doing and thinking about how we can connect with them as a large company, there's things we can do to help. And I know there's some things we can't do, which is why you need a startup environment, right? I think those are the types of things that to me are really exciting and that you can on the ground see some of the impact that's already happening today. And I think this is really just the start.

Jennifer Carrico:

Very good. Dennis, tell us, you know, how can an organization or a cooperative like yours get some of those make sure that the farmers that you're involved with are continuing to meet the goals that they have?

Dennis Rodenbaugh:

Yeah. I think so often there's so many competing priorities that we have globally, whether it's from a governmental standpoint or others, and they're all important. I think when you think about impact on climate, you think on we prioritize nutrition. I think the access to nutrition is absolutely critical, and that needs to be focusing on the people right in front of us. How do we improve the delivery of nutrition?

You mentioned food waste. It's inconceivable that around the globe, I think the UN would state we have 800,000,000 people that are undernourished, malnourished, not having available access to the level of nutrition that they need. It's there. We're wasting it in some cases. We're not distributing it in some cases.

Our organization has been working to, okay, how do we free innovation? How do we free their ability? And farmers are naturally wired this way. They're innovators. They're drivers.

They're gonna drive efficiency. Part of our advocacy is let's free them up and let's not restrict. There's a mindset sometimes of we need to restrict our way to solutions. We need to regulate and hold down and suppress. And I believe, you know, when we free farmers globally to produce nutrition that feeds the mind, that feeds the body, that strengthens people, that then in turn improves the economies, improves what people are going to be able to innovate and drive and create themselves.

It's this great beautiful cycle that then lifts everybody up around them and lifts the globe up. And then I believe that also then generates the resources for us to solve other priorities and challenges that we have. Sometimes, I think maybe we're trying to solve this problem here first at the cost, at the expense of people, at the expense of families and sometimes upon the shoulders of farmers when we need to release those farmers. And I think that's a big role that we try to play in saying, we're going to work to advocate and free that innovation, that excellence, that performance, that productivity, that efficiency that is going to create, in our case, the abundance of nutrition. Now we're working on how do we solve that and get that distribution.

And to your point, how do we do that best locally? How do we best share practices? And I think you used the word collaboration, but I think that collaboration coordination globally. How do we share best practices in a way that says, here's something that improves efficiency. Absolutely cut and paste that, and how can we help?

And I think our farmers are very motivated to do that.

Jennifer Carrico:

Yes. Very good. And Chef, he alluded to getting the food to the people. So are there any thoughts that you have as to how we can help get that into action? We could talk for a long time here, between you and patients, how to do that, but what are some of your thoughts on how to get the food to the people?

Sanjeev Kapoor:

I think there's a lot that is being done, there's a lot of discussion, understand, well understand what the problems are. There's a lot of work that is done, a lot of innovation that is happening, lots of collaborations that are happening. Is the pace something which is what we want or we need to accelerate that? I think that's one thing that needs to be worked on. From India perspective, I think what we need is to make everything cool, all the problems.

I think problems are serious. We understand and need serious solution, but I think language of that solution needs to be cooler, because otherwise the adoption is

limited at dialogue and discussion, and the speed at which it is distributed, all that knowledge, I think its motivation is less because it's not cool enough. I think for India, I say that let's make farming Instagram, it has to be on Instagram, it has to be more Instagramable because I think that's what we are suffering from, that serious problem, serious solutions, but a problem is not solved to the core, or it takes much too longer, and I don't think we have that time. We need to speed it up, because the, especially in India, the younger generation, bulk of our population is 25 years old, and that's the case it's gonna be. So we need to speak the language that they understand and not shy away, not laugh at them, bring more inclusivity there, and that would be the thing I would want.

Jennifer Carrico:

Great, excellent. Well, I appreciate you all being here with us and showing the audience here how we can link these different parts of the value chain, and get food from the farm to the finger. So thank you so much.