

## Phenotyping Convening Event

### Background

Agriculture faces unprecedented challenges. Increased population, reduction of available land and climate change will all affect crop commodities, and there will be a need to adapt crops and agricultural systems to meet them. In part, this will be answered by translating the information gained from the genomics revolution into actual field phenotypes. This area of research, called phenomics, can speed the process of breeding to develop crops resilient to biotic and abiotic stress, while increasing nutrition, yield and quality. Given the complexity of determining yield potential and phenotypes *en masse* under dynamic environmental conditions, phenomics will require a multidisciplinary effort encompassing engineering, computer science and plant biology. Through public-private partnerships, FFAR aims to begin defining mutual areas of interest to form new and beneficial collaborations in this field.

### Purpose

The Foundation for Food and Agriculture Research (FFAR) Convening Events (CE) bring together diverse, key stakeholders around emerging issues in food and agriculture research to identify critically important research that help guide FFAR investment decisions. Stakeholders include participants from academia, private, public and non-governmental sectors along with end users who will benefit from the research. CEs identify research gaps, generate research priorities and facilitate partnerships around issues for optimizing agricultural water use; transforming soil health; enhancing sustainable farm animal resilience, productivity and health; improving plant efficiency; achieving a deeper understanding of nutrition and health food choices; managing food production systems to enhance human nutritional outcomes; and spurring food system innovation.

### About FFAR's Phenotyping Convening Event

FFAR along with Purdue University will host a Phenotyping Convening Event on August 29-31, 2016 at Purdue University in West Lafayette, IN. FFAR, through the Phenotyping CE wants to propel crop development forward by exploring how to...

- Identify research areas of interest to the public and private sectors
- Incentivize collaborative efforts between the public and private sectors
- Facilitate access to plant phenotyping locations, facilities, and field sites
- Enable interaction between users of phenotyping platforms and developers of phenotyping technology
- Build upon existing work occurring in federal agencies
- Interact with existing phenomics and research coordination networks

The CE also brings together multiple stakeholders to explore the formation of an Americas Plant Phenotyping Consortium (APPC) with a strong focus on private sector partnership to develop public/private collaborative research programs, networking and access to multiple field locations and phenotyping facilities across North and South America. Seen as a first step toward the formation of the APPC, the consortium will then be able to ...

- Define the pre-competitive space in the field of phenomics.
- Develop a framework for a pre-competitive consortium
- Identify potential partners for this consortium
- Determine potential funding mechanisms for public-private partnerships
- Develop the APPC budget and timeline
- Determine the best leadership structure for the APPC

## How to Sponsor and Leverage Support for the Phentyping Convening Event

FFAR seeks donors and sponsors to help leverage the \$200M provided by the 2014 Farm Bill. FFAR can match \$1 for \$1 contributions made directly to FFAR by external public, private and non-profit sector donors to support programs and activities like the Phytobiome Convening Event. For example, with a \$10,000 sponsorship FFAR can match that \$10,000 bringing the total amount to \$20,000.

Convening Event sponsorship levels include Platinum Level at \$25,000, Gold Level at \$10,000 and Silver Level at \$5,000. FFAR invites consideration of a sponsorship in one of these amounts to support the Phytobiome Convening Event. A number of corresponding benefits are offered and are detailed in the Convening Event Sponsor Benefits. For additional information about how to support this CE and for more information on how to become involved with other FFAR programs please contact:

Renée Bullion, Director of Development by email [rbullion@foundationfar.org](mailto:rbullion@foundationfar.org) or phone 202-308-5210.

## About FFAR

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The [Foundation for Food and Agriculture Research \(FFAR\)](#), a 501 (c)(3) non-profit organization governed by an independent Board of Directors and chaired by former Secretary of Agriculture Dan Glickman along with *ex officio* representation from the U.S. Department of Agriculture and National Science Foundation, builds unique partnerships to support innovative and actionable science addressing today's food and agriculture challenges.

FFAR, established by the 2014 Farm Bill, is charged with complementing and furthering the important work of the [U.S. Department of Agriculture](#). Leveraging public and private resources FFAR ...

- Increases the scientific and technological research, innovation and partnerships critical to enhancing sustainable production of nutritious food for a growing global population.
- Brings together leading experts and key stakeholders to identify and investigate the researchable questions whose answers have the potential to enhance the economic and environmental resilience of our food supply.
- Supports and spotlights leaders breaking new ground in food and agriculture, thus inspiring the next generation of scientists to pursue careers that put food on every table
- Fosters progress by asking the right questions, convening the best and brightest minds to answer those questions, and seeing research through to successful implementation
- Funds Fund cutting-edge research and development through grants and innovation challenges
- Maximizes impact by complementing and not duplicating existing research endeavors.

Learn more: [www.foundationfar.org](http://www.foundationfar.org) | [bit.ly/FFARNews](http://bit.ly/FFARNews). Connect: [@FoundationFAR](#) | [@RockTalking](#).