

## **Remarks from Ambassador and Deputy USTR Demetrios Marantis**

Launch of Innovative Partnership on Global Food Safety

APEC CEO Summit

Press Filing Room in Sheraton Waikiki

3:20pm to 3:50pm November 12, 2011

- Aloha and welcome.
- I am honored to be here among this distinguished panel:
  - Mrs. Pam Bailey, CEO of the Grocery Manufacturers Association;
  - Sri Mulyani Indrawati, Managing Director of the World Bank;
  - Mr. Frank Mars, President, Mars Symbioscience;
  - Dr. Rohit Khanna, Vice President, Worldwide Business, Waters Corporation;
  - Ms. Nancy Lindborg, Assistant Administrator, U. S. Agency for International Development;
  - Under Secretary Bob Hormats from the State Department.
- And it is my pleasure to introduce you to an outstanding achievement produced by a remarkable collaboration in APEC among trade officials, food safety regulators, development experts, industry experts and academics to advance understanding, and mostly importantly, action, on improving food safety.
- Let me note at the outset our deep appreciation for the work of the Australian and Chinese co-chairs of the APEC Food Safety Cooperation Forum, who are not able to be with us today. The leadership of Dr Lin Wei from China and Mr Steve McCutcheon has contributed greatly towards the success of this work.
- Now I'd like to bring your attention why we are here today: the innovative public-private partnership that has pledged US\$1 million for the creation of the world's first Global Food Safety fund to be managed by the World Bank.
- Building on the landmark Memorandum of Understanding between the APEC Food Safety Cooperation Forum and the World Bank signed in May 2011 in Big Sky, this proposed fund will work to expand knowledge and understanding for effective food safety management across the world.
- This innovative public-private partnership has secured generous seed money from Mars Incorporated and the Waters Corporation, as well as from the U.S. Agency for International Development.
- To be administered by the World Bank, the proposed fund will leverage APEC's unique approach to strengthening food safety systems together with World Bank's global reach to improve public health in other parts of the developing world, including Africa.

- The distinguished panelists assembled here today will provide a range of perspectives on the importance of effective management of food safety throughout the food system — from farm to fork.
- As a trade official, I can tell you that effective, science-based regulatory systems are essential to support the efficient functioning of global food supply chains, as well as to prevent unnecessary barriers to trade. Further, producers and growers must be able to understand and utilize preventive controls in order to participate in those supply chains.
- As you will hear, this coalition has come together because this work supports so many shared objectives. And this is only the beginning, as initial pledges announced today allow for the establishment of a fund and would provide the platform for additional contributions as the training programs get underway.
- The World Bank Group, industry participants and other participants are currently exploring appropriate financing mechanisms. All told, the fund's goal is to raise \$15-20 million over the next 10 years.
- USTR is proud to have played a leadership role in the success of this exciting collaboration.