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# *American Chemical Society*

## *New York Section*

### *Chemical Marketing & Economics Group*

## **November 2008 Luncheon at Club Quarters**

**Date:** Thursday, November 6th, 2008

**Topic:** **Improved Crop Yields to Feed the World**

**Speaker:** Dr. Jonathan Bryant, Director of BASF North American Plant Science Business, BASF Corp.

**Place:** Club Quarters, 40 West 45th Street, New York City

**Times:** 11:30 am Cocktails; 12 noon Luncheon; 1:15 pm Presentation

**Fees:** \$45 discount price for Members who reserve by Tuesday, November 4th (12 noon). \$55 for Guests and Members (at the door without reservations).

**To reserve:** Please reserve early to be eligible for discount price. Call Vista Marketing at (917) 684-1659 or via e-mail to: [cmegroup@mac.com](mailto:cmegroup@mac.com). You can also pay online (via PayPal): go to our Website: <http://www.nyacs-cme.org/> and click the proper "Buy Now" button (\$45 for Members; \$55 for Non-Members), which is below the credit card logos.

The recent jolts in price and shortage of food has exposed vulnerability in the ability of our agricultural systems to keep pace with basic human needs for food. At fault were failing production due to weather extremes in exporting regions, rapid growth in new demand from biofuels, and the ever growing consumption due to population and diet change.

The solution will likely come from innovation in all aspects of crop production, including plant biotechnology, as well as the evolving utilization of agricultural and non-traditional crops for food, feed, fiber, fuel and fermentation.

For a decade now, BASF has invested in agricultural productivity enhancement through plant biotechnology as one of its main platforms for improved agriculture. This talk will review the demand for agricultural products and examine the ability of plant biotechnology to deliver over the next decade. It will highlight BASF's collaboration with Monsanto and show how a potential \$1.5 billion investment will be deployed.

Our November speaker is Jonathan Bryant, who is Director North American Business, BASF Plant Science LLC.

A native of England, Jonathan received a B.Sc. Hons. in Agriculture from the University of Reading in 1981, an M.Sc. in Bioaeronautics from Cranfield University in 1982, and his Ph.D. in Entomology from Pennsylvania State University in 1989.

Dr. Bryant has spent the last 16 years in industry, first with Sandoz Agro in the Chicago area in product and regulatory functions before joining BASF in 1997. He has been part of the BASF Plant Science group since its inception and is now managing director for BASF Plant Science's U.S. operations at Research Triangle Park, overseeing some 280 people across the USA in functions from basic research to sales and marketing.