

the wrigley lecture series on sustainability

feeding the world, maintaining the planet: meeting the challenge by 2050



Jason Clay

Senior Vice President Market Transformation, World Wildlife Fund
Creator, Ben & Jerry's Rainforest Crunch

How do we live on a finite planet and yet feed and clothe 9 billion people by 2050? Dr. Jason Clay will explore the World Wildlife Fund's (WWF's) thinking about this issue as well as his work in supply-chain management with individual companies and entire sectors.

In his role at the WWF, Clay works to transform leading private-sector companies and entire industries by developing credible global standards and measurably improving performance against them.

The author of over 250 articles and 15 books, Clay studied at Harvard and the London School of Economics before receiving his Ph.D. in anthropology and international agriculture from Cornell in 1979. Over the course of his career, he has run a family farm, taught at Harvard and Yale, worked in the USDA, and spent over 25 years working with human-rights and environmental organizations. In 1988, Clay invented Rainforest Marketing, one of the first fair-trade ecolabels in the US.

Wednesday, January 20th 2010 | 4:00pm

Old Main's Carson Ballroom (2nd Fl)

Seating is limited, and reservations are required.
Please RSVP to: WrigleyLectures.Clay@asu.edu
Reception to follow

ASU GLOBAL INSTITUTE
of SUSTAINABILITY
ARIZONA STATE UNIVERSITY

The Wrigley Lecture Series is funded through the generous support of Julie Ann Wrigley.

For more information, call (480) 965-2975 or go to:
<http://sustainability.asu.edu>