

From:

Subject:

Date:

[REDACTED]
Interview opportunity with COP30 Special Envoys for Agriculture and Family Farming Ahead of World Food Day
Saturday, October 11, 2025 5:31:00 PM

Hi [REDACTED],

With World Food Day approaching, and as global leaders gather in Rome next week for the World Food Forum, I'm reaching out on behalf of the COP30 team and **COP30 Special Envoys for Agriculture, Roberto Rodrigues**, and for **Family Farming, Paulo Petersen**.

Roberto and Paulo would be delighted to speak with you and offer commentary on the unique role of agriculture and food systems in the fight against climate change.

They can speak to:

- How COP30 next month will spotlight food and land use as central to climate solutions, making agriculture and food systems a core part of the conference's deliberations and action agenda.
- How climate action through agriculture and food systems can build resilience, support adaptation, reduce greenhouse gas emissions, and enhance carbon sequestration—while ensuring food security for all.
- What inclusive, sustainable agriculture looks like, from smallholder farms to global supply chains.

If you're interested in speaking with either or both envoys next week, let me know, and I'd be happy to coordinate scheduling.

Their bios are included below for more information.

Thanks,

[REDACTED]

+++

ROBERTO RODRIGUES

Agriculture

Agricultural economist who served as Brazil's Minister of Agriculture (2003-2006) and Secretary of Agriculture and Supply for the State of São Paulo. He chaired multiple leading organizations including ABAG, SRB, COSAG/FIESP, and the International Cooperative Alliance. Currently Professor Emeritus at FGV and FAO Special Ambassador for cooperativism, he also serves on various boards related to agribusiness and sustainability. He holds an agricultural engineering degree from ESALQ/USP and was awarded Doctor Honoris Causa by UNESP.

PAULO PETERSEN
Family Farming

Agroecologist and Executive Coordinator of AS-PTA who serves on the executive committee of the National Articulation of Agroecology and the board of the Brazilian Association of Agroecology. He is a council member of the National Commission for Agroecology and Organic Production, where he participates in its Coordinating Board. He holds an agronomy degree from the Federal University of Viçosa, a master's in Agroecology and Rural Development, and a doctorate in Environmental Studies from Spain.



www.edelman.com

This message and its contents are confidential. If you received this message in error, please inform the sender and then delete it. For information on how Edelman uses personal data and your rights, please see our [Privacy Policy](#). Please reply to this email to notify us if you do not want us to contact you with information similar to the subject of this email communication.

This material is distributed by Daniel J. Edelman, Inc. on behalf of the United Nations Development Program on behalf of COP30 Presidency, Brazil. Additional information is available at the Department of Justice, Washington, DC.