



## World Bank Agriculture and Rural Research Program

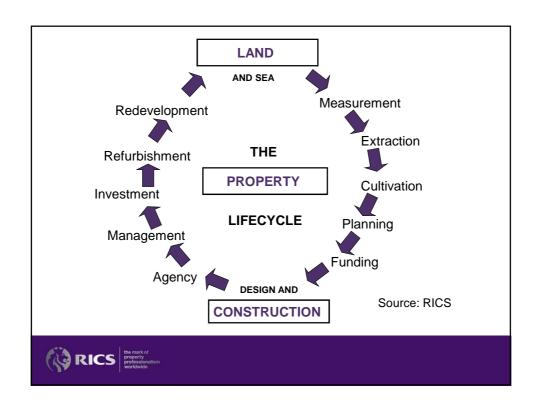
- Raising productivity in rural areas
- Productivity growth in poor countries
- Public goods and externalities
- · Agriculture, trade and the environment
- Poverty, volatility, and price distortions

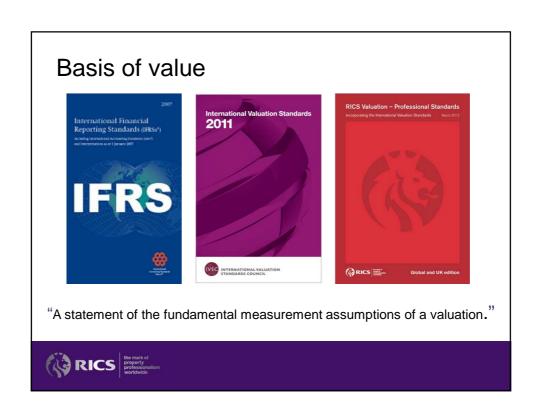




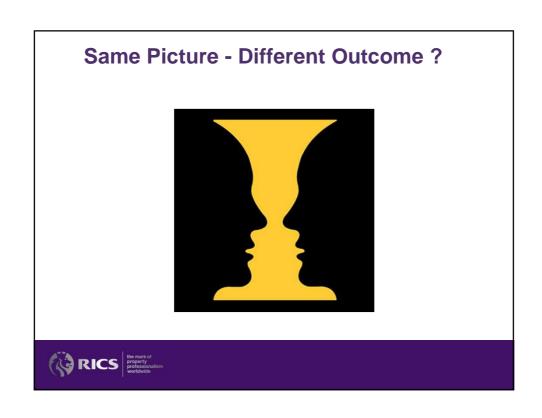
"If you can't measure something, you can't manage it."

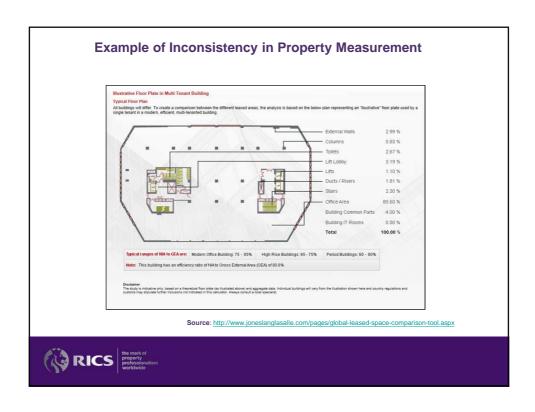


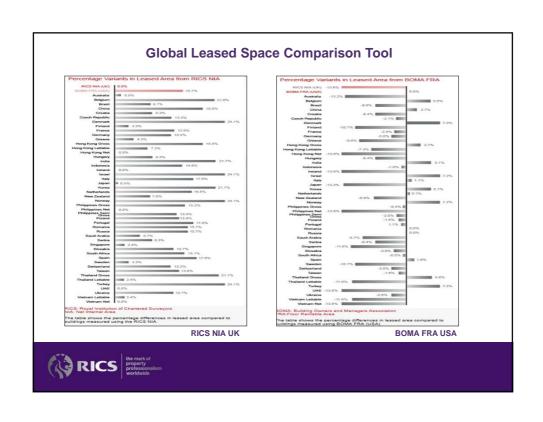












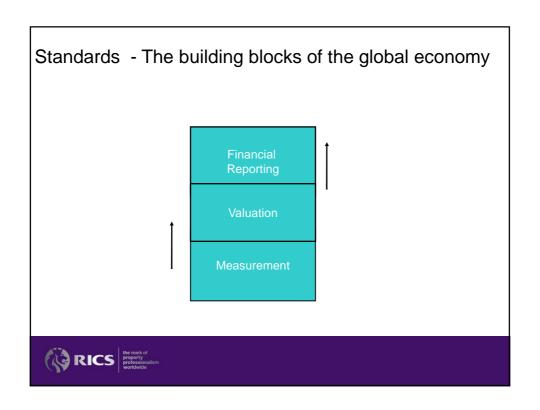
## International Standards The Definition and Purpose

- Definition
  - High-level, principle based and international; not detailed guidance material
- Purpose
  - In the public interest, shared standards provide quality, consistently and efficiency











## Questions ... ?