



INTERNATIONAL QUINOA RESEARCH SYMPOSIUM AUGUST 17TH - 19TH, 2020

WORLDWIDE · ONLINE · FREE

IMPACT REPORT

This event presented a valuable and unique opportunity to network, engage, and learn from fellow quinoa enthusiasts on an international stage. The program included a recorded field walk with the Organic Seed Alliance, an informative Zine with quinoa recipes made in collaboration with QuinoaLab (Chile) and the Culinary Breeding Network, an interactive poster session with 35 presenters lead by Julianne Kellogg, interactive discussion forums, and 26 research sessions from leading experts in their fields on a wide range of topics including agronomy, phenotyping, ancestral knowledge, and market uses.



KEVIN MURPHY AND LEONARDO HINOJOSA EXAMINING QUINOA VARIETIES

“The objective of the IQRS was to focus world attention on the role that quinoa plays in contributing to food security, human health and nutrition, sustainable production, and holistic use worldwide,” -Dr. Kevin Murphy

AT THE SYMPOSIUM

PROGRAM

51 speakers and 35 poster participants in 26 sessions presented in both Spanish and English over three days, including interactive sessions, field walks, lightning talks, and discussion forums.

PARTICIPANT SATISFACTION

96% of attendees felt that the organizers met their need for an online event, with 87% also reporting satisfaction with networking and participant interaction. 75% of attendees participated in all three days, pointing to the efficacy of the online event as a community building experience.

COMMUNITY RESEARCH

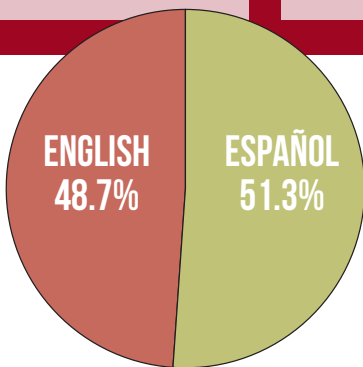
Over 30% of attendees listed sharing their research as the main reason for attending, pointing to the large expertise among participants. Nearly 20% listed networking as their primary reason for attending, demonstrating worldwide community enthusiasm for quinoa’s potential and the need to develop relationships across sectors.

REACH

6021 collective Youtube Views of all Symposium material on the Sustainable Seed Systems Lab channel including 1072 views of Day 1 of the Live Symposium.

NETWORKING

296 members in the online networking platform Slack, with 3250 messages sent between members throughout the event.



REGISTRATION IN ESPAÑOL AND ENGLISH

939 Registrants from **52** countries registered for this bi-lingual event, with the largest contingencies from:

- UNITED STATES (20.8%)
- PERÚ (14.2%)
- BOLIVIA (12.5%)
- CHILE (10.2%)
- ECUADOR (6.8%)

The largest professional sectors represented in registration were:

- RESEARCHERS (32.3%)
- ACADEMICS (21.2%)
- FARMERS (13%)

TOP 5 RATED SESSIONS

1. Future Directions Keynote with Mark Tester
2. Genetic Resources & Wild Relatives with David Brenner & Rick Jellen
3. Market Analysis Keynote with Sergio Nuñez de Arco
4. Advances in Genomics with Jeff Maughan & David Jarvis
5. Heat Stress with Leonardo Hinojosa & Malia Gehan



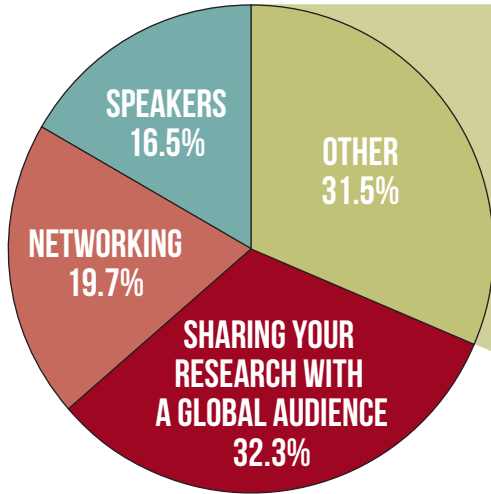
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WHAT MADE ATTENDEES CHOOSE THIS EVENT?

I ATTENDED THE SYMPOSIUM BECAUSE...



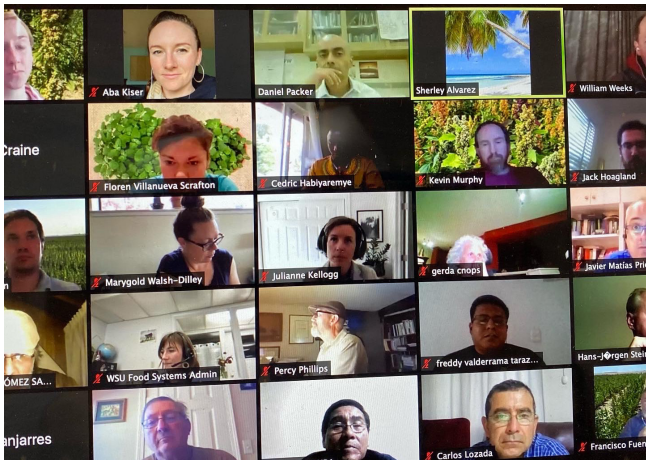
"...I wanted to see what they are developing in other parts of the world."

"...to learn about the latest advances and scientific studies within quinoa cultivation."

"...to establish contact with an international community (network), [and to] listen to authors of articles I have read..."

"The 2020 Symposium was the 7-year-long-awaited 'encore' by quinoa supporters world-wide. Much like its 2013 predecessor, this unique event assembled a multitude of professionals. During 3 days professors, students, marketers, food scientists, geneticists, agronomists, processors, family farmers and agro-industrial growers shared their passion around quinoa. We all believe that this pseudo-grain has a big part to play in alleviating poverty, providing food security and boosting nutrition. The Quinoa Symposium helped bring quinoa one step closer to regaining its status as a staple—an every-day food."

—Sergio Nuñez de Arco of Ardent Mills (formerly Andean Naturals)



75% OF ATTENDEES PARTICIPATED IN ALL THREE DAYS

FUNDING

This event was offered for free online thanks to the USDA-OREI Organic Research & Extension Initiative Project #2016-51300-25808, the WSU Center for Sustaining Agriculture and Natural Resources (BIOAg grant) and the generous support of sponsors, including The Annex by Ardent Mills, QuinoaLab, Jiaqi Quinoa Breeding, Algosur, Andean Naturals and Lundberg Family Farms... thank you sponsors!

FOR MORE INFORMATION VISIT WWW.QUINOASYMPOSIUM.COM
WATCH THE SYMPOSIUM FOR FREE AT TINYURL.COM/SEEDSYSTEMSYOUTUBE
@sustainableseedssystemslab @wsufoodsystems #iqrs #iqrs2020



Food Systems

WASHINGTON STATE UNIVERSITY



Sustainable Seed Systems Lab

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