



Biovision Media Release Swiss Awards 2013

Hans Rudolf Herren wins „SwissAward“

Zurich, 11. January 2014 – **The internationally renowned specialist in biological pest control and president of Biovision Foundation, Hans R. Herren, has won the “SwissAward” in the category society.**

The jury rewarded Herren's tireless commitment fighting hunger and poverty by voting him into first place in his category. "This award really makes me happy. This acknowledgement of my work is highly motivating. And motivation I need; the fight against hunger and poverty and for a healthy environment is not likely to end soon," Herren said.

The gala event of Swiss television SRF honoured five personalities in the categories politics, business, culture, show business and society for their achievements in 2013 or particular commitments. Viewers then chose the "Swiss of the Year 2013".

Hans Herren was presented with the Right Livelihood Award, also known as the alternative Nobel Prize, in Stockholm in December 2013. The jury found that Herren earned his prize "for his expertise and pioneering work in promoting a safe, secure and sustainable global food supply".

Back in 1995, Herren was the first Swiss to win the World Food Prize. With the prize money he founded Biovision Foundation, the main aim of which is to fight hunger and poverty at its roots in Africa. Through its Farmer Communication Programme, Biovision Foundation reaches around 4 million farmers in East Africa and disseminates knowledge that allows the rural population to improve its livelihood. Apart from the monthly magazine "The Organic Farmer", this information reaches its target group through radio programmes, the internet, SMS-services and practical courses in the fields. Scientists also benefit from the direct exchange with the farmers by learning from the practical experience.

As co-chair of the International Assessment of Agricultural Knowledge, Science and Technology for Development (IAASTD), Hans Herren also recognised the importance of the right political framework to ensure that the urgently needed change of course global agriculture could be realised. The IAASTD report, published in 2008 after more than 400 scientists from all over the world spent four years drawing it up, sees no future in industrial agriculture and considers a sustainable organic agriculture the only option to eliminate hunger on our planet even with a growing population.

More information on www.biovision.ch.

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