We, the participants, are determined to create a global forum that provides leadership and advocacy to stimulate the latent potential that agricultural advisory services has to address the global challenges of poverty and food insecurity.

In spite of national and international development efforts we have persistent rural poverty and global hunger.

Agricultural advisory services are elemental to improving the livelihoods of rural people worldwide, and have demonstrated positive impacts in spite of under-resourcing.

To better serve their constituency, advisory services need a stronger voice; vigorous analysis on policies, principles, and approaches; enhanced interaction and dialogue; and the synthesis of innovations and good practices.

Due to a confluence of factors—rising food prices, the L'Aquila G-8 statement on the importance of agricultural extension services, renewed donor interest in agriculture and advisory services, and a broad commitment to restructure global agricultural development institutions—this is the transformational moment for the sector.

This is the opportune time to institutionalize a global mechanism to give leadership and support to key stakeholders in pluralistic, demand-driven agricultural advisory services for rural people.

The Neuchâtel Initiative meeting in Assisi in September 2009 confirmed and validated the need for such an initiative.