

Finding the *Sweet Spot* When It Comes to Sustainability



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Sustainability

*More than a
buzzword*





**Why it matters
to consumers,
the environment
and your
bottom line?**

If today is the
baseline...





Cropland the size
of South America

Pastureland the
size of Africa



Aral Sea

70% of fresh water used for agriculture



Colorado River runs dry



2000

Muddy River

Virgin River

Overton Arm

2021

Muddy River

Virgin River

Overton Arm



2.5 km



25% of all
greenhouse gases
from agriculture





7.8B
2020

9.5B
2050



800 Million

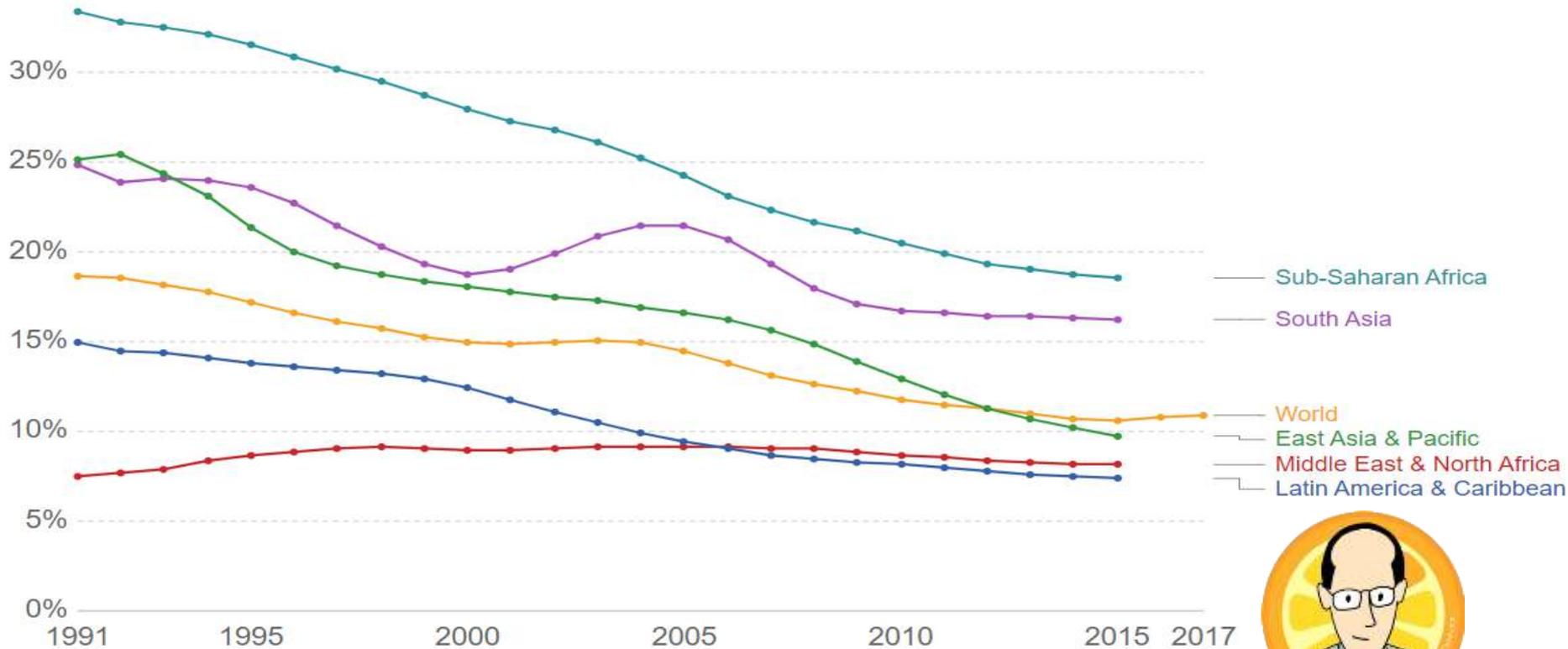


Is our food system
broken?



Share of the population that is undernourished

This is the main FAO hunger indicator. It measures the share of the population that has a caloric intake which is insufficient to meet the minimum energy requirements necessary for a given individual. Data showing as 5 may signify a prevalence of undernourishment below 5%. Regional aggregations are based on World Bank regions and exclude high-income countries. They may therefore differ from UN FAO regional figures.



Source: UN Food and Agriculture Organization (FAO)

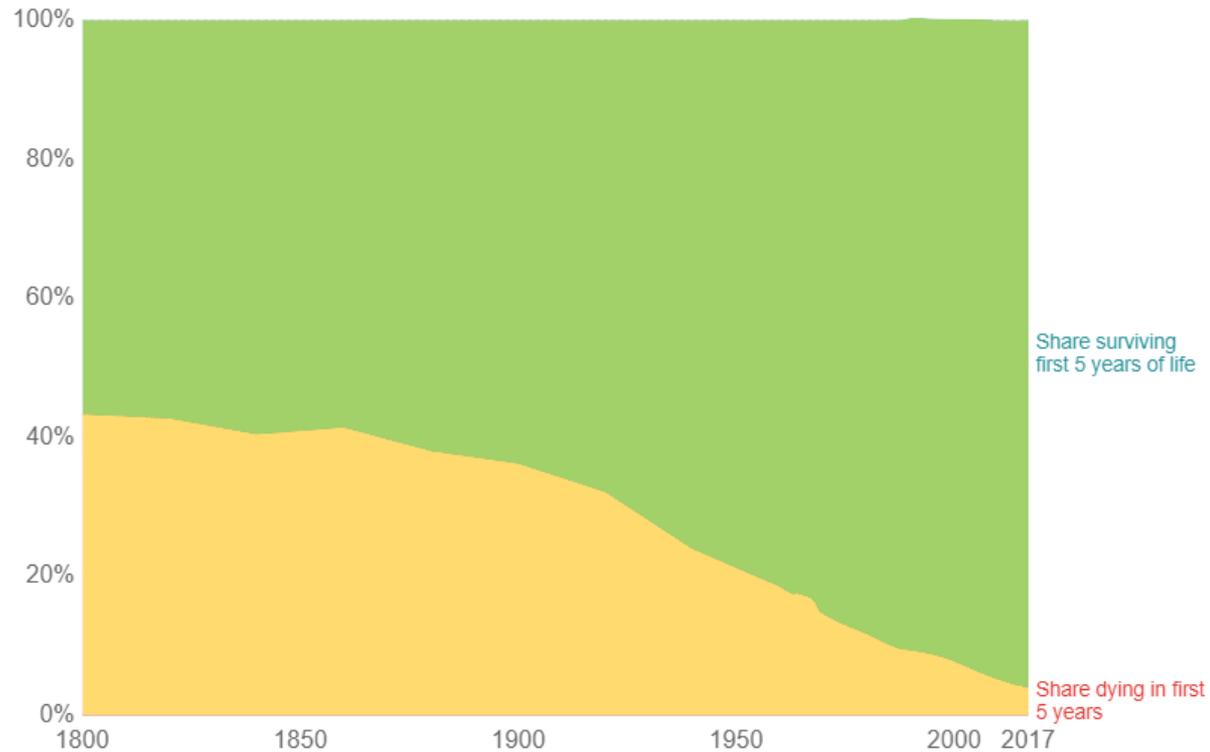
Note: Developed countries are not included in the regional estimates since the prevalence is below 5%.



Global child mortality

Share of the world population dying and surviving the first 5 years of life.

Our World
in Data



Source: Gapminder and the World Bank

OurWorldInData.org/a-history-of-global-living-conditions-in-5-charts/ • CC BY-SA



Resources Per Bushel of Corn 1980 – 2011

35% Fewer Greenhouse Gases



60% Less Erosion



40% Less Land



50% Less Water



40% Less Energy



How do consumers
think about
sustainability?





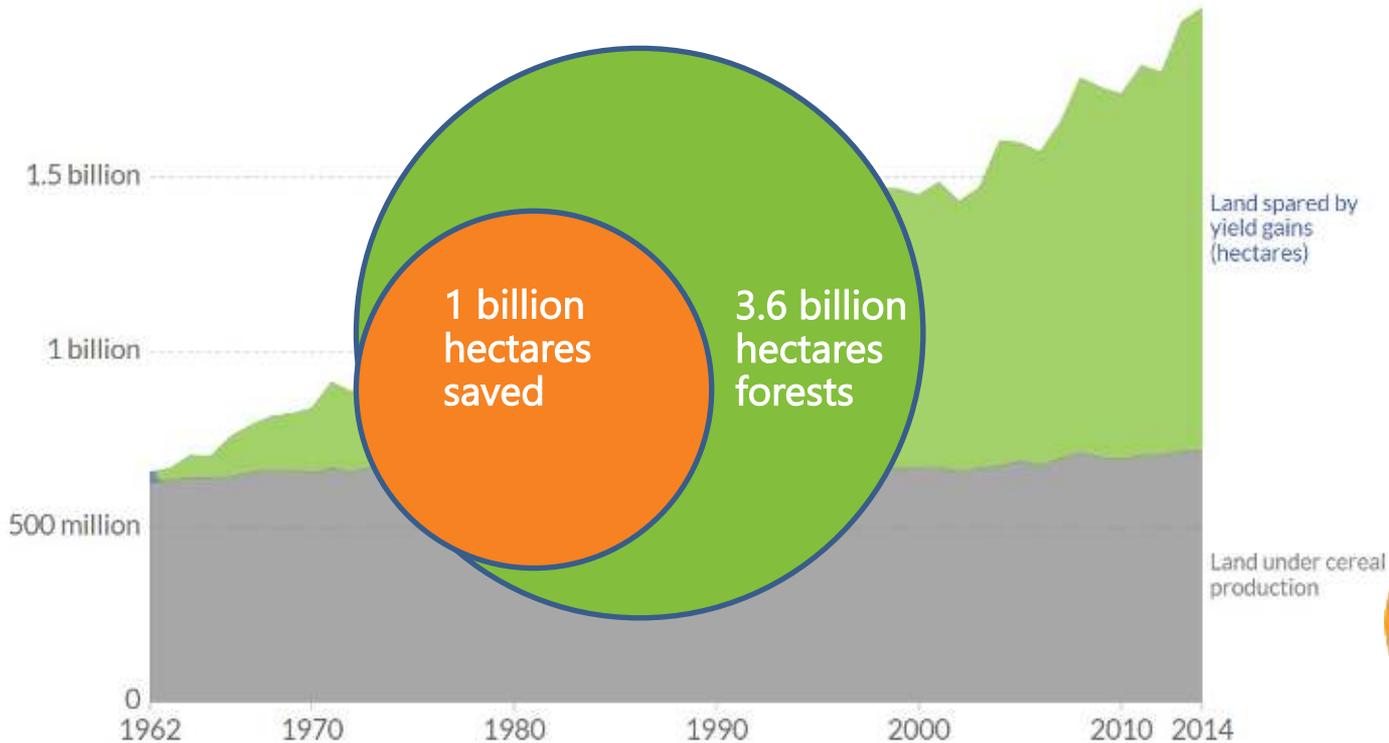
Local Versus Global



It's really
about
tradeoffs

Global land spared as a result of cereal yield improvements

Global area of land spared from agricultural production as a result of improvements in cereal yield, measured in hectares. This has been calculated as the area of land which would have been necessary to maintain global cereal production at actual output rates, assuming average cereal yields had remained constant since 1961.



Agriculture

is the single biggest driver of deforestation and the biggest protector of forests.



Sustainability

*is a journey,
not a destination.*





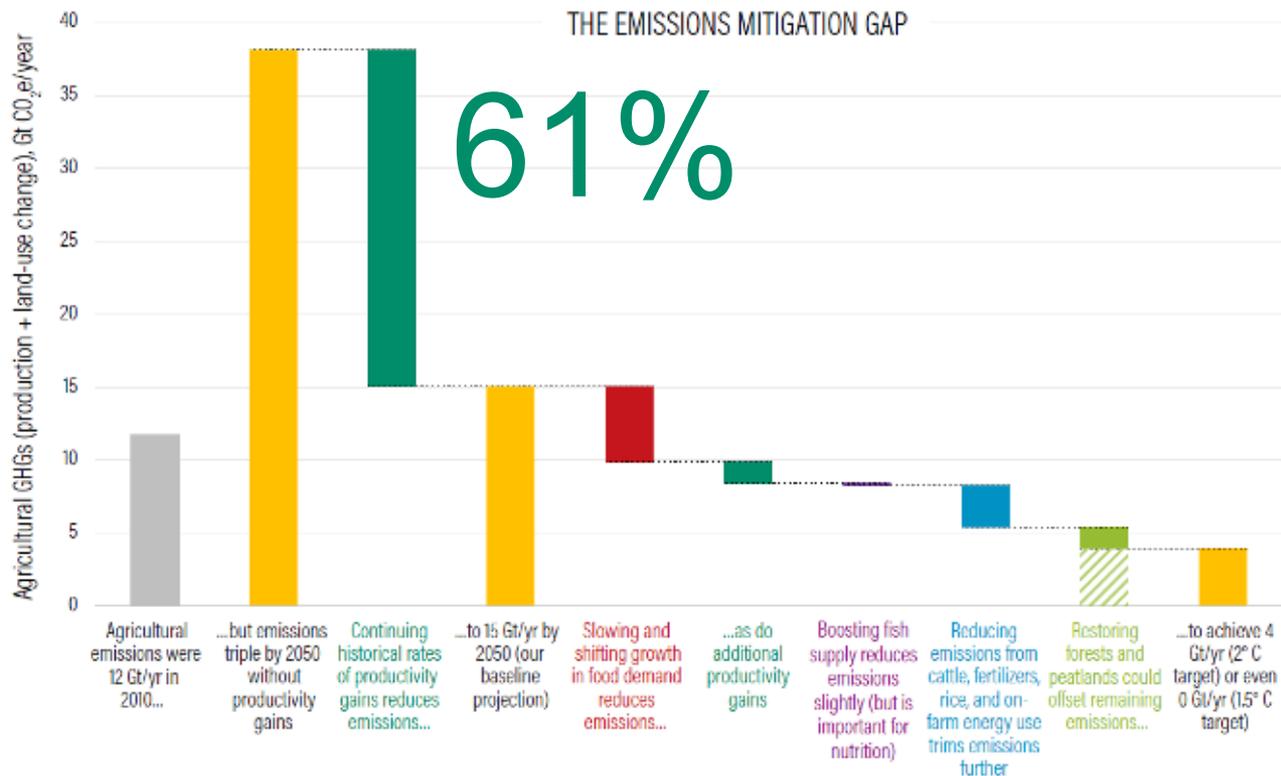
Farmers have been on this journey for **100 years**, since the advent of chemical fertilizer, mechanization and improved genetics.





According to FAO, we need
50-60% more food
by 2050





Note: These charts show the most ambitious "Breakthrough Technologies" scenario. "Restore forests and peatlands" item includes full reforestation of at least 80 million hectares of liberated agricultural land, in order to reach the 4 Gt CO₂e/year target by 2050 for limiting global temperature rise to 2°C. As an even more ambitious option, in order to limit warming to 1.5°C, full reforestation of at least 585 million hectares of liberated agricultural land could offset global agricultural production emissions for many years.
 Source: GlobAgri-WRR model.



Conventional ag

will deliver most of the gains necessary to save the planet



Words matter

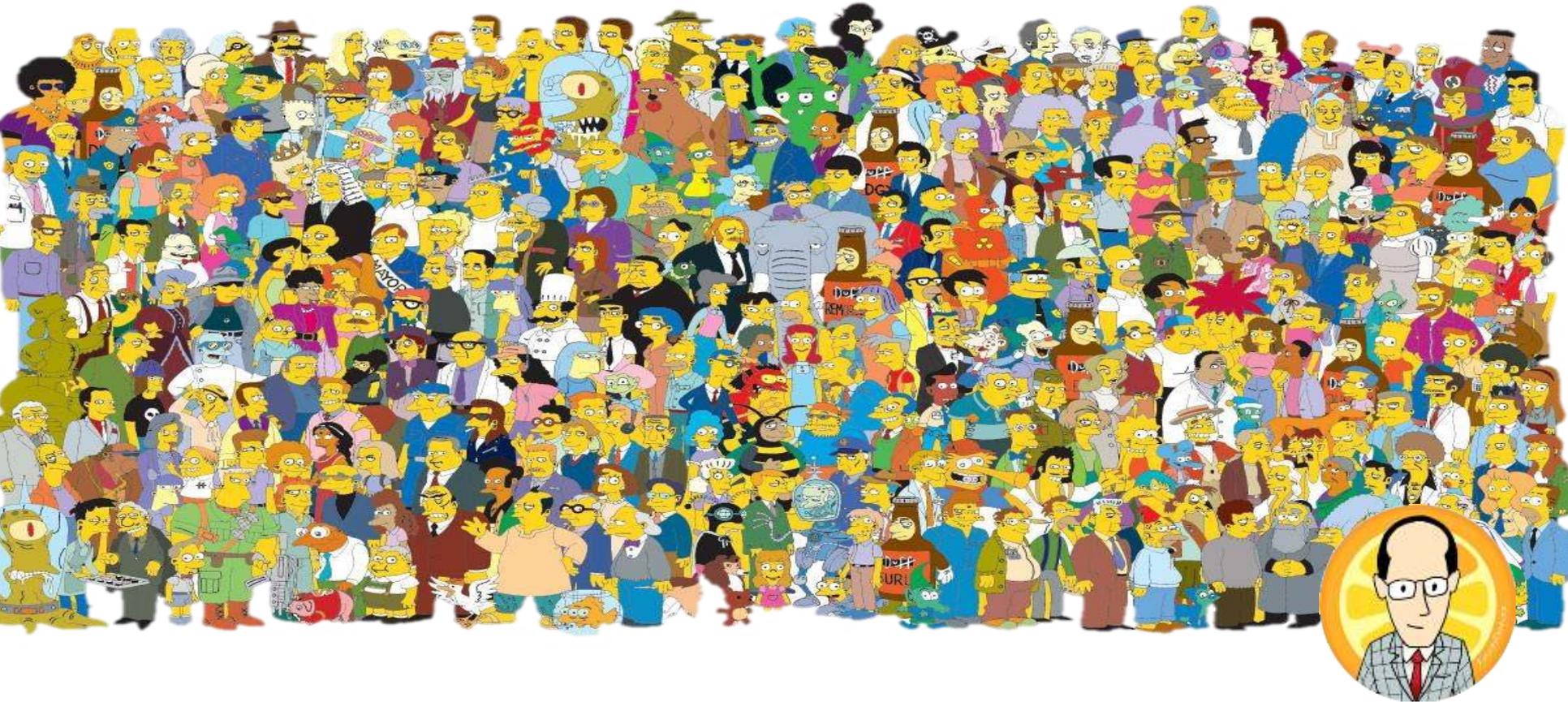
From “should”
to “could”



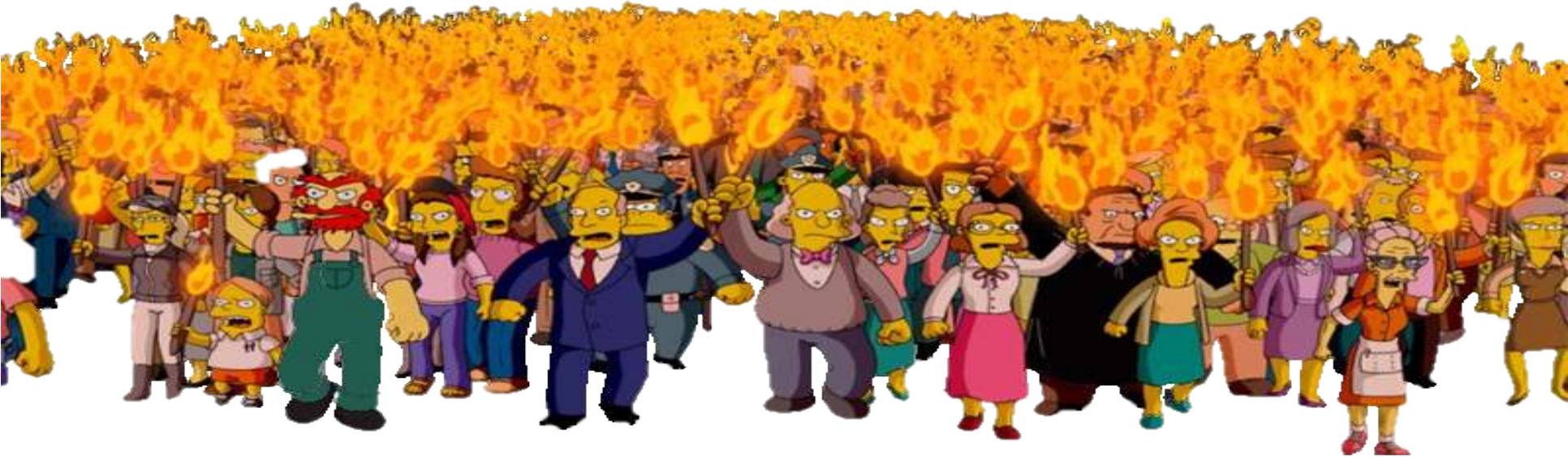
Competing World Views



People love innovation



People love innovation



Almost as much as
they despise change





Consumers have
never cared more,
nor known less,
how their food
was produced





Science tells us
what we can do

the public

tells us what we
should do

HAZARD

VS

RISK

A **HAZARD** is something that has the potential to harm you



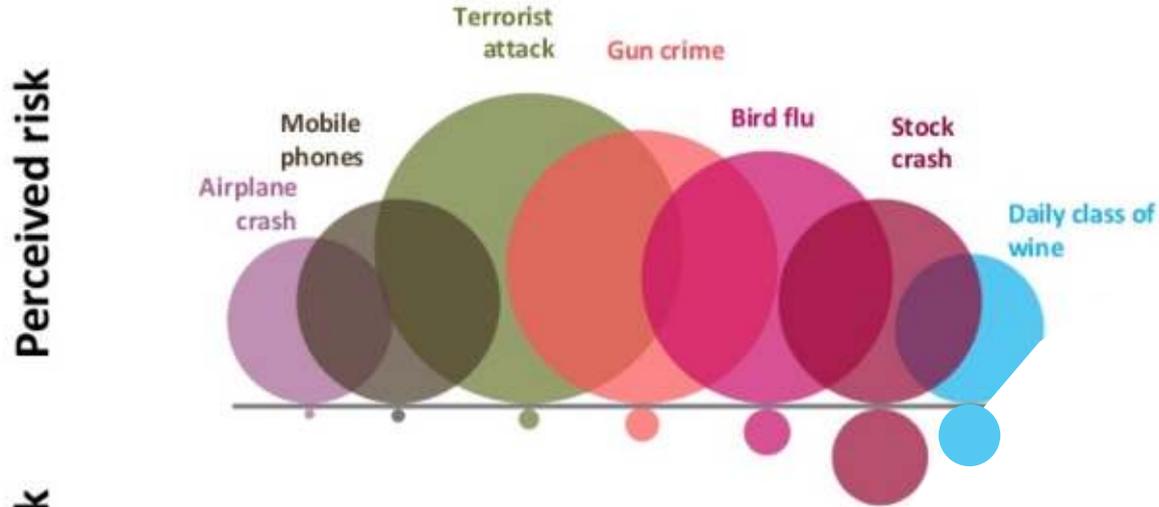
RISK is the likelihood of a hazard causing harm





$$\begin{aligned} & \text{Hazard} \\ & \times \\ & \text{Media Exposure} \\ & = \\ & \text{Perception of Risk} \end{aligned}$$

Perception of Risk



"The difference between risk and the perception of risk is the difference between action and reaction."

Susanna Hertrich, 2008 : "Reality Checking Device"



Food doesn't have to be scary

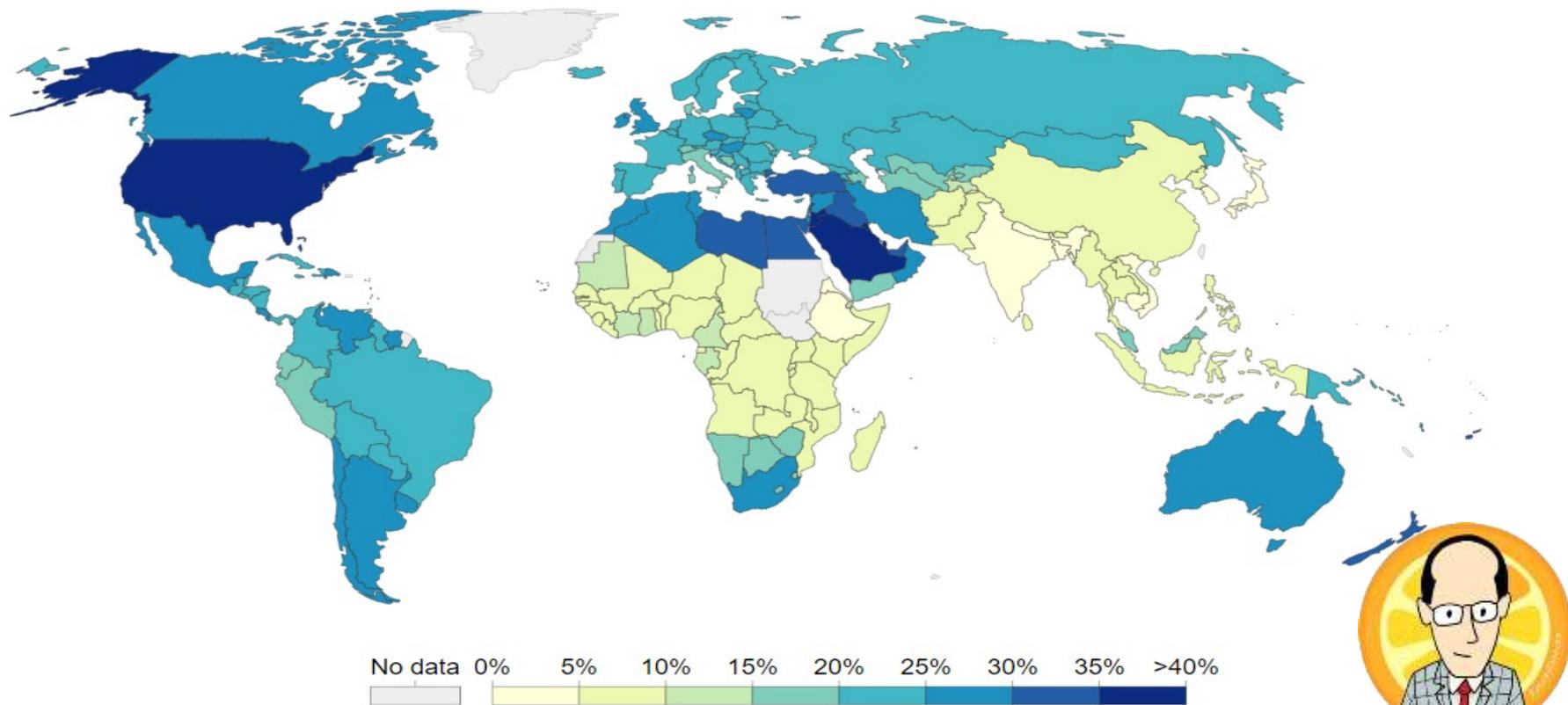


Diets *need to shift*

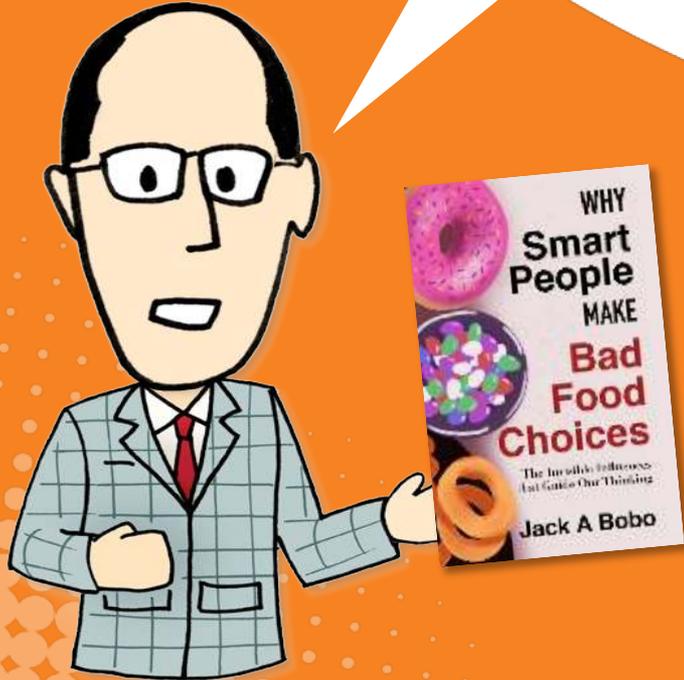


Share of adults defined as obese, 2016

Percentage of adults aged 18+ years old who are defined as obese based on their body-mass index (BMI). BMI is a person's weight in kilograms (kg) divided by his or her height in metres squared. A BMI greater than or equal to 30 is defined as obese.



Mental Shortcuts



The Halo Effect

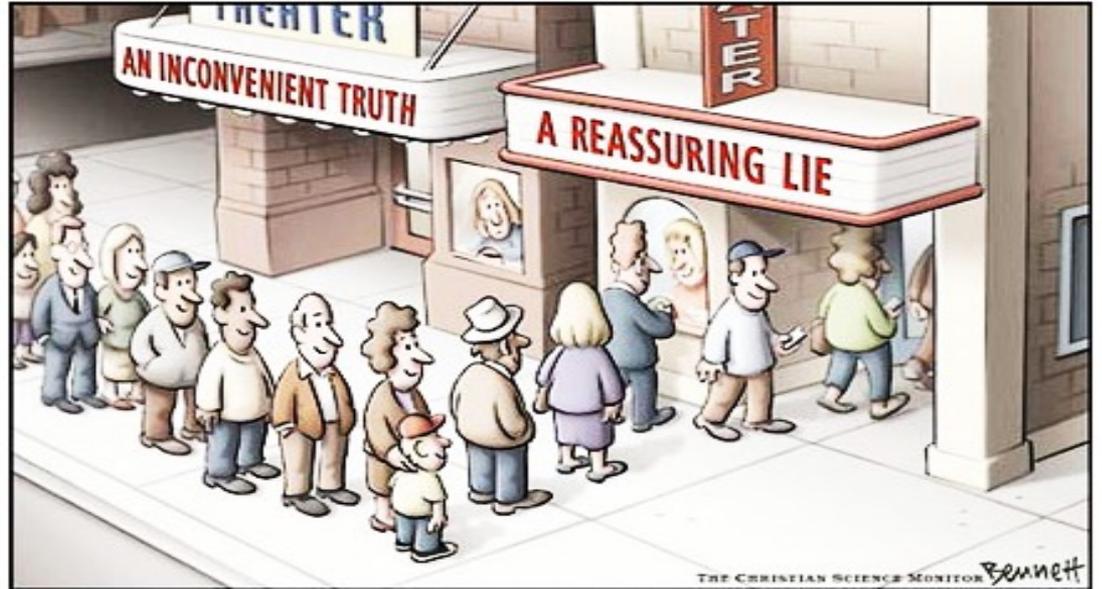


Mental Fatigue



“Decision fatigue in the grocery aisles is not a bug, it’s a feature.”

Confirmation Bias



Availability Heuristic



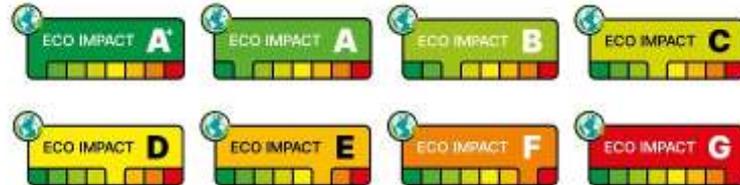


**What does
the future
hold?**



Dietary Guidelines

Eco Labels





**Think
Differently
about the
Future**



Transparency



Traceability

Provenance

Premium

Quality

Food Safety



Farmer as Storyteller

Personalize
Acknowledge
Connect
Build Trust



Only then can we talk about the science

Why Now Matters

BILLION

10

9

8

7

6

5

4

3

2

1

1800

1850

1900

1950

2000

2050

2100

7.8

9.5

Opportunity



The next 30 years

*will determine the fate
of the planet*



A Few Thoughts



1. Sustainability is a trend, not a fad
2. Sustainability is just another word for good business
3. Your story is better than you think
4. Embrace conversations about healthy diets and sustainable ag

Tips for Talking about Agriculture



1. Things are getting better, but not fast enough
2. No perfect solutions, only tradeoffs
3. Move the conversation from "should" to "could"
4. How we communicate matters
5. Tell your story and you will build trust

Thank you!

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