



Production and Sustainability – Two Aspects of one Strategy

Dr. Juan Gonzalez-Valero
Head Public Policy & Sustainability

Academia Engelberg
15 October 2014

The challenge: sustainably feed a growing population



870m

people go to
bed hungry

2bn

more people
by 2050

70%

of them depend
on farming

Every day the world's population increases by 200'000

The facts

We lose a soccer field
of farmland every second

By 2050 four billion people will
live in countries with water scarcity

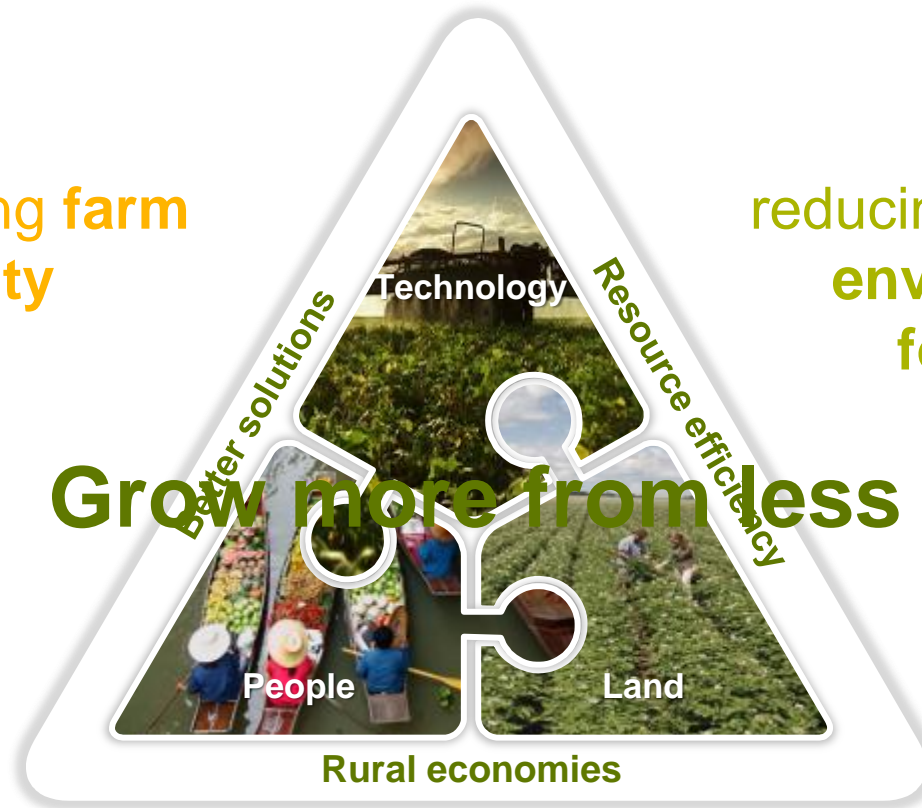
Weeding a one hectare farm takes
200 hours of back-breaking labor



Our contribution is to raise productivity in sustainable ways

improving farm
productivity

reducing agriculture's
environmental
footprint

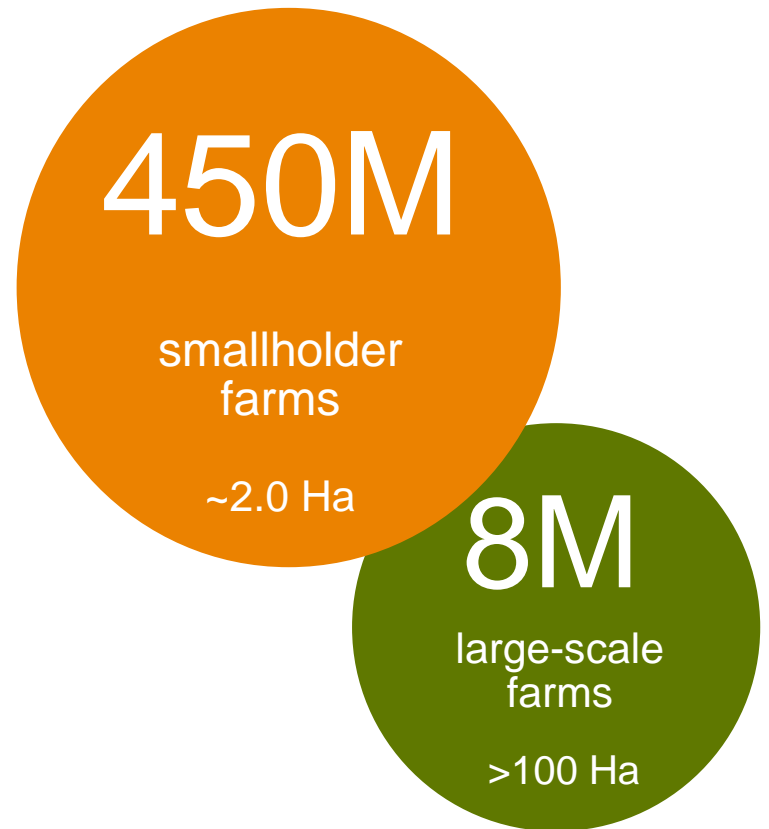


building rural
prosperity

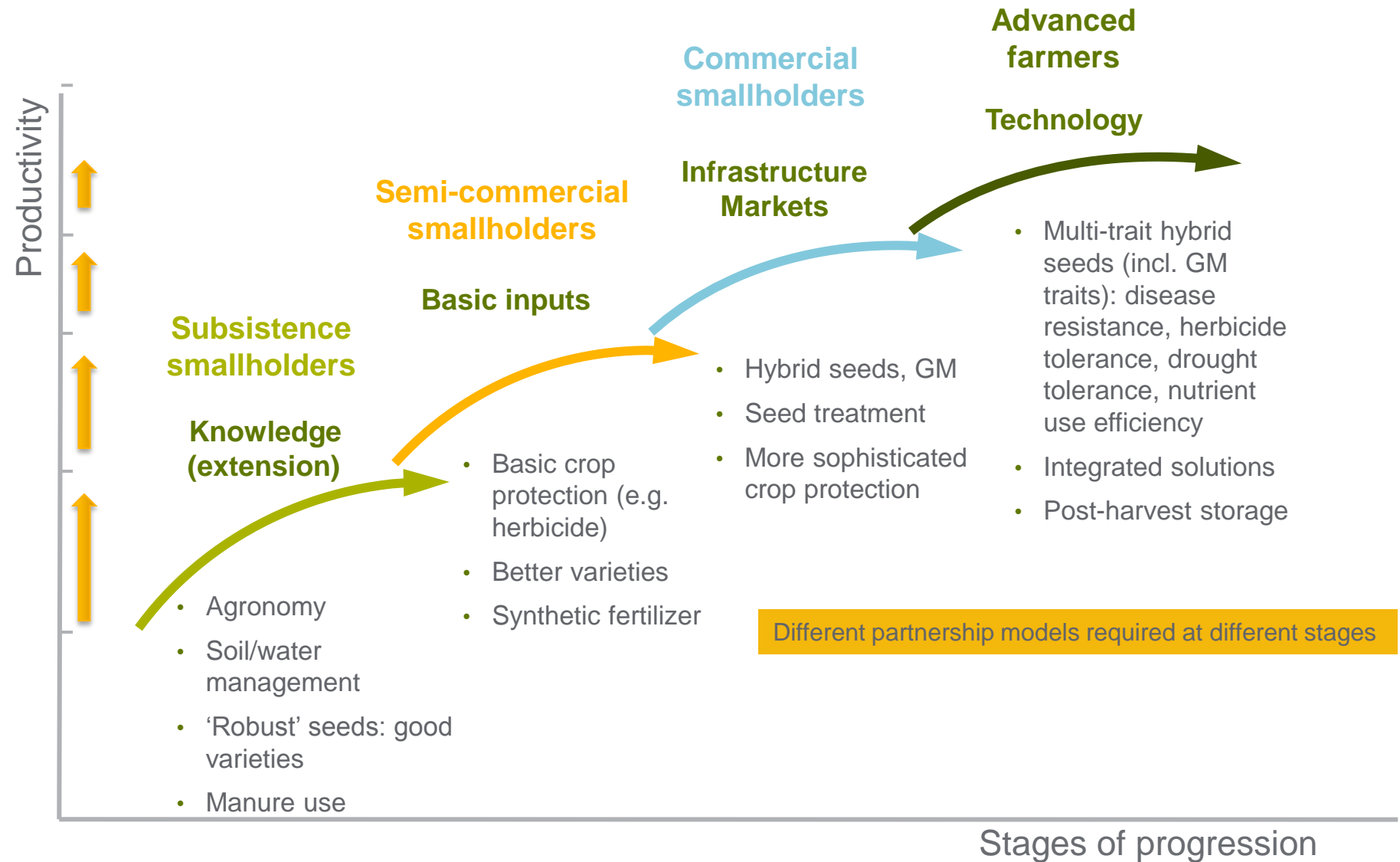
Helping small and large farms meet the challenges of global food security

Our ambition

is to bring greater food security in an environmentally sustainable way to an increasingly populous world by creating a worldwide step-change in farm productivity



The key is to get the right solution to the farmer



The Good Growth Plan

By 2020, we commit to:

**More food
Less waste**



**Make crops
more efficient**

Increase average productivity of the world's major crops by 20% without using more land, water or inputs

**More biodiversity
Less degradation**



**Rescue
more
farmland**

Improve the fertility of 10 million hectares of farmland on the brink of degradation

**Help
biodiversity
flourish**

Enhance biodiversity on 5 million hectares of farmland

**More health
Less poverty**



**Empower
smallholders**

Reach 20 million smallholders and enable them to increase productivity by 50%

**Help people
stay safe**

Train 20 million farm workers on labor safety, especially in developing countries

**Look after
every worker**

Strive for fair labor conditions throughout our entire supply chain network

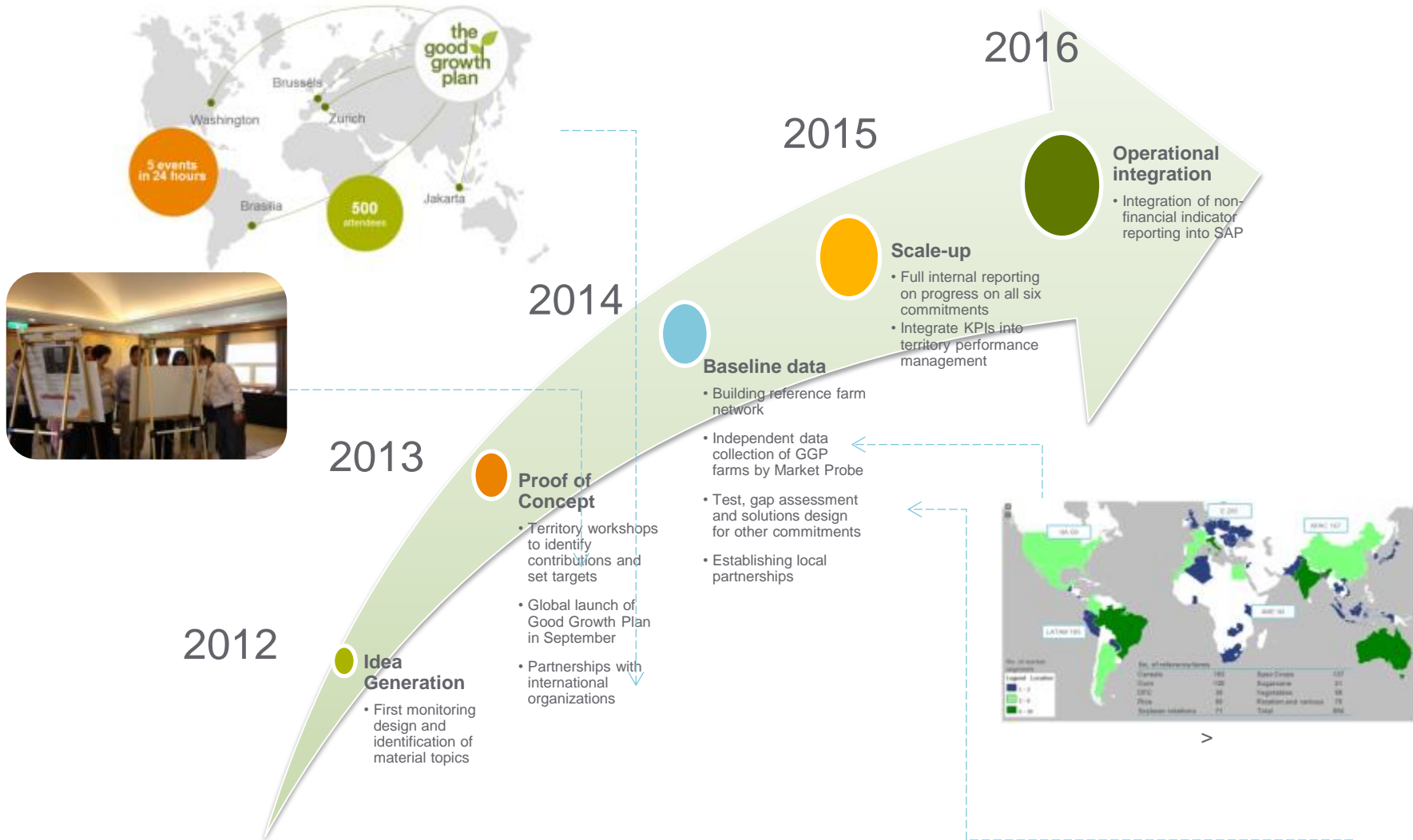
One planet. Six commitments.

The Good Growth Plan requires a new approach

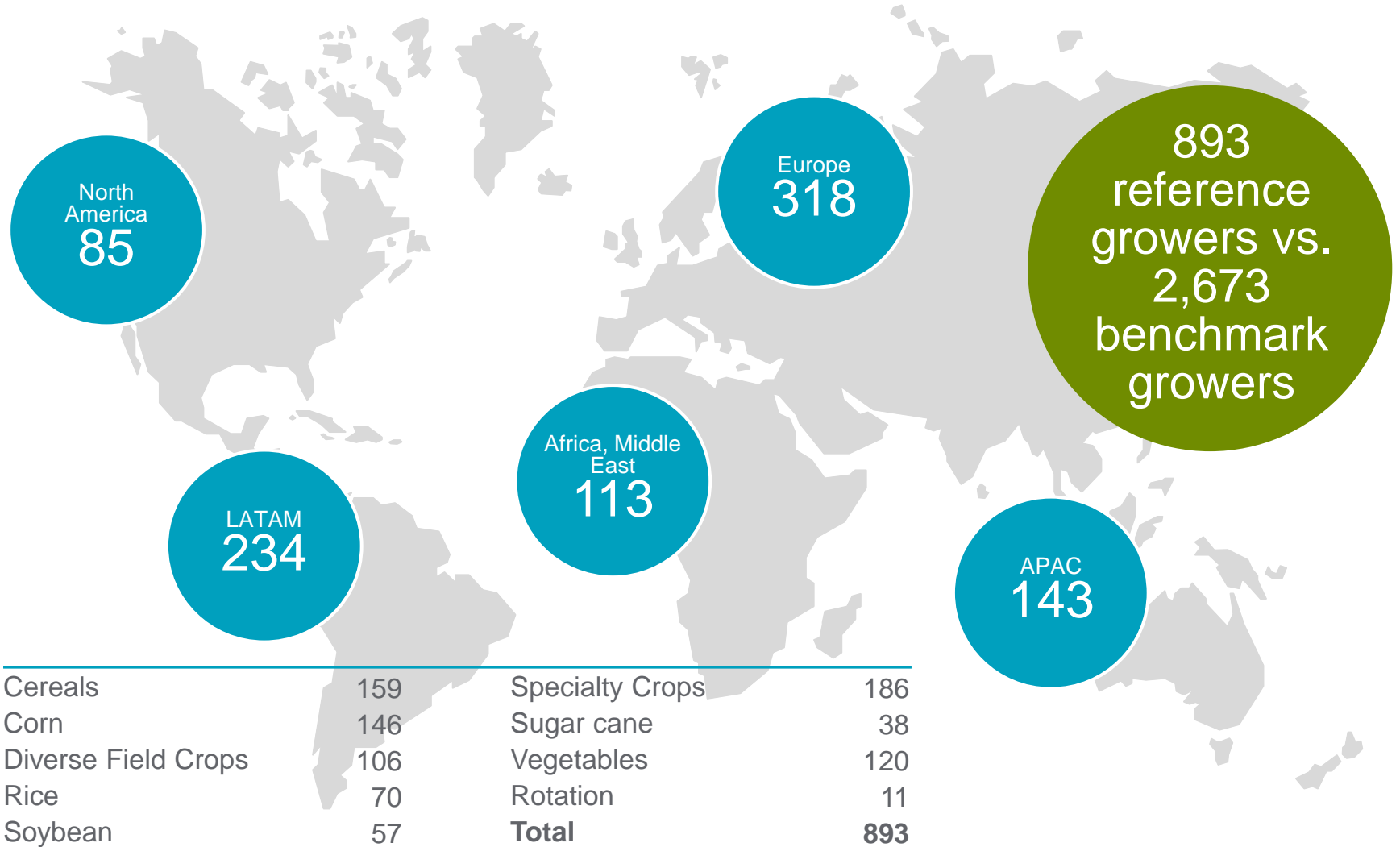
We want...

- enter into a dialogue, motivate other actors to join
- collaborate across boundaries and engage in partnerships
- expand existing projects and initiatives
- learn from our experiences with partners

The Good Growth Plan Roadmap



The Good Growth Plan farm network – data collection on farms



the
good growth
plan

A stylized green plant logo consisting of a vertical stem and two leaves, positioned to the right of the text 'good growth plan'.

www.goodgrowthplan.com