Food, fuel, fiber and forests for 9 billion, while maintaining the planet

Jason Clay
SVP, WWF
“You can’t wake a person who’s pretending to sleep”

Oromo Proverb
Population x Consumption ≠ Planet
We’re eating the planet
Cultivated Systems:
Areas in which at least 30% of the landscape is cultivated

- Available: 67%
- In use: 33%
- Unavailable
<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Available</td>
<td>42%</td>
</tr>
<tr>
<td>In use</td>
<td>33%</td>
</tr>
<tr>
<td>Unavailable</td>
<td>25%</td>
</tr>
</tbody>
</table>
Countries with parks being reduced or taken off the books
Global Trends by 2050

- Population—2-3 billion more
- Income will increase by 2.9 times
- Consumption will double
- 70% will live in cities—as many as are alive today
Global Food
8,000 years = 40 years
Waste
Genetics
Technology
Better Practices
Degraded land
Property rights
Over/under consumption
Carbon
Urban agriculture
Impacts that are acceptable with 7 billion
Will not be with 9 or 10 billion people
Performance Curve

Government Regulation

Voluntary Standards
We need to use less . . .

. . . to produce more from less.
We must intensify production
But, we must do it sustainably.