



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



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

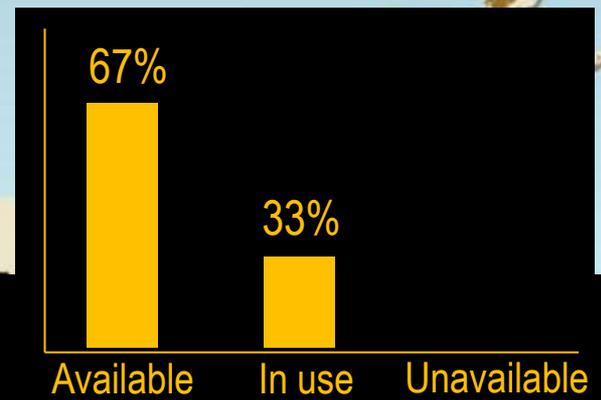
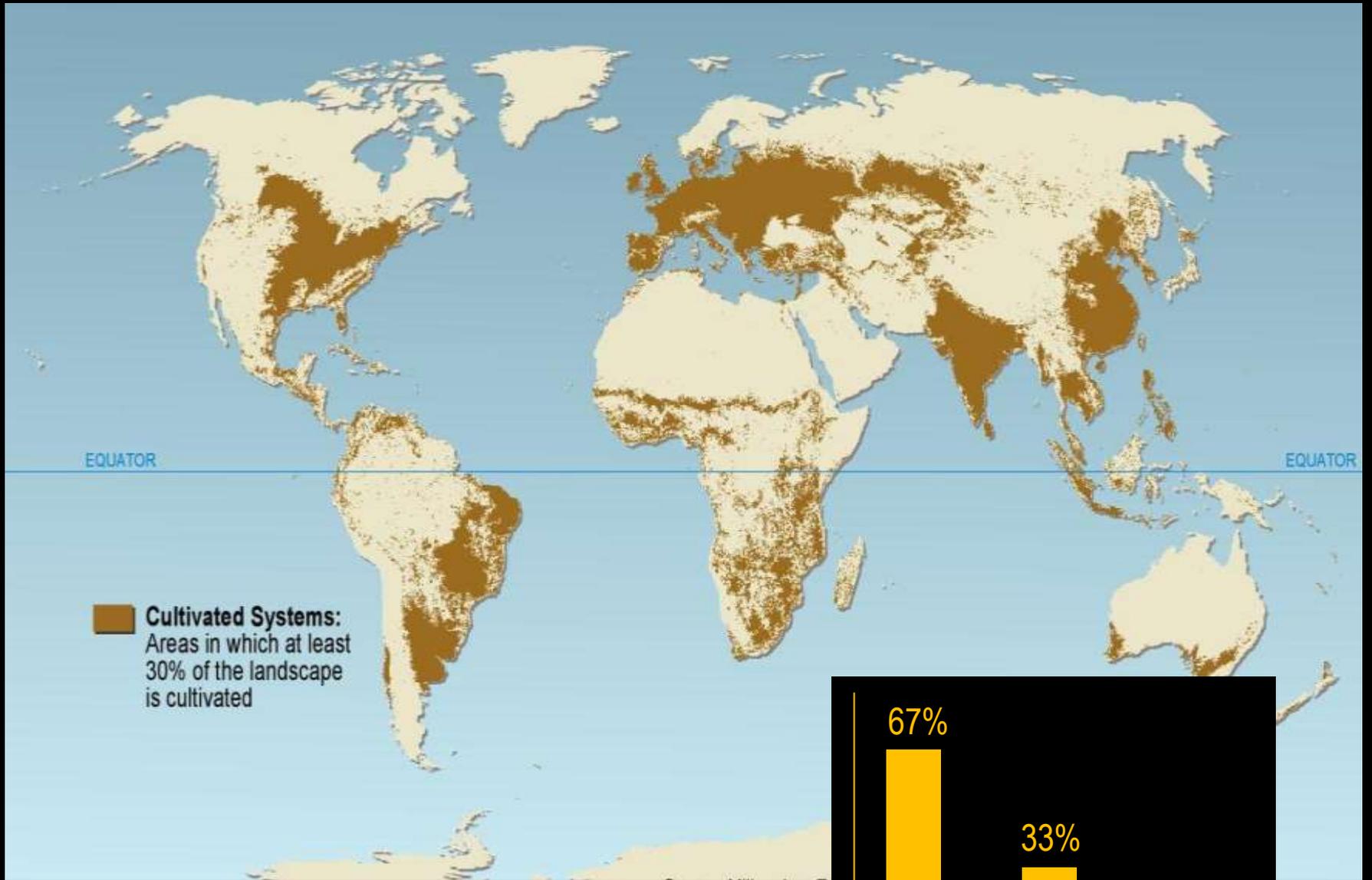
Oromo Proverb

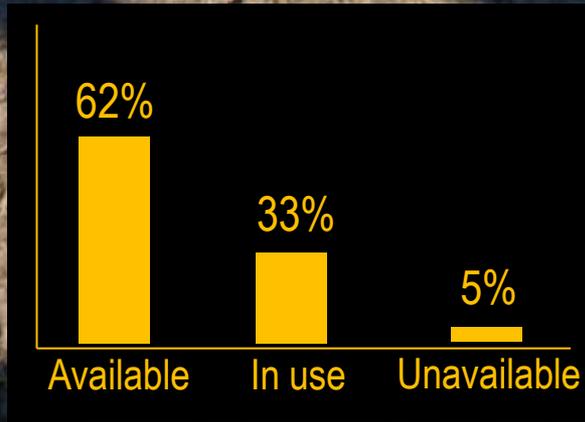
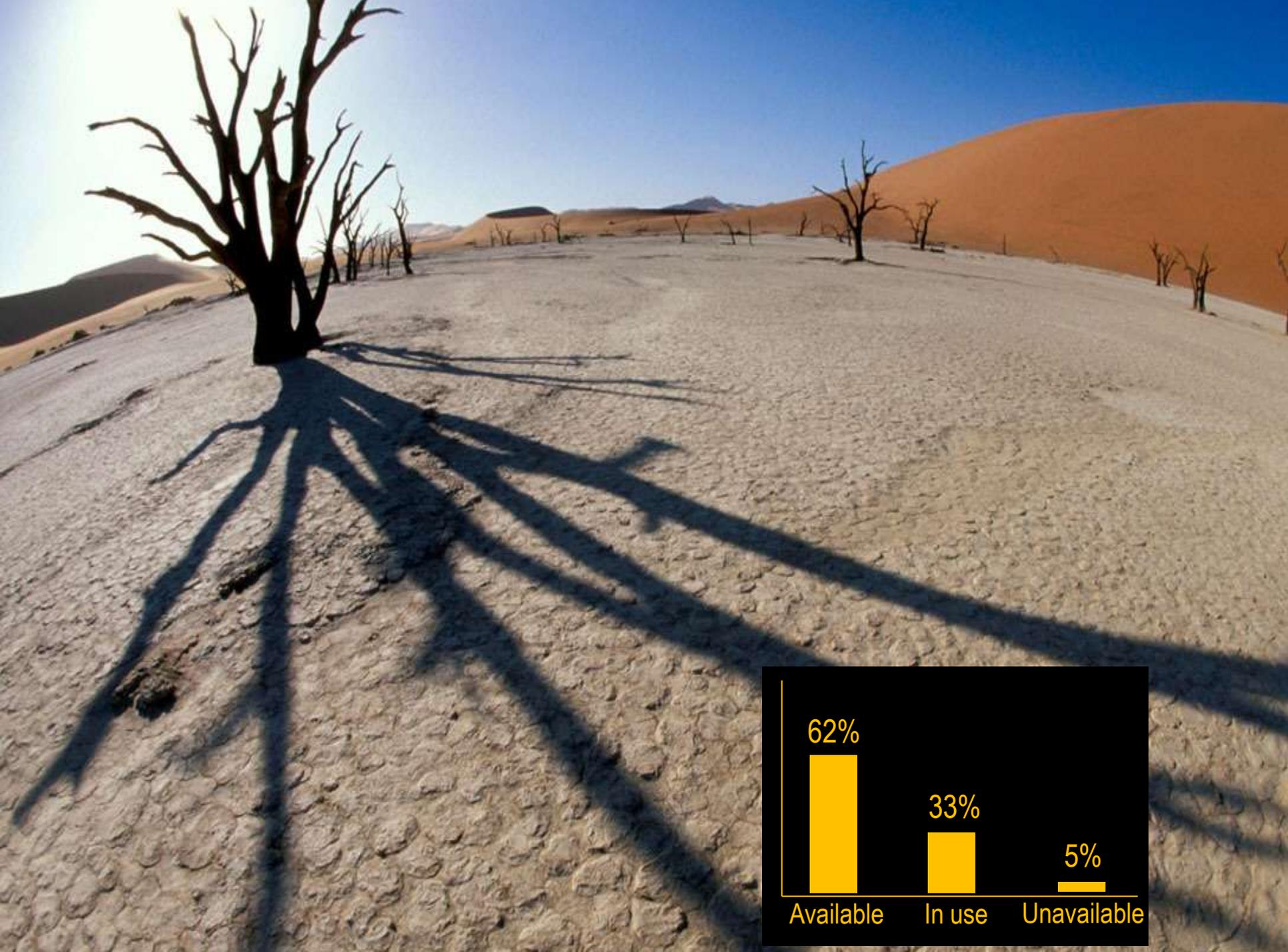


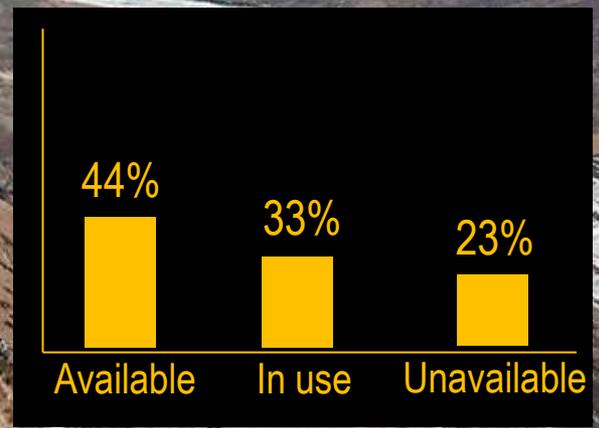
Population x Consumption \neq Planet

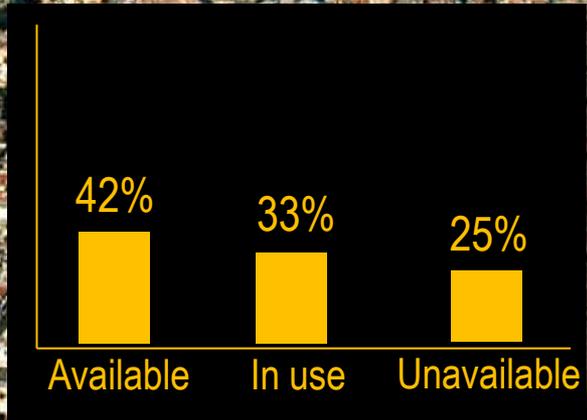
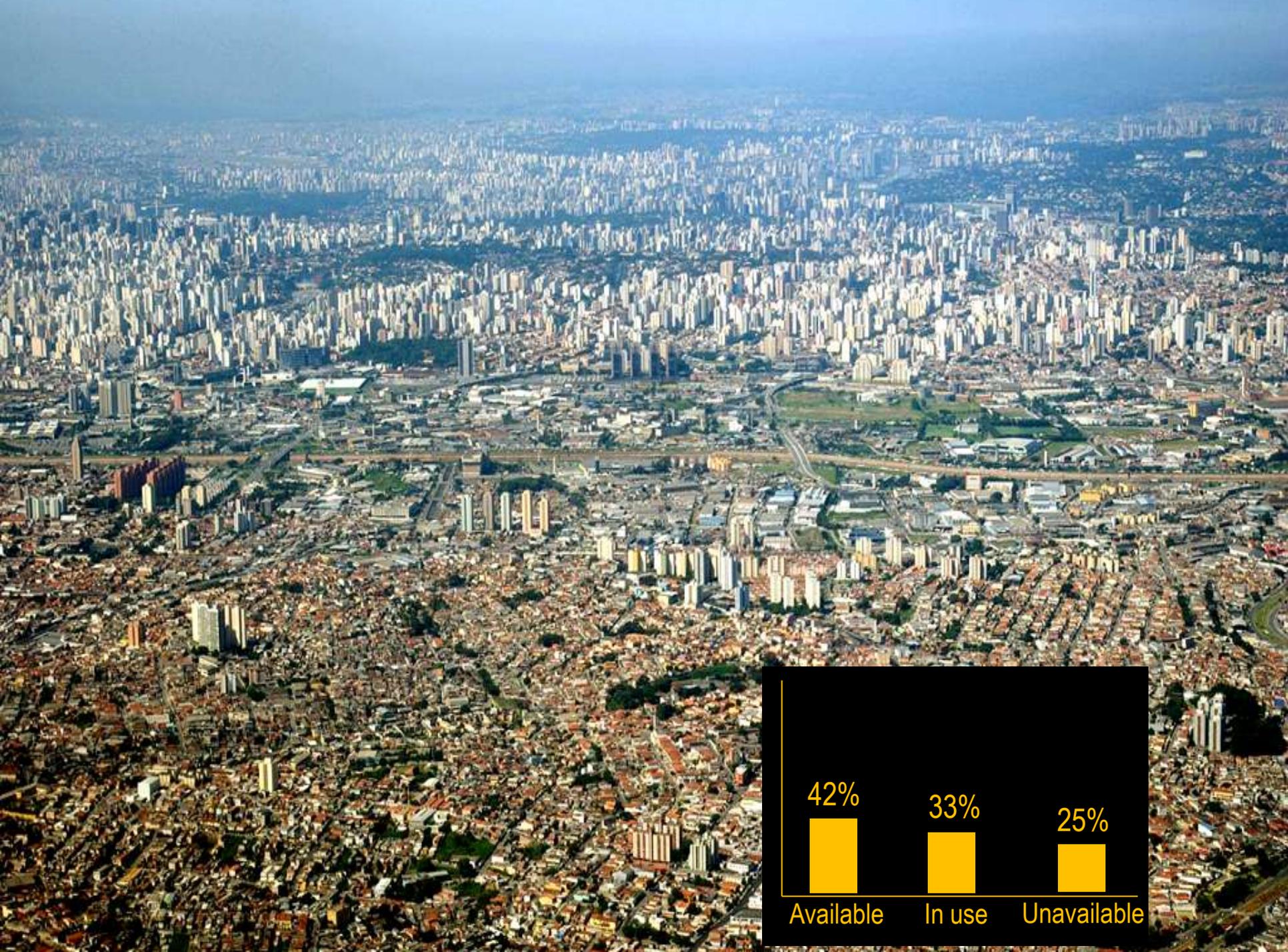
We're eating the planet

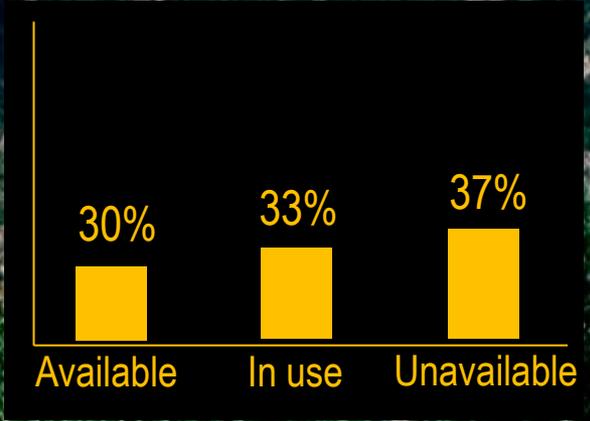


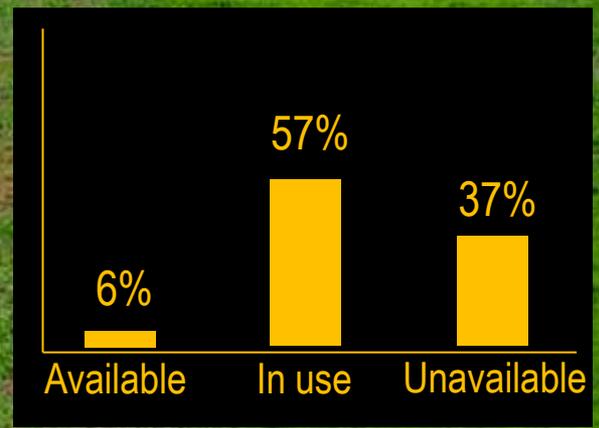
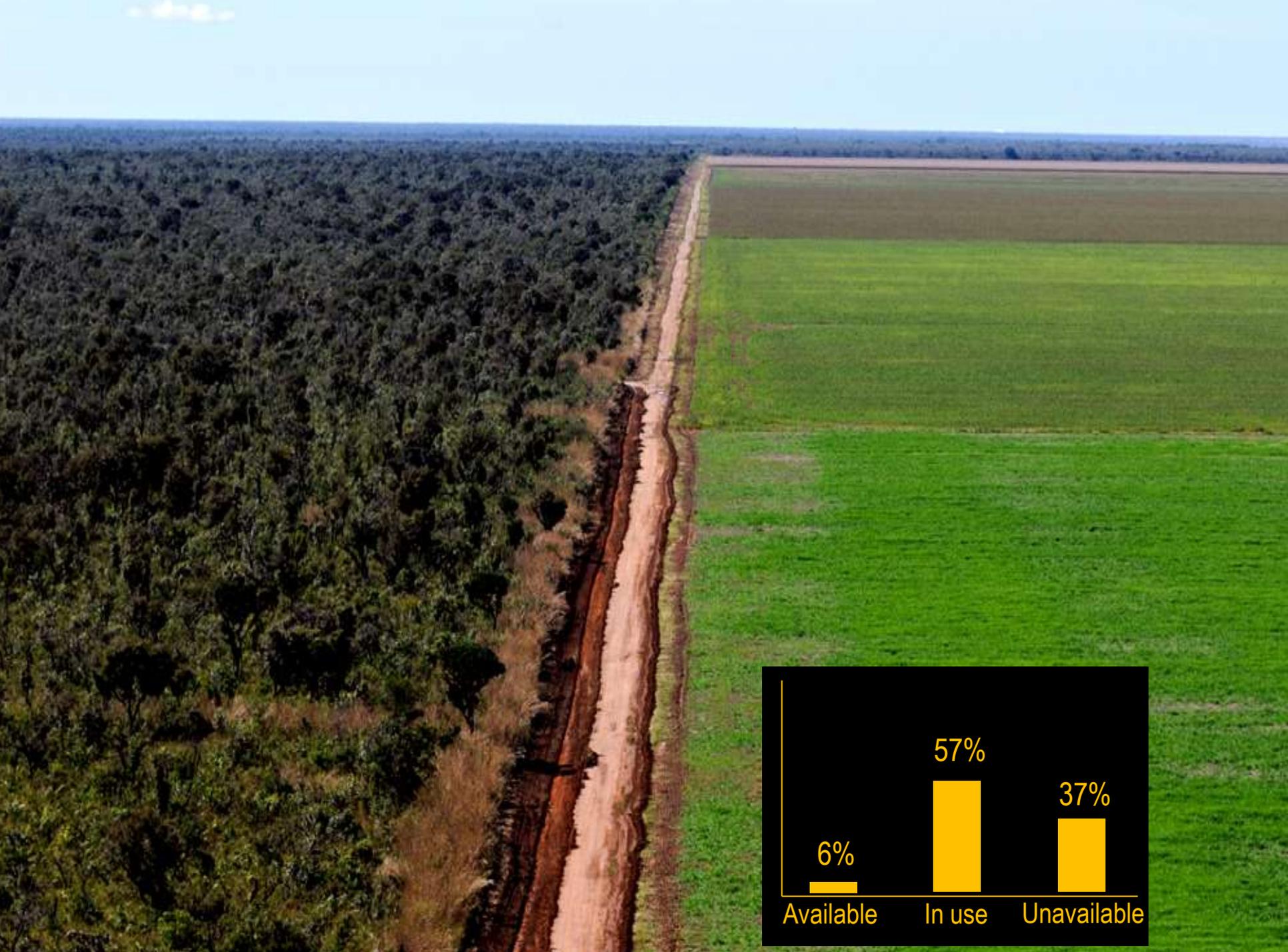


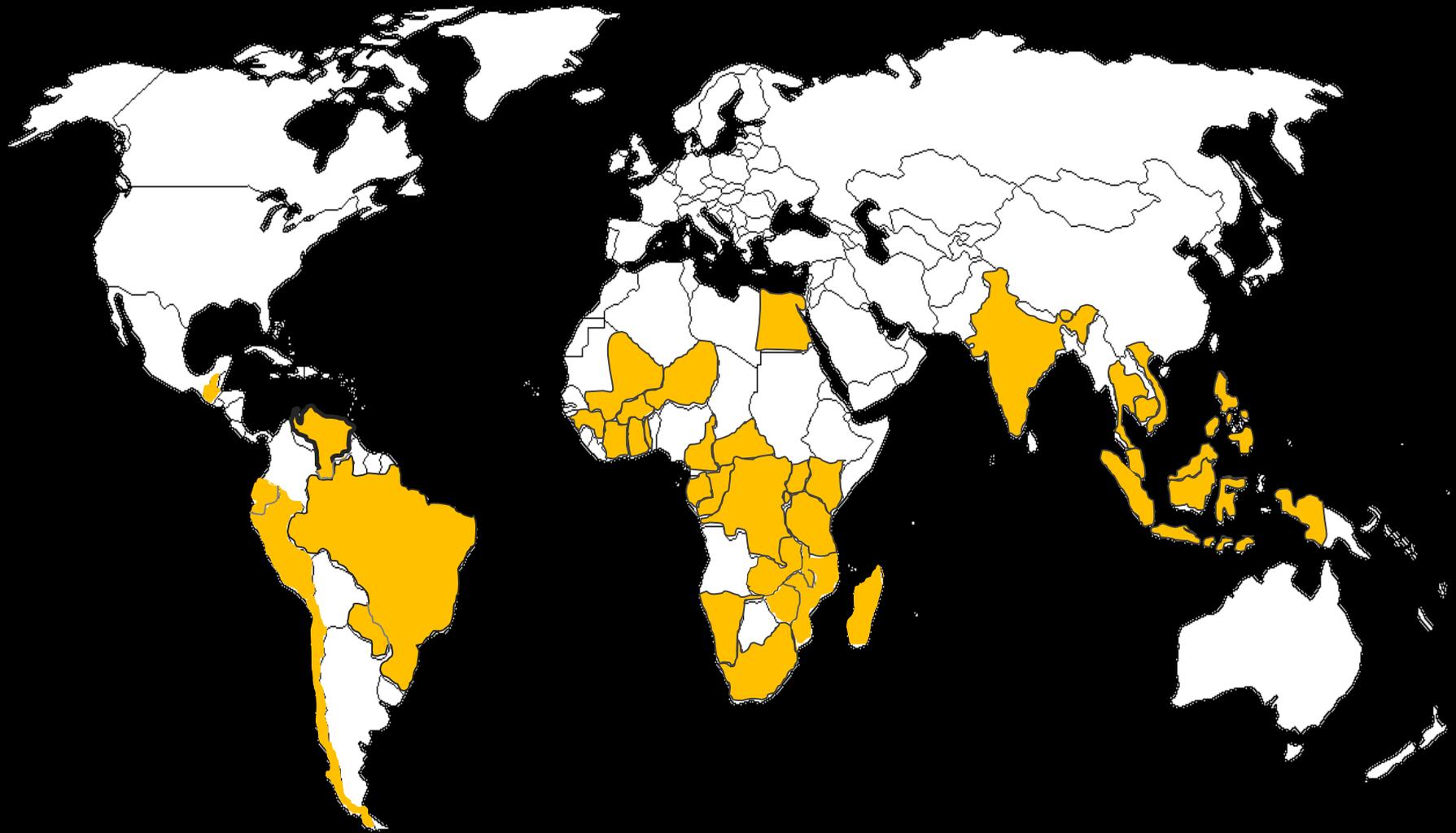












Countries with parks being reduced or taken off the books

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



FD wedges

Waste

Genetics

Technology

Better Practices

Degraded land

Property rights

Over/under consumption

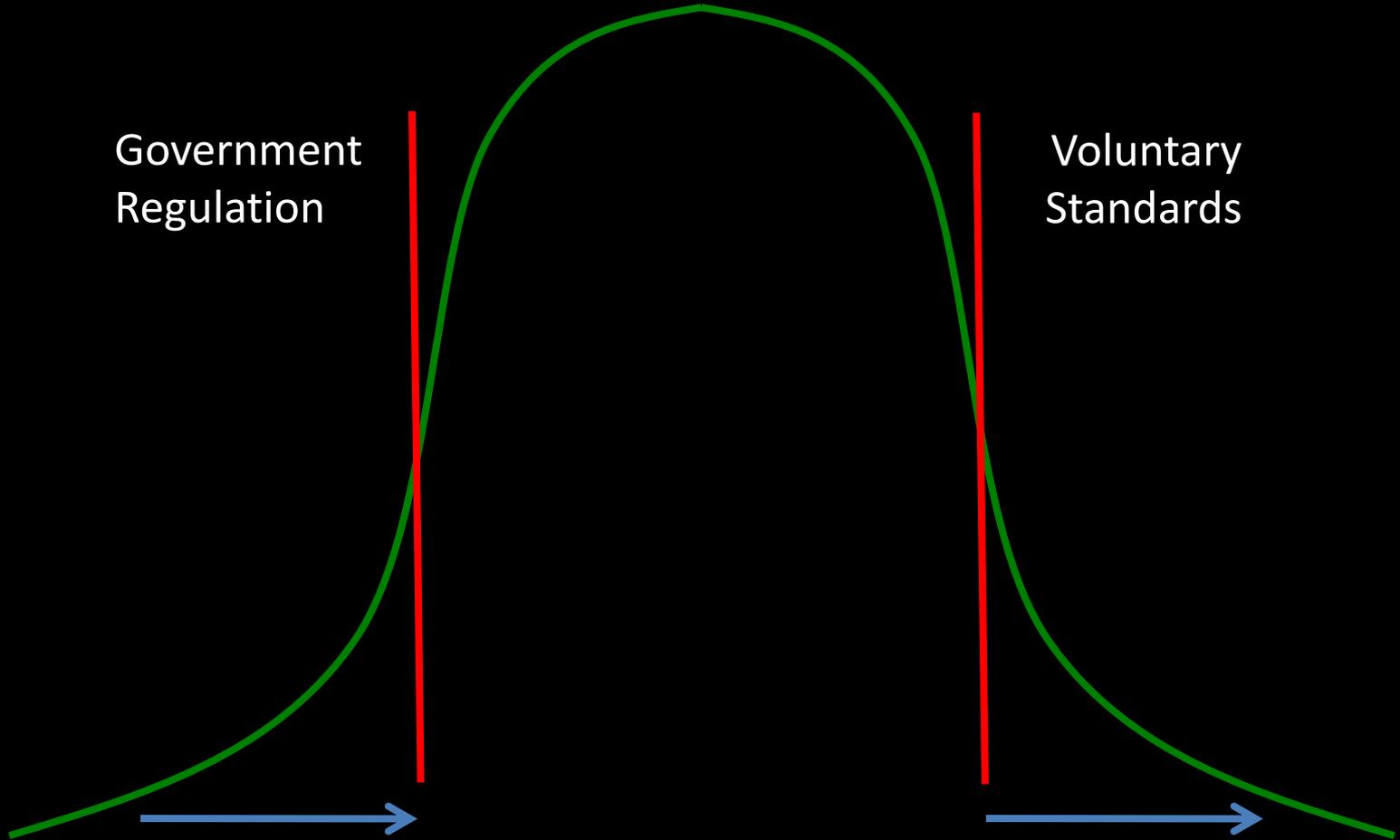
Carbon

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.



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