

The Agricultural Disconnect

Global population increases by **200,000** every day



+2B

more people will live on the planet by **2050**

Every year soil erosion robs the world of nearly

7 million hectares of farmland

Global Food Challenge:

Producing more food for a growing population will be one of the next decade's most important global challenges.

THE VAST MAJORITY OF RESPONDENTS IN 13 COUNTRIES SURVEYED AGREE

US	85%
Argentina	89%
Brazil	85%
France	69%
Germany	80%
Switzerland	79%
UK	89%
Russia	84%
Kenya	91%
South Africa	91%
China	91%
India	95%
Indonesia	97%

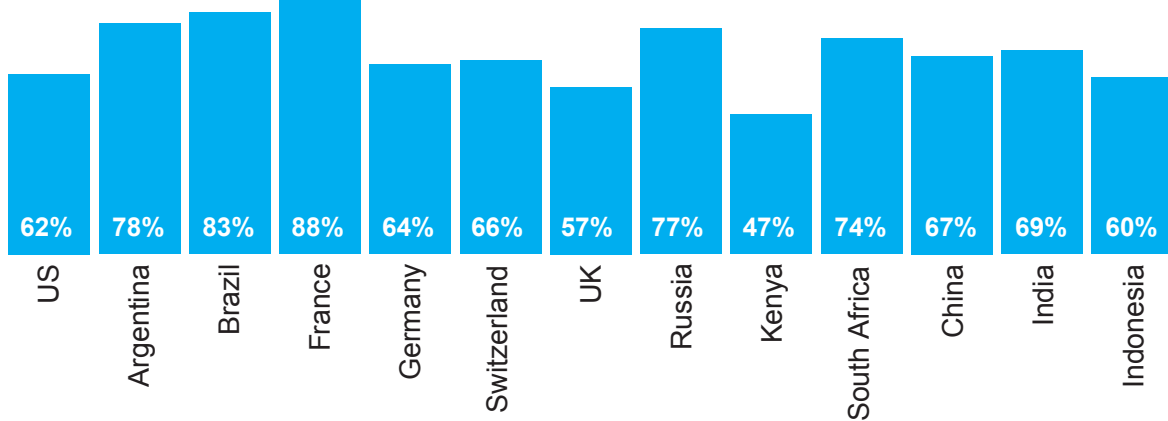
Mixed Opinions on the Solutions

Technology

People want solutions and claim to be open to using technology to increase food production, but when those technologies are defined as pesticides they respond negatively.



Should We Use Less Pesticides (% Agree)

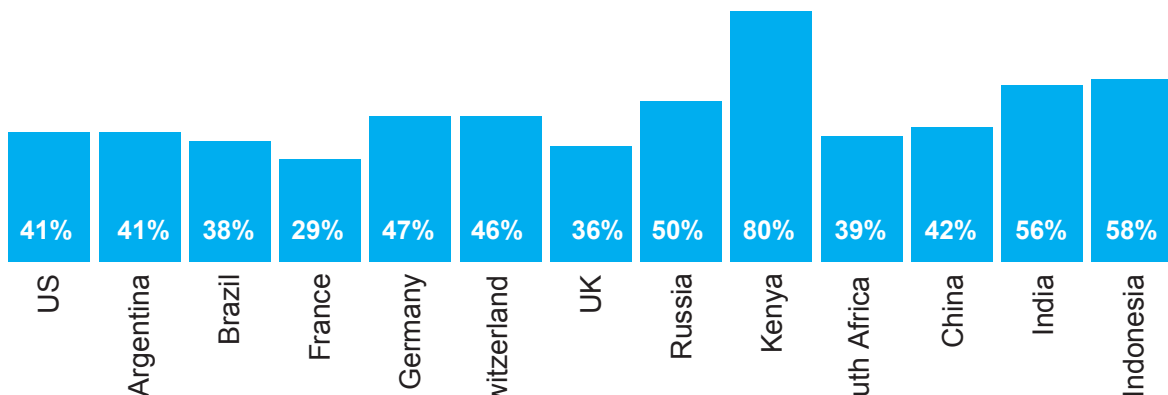


Water & Land

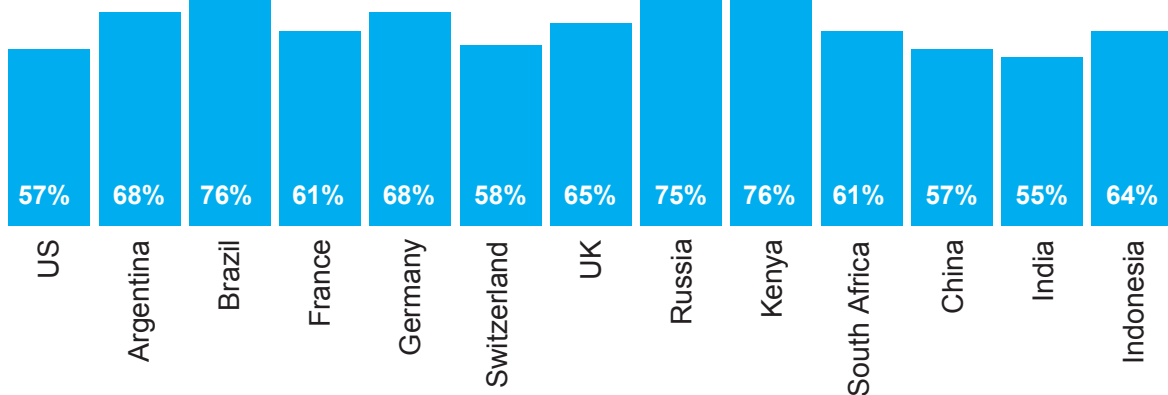
Most countries believe increased food production will mean a scarcer water supply and are unsure of the impact on land, but a greater proportion in nearly every market believe we should use more water and land.



Should We Use More Water (% Agree)



Should We Use More Land (% Agree)

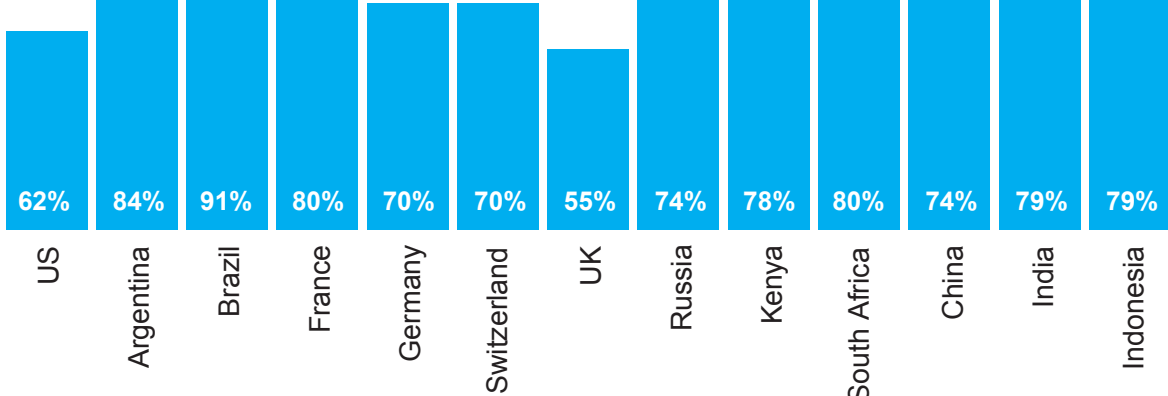


Organic and Local/Urban Farming

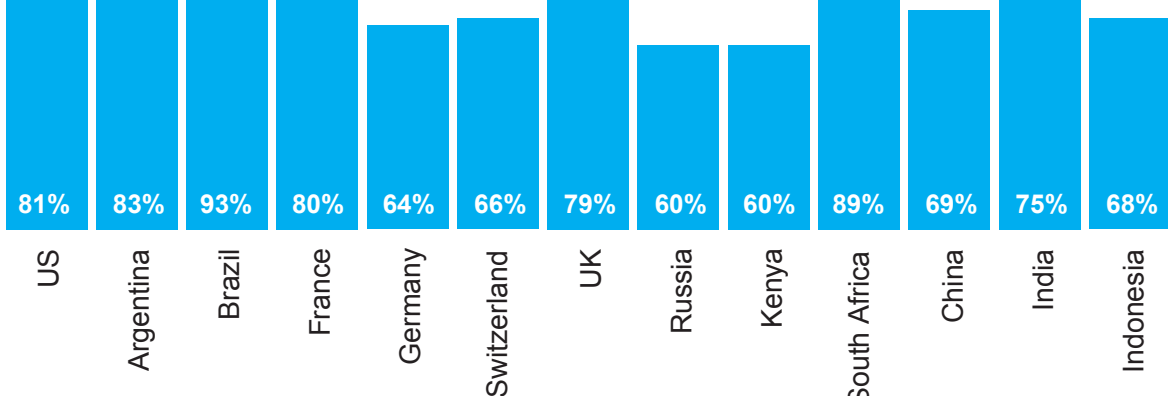
The majority of people in most markets recognize that large-scale farming has the greatest potential to meet the food demands of a growing global population, but they believe organic, local and urban farming should be used more often.



Should We Use More Organic Farming (% Agree)



Should We Use More Local / Urban Farming (% Agree)



The Impacts of Increased Production

Local versus Global Production

The majority of respondents in most countries demonstrate openness to food imports, but also indicate their country has the capacity to produce all of the food required locally.

	Global Hunger	Water Supply	Land Usage	Cost of Food	Rural Prosperity	Farming as Way of Life	Bio-diversity	Wildlife Habitat	Food Waste	Land Fertility
US	+	+	+	+	+	+	+	-	+	+
Argentina	+	-	+	+	+	+	-	-	+	-
Brazil	+	-	+	+	+	+	+	-	+	+
France	+	-	+	-	+	+	-	-	+	-
Germany	+	-	+	-	+	+	±	-	+	-
Switzerland	+	-	+	-	+	+	-	-	+	+
UK	+	-	+	-	+	+	-	-	+	-
Russia	+	+	+	+	+	+	+	-	-	+
Kenya	+	+	+	+	+	+	+	+	-	+
South Africa	+	-	+	-	+	+	+	-	+	-
China	+	±	+	+	+	+	+	-	-	+
India	+	+	+	+	+	+	+	+	+	+
Indonesia	+	-	+	+	+	+	+	-	+	+

+ Positive Impact
 - Negative Impact
 ± Neutral Impact



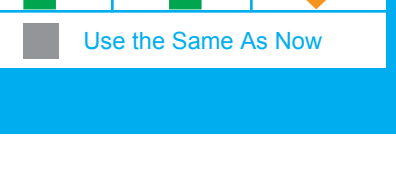
But Are the Solutions Clear?

Tools and Technologies

To solve the challenge, respondents believe more natural resources and labor should be used, that large-scale farming has the greatest potential to meet the demand, but more local/urban and organic farming should be used.

	Water	Pesticides	Arable Land	Fuel	Human Labor	Local/Urban Farming	Organic Farming	Genetically Modified Seeds	Clearing Habitats
US	↑	↓	↑	↑	↑	↑	↑	↓	↓
Argentina	↑	↓	↑	↓	↑	↑	↑	↓	↑
Brazil	↓	↓	↑	↓	↑	↑	↑	↓	↓
France	↓	↓	↑	↓	↑	↑	↑	↓	↓
Germany	↑	↓	↑	↓	↑	↑	↑	↓	↑
Switzerland	↑	↓	↑	↓	↑	↑	↑	↓	↑
UK	↑	↓	↑	↓	↑	↑	↑	↑	↓
Russia	↑	↓	↑	↑	↑	↑	↑	↓	↓
Kenya	↑	↓	↑	↑	↑	↑	↑	↓	↓
South Africa	↓	↓	↑	↓	↑	↑	↑	↓	↓
China	↓	↓	↑	↑	↓	↑	↑	↓	↓
India	↑	↓	↑	↑	±	↑	↑	↑	↑
Indonesia	↑	↓	↑	↓	↓	↑	↑	↑	↓

↑ Use More
 ↓ Use Less
 ± Use the Same As Now



[Click here to see the complete report, "The Agricultural Disconnect."](#)

Data Collected July 2-31, 2013 by Edelman Berland.