

A close-up, high-contrast photograph of a tiger's face, focusing on its eye and whiskers. The tiger is looking slightly to the left. The background is a blurred green, suggesting a natural habitat.

business & biodiversity

issues, roles and potential

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

Oromo proverb



change

at the speed of life



$$\times 1 = 7$$



$$\times 2 = 18$$



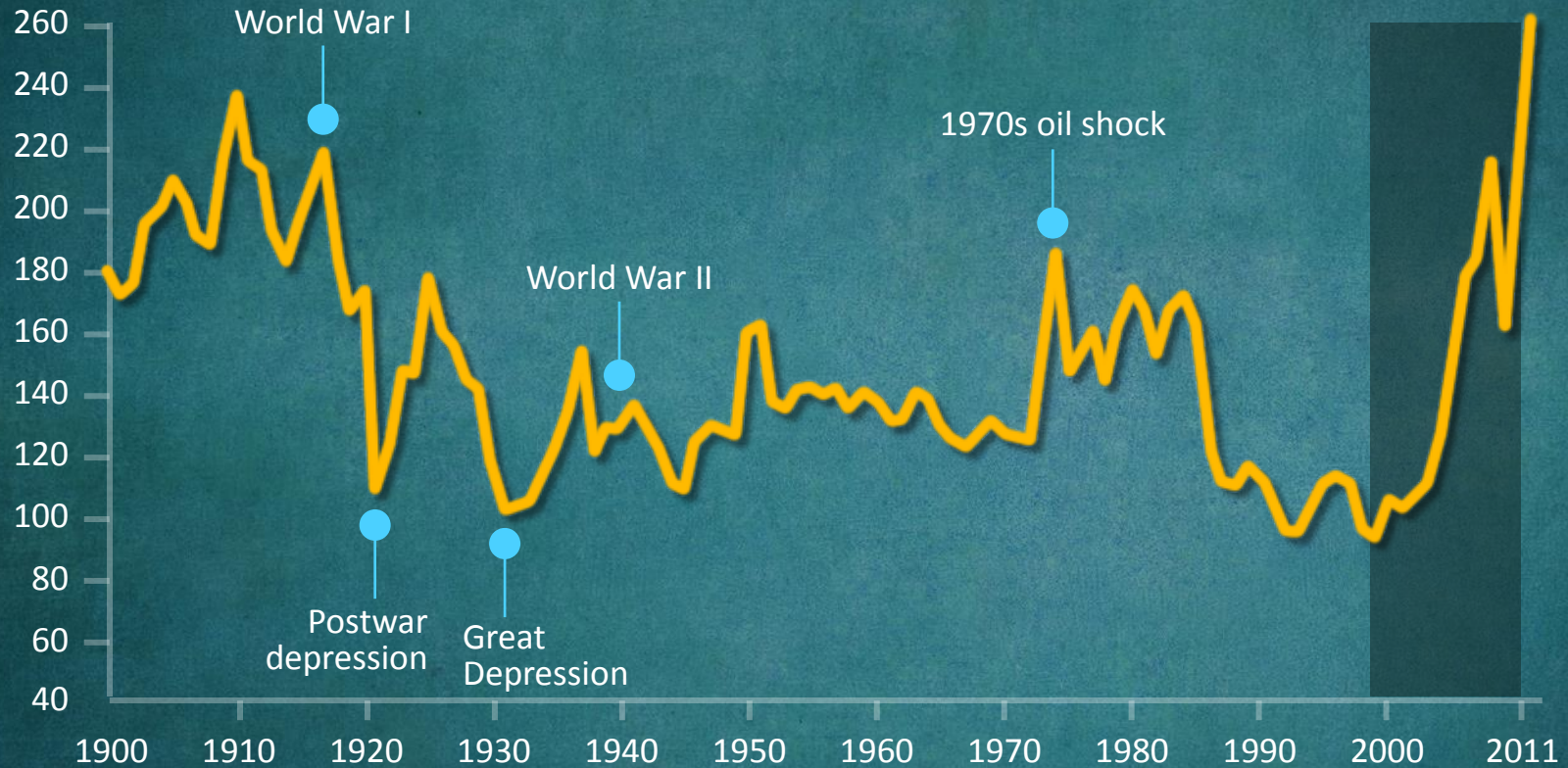
The China phenomenon

	Population at start of growth period	Years to double GDP per capita ¹
Britain (1700-1855)	9M	155
US (1820-1873)	10M	53
China (1983-1995)	1,023M	12
India (1989-2006)	822M	17

China doubling of GDP
was **12x** the speed of
Britain during the
Industrial Revolution at
100x the scale

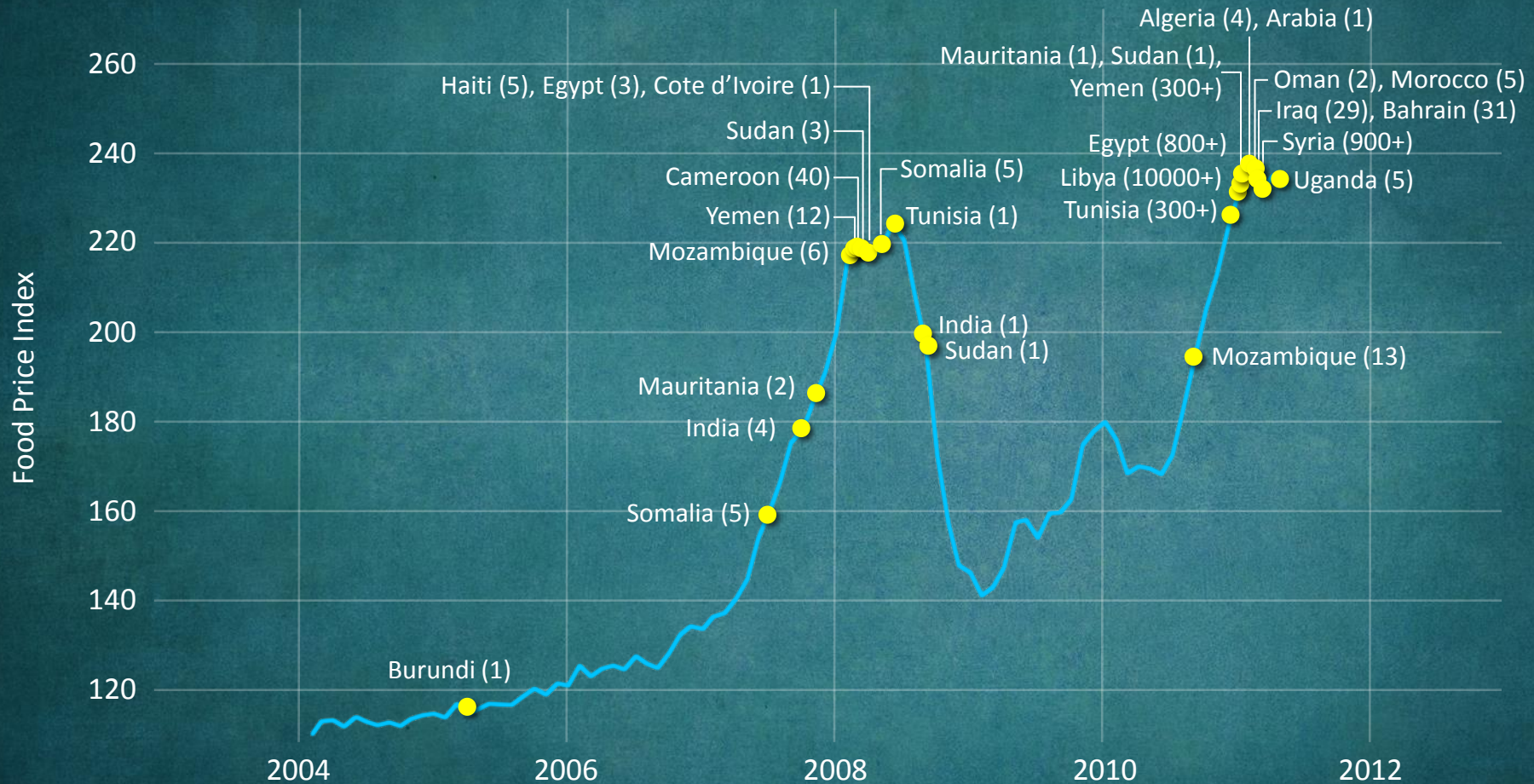
400 million
lifted out of poverty

Commodity prices



Source: Grilli and Yang; Stephan Pfaffenzer; World Bank; International Monetary Fund (IMF); Organisation for Economic Co-operation and Development (OECD); UN Food and Agriculture Organization (FAO); UN Comtrade; McKinsey analysis

Food prices & food riots, 2004-12



A close-up photograph of a hand holding a small, white onion over a dark, textured surface of soil. The image is overlaid with a semi-transparent teal filter. The text is centered over the image.

global food

**40 years =
8,000 years**

food production

is *already* the biggest threat













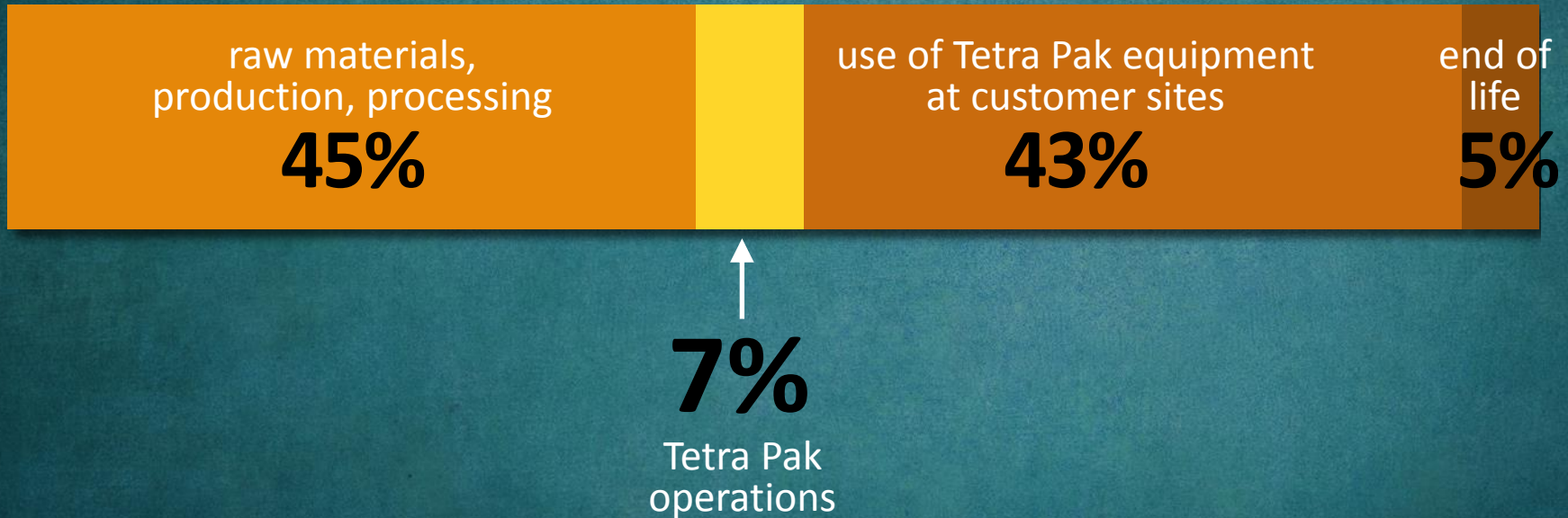
the issue isn't
what to think

it's **how** to think

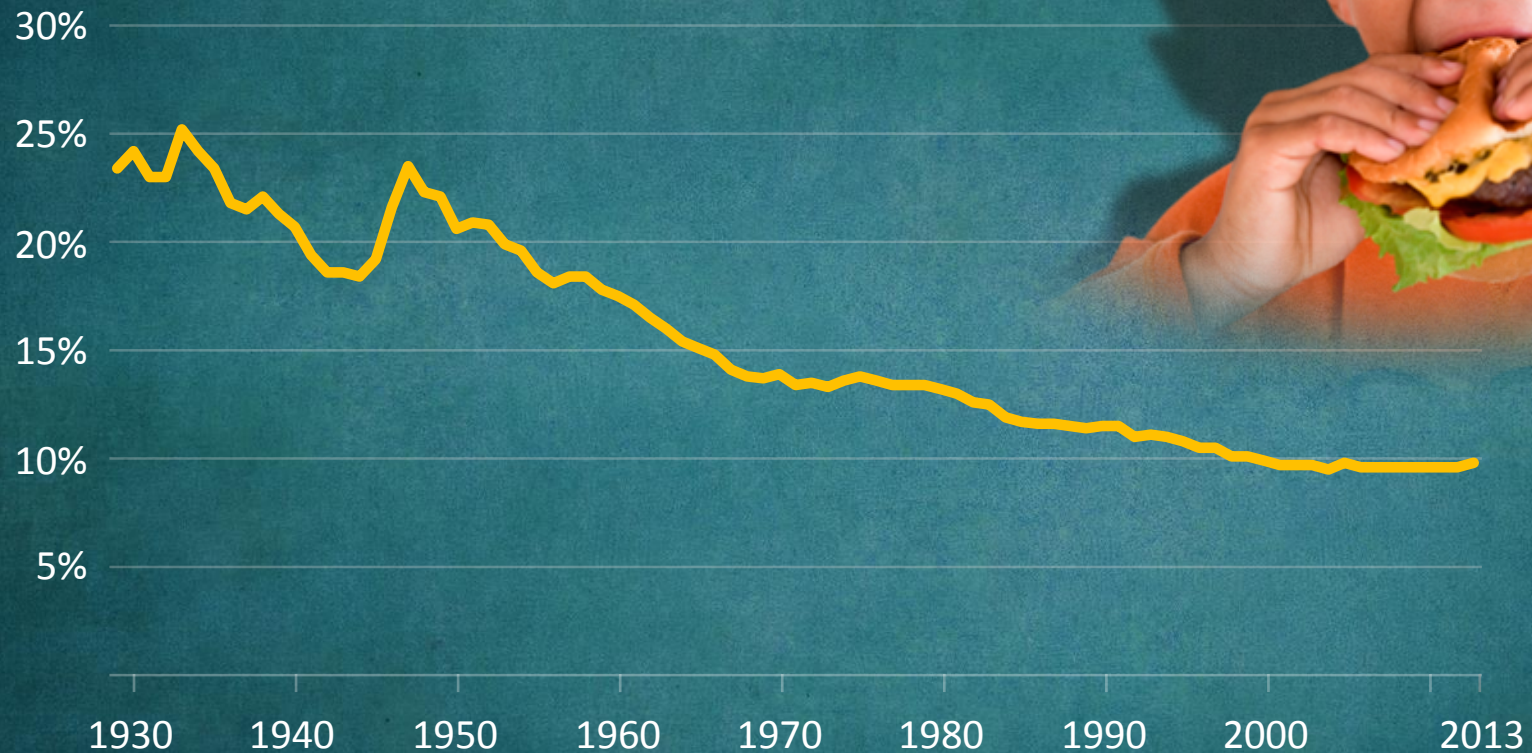
Carbon emissions in Tetra Pak supply chain

(distribution in base year 2010)

2020 Goal = 13 MT CO₂



Food as a % of U.S. disposable income



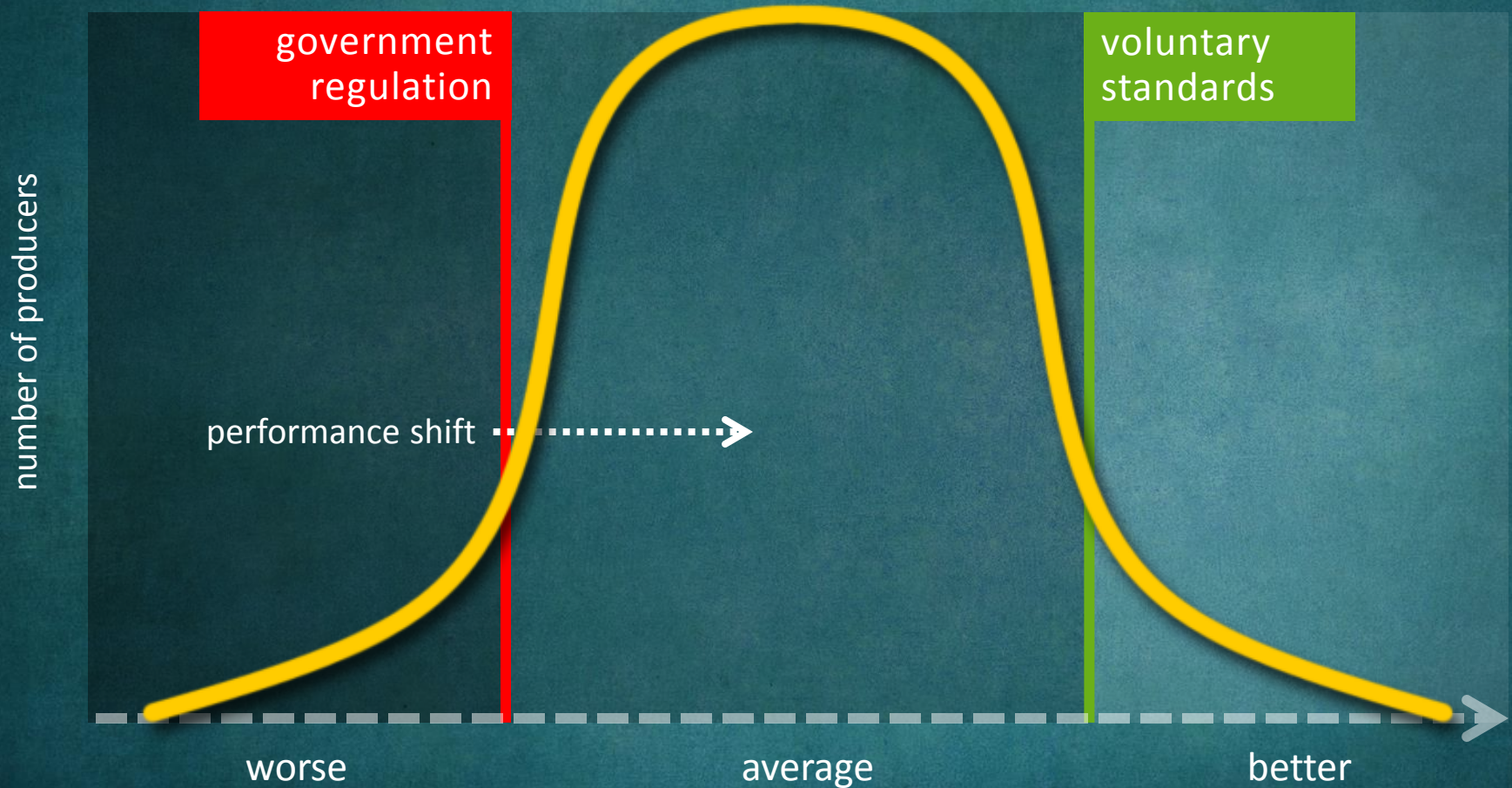
food is
cheap, but
1 billion
can't afford it





half of farm families
can't feed themselves

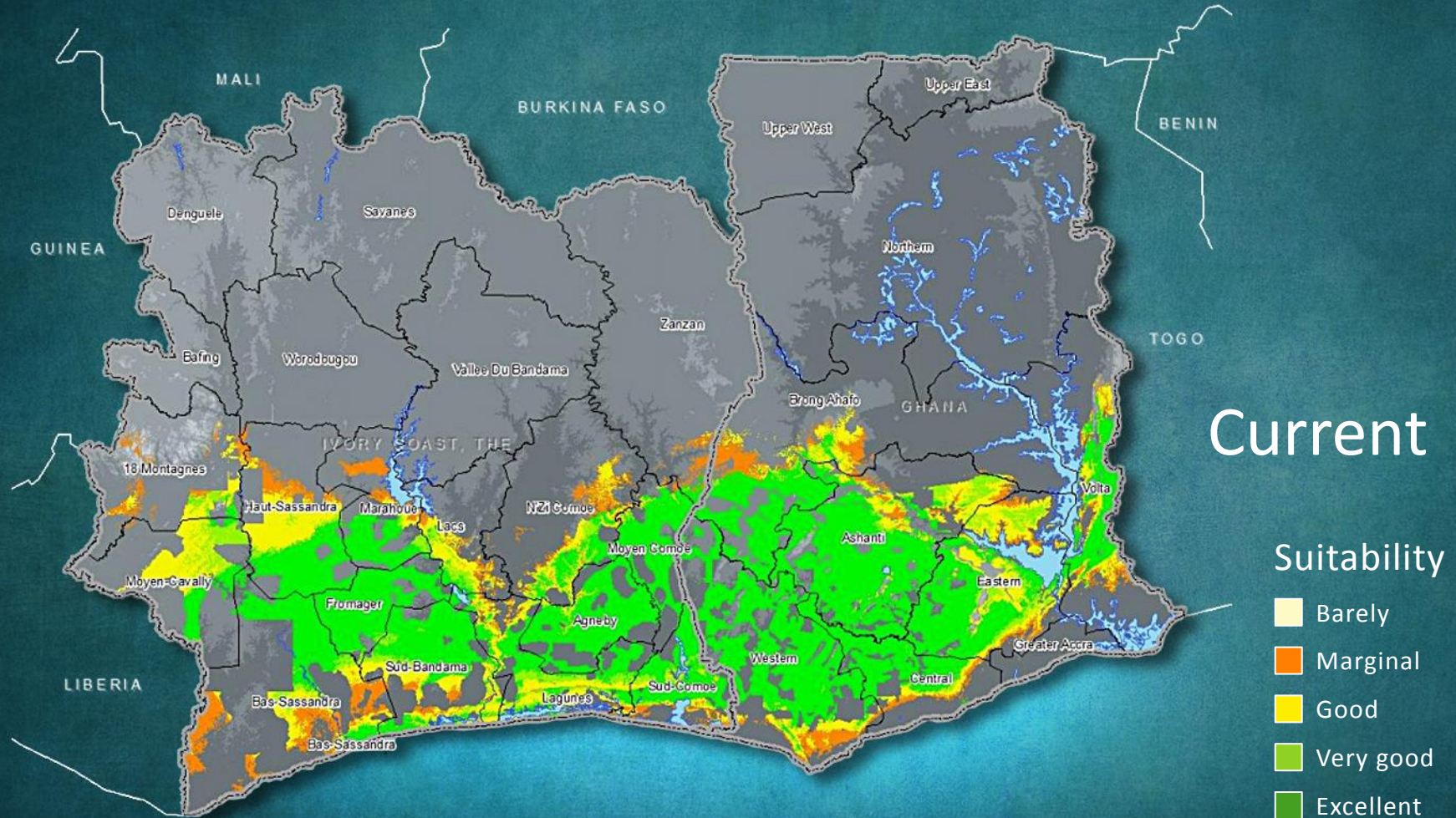
Reward the best, or move the rest?





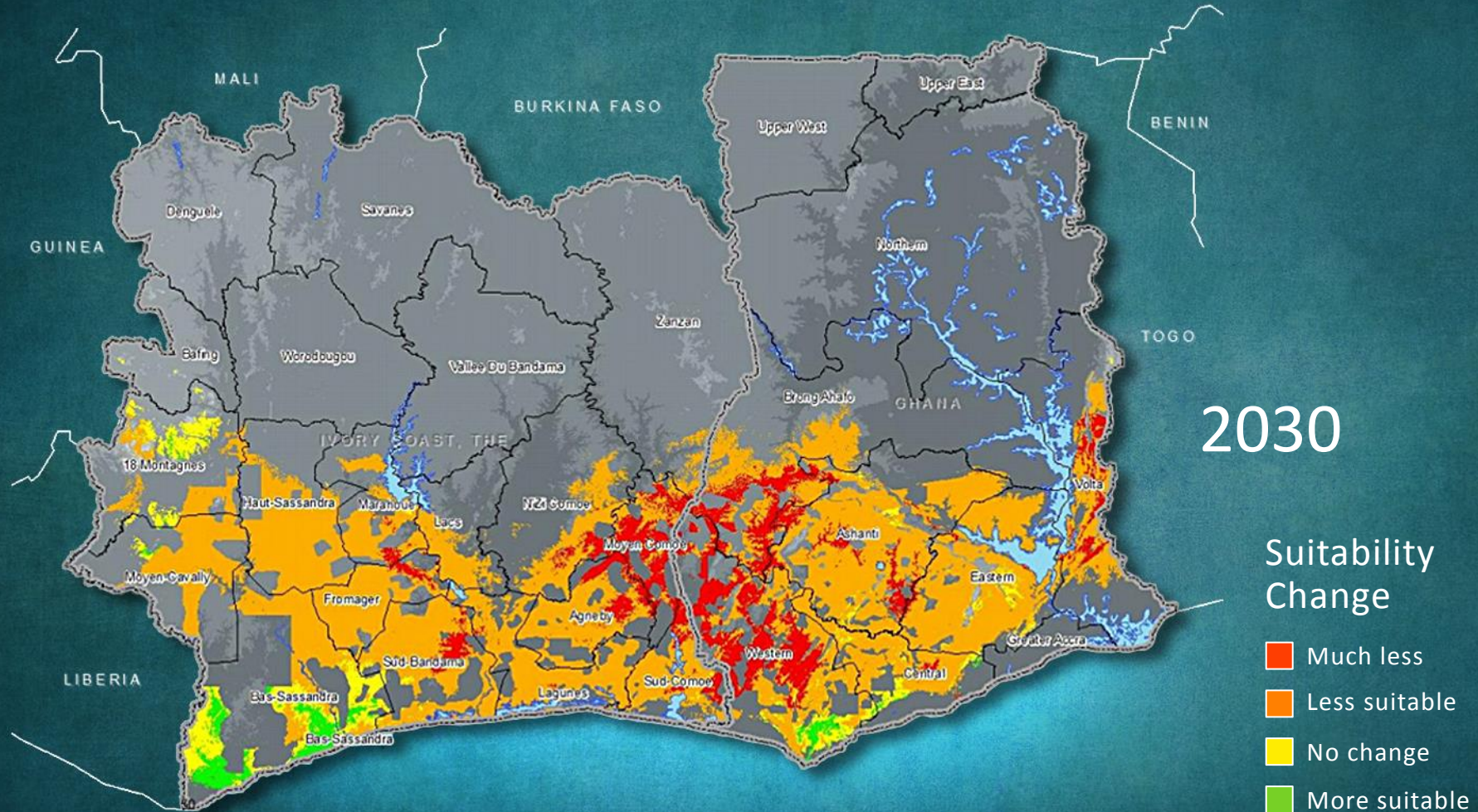
climate change &
agriculture

Suitability of cocoa production



Source: Armando Isaac Martinez, a.i.martinez@cgiar.org; Narioski Castro

Suitability of cocoa production



in the short term
climate smart agriculture =
efficient production

in the medium term,
producers **change crops**



by 2050

double net food availability

productivity & efficiency
and
waste & consumption

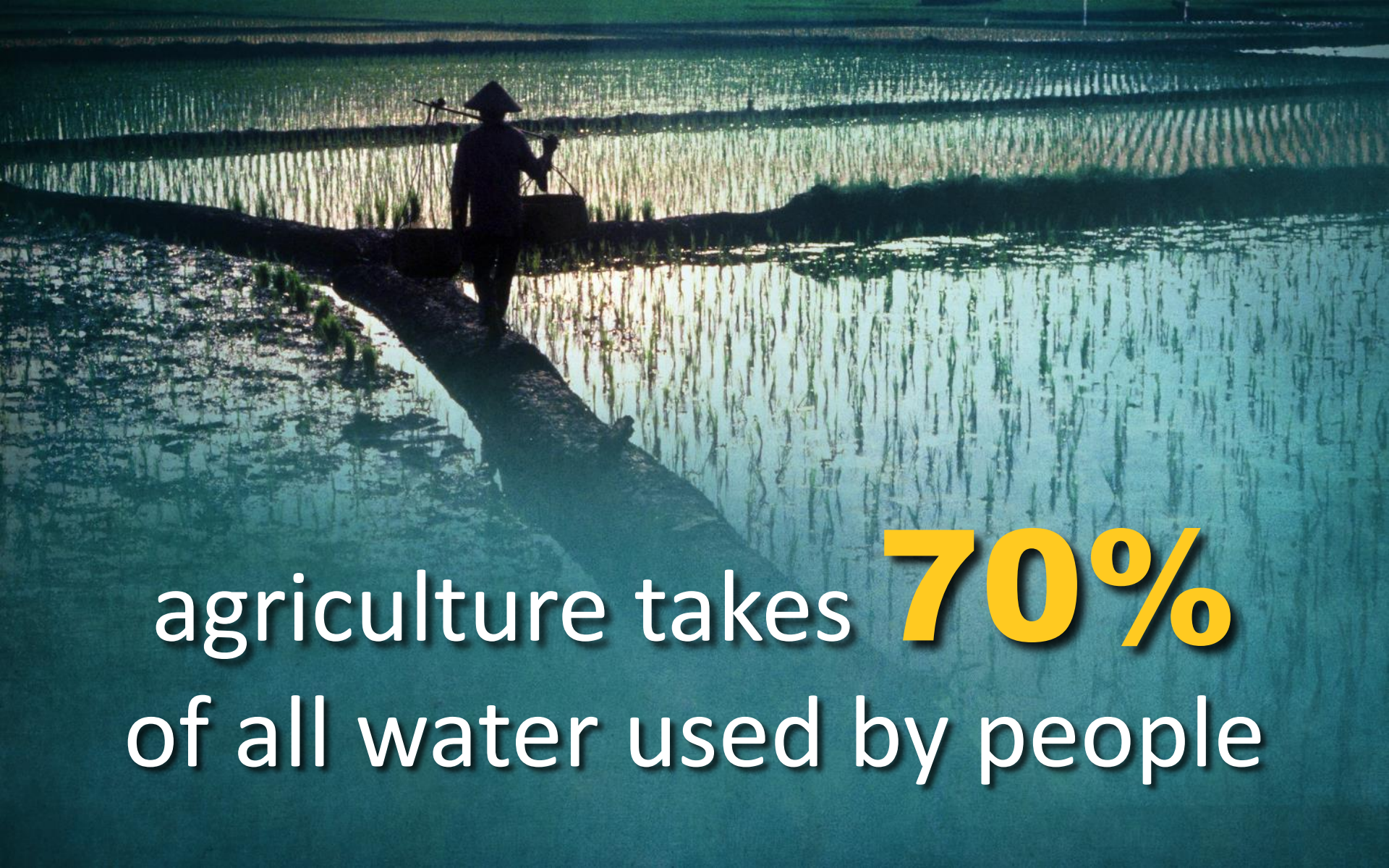
shift from
maximizing one variable...

...to **optimizing** key ones



rebuild soils

250 M hectares
by 2030



agriculture takes **70%**
of all water used by people

1 liter of water = **1** calorie

waste

1 out of 3 calories



on a finite planet,
should consumers
have a **choice**
about sustainable
products?

or should
all choices
be more sustainable?



moving sustainability from
niche to **norm**



The Consumer Goods FORUM

The Global Network Serving Shopper & Consumer Needs





salmon
aquaculture



Working
with nature

Bord Bia

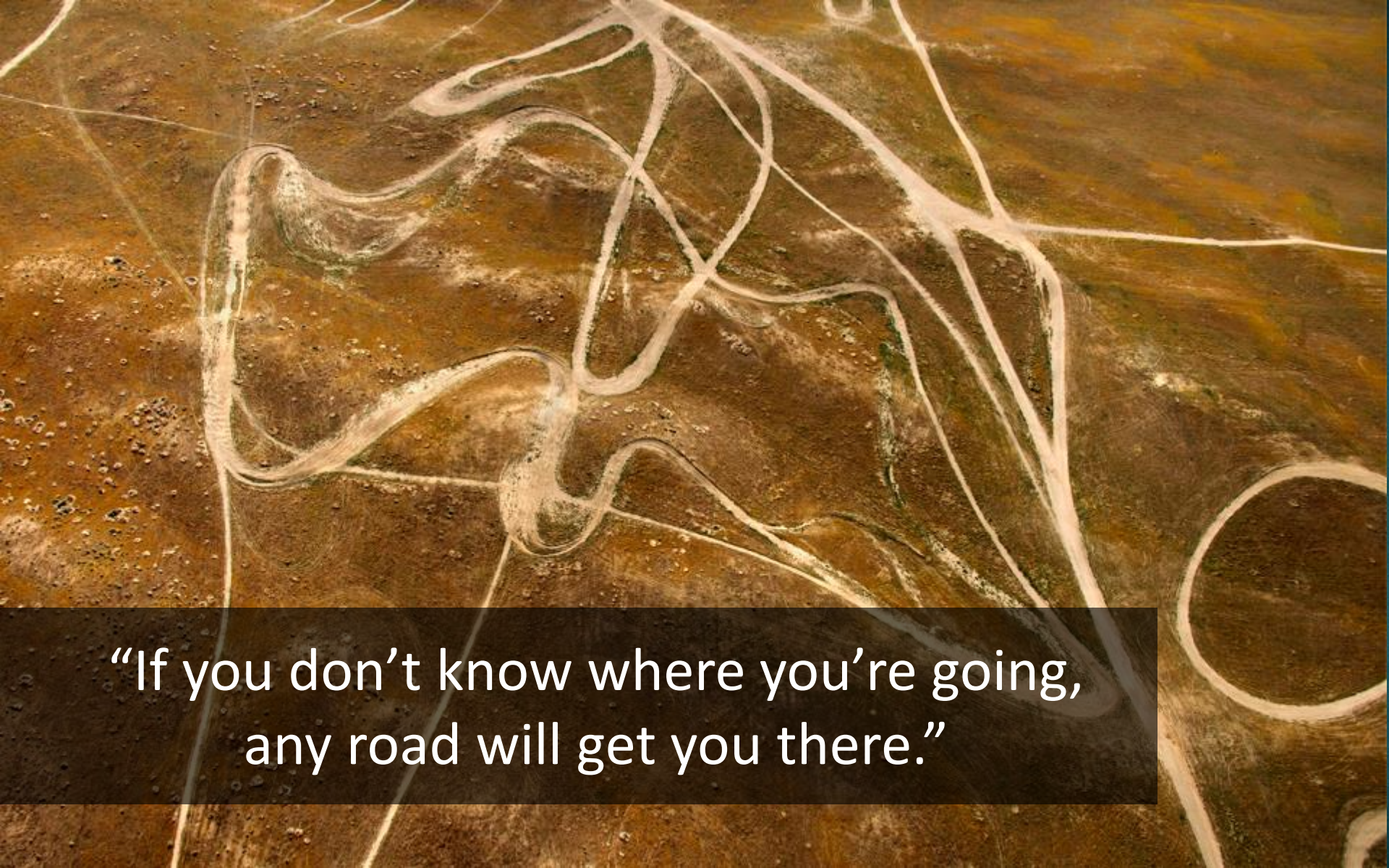
Irish Food Board

Growing the success of Irish food & horticulture

the issue is

risk

both availability and reputation

An aerial photograph of a dry, brown landscape with winding white roads. The roads are light-colored and contrast sharply with the dark, textured ground. The roads form a complex, interconnected network of loops and curves, resembling a maze or a web. The ground is a mix of dark brown and black, with some lighter patches and small, dark spots that could be rocks or debris. The overall impression is one of a desolate, arid environment.

“If you don’t know where you’re going,
any road will get you there.”



think about it



Credible PCIs

- Principles
- Criteria
- Indicators
- Measurable results/standards





Key impacts to address

- Biodiversity/Habitat
- Invasive species
- Water take & effluent
- Chemical toxicity
- Air pollution
- GHG emissions



Other key issues to address

- Soil health
- Illegality
- Infrastructure
- Site restoration
- Site vs Cumulative impacts