



# Commodity Production and the Environment

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

Oromo proverb



A hand holding a small onion against a dark, textured background. The hand is positioned on the right side of the frame, with the thumb and index finger gripping the onion. The background is a dark, mottled blue-green color with a rough, stone-like texture. The text is overlaid on the left and center of the image.

global food

**40 years =  
8,000 years**



$$\times 1 = 7$$



$$\times 2 = 18$$





**food production**

is the biggest threat















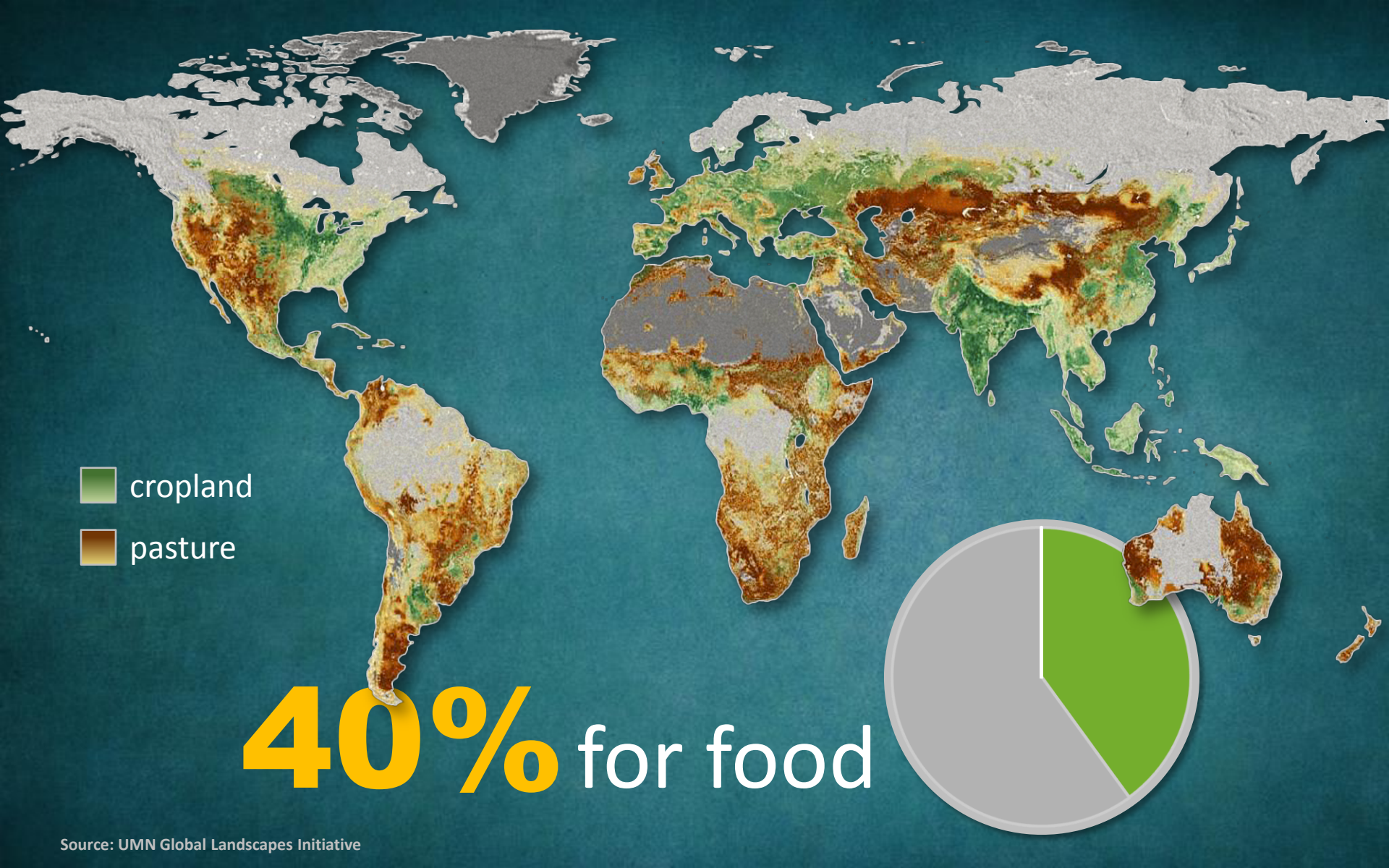












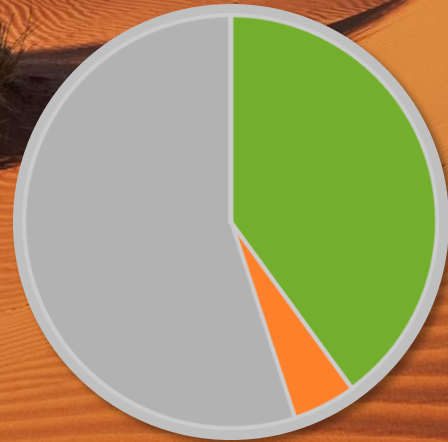
 cropland  
 pasture

**40%** for food



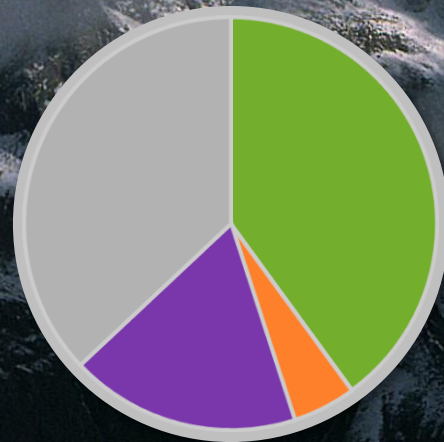


**5%** desert





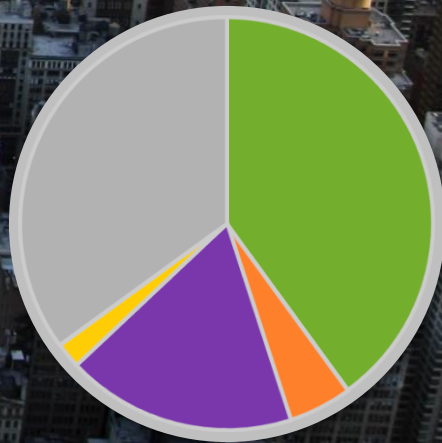
**18%** mountains,  
lakes, rivers





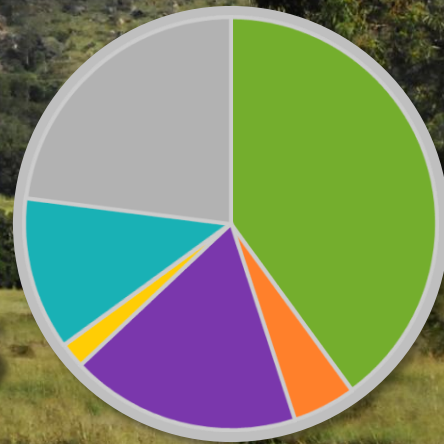


**2%** cities



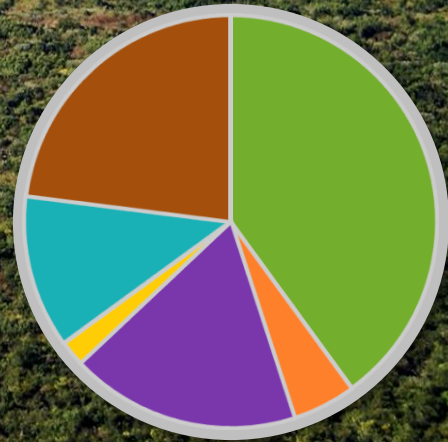


**12%** parks





**23%** more for  
food by 2050





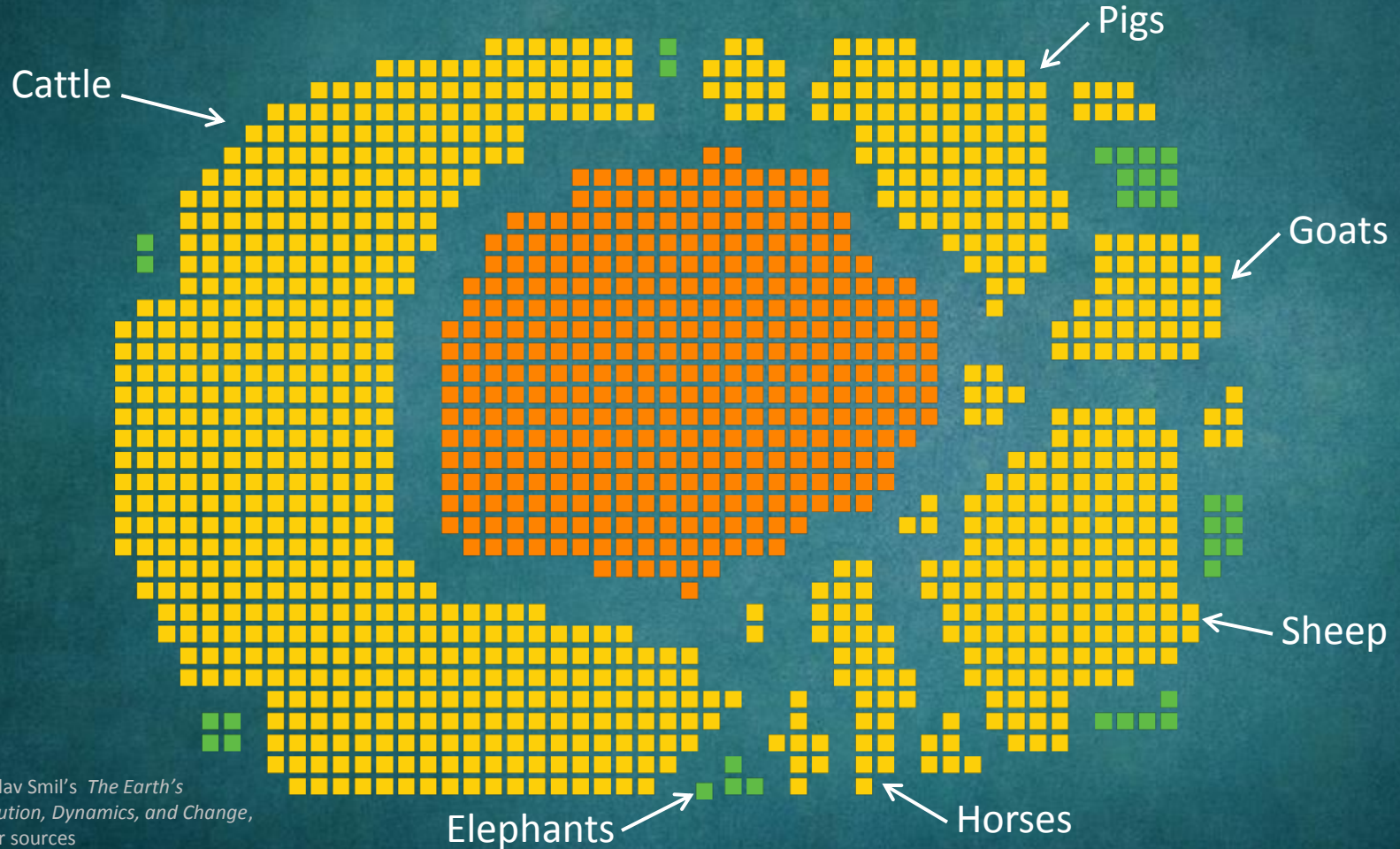
# Earth's land mammals by weight

■ = 1,000,000 tons

■ Humans

■ Our pets and livestock

■ Wild animals



Data: From Vaclav Smil's *The Earth's Biosphere: Evolution, Dynamics, and Change*, plus a few other sources





# **freeze**

the footprint of food





more for more

from

more with less





by 2050  
double net food availability



productivity & efficiency  
**and**  
waste & consumption

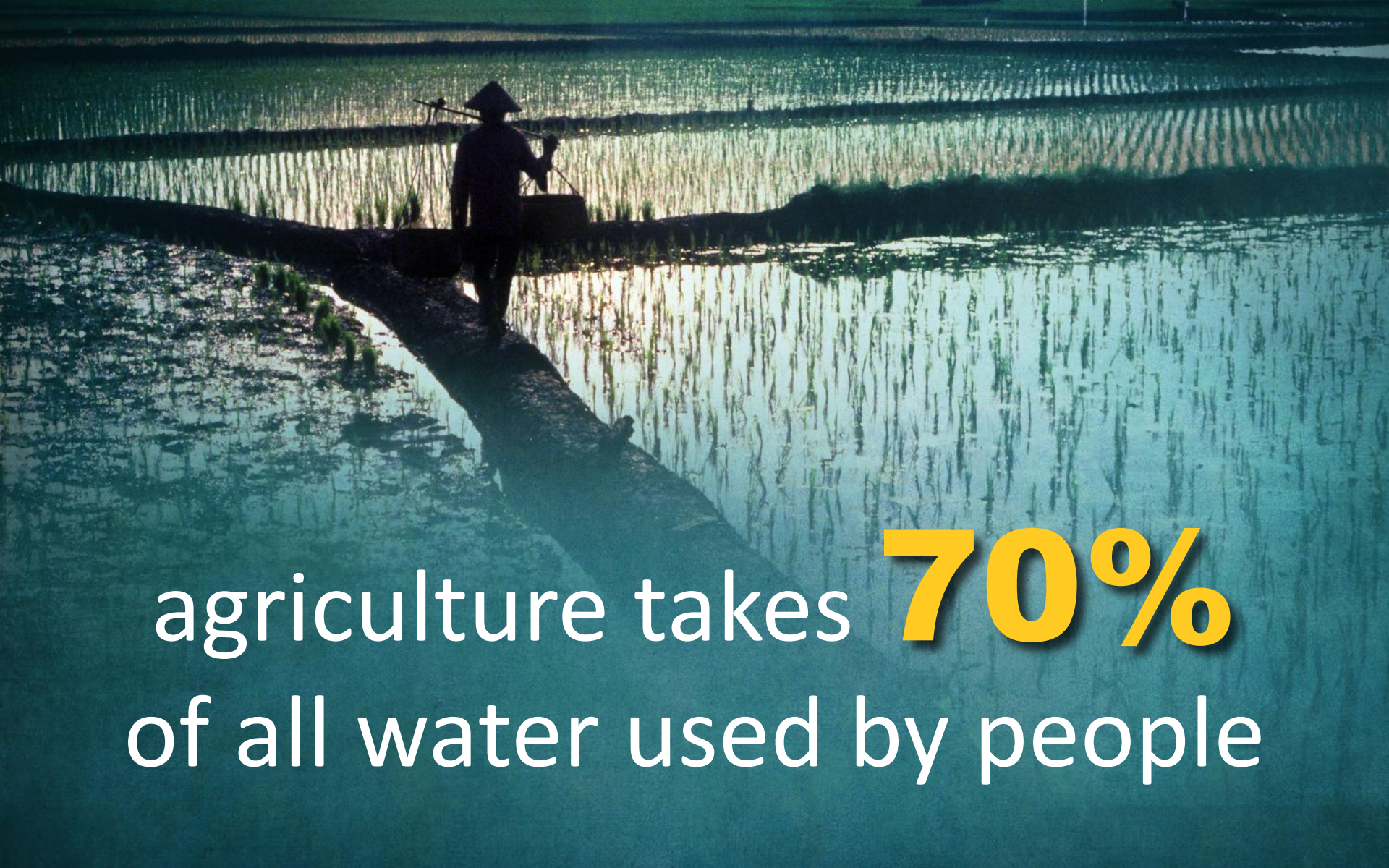


# waste

1 out of 3 calories







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



**1** liter of water = **1** calorie





# rebuild soils

250 M hectares  
by 2030

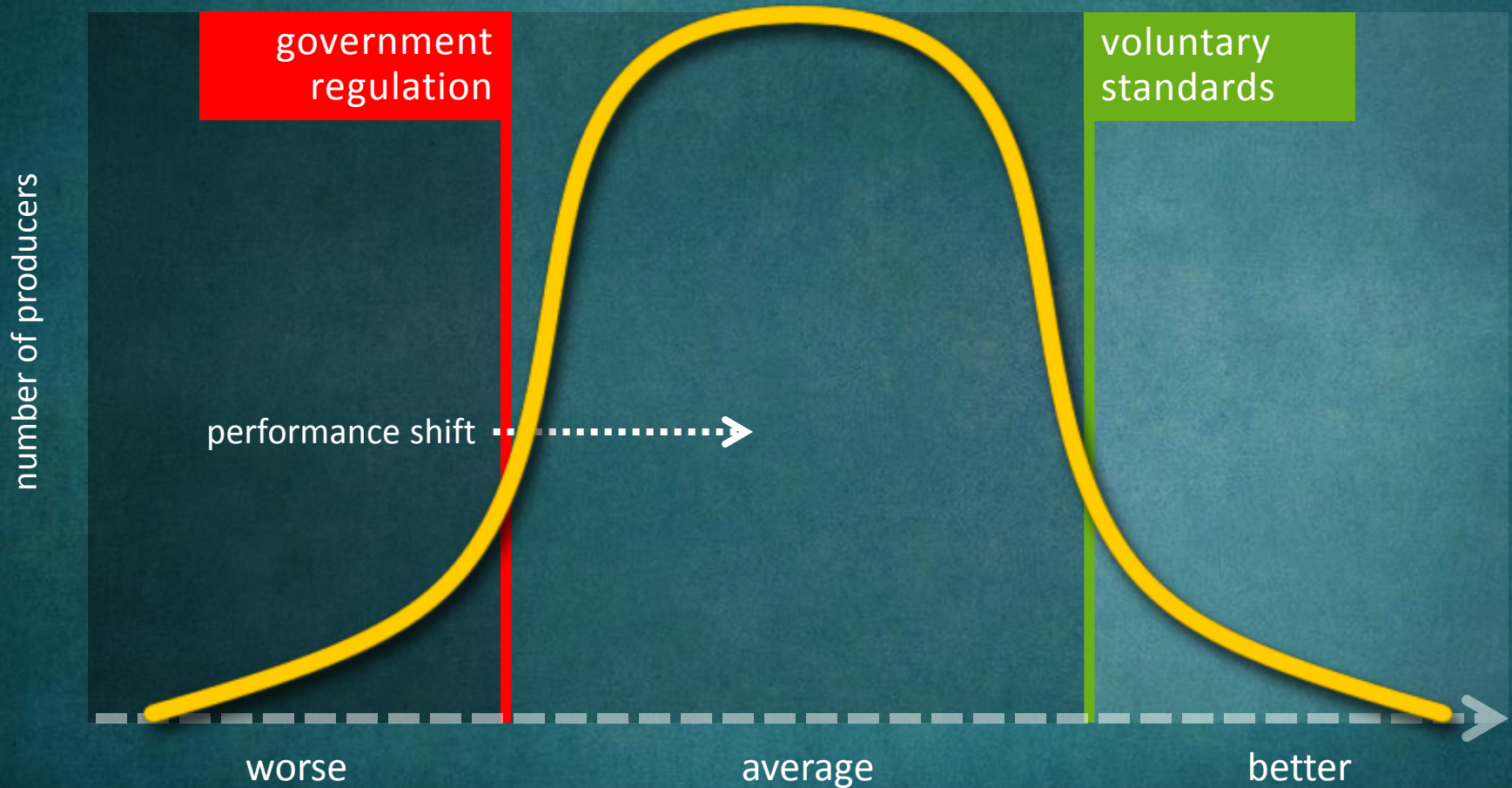


**better practices**

100 times better



# Reward the best, or move the rest?







salmon  
**aquaculture**









# Global Salmon Initiative

- CEOs of 15 producer companies
- 70% of global production
- 100% ASC certified by 2020
- Share performance data





Working  
with nature

*Bord Bia*

Irish Food Board

Growing the success of Irish food & horticulture





# Ireland's Commitment

- All food exports
- 100% certified by 2016
- Reputation, not premiums
- Government, private sector and producers working together



the issue is

**risk**

both availability and reputation





# Biodiversity & Ecosystem Indicators

- Science based
- Results, not practice based
- Focused—6-8 in all
- Adapt to commodities, places
- Key issues: verification, traceability





# How standards work— efficiency

**Principle** Use resources efficiency

**Criteria** Water take

**Indicator** Liters/calorie of product

**Standard** 1 L/1 calorie of product



if a product is produced **illegally**,  
can it be **traded** legally?



# Illegality in production

## SPECIES



## MINERALS



## FISH



## FOREST



## PLANTATION







think about it

