



The Good Growth Plan

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Classification: PUBLIC

The challenge: sustainably feed a growing population



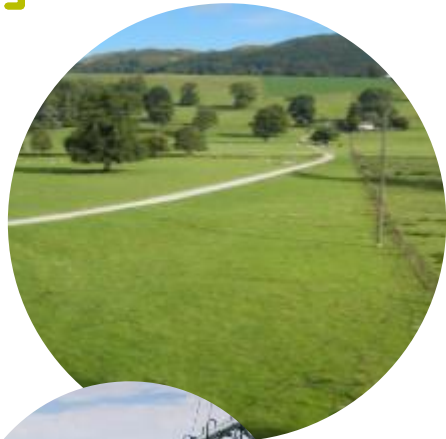
870m
people go to
bed hungry

2bn
more people
by 2050

70%
of them depend
on farming

Every day the world's population increases by **200'000**

The dilemmas we face



Most respondents said
more arable land
is needed

What impact will this have on
rainforests and national parks?



Most respondents said
more water is needed

Agriculture already uses 70% of the
world's fresh water withdrawals



Most respondents said
more human labor
is needed

Urbanization is causing
increasing labor scarcity

Business Drivers

- Social Corporate Responsibility
- Downstream market demand
- Operating efficiencies
- Profitability



“All things being equal, a Walmart buyer will of course choose a product that scores better on the (Sustainability) Index.”

Rand Waddoups
Senior Director of Strategy/Sustainability
Walmart

Through Life Cycle Assessment, Food and Fiber Companies are Measuring Product Footprints



How much

- Water?
- Energy?
- Green house gas emission?
- Impact on soil and water quality, and biodiversity?

Carbon footprint – potato chips



44%
Growing
potatoes

30%
Making
chips

15%
Packaging

2%
Use disposal

9%
Transportation

Source: Walkers, subsidiary of PepsiCo

Water footprint – 501 jeans



49%
Growing
cotton

2%
Making
fabric

3%
Cutting,
sewing
& finishing

45%
Laundering
jeans

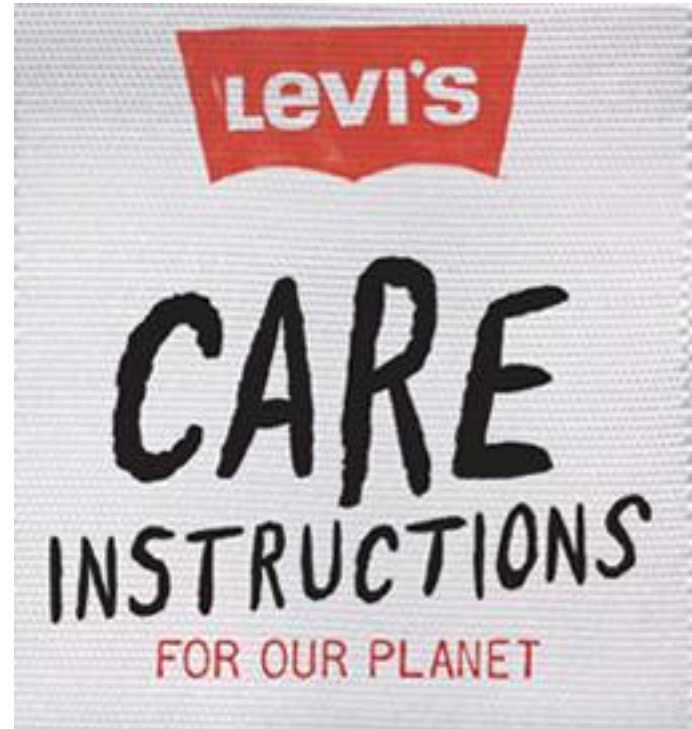
1%
Logistics
& retail

Source: Levi Strauss

Marketers are Looking for Sustainability Improvements on the Farm

“We are doing everything we can to influence how this commodity is grown and harvested in more sustainable ways.”

Levi Strauss & Co.



Helping small and large farms meet the challenges of global food security

Our ambition

is to bring greater food security in an environmentally sustainable way to an increasingly populous world by creating a worldwide step-change in farm productivity



The Good Growth Plan

**More food
Less waste**



**Make crops
more efficient**

Increase average productivity of the world's major crops by 20% without using more land, water or inputs

**More biodiversity
Less degradation**



**Rescue
more
farmland**

Improve the fertility of 10 million hectares of farmland on the brink of degradation

**Help
biodiversity
flourish**

Enhance biodiversity on 5 million hectares of farmland

**More health
Less poverty**



**Empower
smallholders**

Reach 20 million smallholders and enable them to increase productivity by 50%

**Help people
stay safe**

Train 20 million farm workers on labor safety, especially in developing countries

**Look after
every worker**

Strive for fair labor conditions throughout our entire supply chain network

One planet. Six commitments.



www.goodgrowthplan.com