



# **VII Congreso cooperativas agro alimentarias**

**Mark Titterington  
Head Corporate Affairs EAME**

Valencia, 26/26 de Febrero 2015

Classification: PUBLIC

# The challenge: sustainably feed a growing population

870m

people go to  
bed hungry

70%

of them depend  
on farming



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

# Research shows divided views

Most agree that producing more food for a growing population will be one of the next decade's most important global challenges

There is openness towards using technology but a desire to minimize use of pesticides, GM seeds and fertilizer

Few believe that farming today is performed responsibly

**Many believe that productivity increases will make farming more sustainable**



# The dilemmas we face



Most respondents said  
**more arable land**  
is needed



Most respondents said  
**more water**  
is needed



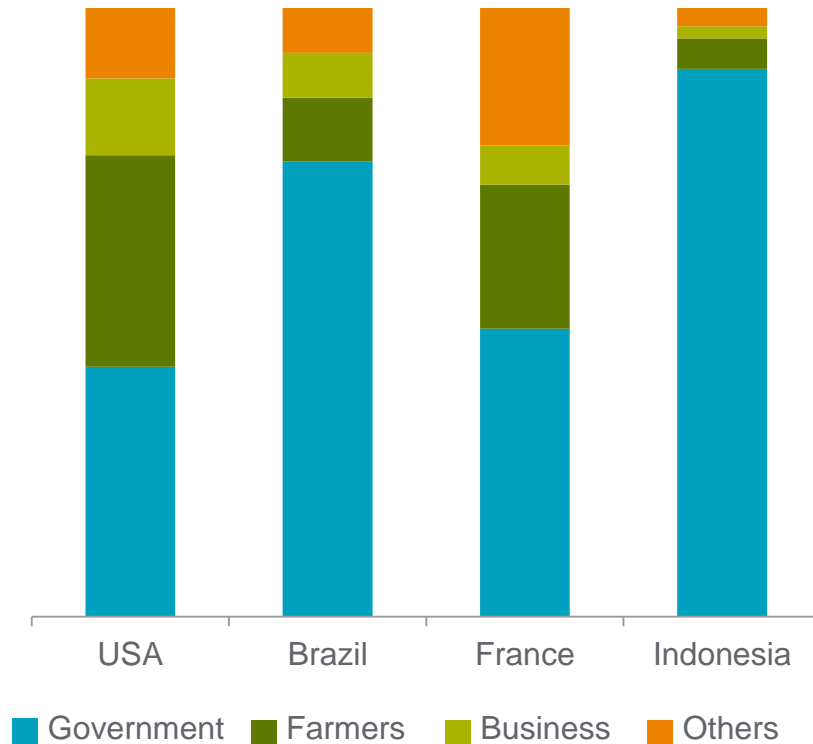
Most respondents said  
**more human labor**  
is needed

What impact will this have on  
rainforests and national parks?

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

Urbanization is causing  
increasing labor scarcity

# Who is responsible for ensuring adequate food supply?



In all regions,  
more people named  
**Government**  
than any other group...

## We believe ...

business must play a  
greater role in helping  
growers farm more  
sustainably





# Innovation can help tackle the key challenges in Europe



Sustainable  
productivity



Land  
degradation



Habitat  
loss



Access to  
education and  
technology

- First hybridization of cereal seed
- Unmatched yield potential
- Improved tolerance of climatic variations
- Efficient & simple 3:1 return for the grower



  
**20%**  
Increase in  
consistency  
**HIGHER  
YIELD**

  
**70%**  
Superior  
rooting system  
**MORE  
ROOTS**

  
**30%**  
Better  
water uptake  
**WATER  
EFFICIENCY**

  
**30%**  
Better  
nutrient uptake  
**NITROGEN  
EFFICIENCY**



- Enabling farmers to move a more productive and sustainable cropping system
  - alternative to traditional field crop production including conservation tillage
  - Enables the farmer to work in harmony with the plant and soil
  - Best-in-class partners







- Combined technology offer
  - Crop Protection
  - Genetics
  - Beneficials
  - Services
- Sustainable process for high quality, high value produce
- Recognized by the food chain



- Providing habitat and nutrition for bees and other pollinators
- Improving crop pollination quality
- Scale up built on 10 years experience



**OperationPollinator<sup>®</sup>**  
Multifunctional Landscapes

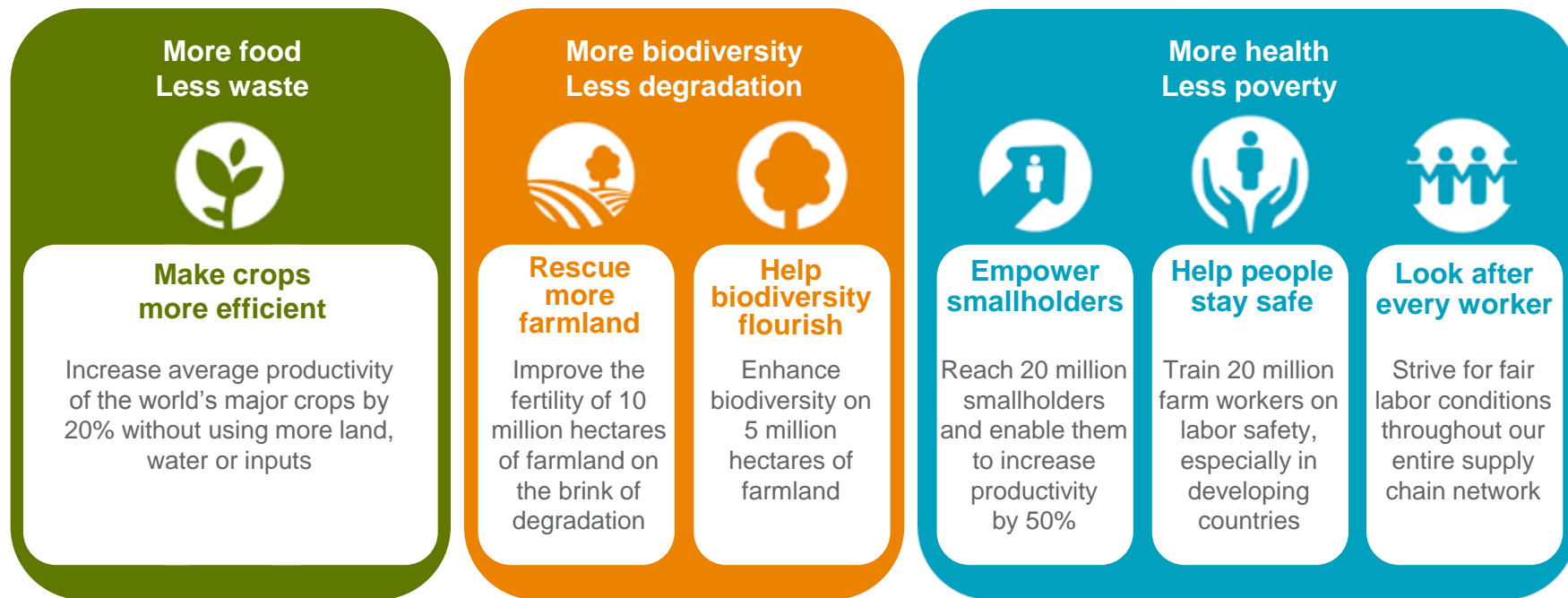




- Helping people to stay safe and use innovation correctly
  - In 2014, we directly trained more than 100'000 farmers across Europe
  - Smartphone technology is transforming the way do this



# One Planet. Six commitments.



[www.thegoodgrowthplan.com](http://www.thegoodgrowthplan.com)



## Innovation vs. precaution – a different approach between Europe and the rest of the world?



# Ensure agri-innovation is able to support the global competitiveness of European farming



# Back-up slides

# The facts

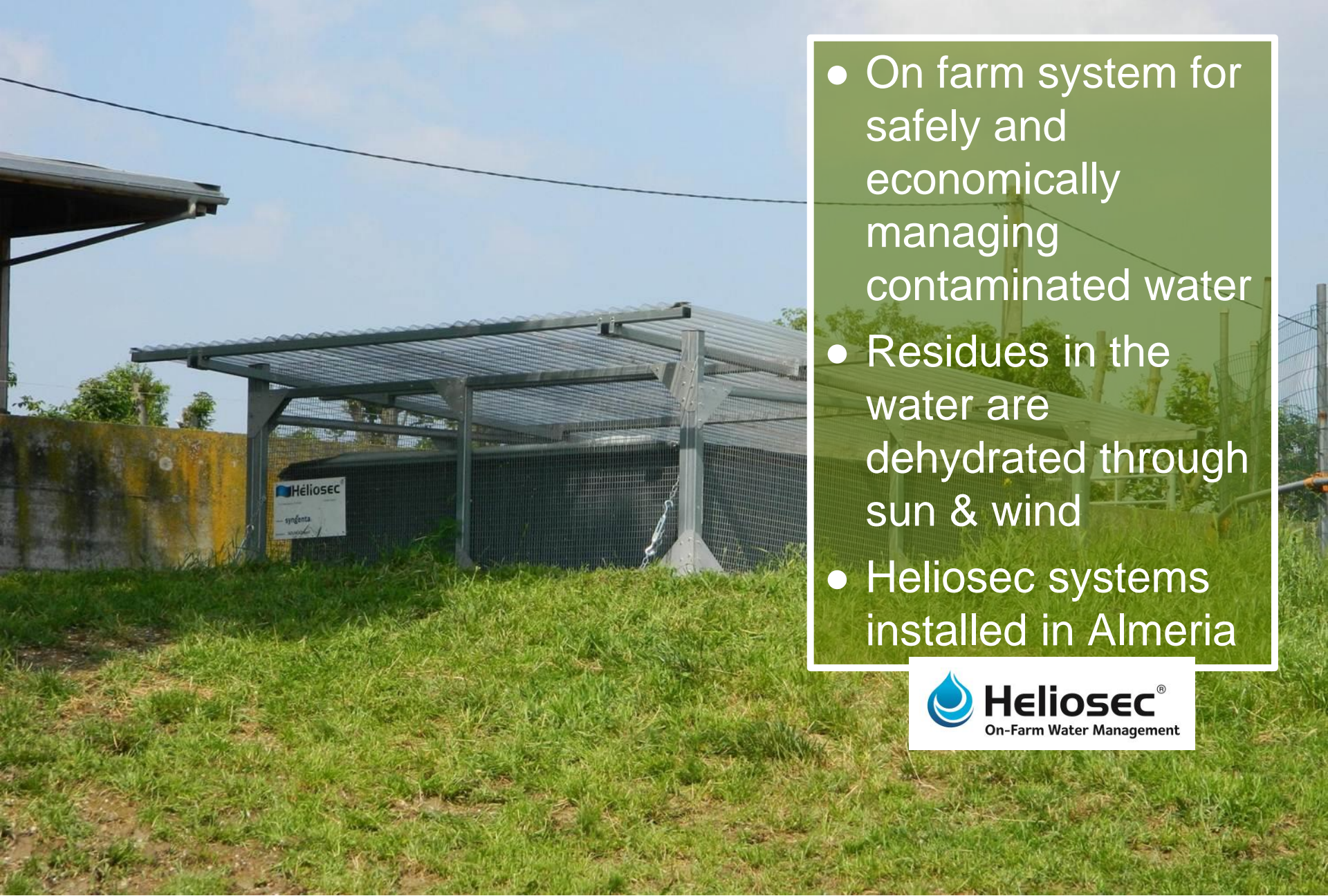
We lose a soccer field  
of farmland every second

By 2050 four billion people will  
live in countries with water scarcity

Weeding a one hectare farm takes  
200 hours of back-breaking labor







- On farm system for safely and economically managing contaminated water
- Residues in the water are dehydrated through sun & wind
- Heliosecc systems installed in Almeria

