Can Animal Agriculture Save the Planet?

Jack Bobo
CEO, Futurity

Cropland the size of South America
Pastureland the size of Africa

Aral Sea

70% of fresh water used for agriculture

Colorado River runs dry

25% of all greenhouse gases
from agriculture

7.8B
2020
9.5B
2050

According to FAO, we need

50–60% more food

by 2050

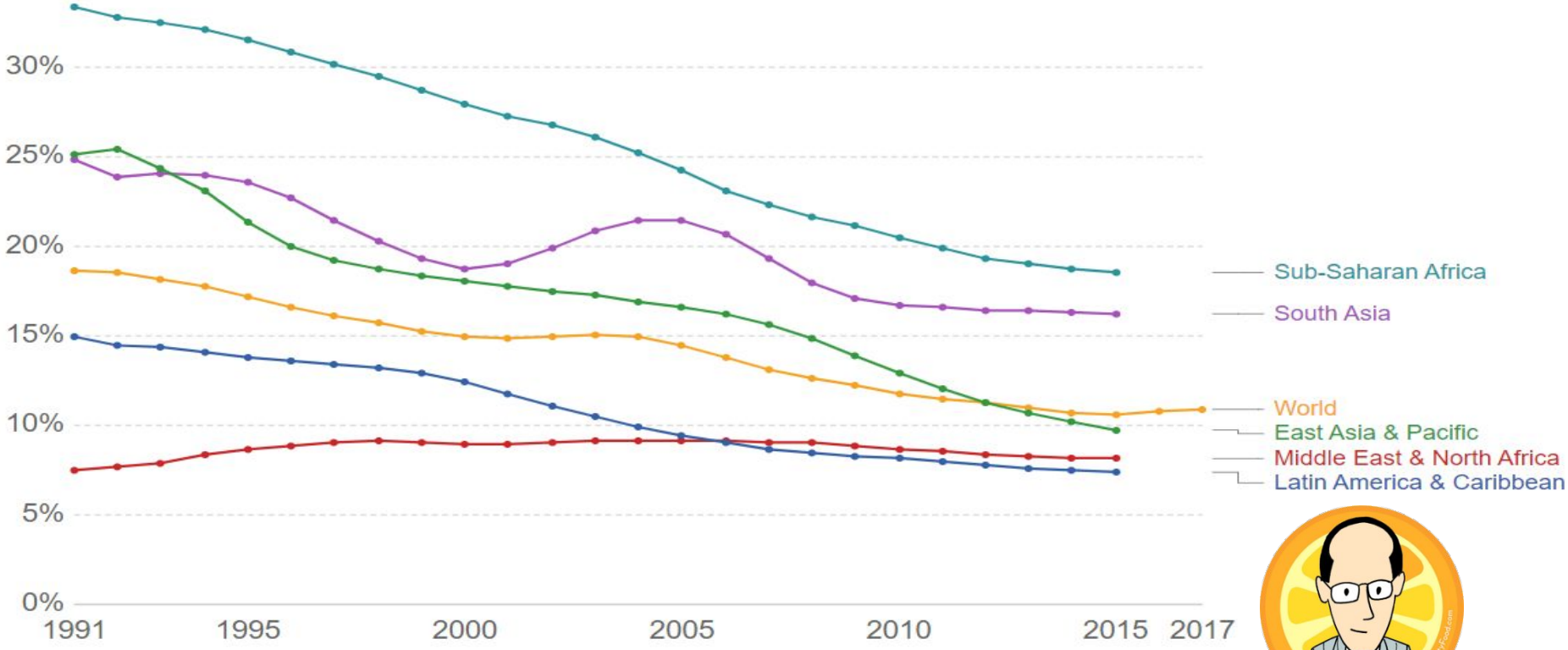
800 Million

Is our **food system** broken?

Share of the population that is undernourished

This is the main FAO hunger indicator. It measures the share of the population that has a caloric intake which is insufficient to meet the minimum energy requirements necessary for a given individual. Data showing as 5 may signify a prevalence of undernourishment below 5%. Regional aggregations are based on World Bank regions and exclude high-income countries. They may therefore differ from UN FAO regional figures.

Our World in Data



Source: UN Food and Agriculture Organization (FAO)
Note: Developed countries are not included in the regional estimates since the prevalence is below 5%.

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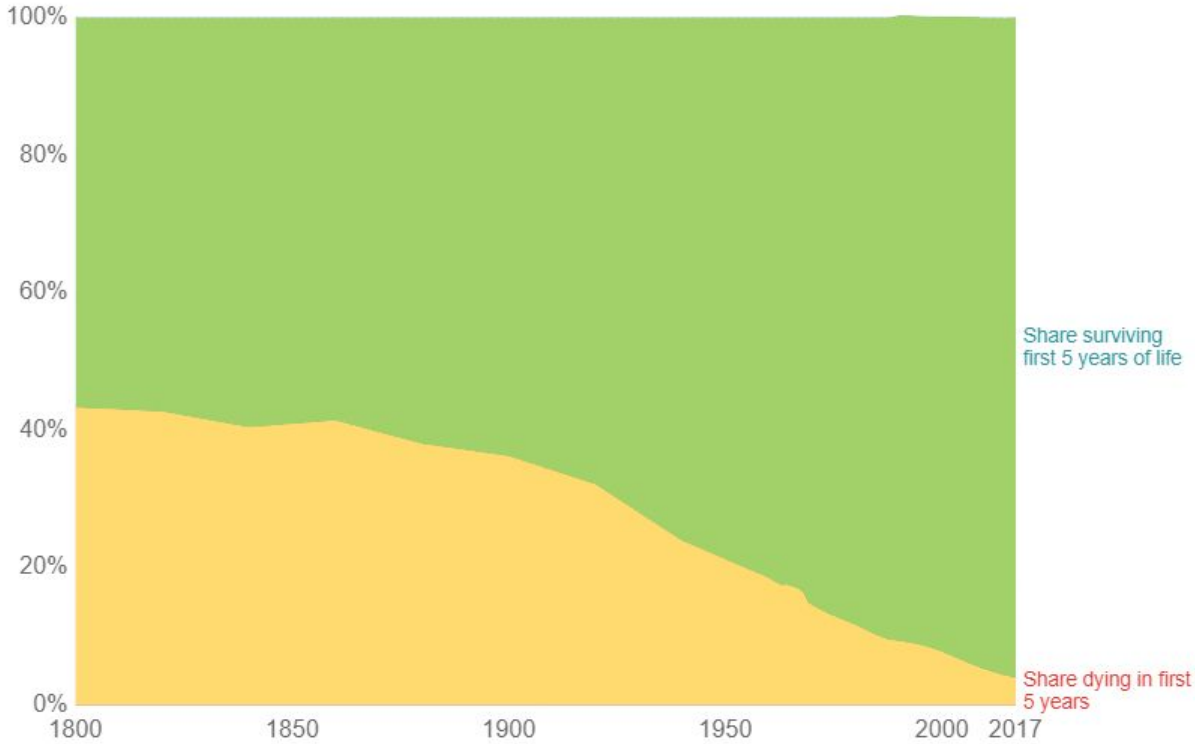
Global child mortality

Share of the world population dying and surviving the first 5 years of life.



Source: Gapminder and the World Bank

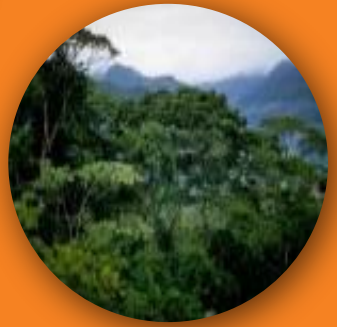
OurWorldInData.org/a-history-of-global-living-conditions-in-5-charts/ • CC BY-SA

Resources Per Bushel of Corn
1980 – 2011

35% Fewer Greenhouse Gases

60% Less Erosion

40% Less Land



50% Less Water

40% Less Energy

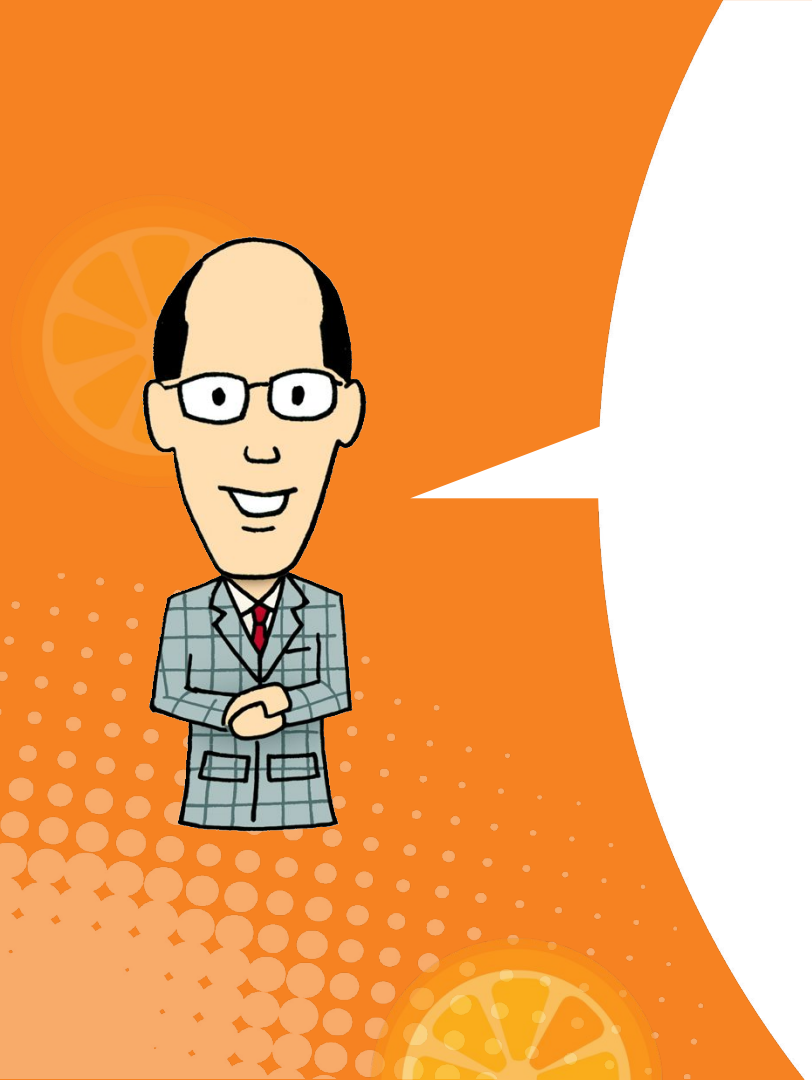
Source: USDA/ERS

How do consumers think about **sustainability?**

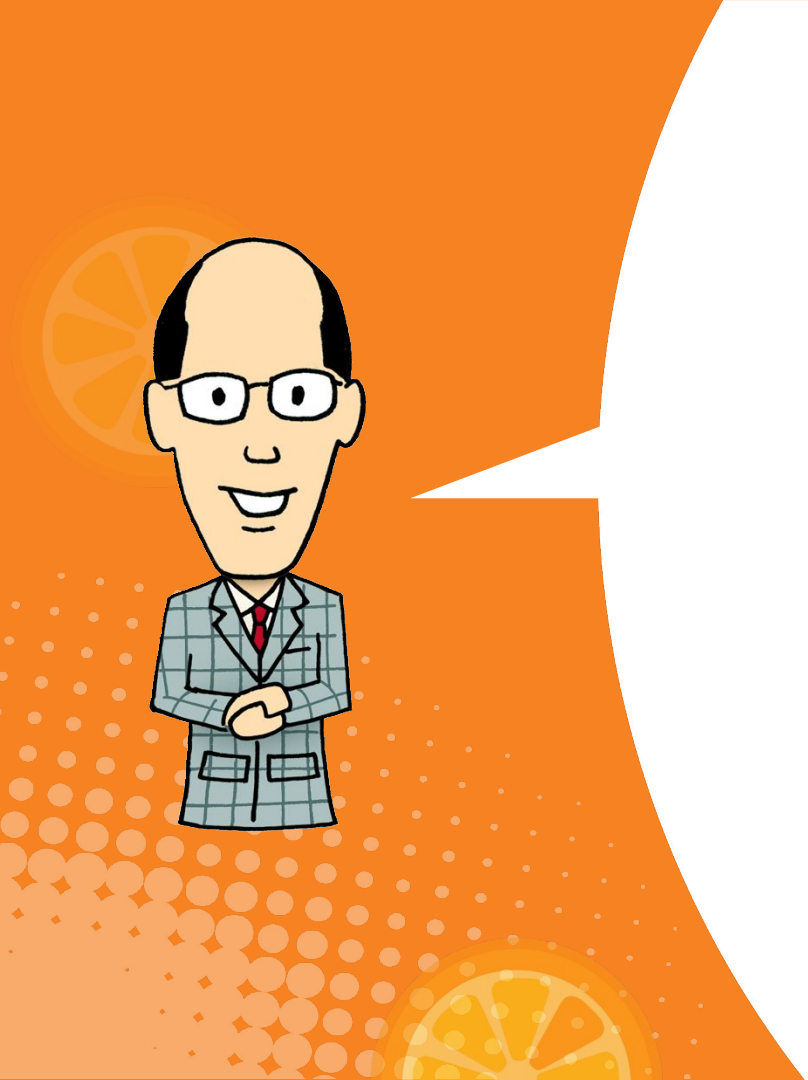
Organic?

Regenerative?

GMO?



Local
Versus
Global

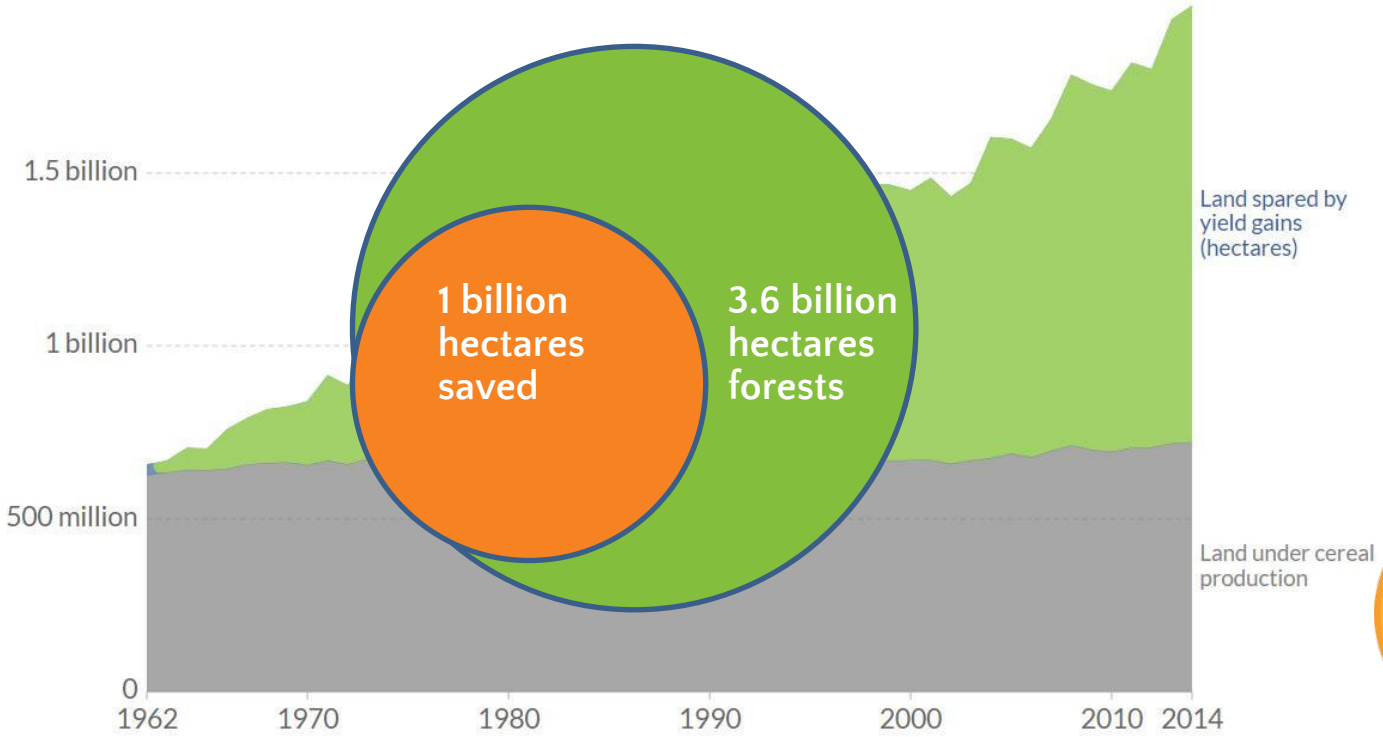


It's really about **tradeoffs**

Global land spared as a result of cereal yield improvements

Global area of land spared from agricultural production as a result of improvements in cereal yield, measured in hectares. This has been calculated as the area of land which would have been necessary to maintain global cereal production at actual output rates, assuming average cereal yields had remained constant since 1961.

Our World in Data



Source: OWID based on UN Food and Agriculture Organization

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Sustainability

is a journey,
not a destination.

Obesity

42%

Today

50%

2030

Information

It’s hard!

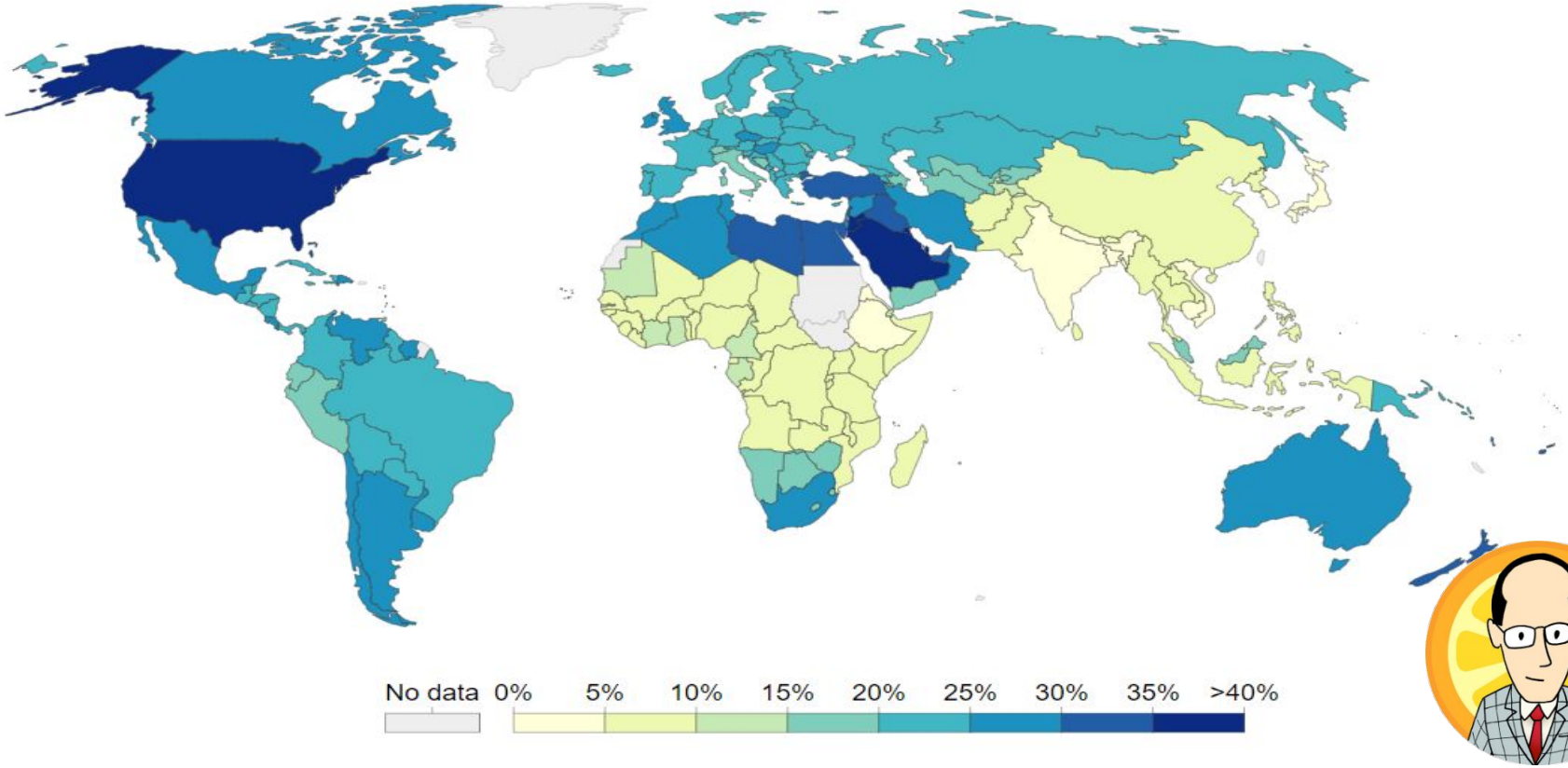
Source: International Food Information Council Foundation 2019 Food & Health Survey

How did we get here?

Share of adults defined as obese, 2016

Percentage of adults aged 18+ years old who are defined as obese based on their body-mass index (BMI). BMI is a person's weight in kilograms (kg) divided by his or her height in metres squared. A BMI greater than or equal to 30 is defined as obese.

Our World in Data



Source: WHO, Global Health Observatory

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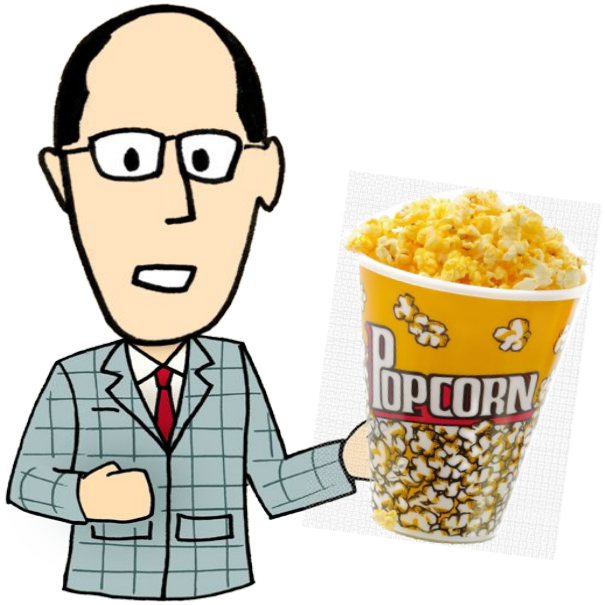
Popcorn

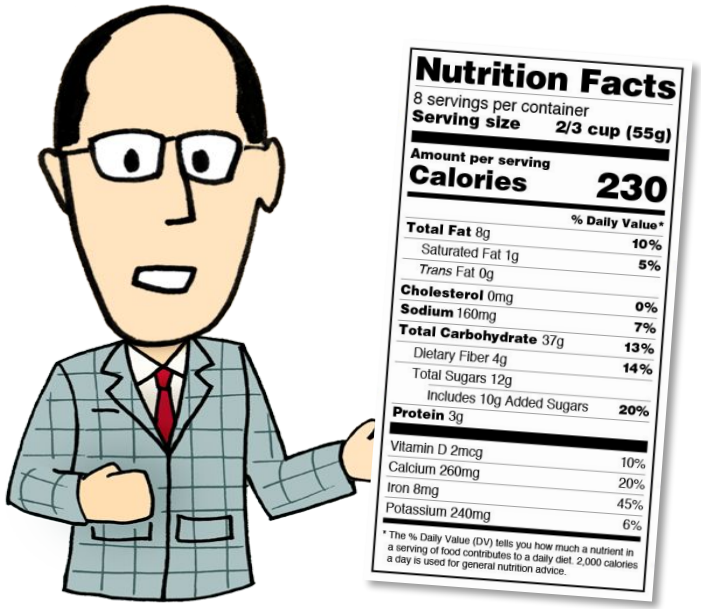


Portion Size

Portion Size

Dietary Guidelines

Labels



Nutrition Facts

8 servings per container

Serving size **2/3 cup (55g)**

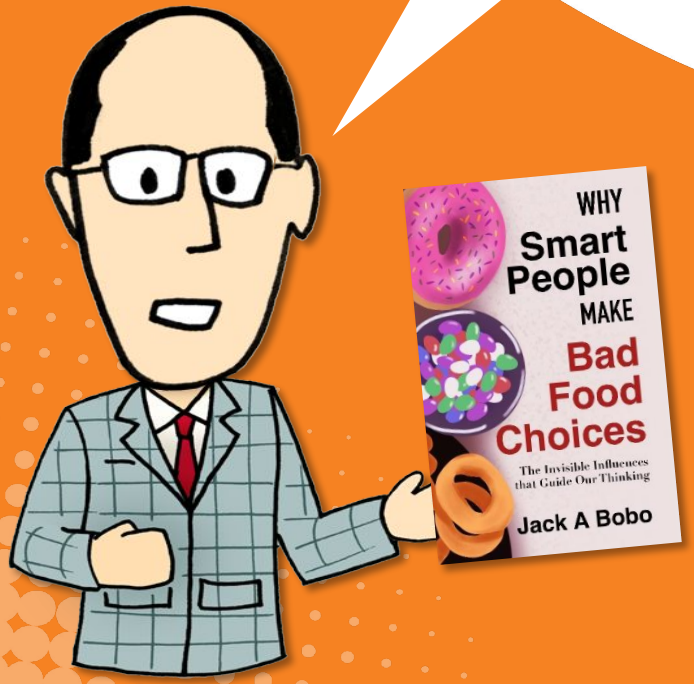
Amount per serving

Calories **230**

	% Daily Value*
Total Fat 8g	**10%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 160mg	**7%**
Total Carbohydrate 37g	**13%**
Dietary Fiber 4g	**14%**
Total Sugars 12g	
Includes 10g Added Sugars	**20%**
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 240mg	6%

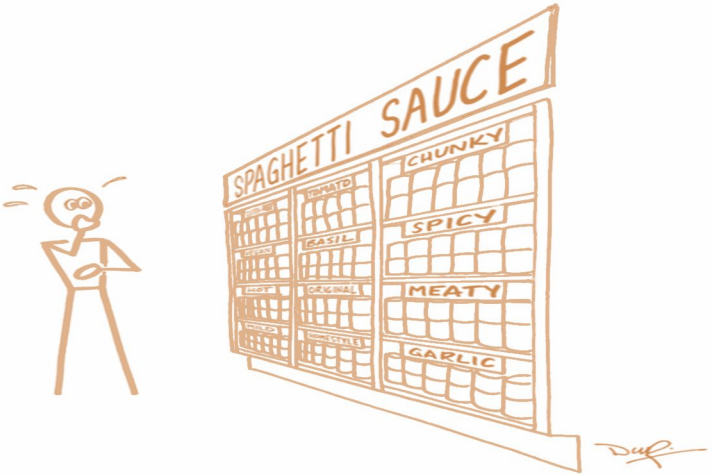
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Mental Shortcuts



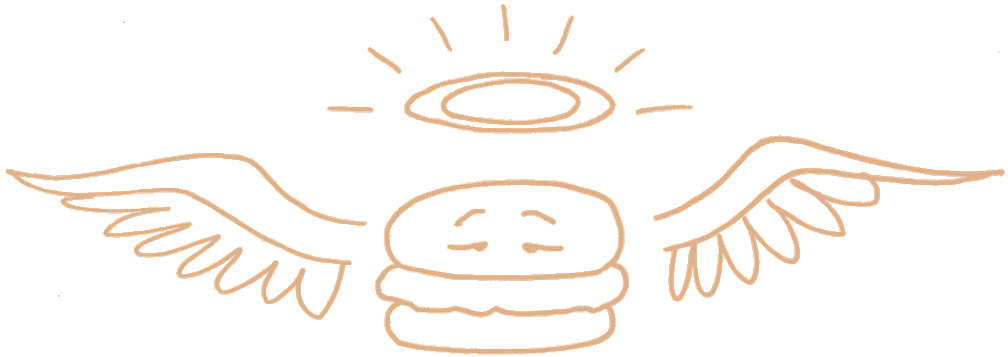
Confirmation Bias

Mental Fatigue



"Decision fatigue in the grocery aisles is not a bug, it's a feature."

The Halo Effect



Availability Heuristic

What would it take to make healthy food choices the easy choice or the default?

EAT Lancet Report

How can we feed a future population of 10 billion people a healthy diet within planetary boundaries?

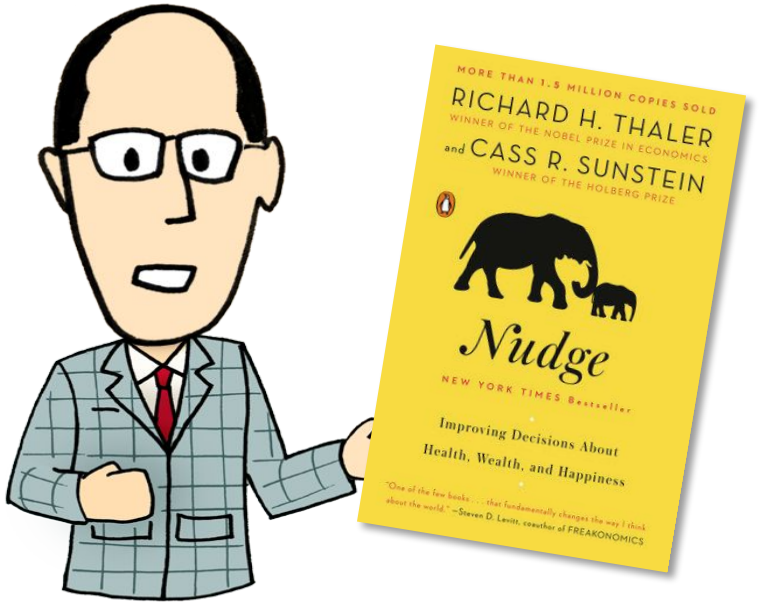
#foodcanfixit #EATLancet

EAT

Cognitive Dissonance

Reactance Theory

Nudge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Nudge
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"One of the few books . . . that fundamentally changes the way I think about the world." —Steven D. Levitt, coauthor of FREAKONOMICS

Googling Food

Michiel Bakker, VP

Wellville

Esther Dyson

Collaboration for Healthier Lives

Build programs that are ideally personalized or at least targeted based on consumer insights

Design programs around the specific behaviors, drivers, and barriers of target consumers or consumer groups

Anchor the program in the health objectives set by local authorities

Leverage local expertise and existing resources to make the program fit the local context and fast-track results

Alter the consumer environment so that healthy choices become the default

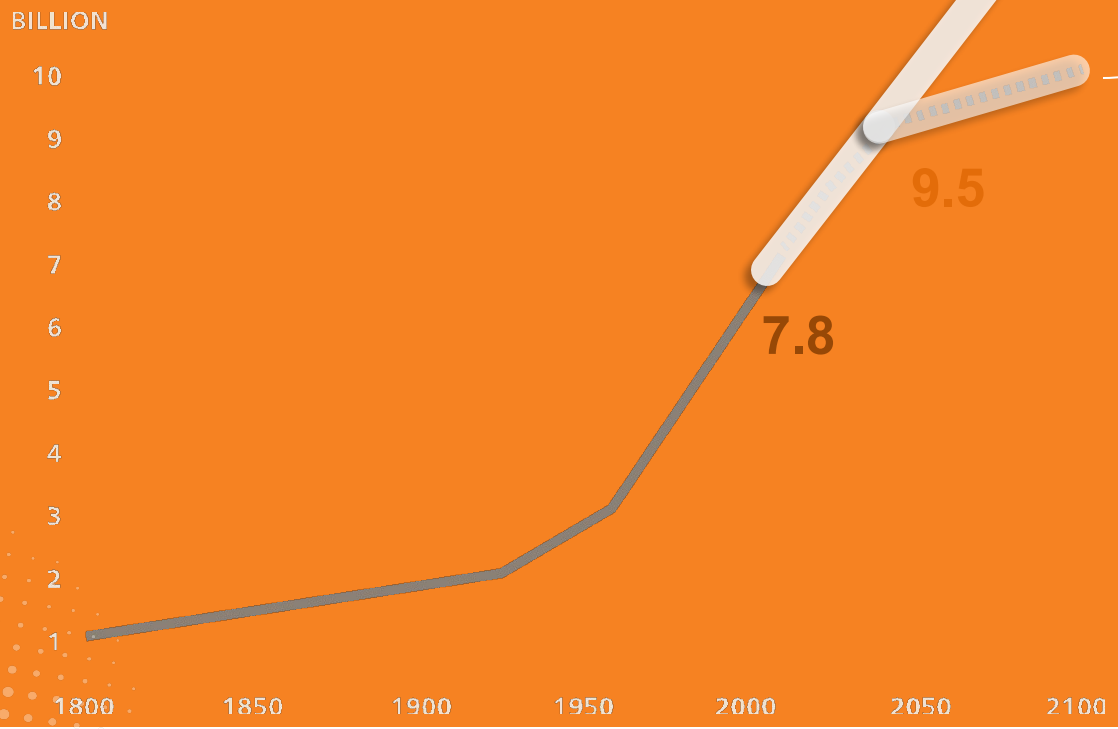
Go beyond simple awareness and education campaigns; alter the consumer environment to truly generate impact while remaining commercially viable for participants

Ensure impact is measurable, with a clear definition of success

Track program outcomes against clear success criteria agreed upon before the program starts, and measure results on a relative or absolute scale

Source: Bain & Company

Why Now Matters



Opportunity

The next 30 years

will determine the fate
of the planet

Thank you!

Jack Bobo

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