



The
Food and Land Use
Coalition

“You may delay, but time will not.”

Benjamin Franklin

Cost. The ways we produce and consume food and use our land currently cost 12 trillion USD a year in damage to our environment, health and development. If current trends continue, this will amount to more than 16 trillion USD per year by 2050.

Opportunity. Working together to transform the ways we produce and consume food and use our land offers a potential 4.5 trillion USD per year in new business opportunities by 2030.

This is the best deal for people and the planet.

Photo credit: A farmer harvests bananas in fields which incorporate Jain micro-irrigation techniques at Tandalwadi village in Jalgaon, Maharashtra, India



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