**Economic Prize**
$5.7 trillion economic prize by 2030 and $10.5 by 2050 based on avoided hidden costs

**Investment Requirements**
$300–$350 billion required each year for the transformation of food and land use systems to 2030

**Business Opportunity**
$4.5 trillion annual opportunity for businesses associated with the ten critical transitions by 2030

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**Cross Cutting Reforms to Transform Food and Land Use**

**Government:** Establish targets; break down governmental silos; put a price on carbon; land use planning; repurpose agricultural support and public procurement; massively increase R&D and target it on healthy, natural solutions.

**Business & Farmers:** Organise pre-competitively to support government reform agendas and set internal standards for specific sectors; establish true cost accounting for food and land use.

**Investors & Financial Institutions:** Build on the Task Force on Climate-related Financial Disclosures to cover nature; develop a set of financing principles for food and land use; develop innovative finance instruments, including blended finance, to manage risks and leverage opportunities.

**Participants in multilateral processes and multi-stakeholder partnerships:** Raise ambition in the United Nations Framework Convention on Climate Change 2020 stock-take and ensure an ambitious outcome in the 2020 Convention on Biological Diversity in Kunming, China.

**Civil Society:** Drive information campaigns for food and land use reform and direct campaigns against serial offenders (public and private).