



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

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).