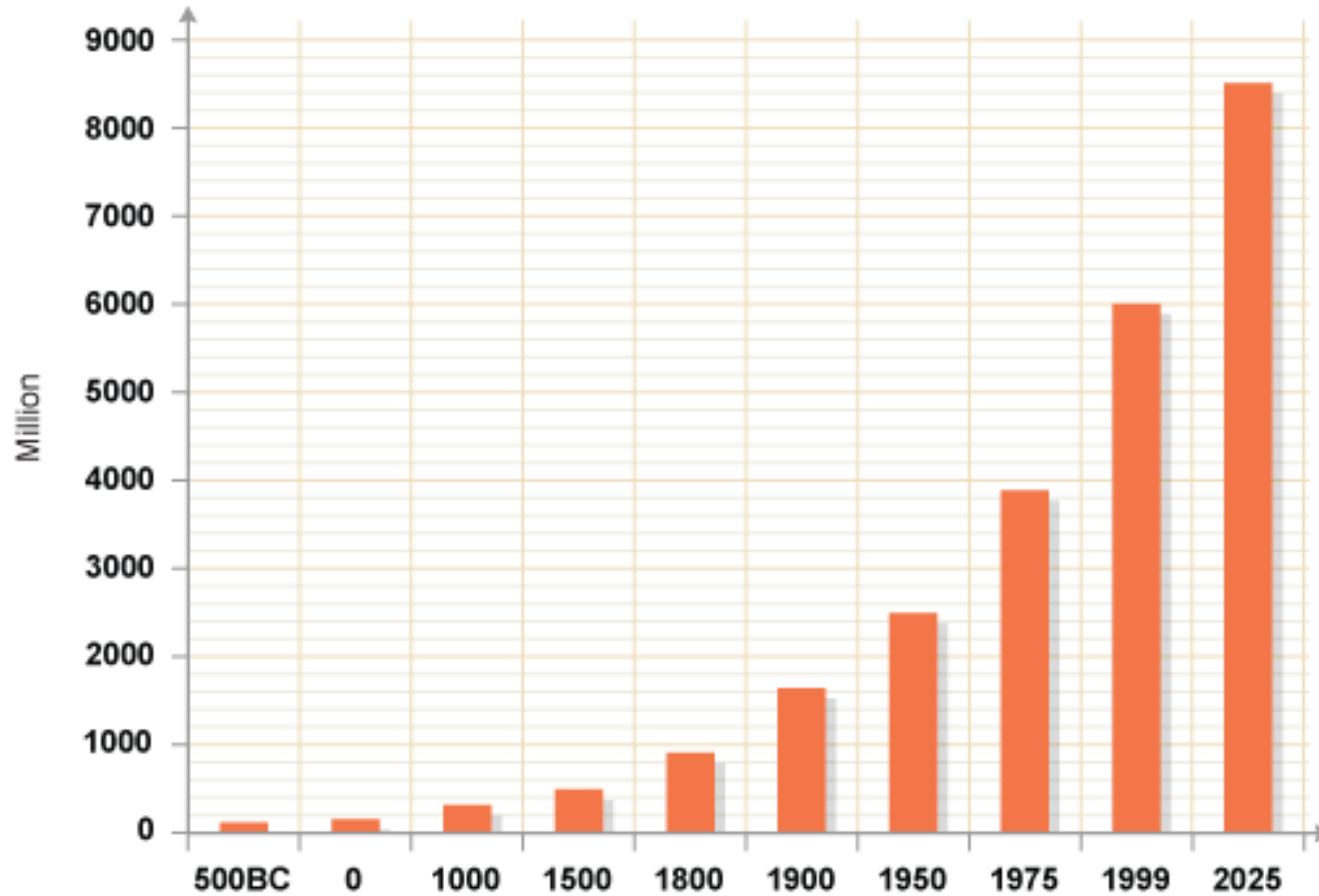




1 BILLION LIVES SAVED



WORLD POPULATION GROWTH



 **10**
BILLION

 **70%**
INCREASE

IF THE WORLD'S POPULATION LIVED LIKE...

INDIA



NEPAL



× 1.9

UGANDA



FRANCE



× 2.5

CHINA



× 1.1

UNITED STATES
of AMERICA



× 4.1

COSTA RICA



× 1.4

UNITED ARAB
EMIRATES

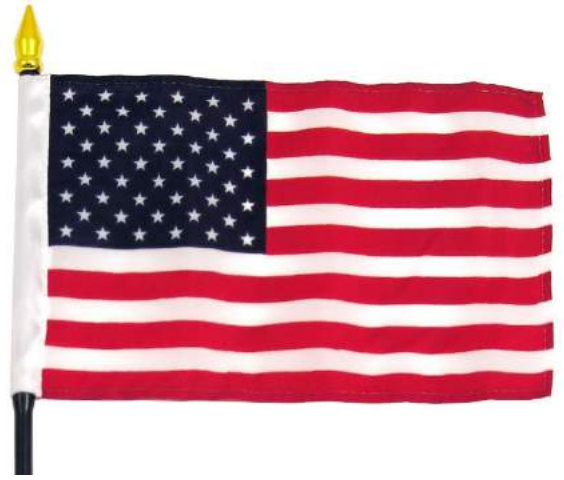


× 5.4

PER
SQUARE
MILE

'BUSINESS AS USUAL' IS NOT AN OPTION.

IF FOOD WASTE WERE A COUNTRY...



14
MILLION
KM²



3 BILLION
PEOPLE
FED



15x

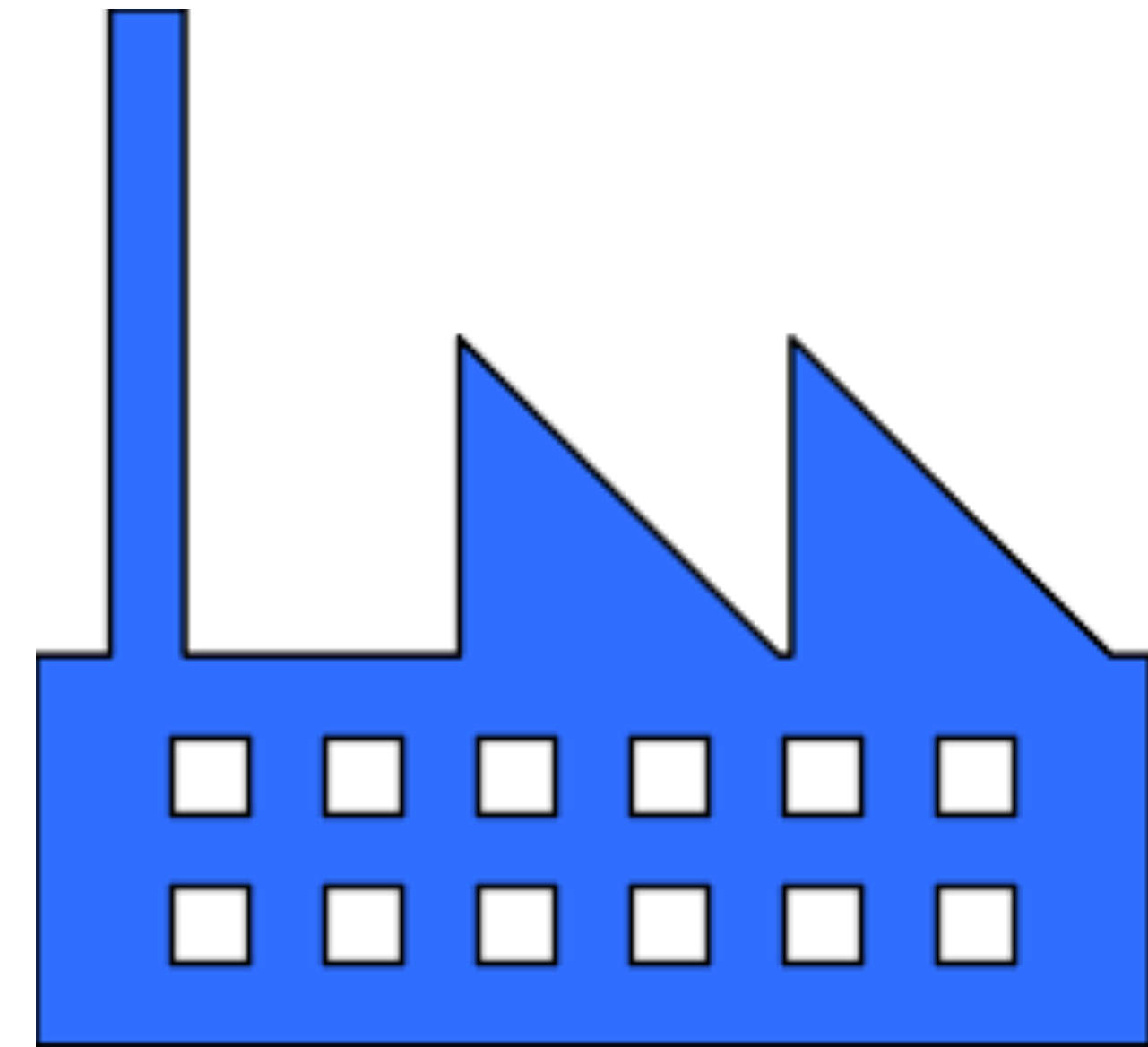
MORE IN
US & EU vs
AFRICA & ASIA

70%

OCCURS
IN THE
HOME



50%
LESS CO2



INDUSTRY
LOVES
EFFICIENCY



MEAT AND THREE VEG



70%*

AGRICULTURAL LAND



HALF
OF ALL WATER
IN THE US



RISK OF NEW
DISEASES
(IF INTENSIVE)

MEAT AND THREE VEG



2/3

REDUCTION IN
GREENHOUSE GAS



1 TRILLION

8 MILLION LIVES
SAVED BY 2050

EFFICIENCY FOOD SWAPS



>DROUGHT & SALT TOLERANT



GROW SOME WEED(S)

A collage of images and text for Japanese vegetables. It includes:

- A small image of '山菜' (mountain vegetable) with the text '里山の幸' (Gift of the mountains).
- An image of '大葉擬宝珠' (Daibaigyoju) with the text 'うるい、おおはぎほし、うりつぼ、これい'.
- An image of '虎杖' (Kozue) with the text 'いたどり、すかんぼ、いたいず、すかんこ'.
- A circular inset image of 'いたどりの花' (Itadori no hana).





>HIGH YIELDS

>RICH MINERAL SOURCE

>INCREASES BIODIVERSITY

NEW METHODS & PLACES



DIVERSIFY, DIVERSIFY, DIVERSIFY

↓ 75%

REDUCTION IN
AGROBIODIVERSITY



TRADE IS GOOD

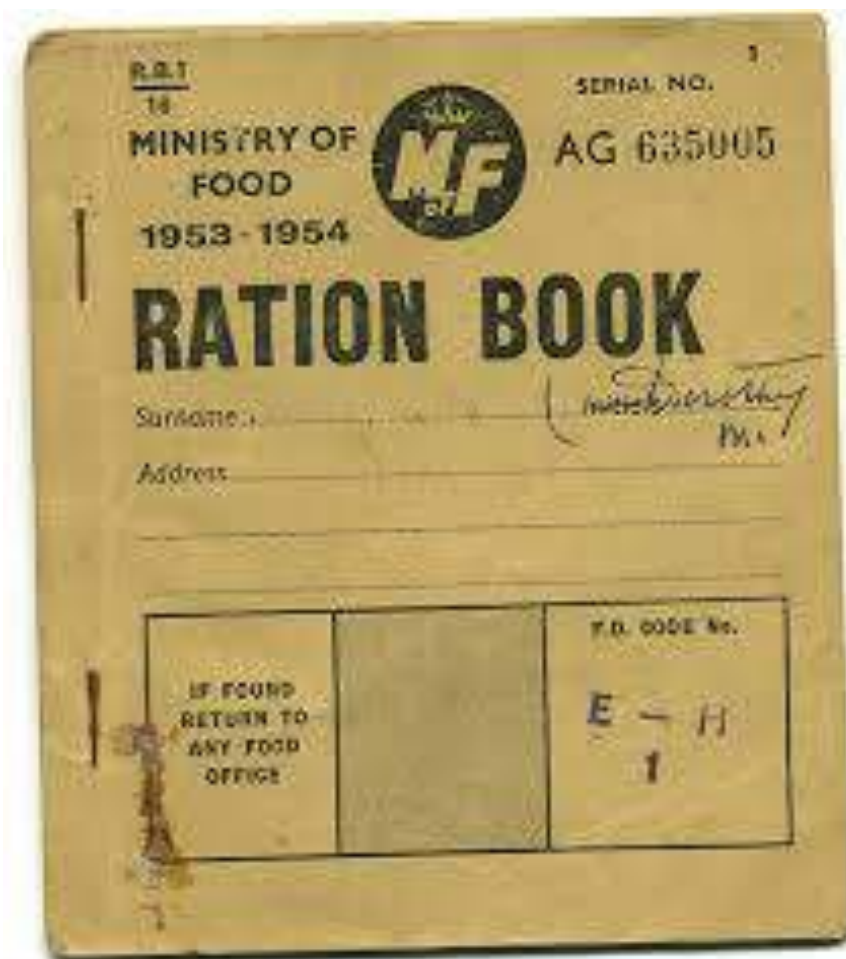


60%

FOOD IS IMPORTED



VEG
CRISIS



70%

EXPECTANT MOTHERS
SEVERELY VIT C DEF



TRADE IS GOOD



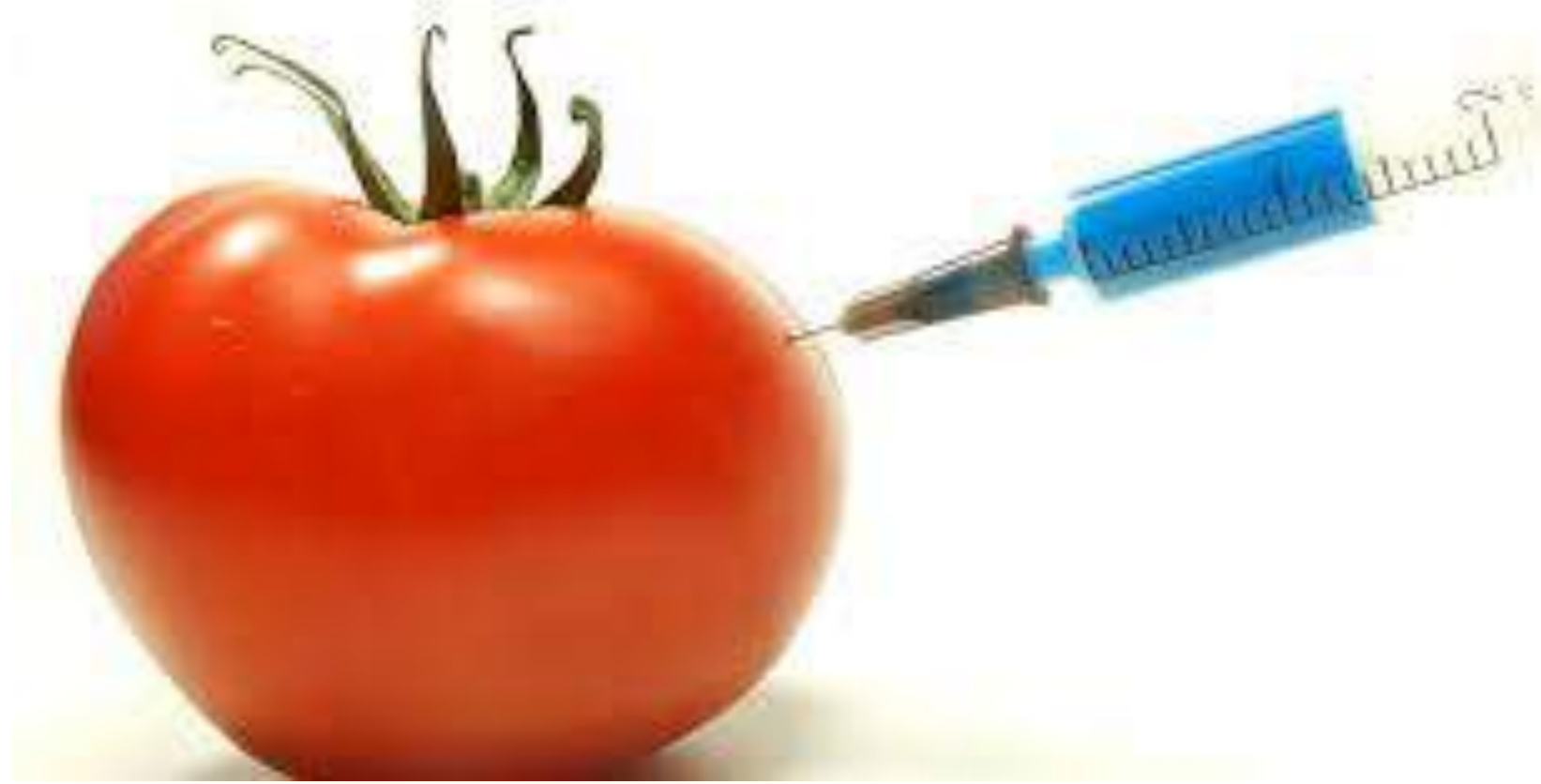
6%

OF CO2 IS FROM TRANSPORT



BUT WE NEED MORE
THAN A UNION JACK

AND FINALLY.....UP YIELD



WE NEED ALL THE TOOLS IN THE TOOL KIT!

AND FINALLY.....UP YIELD (OF NUTRIENTS)

