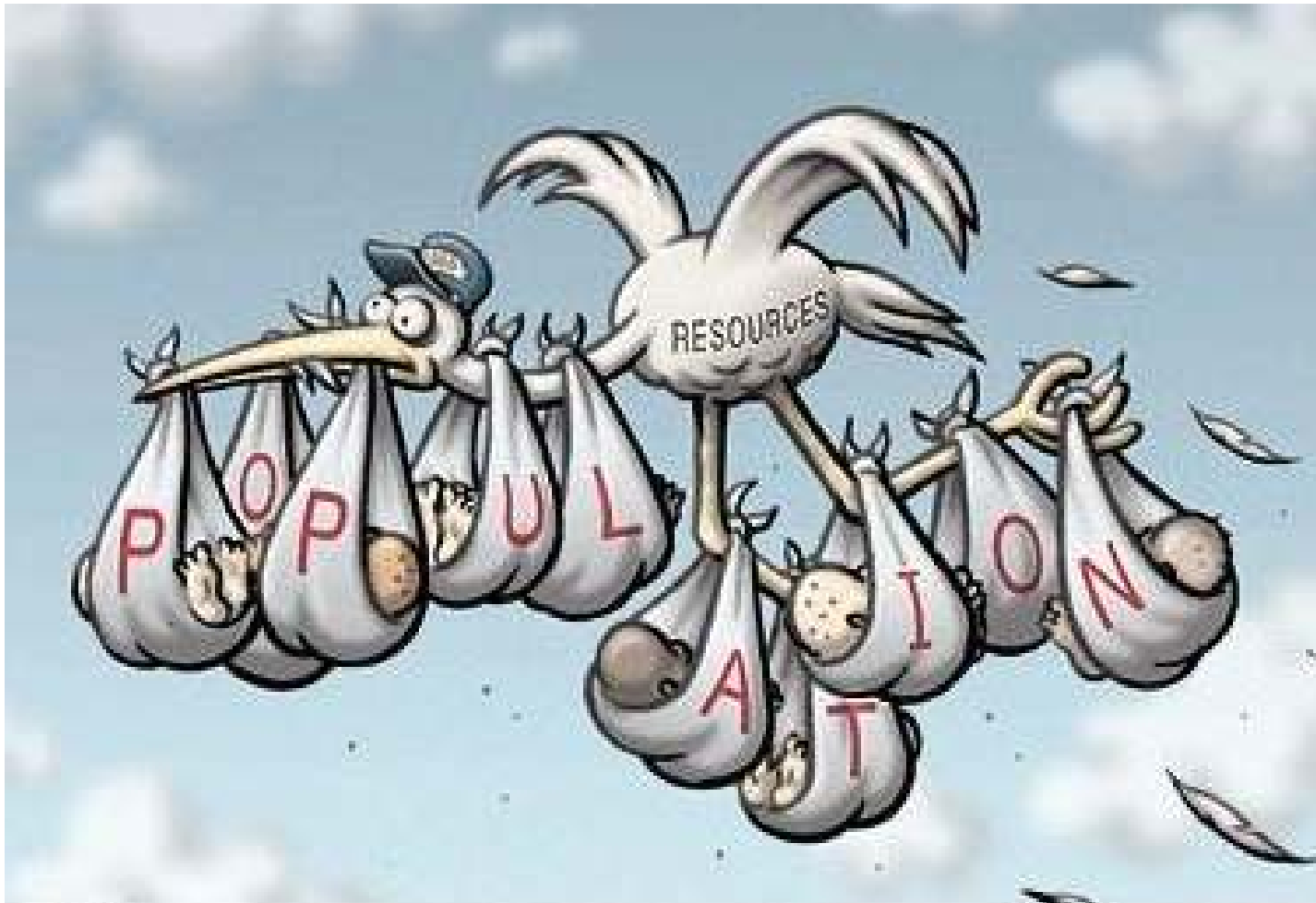




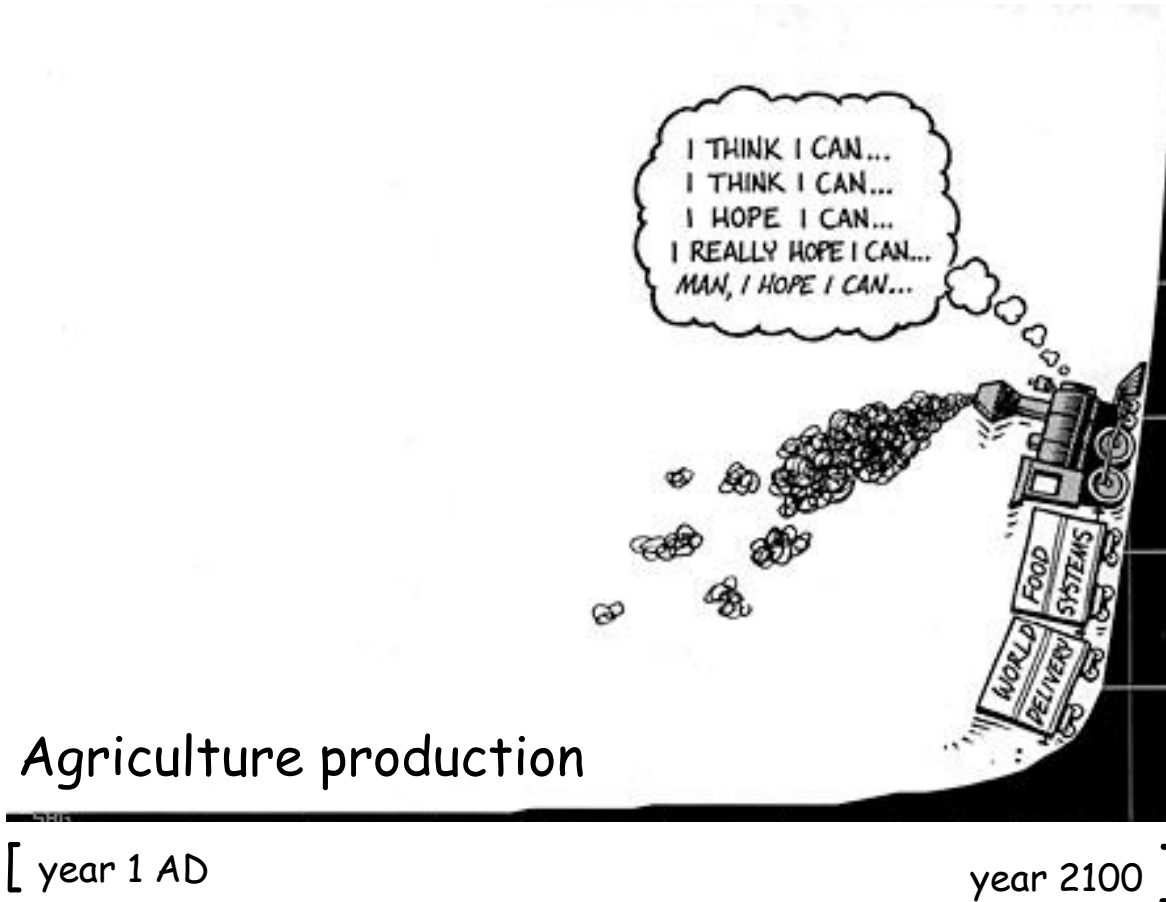
# The role and responsibility of the food industry

*Giovanni Malfatti di Montetretto  
Head of Brussels office of the  
Sustainable Agriculture Initiative (SAI) Platform*

# Population growth: 9 billion by 2050



# World Food Production



World Population

← 2050: 9 billion

← Today: 7 billion

# Where does agriculture production go?



70%  
to food  
industry

only 30%  
to fresh  
market



# Food industries together to save the planet?



# Food industry and biodiversity?

## Principles and Practices and Checklist



# Food industry and biodiversity?



# Food industry and biodiversity?





# Food industry and biodiversity?



# Extension services



# Review bad policies



Don't forget that also farmers are businessmen...



Thank you!



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