



# Agriculture: challenge or solution?


APEC PPD on Agriculture-related Services  
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A photograph of a very crowded street in India. In the foreground, a man in a white shirt and a purple and pink striped shawl draped over his shoulder looks towards the right. Behind him, a dense crowd of people is visible, including a police officer in a khaki uniform and a brown beret. The street is filled with people, some carrying items on their heads, and there are colorful awnings and structures in the background. A yellow text box is overlaid on the lower-left portion of the image.

**We need to  
feed 200,000  
more people  
every day**

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In 1950, a hectare could feed two people. By 2030, it will have to feed five. We need to grow more from less.

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**We lose a soccer field of  
farmland every second...**

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**Farming  
uses 70% of  
the world's  
fresh water.**

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*Challenges*

## **More food, less waste**

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**In the next 50 years the world must produce more food than in the last 10,000, but we're currently using resources 50% faster than the planet can sustain.**

*Challenges*

## **More health, less poverty**

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**180,000 people leave rural communities every day to live in cities, but smallholder farmers are critical to producing the food for a growing population. How can we strengthen rural communities?**

*Challenges*

## **More biodiversity, less degradation**

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**By 2050 we will have 2 billion more mouths to feed, but every second we lose a football field of farmland to soil erosion and urbanization. How can we grow enough food while rejuvenating ecosystems?**



# Can agriculture be the solution?

The ecosystem players need to collaborate a lot better.





# Building an integrated trade system.



**Empowering the farmer**





**No one has all the answers.**

**Let's work together.**



*Bringing plant potential to life*