

Importance of Sustainable Agriculture in World Scenario

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Abstract

Sustainable agricultural practices and programs can help businesses ensure a reliable supply of food and open up new opportunities at the same time – such as enhancing brands and meeting new market demands. Food companies that embark on this challenge are the ones attracting the best and brightest employees. As awareness is growing amongst business operators, sustainable sourcing has become a point of differentiation in the marketplace. Moreover, the consumers they serve are increasingly concerned about where their food comes from and pay great attention to whether it is produced in a responsible way, from farm to fork. Looking at our food production system, the biggest potential for impact lies in influencing primary production. Enhancement of sustainable sourcing and sustainable agriculture are key opportunities when this system is challenged. This understanding has a place at the top of the corporate agenda. The world's population is expected to rise dramatically over the next 40 years, from 6.7 billion in 2009 to 9.2 billion by 2050. At the same time, economic development will lead to an increase in demand for meat, dairy, vegetables and fruit. To feed the world and to feed it well, global food production will need to double by 2050. The problem, however, is that half of the habitable land on Earth is already used for farming. As resources are limited, the challenge is to achieve global food security while having a positive impact on the environment and society. Sustainable agricultural practices provide the solution.

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