



HOW TO FEED THE WORLD OF TOMORROW

Global hunger is at an all-time low, but many families still face a daily struggle to get enough food to eat.

So what can we do to ensure a plentiful, sustainable food supply that will feed our growing population into the future?

Bill Gates, considered by many as one of the most important figures of recent history, believes that innovation holds the key to the future of farming. Gates says:

“Two out of every five people owe their lives to fertilizer.”

Food deficiency is not a new problem and has been successfully tackled in the past. The invention of the Haber-Bosch process in 1908, and the subsequent Green Revolution of the 1960s, demonstrated how dedicated agricultural research and adoption of new technologies can save billions of people from famine and poverty.

But the world has continued to change, and we need to understand the potentially devastating impact that food deficiency could have on our current and future population. In the 1960s, one hectare of land fed two people. By 2025, we know that one hectare of land will need to feed five.

! Most alarmingly, over the next 50 years we will need to produce as much food as we have in the past 1000 years combined.

And while Gates applauds the invention of fertilizer, he understands that the security of our future population's food is far from safe:

“If we want to accelerate progress, we need to actively pursue the same kind of breakthroughs achieved by Haber, Sabin, and Salk.”

Growing sufficient food for billions of people on limited resources can only be done through the intelligent use of fertilizer and investment in developing innovative agricultural technologies.

The first Global Fertilizer Day on 13 October 2016 raises awareness of fertilizer as one of the most important inventions of our time – saving billions from famine, reducing poverty and offering the key to sustainably feeding our population into the future. As solutions to food shortages become increasingly vital, this initiative will grow and develop into a driving force for the industry.

Visit www.fertilizerday.com to find out more and help to share our message.