

TRAINING FICHE

02. THE WEIGHT OF THE ECONOMY IN FOOD

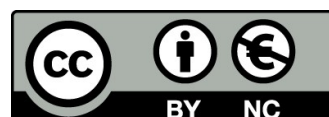
Area	Food
Level	ADVANCED
Topic	<div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; border: 1px solid black; margin-right: 5px;"></div> <div style="background-color: #92d050; width: 100%; height: 15px; margin-bottom: 2px;"></div> <div style="background-color: #4682b4; width: 100%; height: 15px; margin-bottom: 2px;"></div> <div style="background-color: #ff00ff; width: 100%; height: 15px; margin-bottom: 2px;"></div> <div style="background-color: #ffff00; width: 100%; height: 15px; margin-bottom: 2px;"></div> <div style="background-color: #ffa500; width: 100%; height: 15px;"></div> </div> <p><i>2. Economic implications of food production and consumption</i></p>
Module	<div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; border: 1px solid black; margin-right: 5px;"></div> <div style="background-color: #92d050; width: 100%; height: 15px; margin-bottom: 2px;"></div> <div style="background-color: #4682b4; width: 100%; height: 15px; margin-bottom: 2px;"></div> <div style="background-color: #ff00ff; width: 100%; height: 15px; margin-bottom: 2px;"></div> <div style="background-color: #ffff00; width: 100%; height: 15px; margin-bottom: 2px;"></div> <div style="background-color: #ffa500; width: 100%; height: 15px;"></div> </div> <p><i>The weight of the economy in Food</i></p>
Keywords	Food production – sustainable economy – human right – human rights – inequality – circular economy
Introduction (500-1000 characters including spaces)	<p>Pressure on companies to implement sustainable practices is increasing due to rising consumer awareness and growing government activities about sustainability and climate change. This is especially true for the food and beverage industry, where the production of food accounts for 25% of global greenhouse gas emissions. If the population growth and middle-class growth trends continues, this number will only increase since wealthier individuals tend to eat more resource-intensive, animal-based diets.</p>

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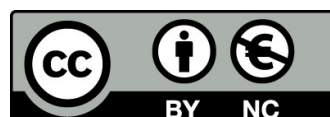
	<p>The World Economic Forum predicts that by 2050, there will be a 60% increase in global food demand. As consumers make more efforts to maintain their health and live sustainably, these improvements are likely to persist a long time. This presents a fresh set of difficulties for the food services industry.</p> <p>On the demand side, ethical positions steer customers away from certain market goods, frequently through resistance in both individual and group behaviour.</p> <p>Ethical consumption can reflect more self-aware and restrained behaviours, such as voluntary simplicity, as well as more intentional behaviours, like boycotting and buy-cutting.</p>
Economic Impacts/Benefits (1000-1500 characters including spaces)	<p>The likelihood that customers will influence the market in favour of a more sustainable consumption is higher if more consumers are aware of the effects of their purchasing decisions. This phenomenon is especially relevant to the food industry, as brand, product, and even channel decisions are influenced by ethical concerns.</p> <p>Companies are increasingly focusing their supply-side strategies on adapting to the ethical expectation demand. Here are some steps that can be followed to create a new business model on food.</p> <p>Analysing data is a great place to begin. Data analysis tools may be used to establish and monitor metrics that are in line with an organization's goals and activities using the data produced by food producing firms. Having access to this data enables resource productivity to be optimized.</p> <p>Second, sustainability is a team effort, and involving partners at all levels of the supply chain is essential. The food industry should strive to decarbonize end-to-end operations by switching to green power sources in addition to optimizing its manufacturing processes.</p> <p>Additionally, switching to low-carbon cold chain technologies, improving transit routes, and</p>

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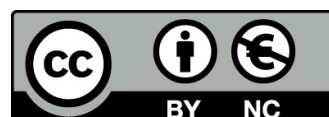
	<p>upgrading fleets all result in lower energy and water usage. Additionally, manufacturers may cost-effectively extend plant lifecycles while achieving decarbonization targets by incorporating energy efficiency into plants, warehouses, and processing facilities.</p>
<p>Good practices (1000 -1500 characters including spaces)</p>	<p>Alara Wholefoods has been a pioneer when it comes to sustainable food practices and production, being the first cereal company to receive organic certification in 1988 and the first food company in the UK to achieve zero waste in 2008. In order to lessen its influence on the environment, it is still devoted to sustainability and working with plastic-free and biodegradable packaging.</p> <p>In addition to producing no waste, Alara utilizes only electricity from sustainable resources including hydro, solar, and wind energy and partners with the non-profit Rainforest Saver to offset the carbon in the food it sells.</p> <p>The program works with local farmers to implement an agricultural technique called Inga Alley Cropping, which during a 20-year lifespan will allow each Inga planted to trap half a ton of carbon.</p> <p>Altromercato was created with a purpose: to advance fair trade that values and protects the earth without marginalisation or exploitation. They are currently Italy's top Fair-Trade organisation. Through fair trade and intergovernmental cooperation, they create beneficial effects and opportunities for development all around the world. They create moral supply chains for their raw materials, promoting land use and production practises that protect the environment and its resources because the wealth of nature should be utilised rather than wasted.</p> <p>They uphold the rights of workers everywhere and keep an eye on the moral standards of fair trade and social sustainability to ensure that they are always</p>

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	<p>upheld. They always pay a reasonable price and guarantee fair reimbursement as a result. They broaden their understanding of commerce by fusing it with that of cooperation: through the purchases of customers, they directly support initiatives that help the businesses they partner with and the communities where they do business. They operate in accordance with the World Fair Trade Organization's 10 principles (WFTO).</p>
<p>Current and future challenges (1000 -1500 characters including spaces)</p>	<p>Even large food corporations with ample resources, who would rather concentrate on their primary business, may find it difficult to meet sustainability targets. By relying on outside suppliers for dependable energy supply, administration of multi-technical projects, and stringent cost control, food producers may improve their economic performance by outsourcing energy management services to specialized companies. Most significantly, energy management companies may use specialized analytical tools to pinpoint problem areas, examine patterns in energy usage, offer advice on gas, electricity, and energy purchases, and increase energy efficiency. Customized, high-tech, financially supported solutions for lowering carbon footprints are an example of such outsourced services. Customers in this case only pay for the energy they actually consume, with capital investments being made by the energy services provider. The energy services supplier assumes all risks associated with engineering, procurement, construction, and energy performance. The capacity to track a food product's and its ingredients' movements through each stage of the supply chain, both forward and backward, is known as traceability. Traceability is a major issue in the food sector right now because of the growing scrutiny of food sources.</p>
<p>Language</p>	<p>English</p>
<p>Partner</p>	<p>IDP</p>

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Further references

<https://youmatter.world/en/definition/definitions-responsible-consumption-examples/>

<https://www.unep.org/regions/asia-and-pacific/regional-initiatives/supporting-resource-efficiency/sustainable-food>

<https://greenbestpractice.jrc.ec.europa.eu/node/322>

<https://www.unep.org/regions/asia-and-pacific/regional-initiatives/supporting-resource-efficiency/sustainable-food>

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