



# 2021 Planetary Health Challenges

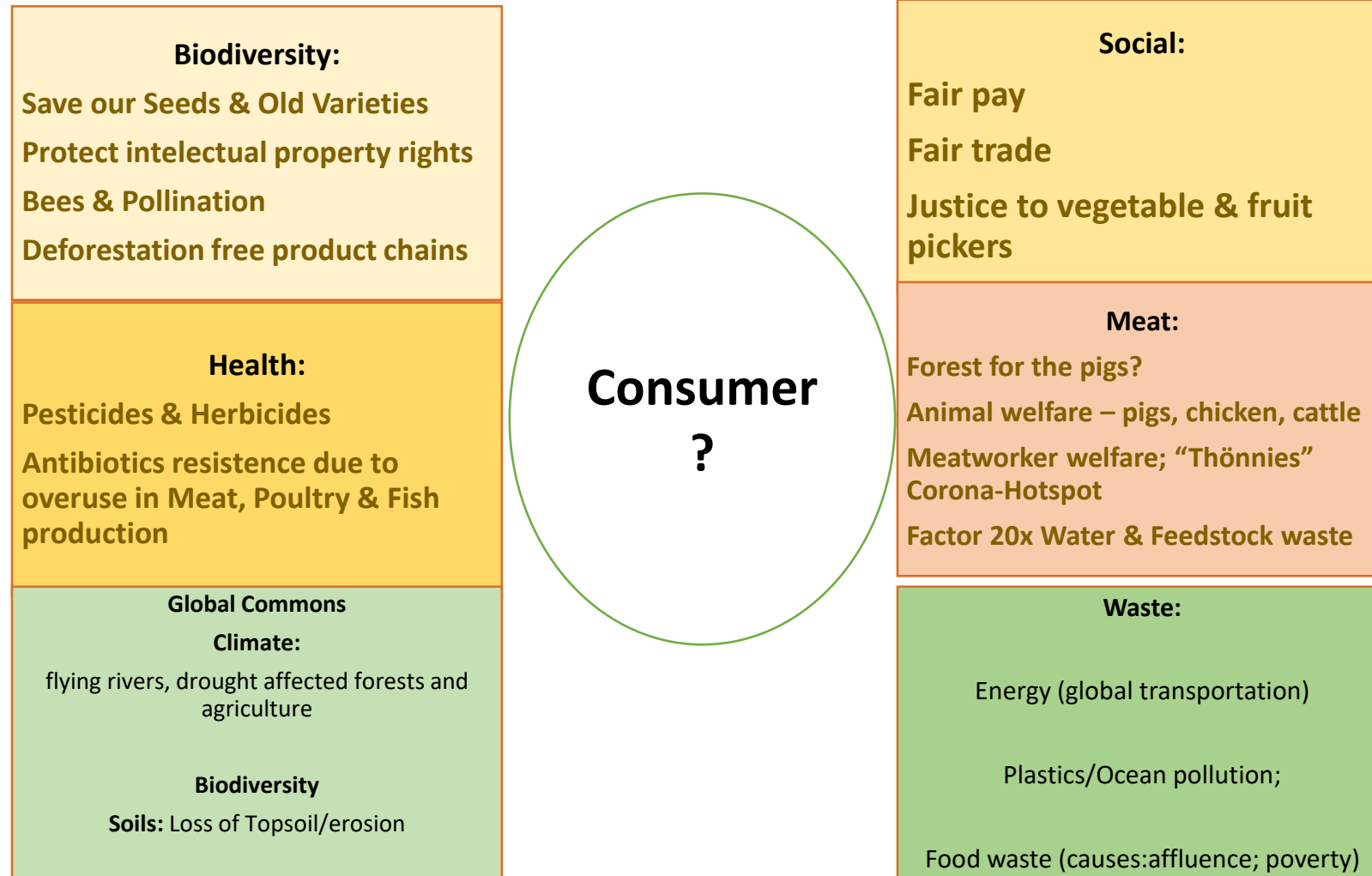
For the conscientious Consumer



We are on a perilous path  
reducing the very base of life

We can make a smaller footprint happen

# So many things to consider





# So many opportunities to do better

## **Save our seeds & “old” varieties**

Research & support indigenous knowledge – from Mexico to Amazonia

Protect intellectual Property

supporte small & medium farmer “bio” credit lines

## **Bees & pollination**

Provide living spaces intermittent with agriculture

## **Deforestation free product chains:**

Electronic tracking: from field all along the value chain to market



# So many opportunities to do better

## **Social: Fair pay – Fair trade**

*Labels – hopefully honest:*

Fair trade coffee, PeruPuro chocolate

Justice to vegetable & fruit pickers (needs a much harder look)

## **Health**

*some labels, but needing far more attention*

Pesticides & Herbicides – a danger for producers & consumers

**Avoid Lasting damage to Society at large:**

Hormone use; Antibiotics overuse in Meat, Poultry & Fish production, residues in drinking water; long lasting pollution by pesticides & herbicides, and mining



# So many opportunities to do better

## MEAT

- Forest for the pigs?
- Animal welfare – pigs, chicken, cattle
- Meatworker welfare – “Thönnies” a Corona-Hotspot
- Water & Feedstock wasting Meat production (Factor 20x)



# So many opportunities to do better

Lasting Damage to Global Commons

## **Loss of topsoil and soil compactation**

- especially in large scale equipment driven agricultural production
- Zero tillage alternatives deserve incentives

**Energy waste** (global produce & mineral water transportation)

**ocean pollution** (non-degradable plastic waste)

**Climate change; CO2 emissions, destruction of Carbon sinks**

**“flying rivers”; drought affected forest systems**

## **Biodiversity waste:**

Tropical Forest Destruction instead of Research & Development of viable Bio economies



# Consumer Hopes ?

Enable a New & Sustainable “Bioeconomy”

**Teach:** “Nachhaltige Landwirtschaft”

Rainforest Social Business School

**Amazon Business School online**

**Develop new products:**

Applied Research, Product-, Industry - & Fair Market Development

**Transparency:**

Credible tracking & labelling;

Legal Action (e.g. Monsanto/Bayer)





# Consumer Help?

Regional **Farmer Markets** (economy of short distances; currencies “buy local”, etc.)

**Bio-Super-Markets**

**Trade Fairs** (“BioFach”)

**Create an informed & level playing field**

“Green Deal” Policies

“Green Rio” type Conferences

**“best in class” labelling systems:**

WWF EDEKA, FSC, Marine Stewardship Council, etc.



THANK YOU