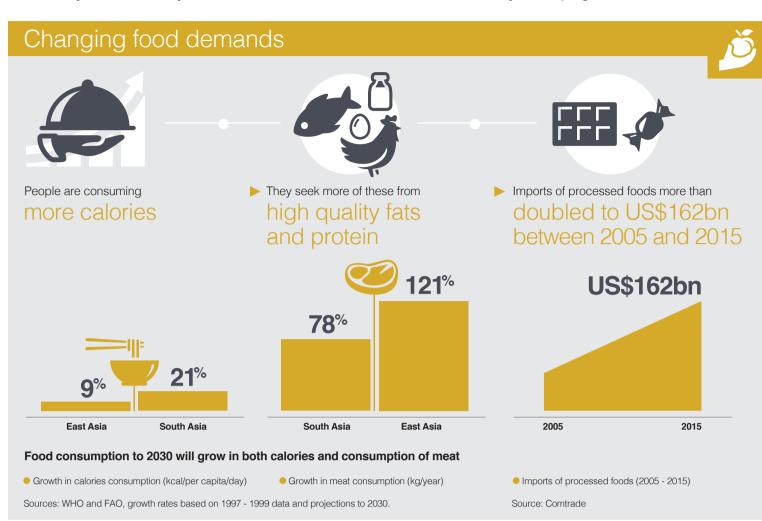


Feeding Asia in 2030

By 2030, half the world's people will live in Asia and largely in cities. This will change demand for food and decrease the resources available to produce it. In a study commissioned by Cargill, The Economist Intelligence Unit surveyed 820 industry leaders across Asia in 2017 and 2018 on how they are coping with these trends.



Growing the farm

Manning the farms

Urbanisation is decreasing young rural manpower across the region, leaving behind fewer and older farmers.

Decrease in agriculture employment from 1991-2013.

South Asia

East Asia



Planting the seeds

Modern farming practices and urbanisation have decreased the availability of arable land in the region.

40% of land in ASEAN countries

faces severe degradation

50% of land in China is already degraded

Watering the plants

Agriculture, particularly the raising of livestock, is a water-intensive activity. Increased protein consumption will contribute to a regional water deficit.

Asia's water deficit by 2030





Interregional cooperation

is key to strengthening Asia's food system.



However, there are a number of **impediments** to closer collaborations.

food systems? (% survey respondents) Food standards eg different inspection/sanitation standards eg import/export requirements/non-tariff barriers Import duties & taxes

Pricing eg uneven economic development Food culture eg different dietary habits Infrastructure

eg difficulty in transport



Trading lunches



As diets change, Asian consumers will want affordable access to healthier and a greater variety of foods. Trade can help support changing demands.

of industry leaders believe interregional trade liberalisation is important for their business.

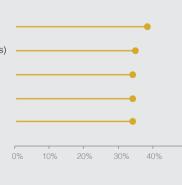
Creating food 4.0

Synthetic foods (e.g.lab-based meat or cellular agriculture) Alternative or non-conventional protein (e.g. edible insects)

Aquaponic agriculture Precision agriculture

Genome editing (e.g.CRISPR)

•Investing in five years, top five (% survey respondents)



To prepare for the future, Asia's food companies are turning to innovation





Over 3/4 of industry leaders believe responses to today's lead to positive changes in the region's food system.



Greater interregional cooperation

