

The Birchip Cropping Group &  
The Committee for Economic Development of Australia

PRESENT

# ***Making Conservation Pay***

Event proudly sponsored by



# **SUSTAINABILITY: GLOBAL ISSUES, LOCAL IMPACTS**

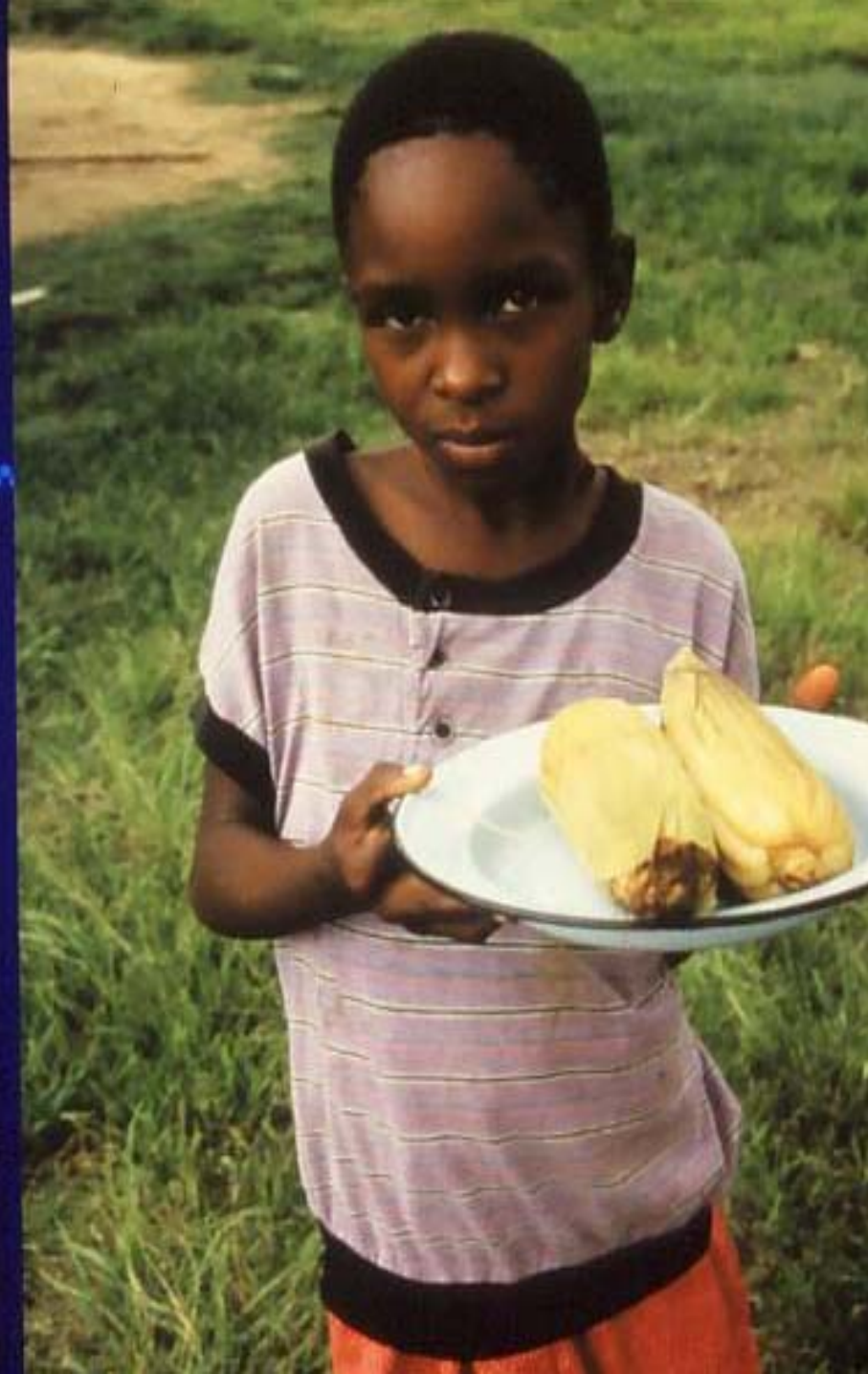
**Prof. Timothy G. Reeves FTSE  
Timothy G. Reeves and Associates  
Pty. Ltd.**



# **World Agriculture in the 21<sup>st</sup> Century**

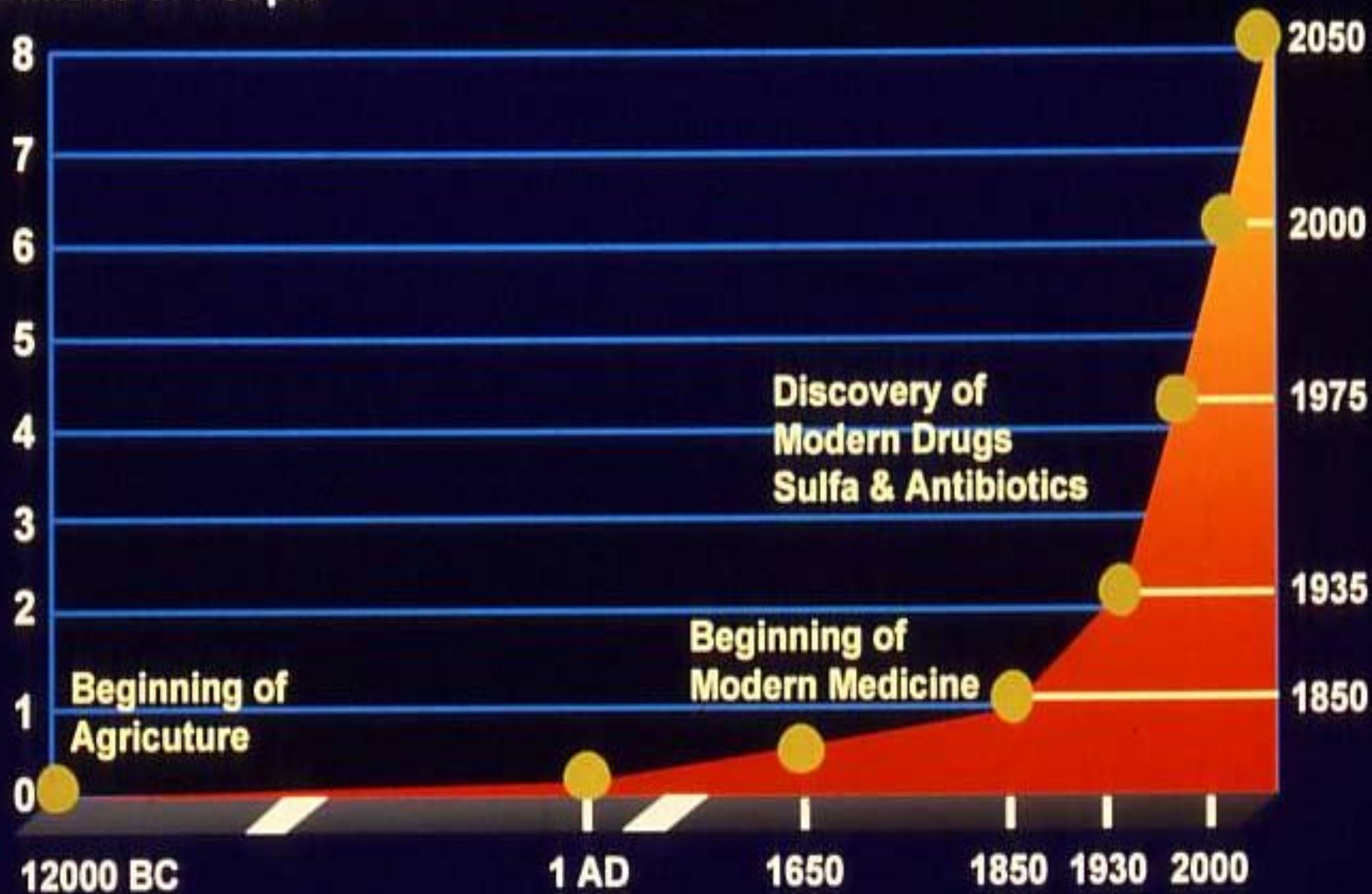
- ◆ **How to feed a growing population**
- ◆ **How to reduce rural poverty**
- ◆ **Natural resource management**

*McCalla, 1999*

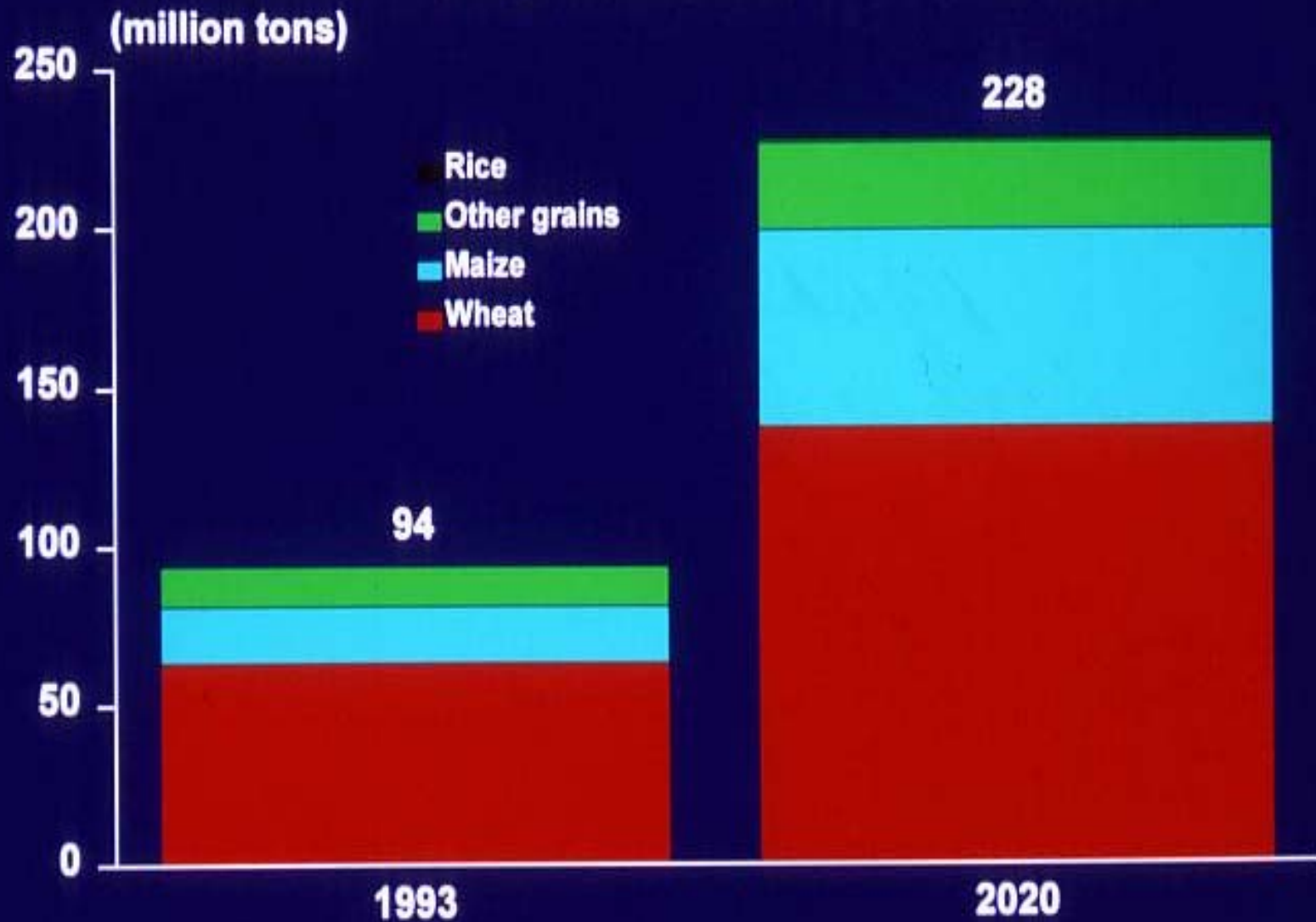


# World Population Growth

Billions of People



# Composition of net cereal imports by developing countries, 1993 and 2020



Source: IFPRI IMPACT simulations

# Warning Signal

Source: Worldwatch Institute

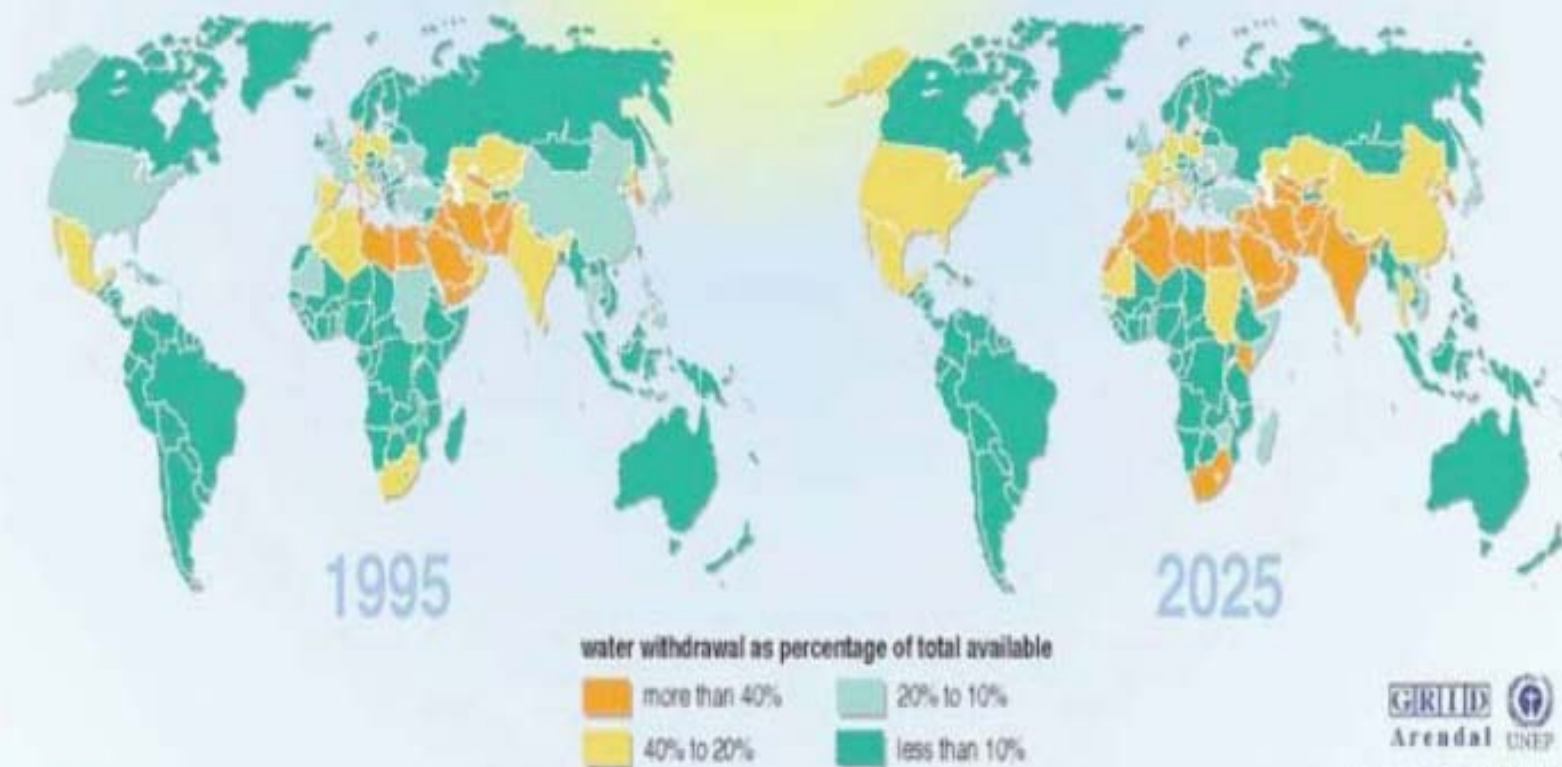
Hectares of GRAINLAND per person





# Water Stress will Increase Independent of Climate Change

## Freshwater stress



# **Big thaw threatens Arctic**

**By Alister Doyle**

**Oslo**

**November 10, 2004**

# **Australia's heart getting wetter**

**By Melissa Fyfe**

**Environment Reporter**

**November 10, 2004**

# RICE

- 15% yield reduction for every 1°C mean inc. (1.5 → 4.5)
- Night temps - underestimate

# New Markets

- Traditional products
- **New needs, e.g.,**
  - Health/nutrition
  - Livestock revolution
- **Fork to farm**



# BRIC ECONOMIES < 40 YEARS

- Larger than G6 (USD)
- Only US & Japan & BRIC (2050)
- Growth – Demand – Population – Currency
- Offset 'Greying' Economies

# Livestock Revolution

A photograph of a herd of cows in a rural setting. In the foreground, several cows are standing in a blue pond, some drinking water. The background shows a green field with more cows and a dense line of trees under a clear blue sky.

- > **doubling meat consumption by 2020**

- > **100 mt (60%)**

- > **200 mt more milk (52%)**

# Grain Revolution

- *70 million t by 2025*

**existing demand**

- 140 million t by 2025

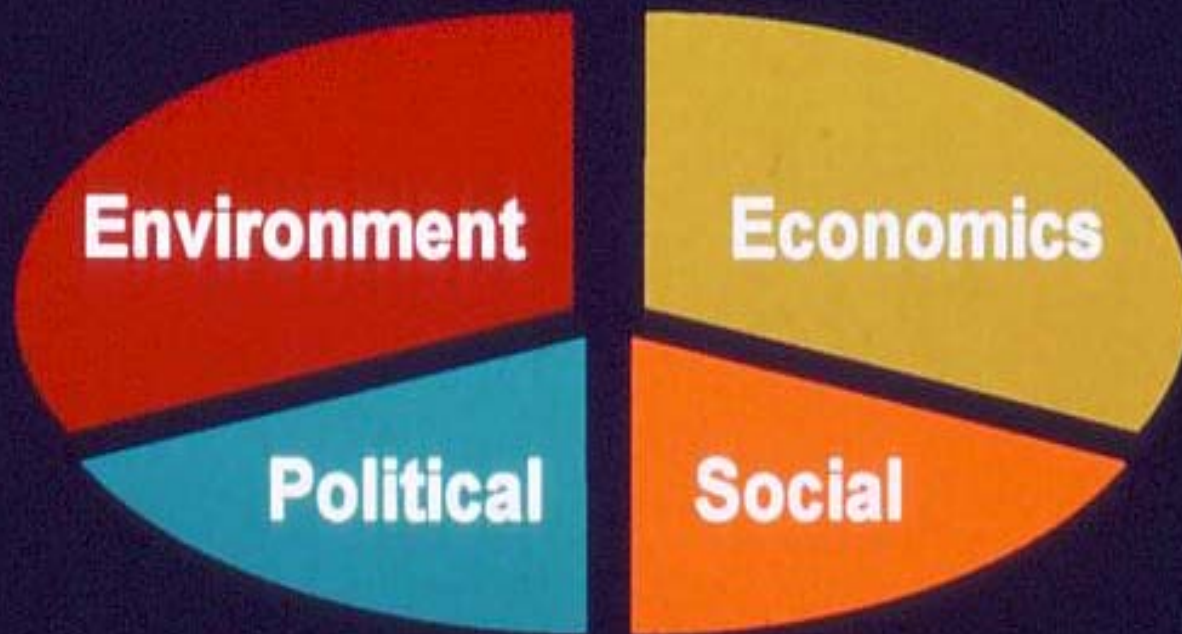
**emerging demand**

# AUSTRALIAN AGRICULTURE

- **Challenges**
- **Exciting opportunities but...**

**NOT BUSINESS AS USUAL!**

# Sustainable Agriculture

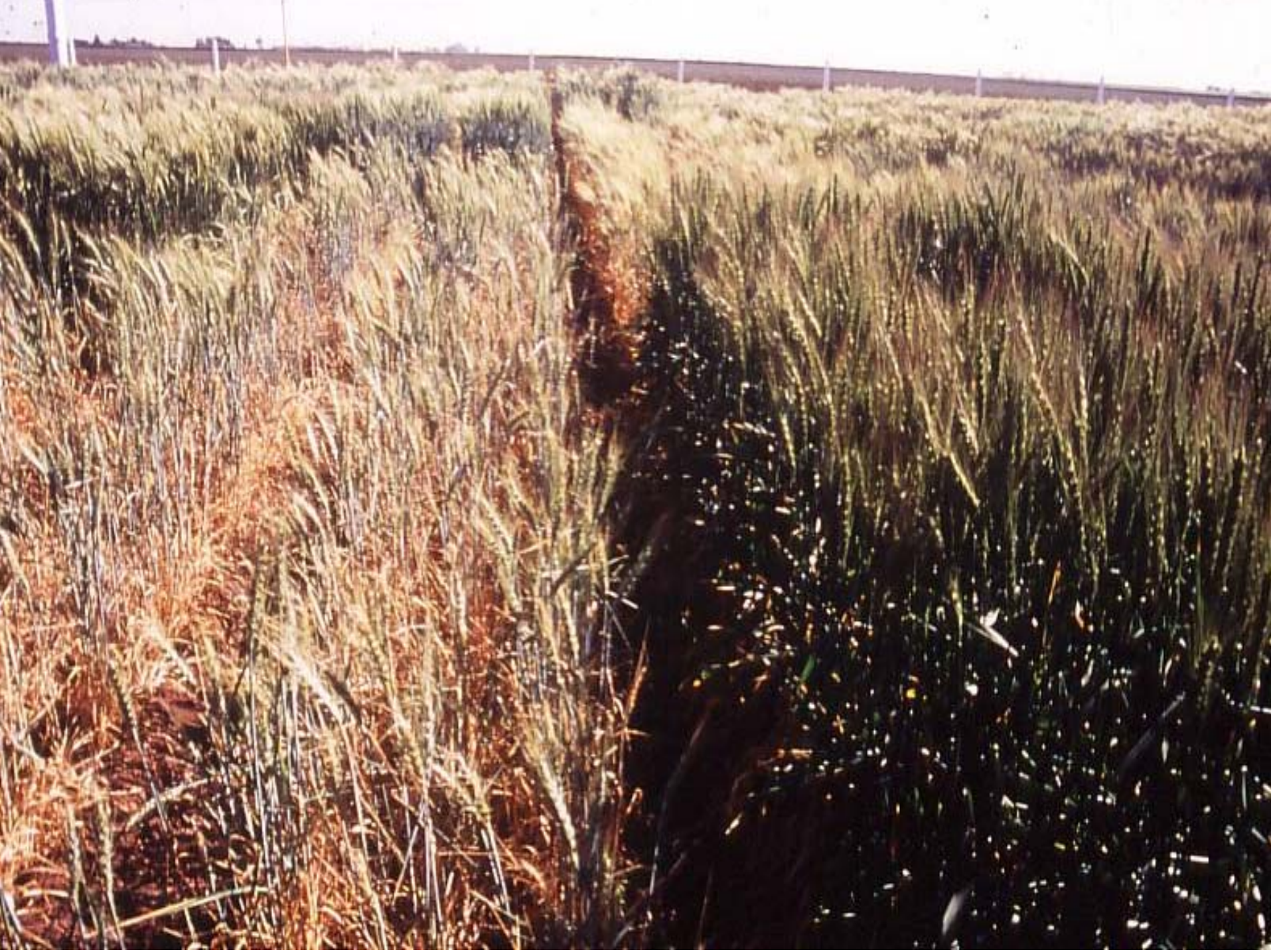


# PRIORITIES

- **Competitiveness (\$)**
- **Food Quality and Safety**
- **Sustainability**

# WATER-USE EFFICIENCY

- **Water scarcity**
- **Urban, Rural, Environmental**
- **Systems**
- **Crops, Varieties**





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CARGILL



# **Making Conservation Pay**

**Makes sense... for farmers,  
for the community, for Australia**

# Making Conservation Pay

- **Natural Resources Enhancement**
- **Productivity**
- **Market Imperatives**
- **Sustainability**
- **Viable and Attractive Livelihoods**

