



Four mega drivers for our food system

Population growth

- Urbanization & demographic transition

How we think about ourselves

- "I consume, therefore I am"
- The religion of progress

Fossil fuels

- Technology and transport
- Oiling the market - cutting the chains of ecology

Market economy & globalization

- Market volume, width, and depth
- Market imperative: "grow or die"

1850: 250 hours to harvest 1 ton of barley
2000: 5 minutes

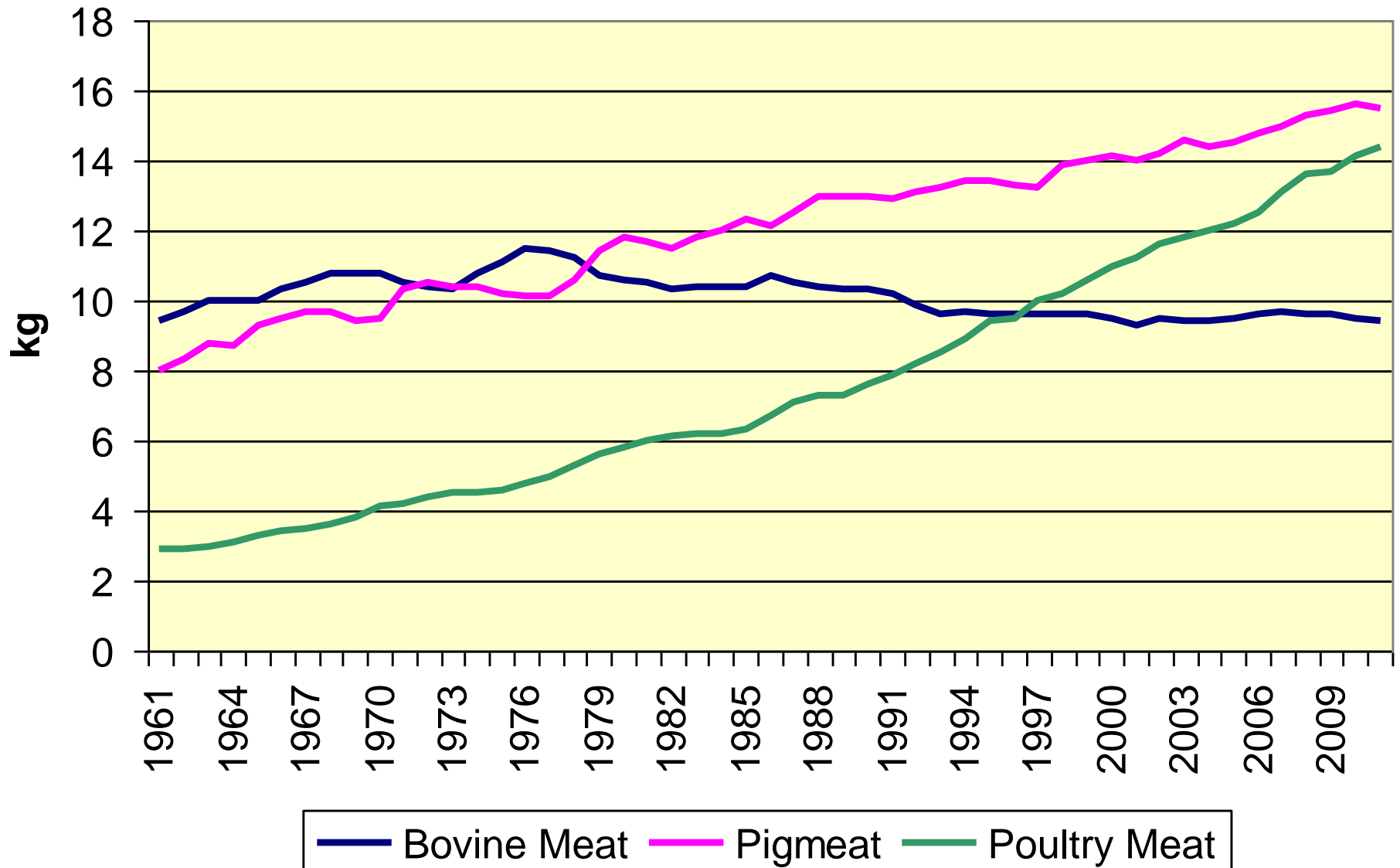


Market data display showing various financial metrics, including stock prices, volume, and market indices, displayed in multiple columns with red and green text on a black background.

Symbol	Price	Change	Volume	High	Low	Open	Close
SPY	125.45	+0.12	1200000	125.60	125.30	125.30	125.45
QQQ	150.20	-0.05	800000	150.30	150.10	150.15	150.20
IWM	110.80	+0.02	600000	110.90	110.70	110.75	110.80
DIA	115.30	+0.01	400000	115.40	115.20	115.25	115.30
VTI	100.50	+0.03	300000	100.60	100.40	100.45	100.50
VOX	95.20	+0.01	200000	95.30	95.10	95.15	95.20
VOE	85.10	+0.02	150000	85.20	85.00	85.05	85.10
VOF	75.00	+0.01	100000	75.10	74.90	75.00	75.00
VOG	65.90	+0.01	80000	66.00	65.80	65.85	65.90
VOI	55.80	+0.01	60000	55.90	55.70	55.75	55.80
VOJ	45.70	+0.01	40000	45.80	45.60	45.65	45.70
VOK	35.60	+0.01	30000	35.70	35.50	35.55	35.60
VOV	25.50	+0.01	20000	25.60	25.40	25.45	25.50
VOX	15.40	+0.01	15000	15.50	15.30	15.35	15.40
VOY	10.30	+0.01	10000	10.40	10.20	10.25	10.30
VOZ	5.20	+0.01	8000	5.30	5.10	5.15	5.20



Why do people eat more chicken?

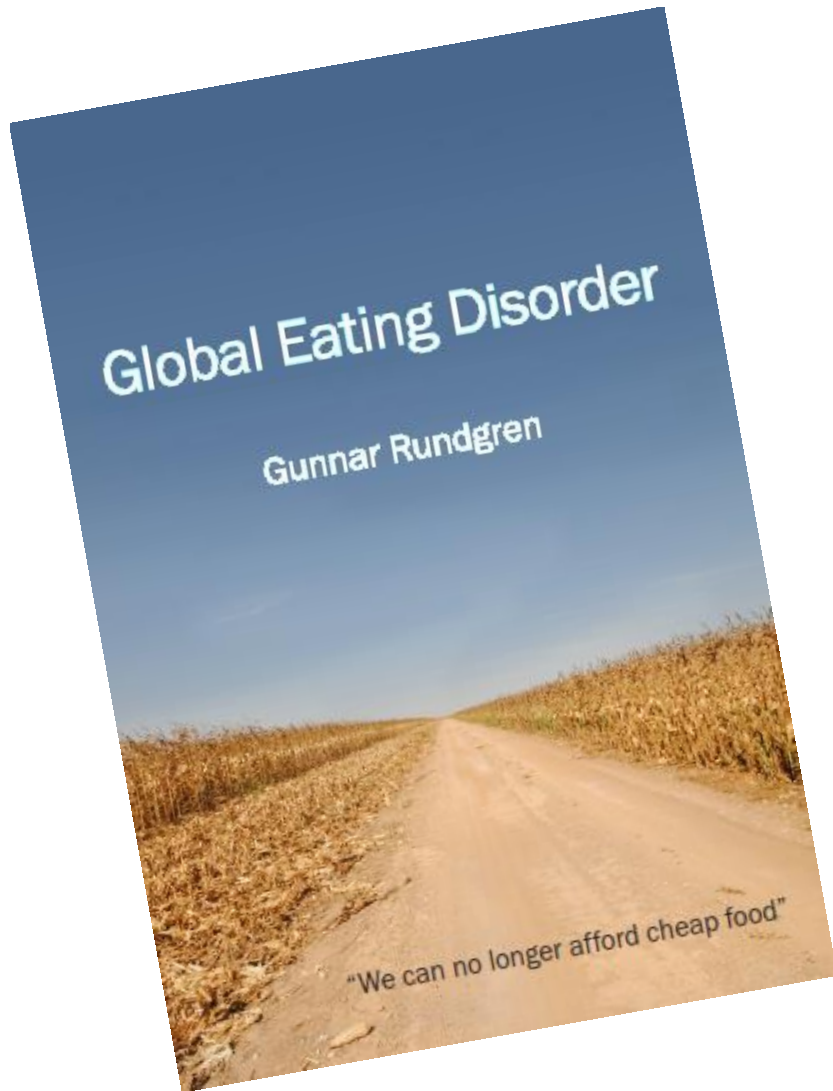






The required transformation is much more profound than simply tweaking the existing industrial agricultural system.

Transformations needed



From crops and plants as commodities to **crops and plants as symbionts**

From nutrient intake and consumption to **eating as culture**

From nature as private property to **commons**

From farming as a business to **planetary stewardship**

