

The following graphic designs were developed during the

FARM BILL HACKATHON

presented by

Food+Tech Connect

foodandtechconnect.com

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120 designers, developers, data geeks, and food policy experts collaborated for 12 hours to create tools and graphics explaining the global food crisis and the Farm Bill.

Farm Bill crop subsidies

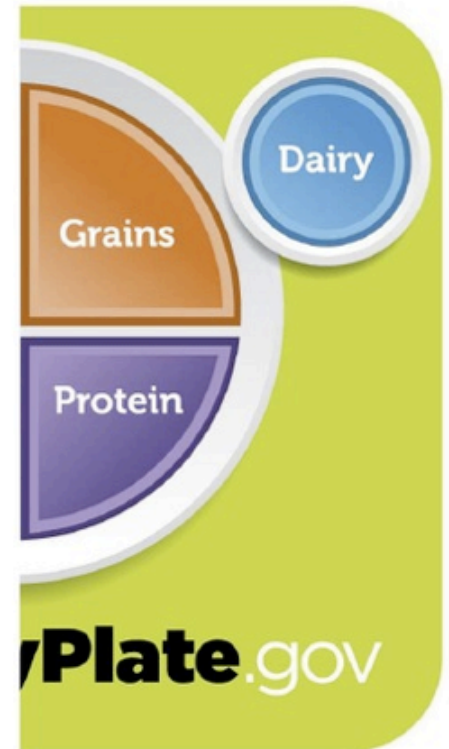


\$4.3 billion
spent on
specialty crops

fruits
nuts
vegetables

\$33.1 billion
spent on
commodity crops

corn
soybeans
cotton
rice
wheat



4 companies control
86% of the beef market.



Since the Year 2000 ...

141,000

cattle farmers stomped out of business.

16¢

the most an average farmer made from our dollar.

16,000

meat & poultry workers lost their jobs.

49%

increase in the price of beef.

The Farm Bill
not just for farms



Each year, diet-related sicknesses cost

\$72 billion.

*Half of this due to people not eating
enough fruits and vegetables.*



cancer
heart disease
diabetes
stroke

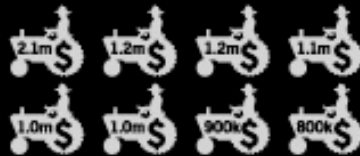
COTTON VS CARROTS: GROSS INEQUITIES AND UNHEALTHY CHOICES IN FARM BILL SPENDING

Farm Bill subsidies are heavily skewed to large-scale chemical-intensive farms, with a small number of farms reaping large PRIVATE benefits, leaving fewer resources available for healthy food programs that generate important PUBLIC health benefits.

SOME BACKGROUND

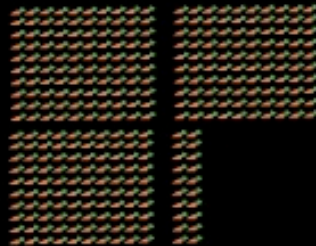
In 2009, 8 California cotton farms received a total of 9.5 million in subsidy payments.

OUR CHOICES



8 COTTON FARMS
VS.

FRUIT AND
VEGGIE SNACKS
FOR 320 SCHOOLS



In 2009, the Fresh Fruit and Vegetable Program provided \$5 million to 144 elementary schools for daily, healthy snacks.

With the money given to these cotton farms, we could provide daily fruit and vegetable snacks to an additional 320 low income elementary schools in California.

DO YOU WANT YOUR TAX DOLLARS USED TO PROMOTE ENERGY, CHEMICAL AND WATER INTENSIVE COTTON FARMING IN CALIFORNIA OR HEALTHY FOOD FOR OUR CHILDREN?



Shifting 10% of commodity subsidies into fruit & vegetable purchasing programs would pay for doubling fruits & veggies in US school food programs.

And meet proposed new USDA school lunch guidelines.

THE TWO SIDES OF THE FOOD CRISIS



Of all the issues facing the planet, few seem more urgent than the global food shortage. Sufficient food - our single most vital need as living creatures - eludes the grasp of nearly 1 billion people, a problem that may worsen as population rises.

But even more disturbing is the other side of the food crisis coin - the incomprehensible amount of food that's wasted every year by the nations who have the most to spare. How is it possible that so much is wanted while so much is wasted? This question may be one of the defining problems of the 21st century.





PART I

Though economic difficulties can make access to food a problem anywhere, it is in developing nations that food shortage is most widespread. 'Developing nations' are often defined as those with a gross national income of less than \$4,000 per person.

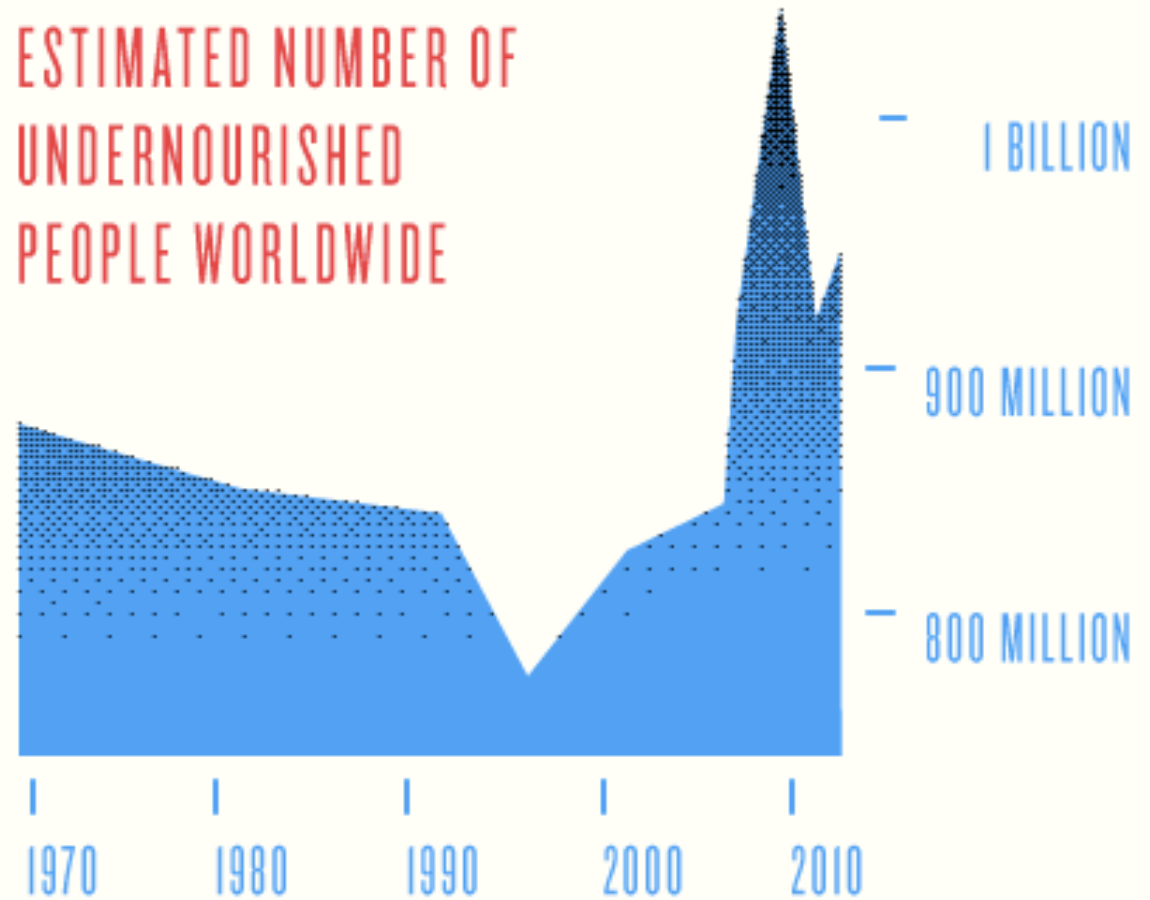
THIS
YEAR

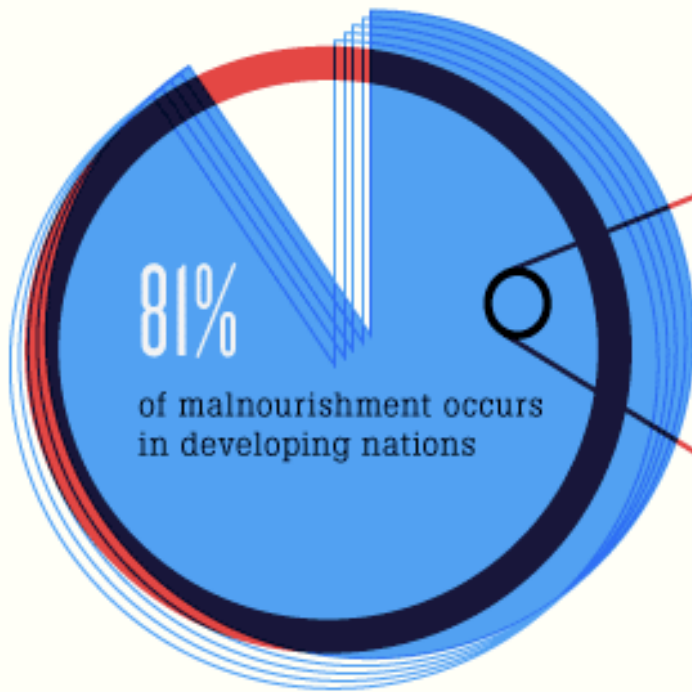


1 IN 7

HUMANS ON EARTH
WILL BE CHRONICALLY
MALNOURISHED

ESTIMATED NUMBER OF
UNDERNOURISHED
PEOPLE WORLDWIDE

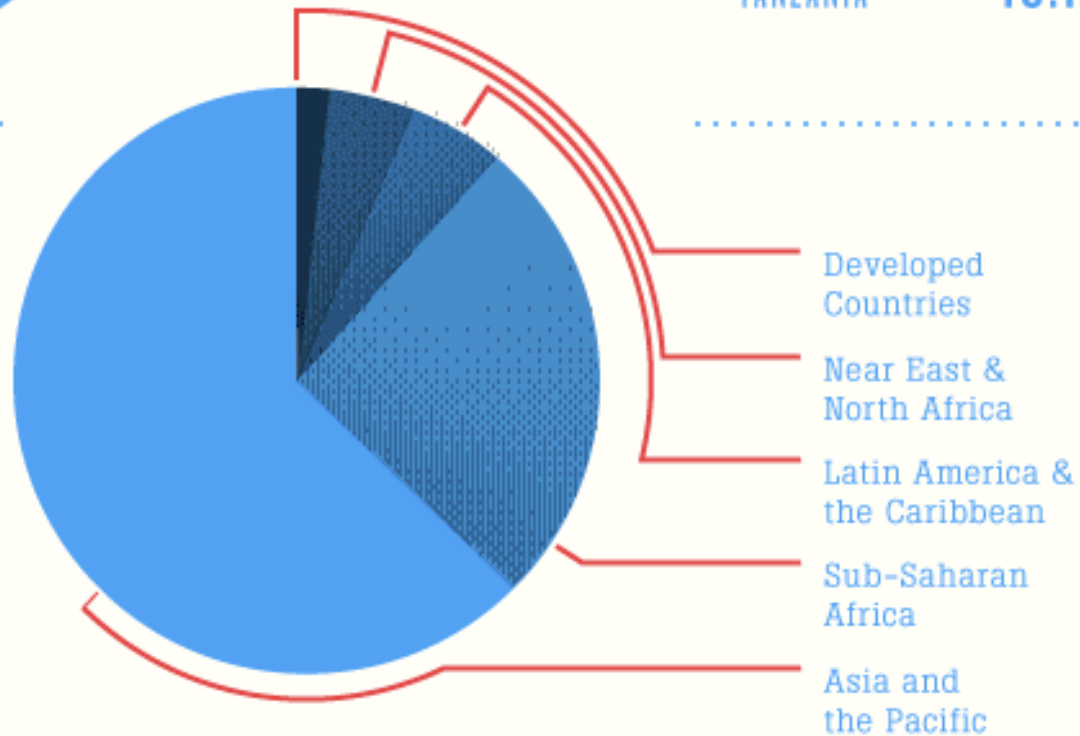




ONE
THIRD
IN JUST
7 COUNTRIES

INDIA	217.05M
CHINA	154.0M
BANGLADESH	43.45M
CONGO	37.0M
PAKISTAN	35.2M
ETHIOPIA	31.5M
TANZANIA	16.1M

UNDERNOURISHMENT
BY REGION IN 2010



FACTORS:



Pestilence and diseases



Flash floods



Export embargoes



Water shortages



City expansion onto farmland



Rising prices



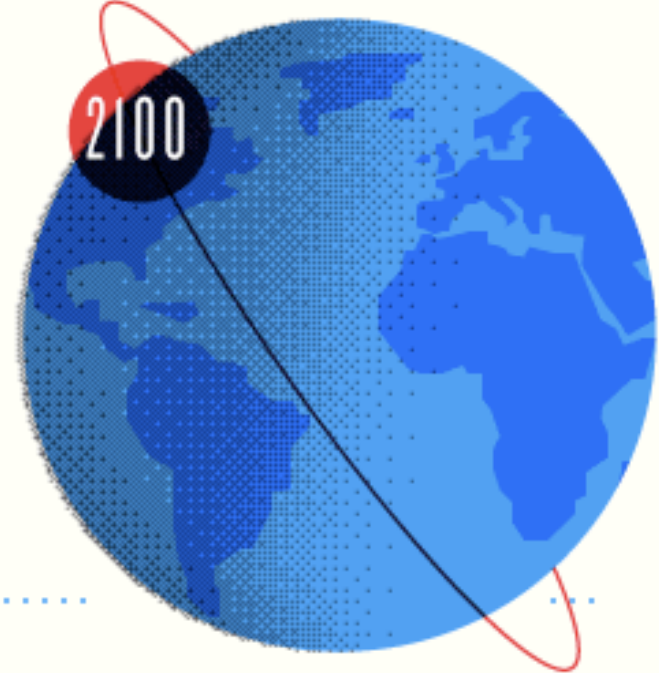
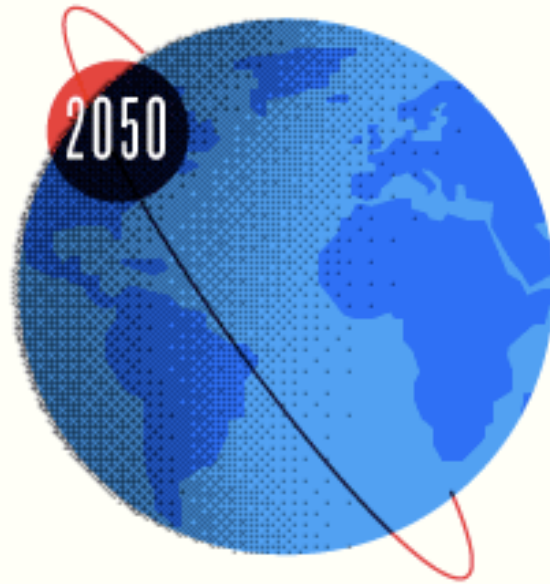
Heat waves



Increased demand

To feed everyone, the world will need to produce 70% more food by 2050

a 100% more food by 2100, when the world population is expected to hit 10 billion.



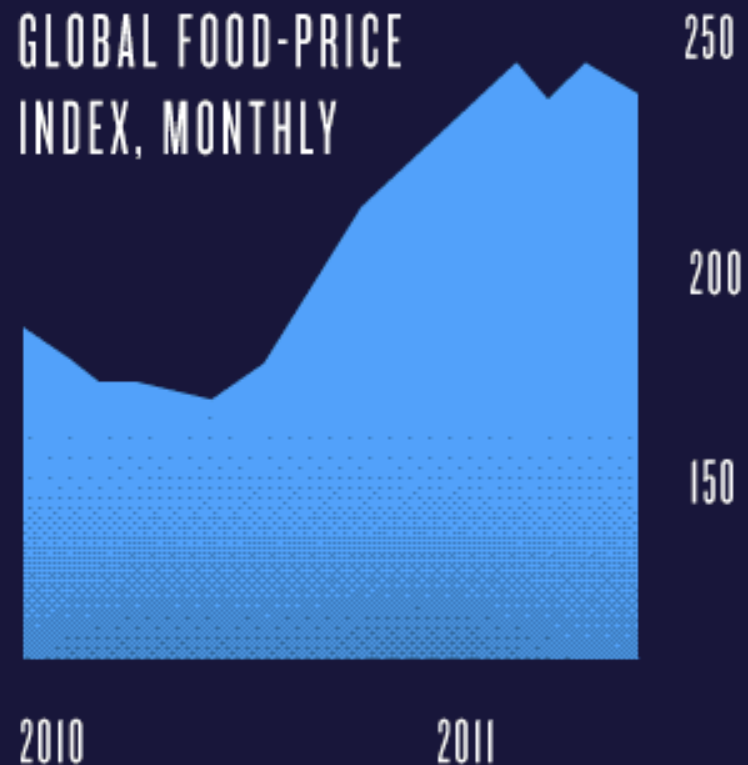
HOWEVER

Agricultural production is expected to slow 1.7% per year between 2010-2020, even though it grew by 2.6% a year between 2000-2010

CONSIDER
THAT FOOD PRICES ARE EXPECTED TO BE
30%
HIGHER IN 2010 THAN THEY WERE IN 2000

FOOD PRICES WILL
DOUBLE BY 2030,
WITH CLIMATE CHANGE ACCOUNTING FOR HALF THE INCREASE

GLOBAL FOOD-PRICE INDEX, MONTHLY



Rising affluence in Asia during this same period increased demand, as well as american ethanol production.

From the late 1980's to 2000's, western aid for agricultural development in developing nations fell by almost 50%

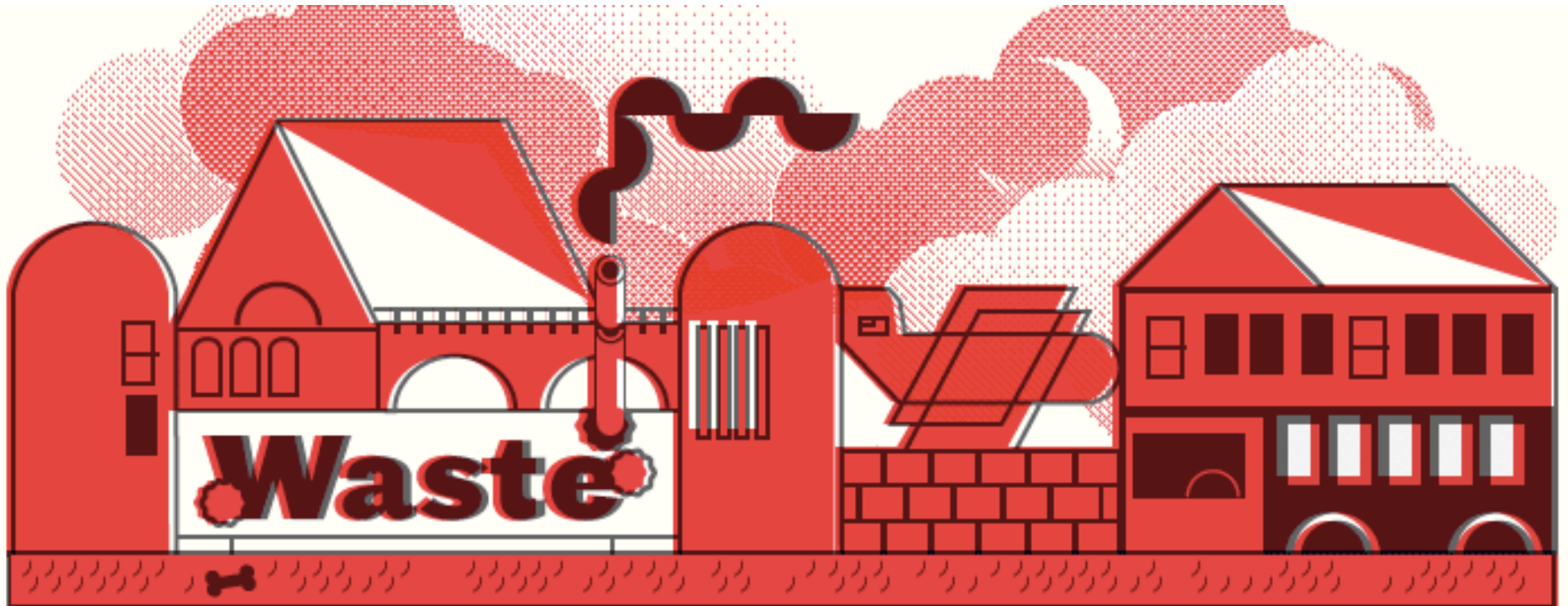
**CROP YIELD
COULD DROP**

30%

&

**IN 2007 AND 2008, FOOD RIOTS BROKE
OUT IN MORE THAN 30 COUNTRIES**

**BY THE END
OF THE CENTURY**



PART 2

But here's the twist: there is, technically, already enough food on earth to feed everyone. The problem isn't just production - it's economic inequality. And the wealthy nations that control the most food waste nearly half of it.



**1.3
BILLION TONS**

(OR)



2,600

burj khalifas

**AMERICANS WASTE
MORE THAN 40%
OF THEIR FOOD.**

FOOD WASTE VS FOOD LOSS



FOOD
WASTE

HAPPENS AT THE
CONSUMER LEVEL



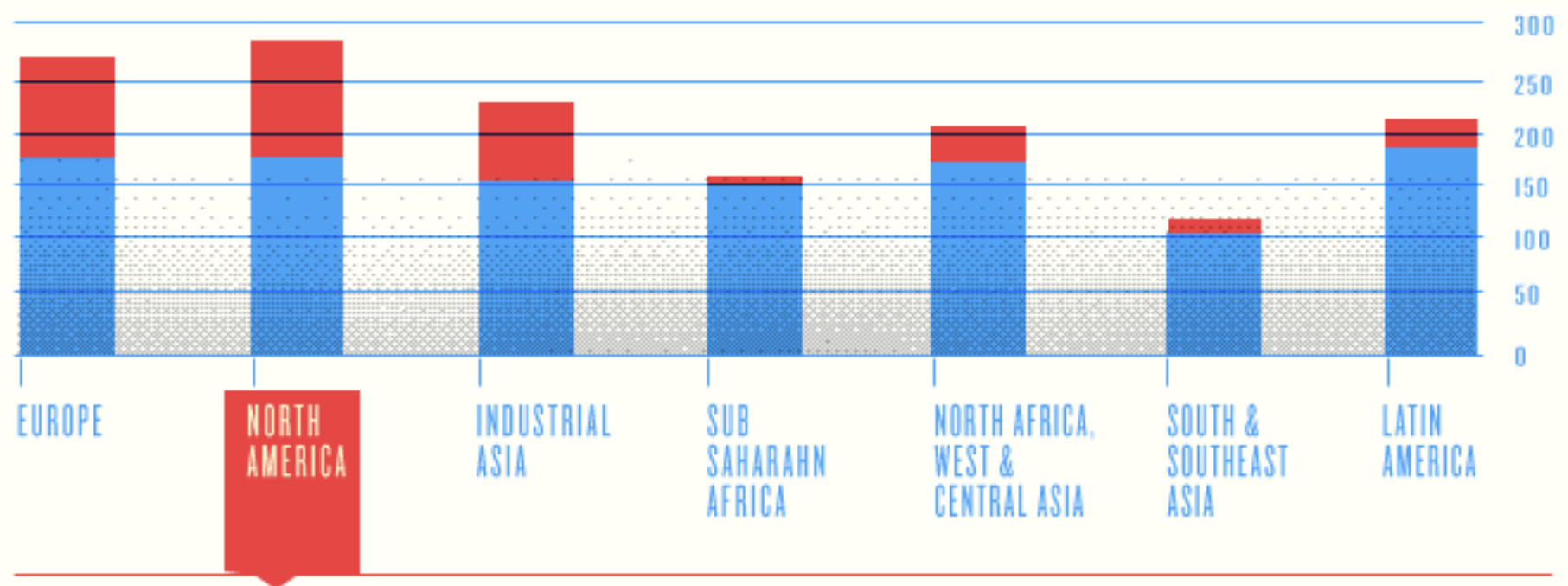
FOOD
LOSS

HAPPENS AT THE
PRODUCTION LEVEL



Total food waste and loss is split evenly between developing and industrialized nations. However, developed nations waste much more on a per capita basis.

PER-CAPITA FOOD LOSSES AND WASTE IN KG/YEAR



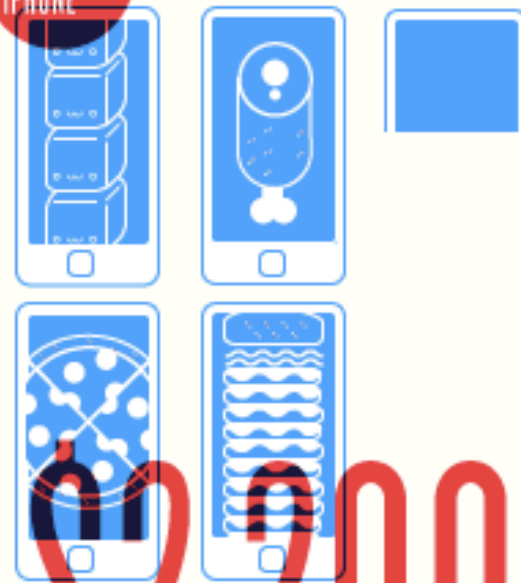
IN AVERAGE
HUMAN



253 lbs

of food wasted
per year, per person

IN AVERAGE
IPHONE



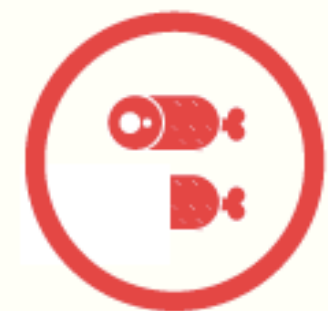
\$2,200

per year
per family

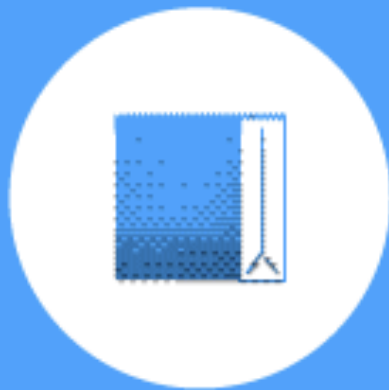
NOT JUST FOOD
IS WASTED:
WATER, LAND,
ENERGY, LABOR,
AND MONEY ALSO
GO TO WASTE,
AND GREENHOUSE
GASES ARE
PRODUCED IN
MASS
QUANTITIES

EACH PERSON IN
DEVELOPING NATIONS
WASTES ONLY

13-24lbs }



WHAT YOU CAN DO



1 Shop often, avoid bulk buying, and freeze what you won't use right away



2 'Use-by' expiration dates convey no information about safety - most food stays good enough to eat long after that date passes



3 Food scraps make up nearly 20% of the waste in landfills. Compost food instead of throwing it in the garbage.