

September 23-26, 2007, Calgary, Alberta, Canada

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Agriculture

Tomorrow's Solutions Today

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- Managing renewable resources for the long term
- Moving from “economics only” to a solution provider for societal ills

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'Perfect Storm' is Approaching

- Gigantic tidal wave sweeping towards society
- Many elements to the gathering storm

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Johnny Cash – American Country Singer

- Wrote and recorded songs with stories behind them
- One of the most famous ...

'How high's the water, mama?'

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Same Phenomenon Today

- “Water” is rising around society
- Elements of ‘Perfect Storm’ will sweep over the banks

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Four Elements to 'Perfect Storm'

- Climate change and global warming
- Health care crisis
- Search for energy security and alternatives
- Need for ample secure supplies of fresh water daily

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1) Climate change and Global Warming

- Causes are debated but the physical effects are real
- July 15, 2007 – British man swims at North Pole
- Glaciers are melting around the world
- Arctic Ocean open to commercial traffic by 2020

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2) The Health Care Crisis

- Competing agendas – different issues
- 2 Billion people overfed and overweight
2 Billion people underfed and underweight
- 63% U.S. Population overweight, 26% obese
- Britain and Canada at nearly same levels, western world phenomenon

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2) The Health Care Crisis (cont.)

- Current 2 – 19 year old generation in developed world
 - first to die ahead of parents
- Level of obesity has tripled in 3 decades

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Richard Carmona

U.S. Surgeon General 2002-2006

"Obesity is the terror within. The magnitude of the dilemma will dwarf 9/11 or any other terrorist attempt."

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The Future has Hope

- 14 weight management / anti-obesity drugs in development as of July 1, 2007
- Project new life style class worth over \$10 Billion in 2015

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3) Search for Energy Security & Alternatives

- High energy prices and wild swings in price over last 7 years
- Western society built on availability of ample cheap oil

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3) Search for Energy Security & Alternatives (cont.)

- Historical Position of Petroleum Industry
 - No shortage of oil and gas
 - Cheap easy to reach oil may be diminishing
 - Large discoveries yet to be made
 - But, in 2007, the message changed

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3) Search for Energy Security & Alternatives (cont.)

■ National Petroleum Council (U.S)

- Delivered report on future to 2030 to U.S. Secretary of Energy on July 18, 2007

"Facing the hard truth about energy"

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Two Major Changes in Message

- We are running out of cheap oil ... not making the new big discoveries ... growth around world has spiked consumption
- We must align consumption with discovery annually

The last year goal # 2 was achieved

1990

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4) Access to Safe Supplies of Fresh Water Daily

- **Fresh Water is a Different Element**
 - No replacement
 - No alternatives
 - Fresh water is the foundation of life for humans, animals and plants
 - Must access on daily basis

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4) Access to Safe Supplies of Fresh Water Daily (cont.)

- Today we are pumping 104% out for each 100% replaced
- 25% fresh water in the world – Great Lakes Basin
- Canada 1/2 of one per cent of world population
- 9% of fresh water

We have our problems”

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Agriculture ... our role to play!!

- We truly are the only Industry With breadth to stand before the 'Perfect Storm' & Impact the Outcome ...
- Must recognize we are at a fracture point in society
- Agriculture is seen in a new light
- Agriculture must accept a new responsibility

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Agriculture Must Become a Solution Provider to Society

A solution provider for problems and issues –
Human Health **and** the Environment

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How?

Science is the basis and foundation of solutions proposed

- Agriculture therefore ...
- Must accept responsibility
 - Socially
 - Economically
 - Morally
- Must be committed to long term sustainability
- Must take a leadership position – and believe
- Must mobilize all across society – partner with like-minded

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“The Water **is 3 Feet High & Rising”**

Agriculture and its' community can mobilize the world and we do have the capability to affect the outcome of these many challenges