
The Role of Packaging in the Transformation of the Animal Agriculture Food System

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Why Transformation is Needed



Local and Global
Environmental
Degradation



Population Growth
and Food Security

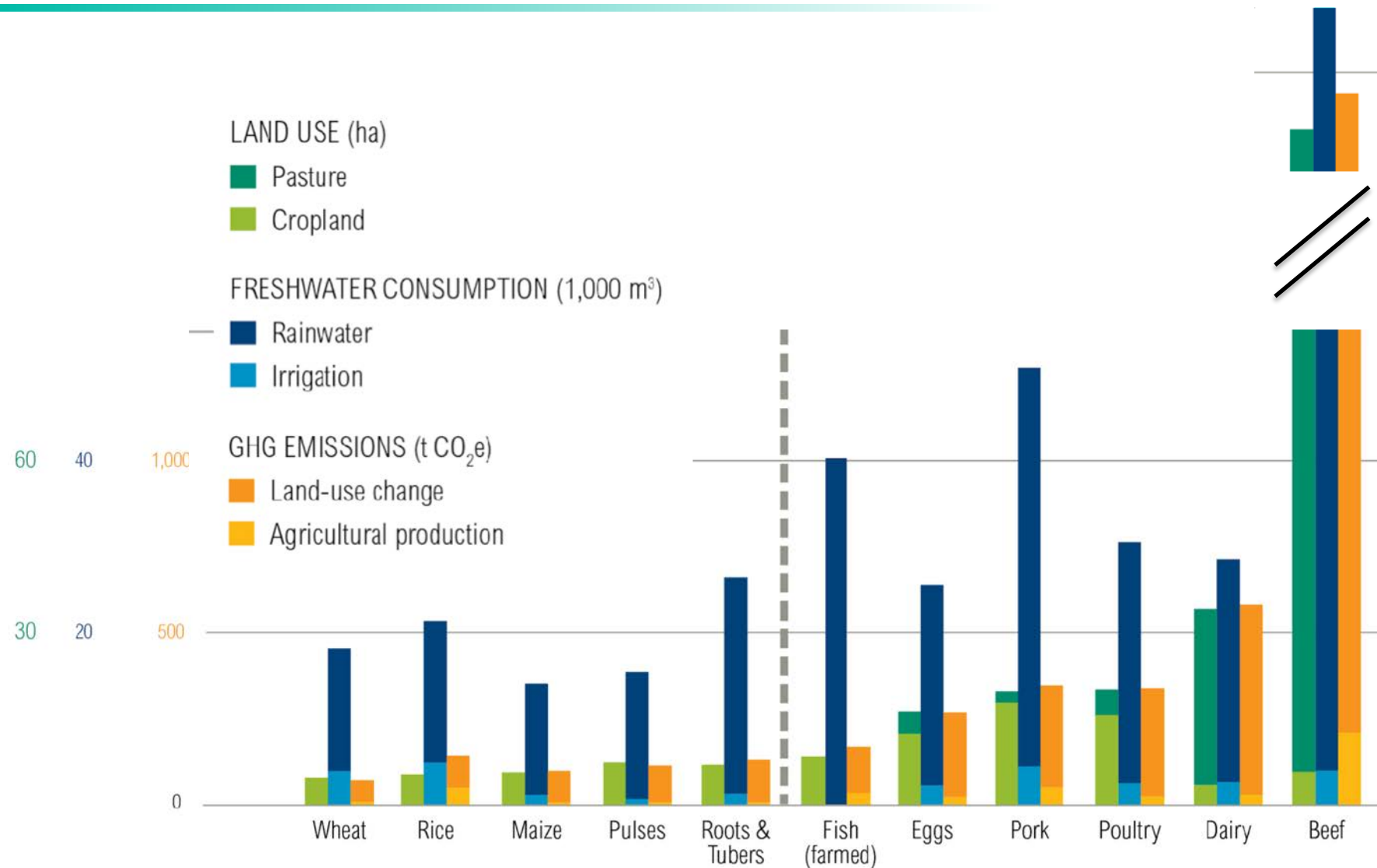


Individual and
Societal Health
Issues



Animal Welfare

Local and Global Environmental Degradation



Animal agriculture is “one of the most significant contributors to **the most serious environmental problems, at every scale** from local to global.”



Source: World Resources Institute

Population Growth and Food Security


AIER | AMERICAN INSTITUTE
for ECONOMIC RESEARCH

ARTICLES BASTIAT SOCIETY EVENTS ABOUT STORE DONATE

The End of Agriculture As We Know It

By Stephen Davies
FRIDAY, FEBRUARY 1, 2019
FREE MARKETS

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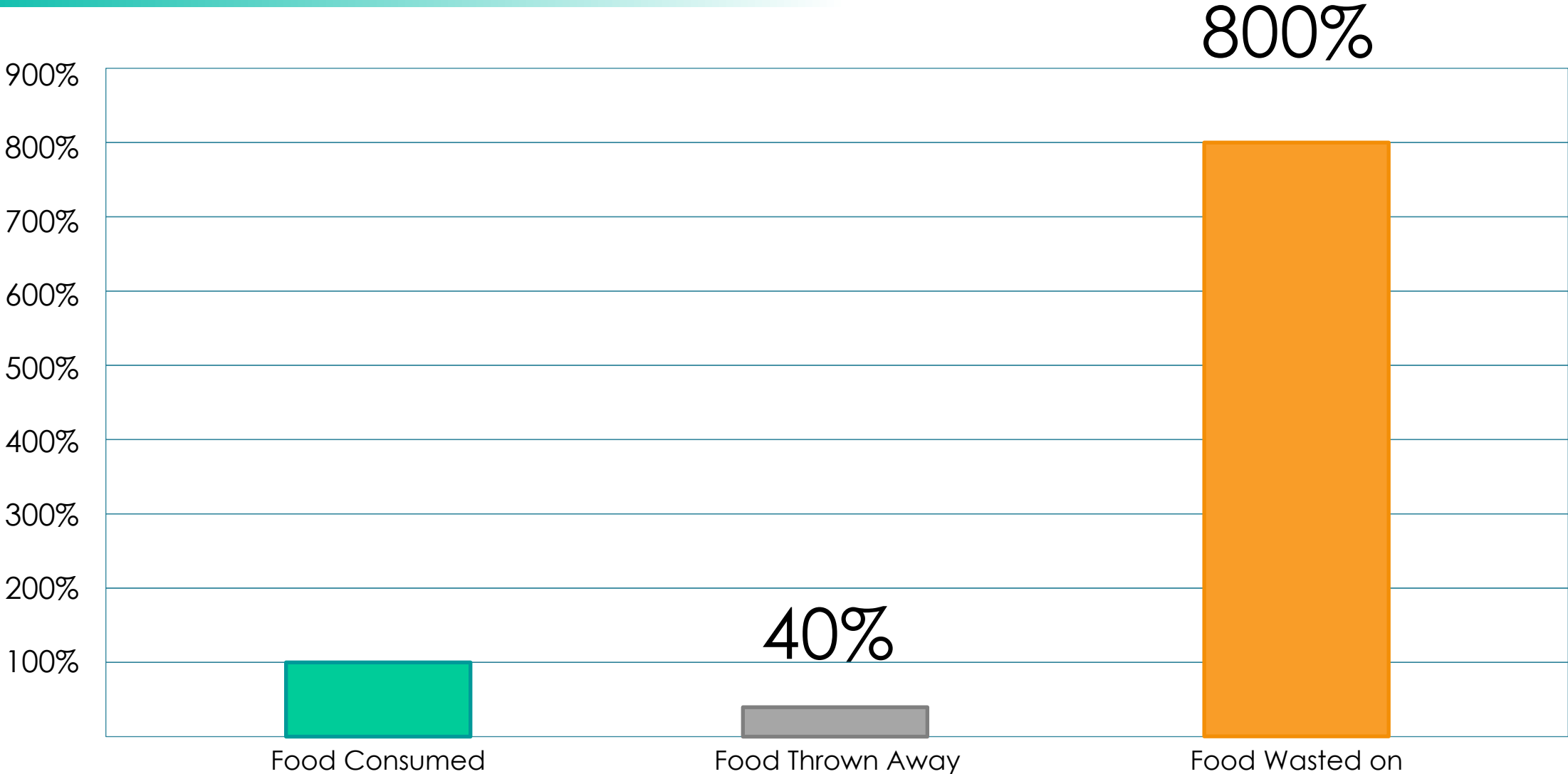
“

The pressure that modern agriculture puts on the planet's reserves of fertile land is close to the maximum we can have without serious and extensive adverse environmental effects...

Our lives are on the brink of an enormous change, and something that has been a part of human life (and the foundation of society) for several thousand years is about to be changed utterly...

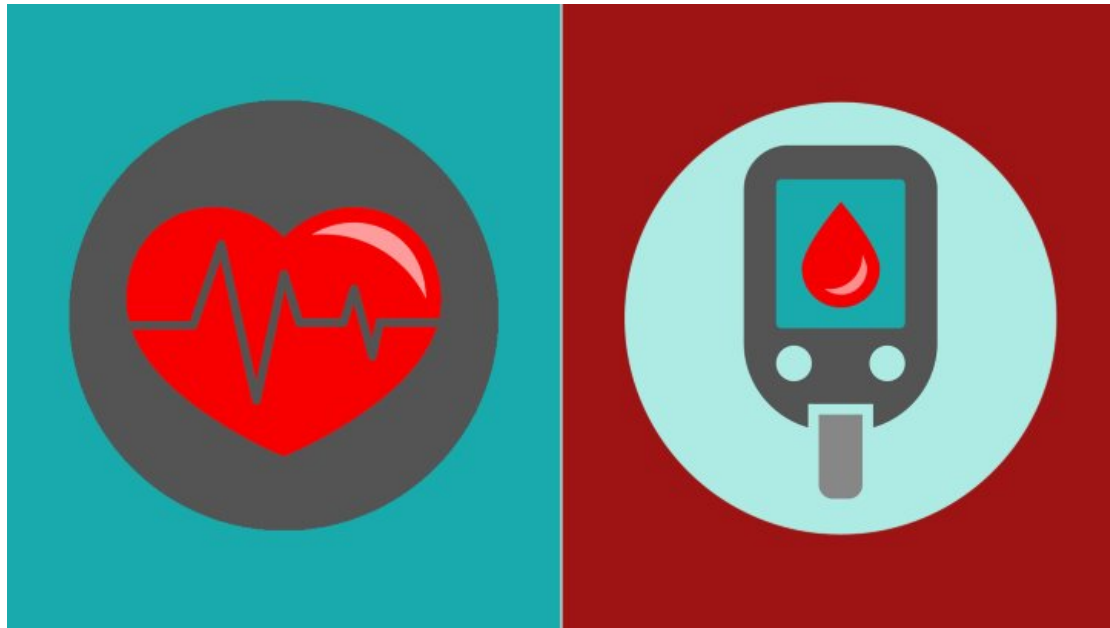
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The Dominant Form of Food Waste



Individual and Societal Health Issues

Individual



Heart Disease
Type 2 Diabetes
Stroke

Societal

The infographic is on a dark blue background. At the top left, it says 'CAUSES OF ANTIBIOTIC RESISTANCE' in white and light blue. To the right is a circular logo that says 'HANDLE ANTIBIOTICS WITH CARE'. Below the title is a paragraph: 'Antibiotic resistance happens when bacteria change and become resistant to the antibiotics used to treat the infections they cause.' There are six icons in a row, each with a label below it: 1. Over-prescribing of antibiotics (pills and bottles), 2. Patients not finishing their treatment (pill bottle), 3. Over-use of antibiotics in livestock and fish farming (cow and fish), 4. Poor infection control in hospitals and clinics (hospital building), 5. Lack of hygiene and poor sanitation (hands being washed), 6. Lack of new antibiotics being developed (microscope). At the bottom left is the website 'www.who.int/drugresistance' and the hashtag '#AntibioticResistance'. At the bottom right is the World Health Organization logo and name. A large orange arrow points upwards from the text 'Antibiotic Resistance' below towards the infographic.

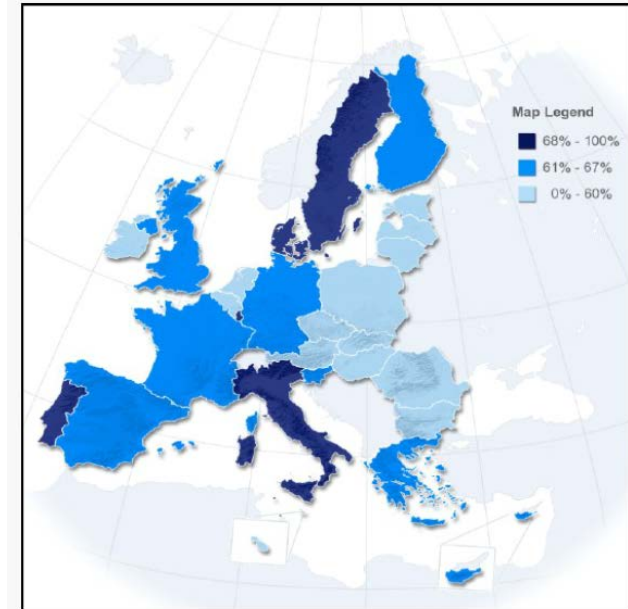
Antibiotic Resistance

Animal Welfare Concerns Increasing



- 47%** support ban on factory farming of animals
- 68%** uncomfortable with the way animals are used in the food industry.
- 55%** say they are trying to eat fewer animal-based foods.

Figure 1: Geographical Representation of Percentage of Consumers Expressing Some Level of Worry over the Welfare of Farmed Animals



Source: Special Eurobarometer 354, 2010

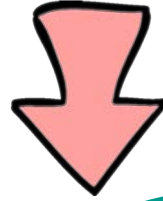
“Since 2005, the percentage of E.U. citizens expressing worry about farm animal welfare has **risen from 60% to 64%**.”

No country saw a downward shift...”

What is the Transformation that is Coming?



Conventional Animal Agriculture
Technology S-Curve



Non-Animal Protein Production
Technology S-Curve



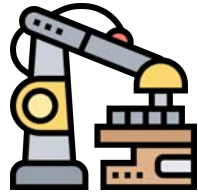
Packaging Opportunities



Farm



Ingredient Processing



Product Manufacturing



Distribution



Consumer Outlets



Consumer Storage



Product Preparation



Post-Consumption

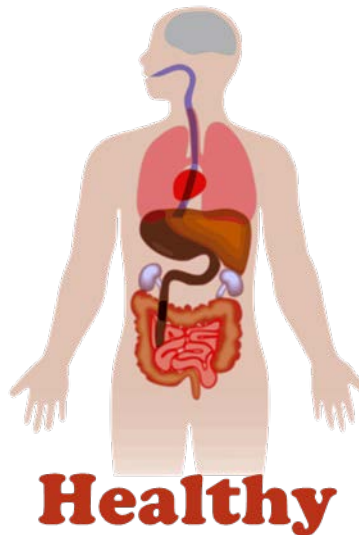


Along the full supply chain



Packaging Opportunities

Aligned with Drivers of Transformation



Thank you!

To learn more, get involved, or support our work:

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