

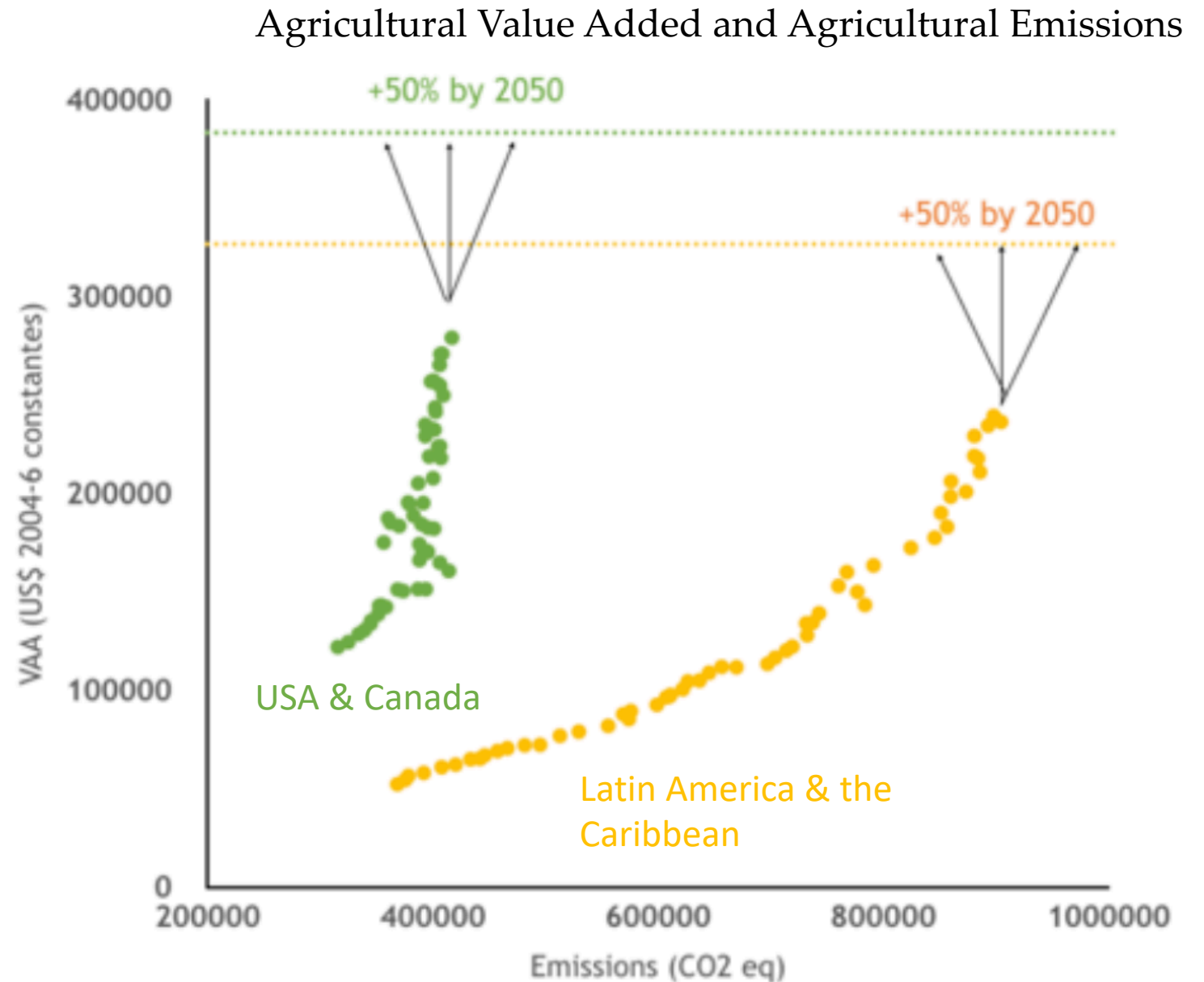
Rural-urban linkages in the food system: Challenges and cross-cutting solutions

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The food system challenge: produce more with less

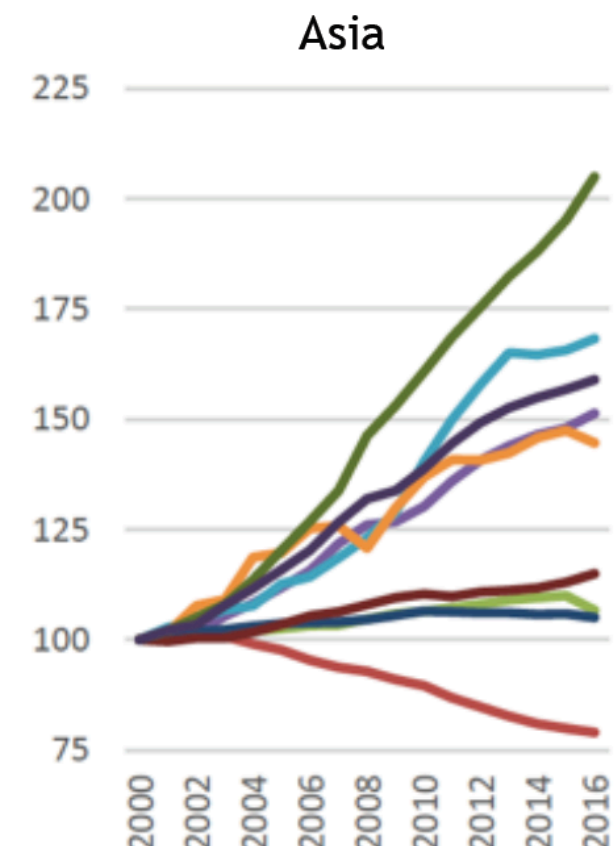
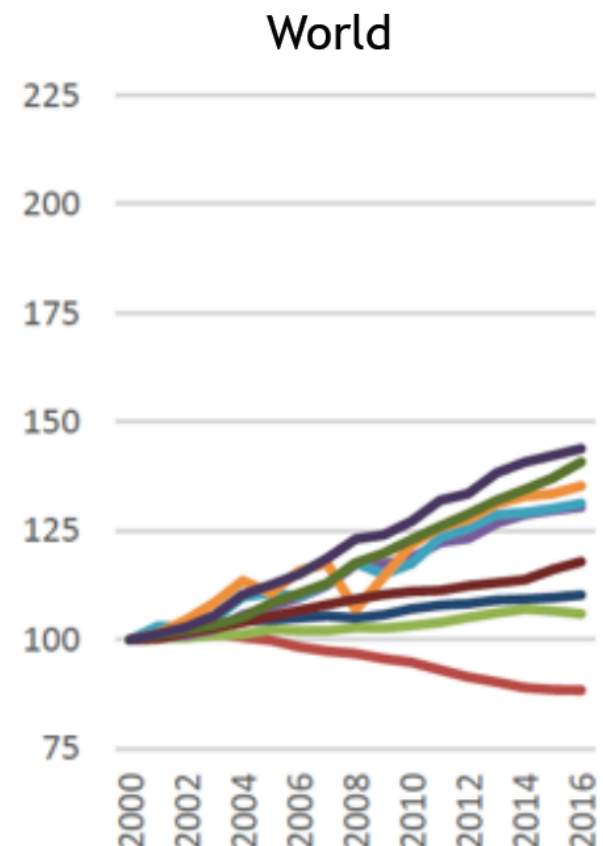
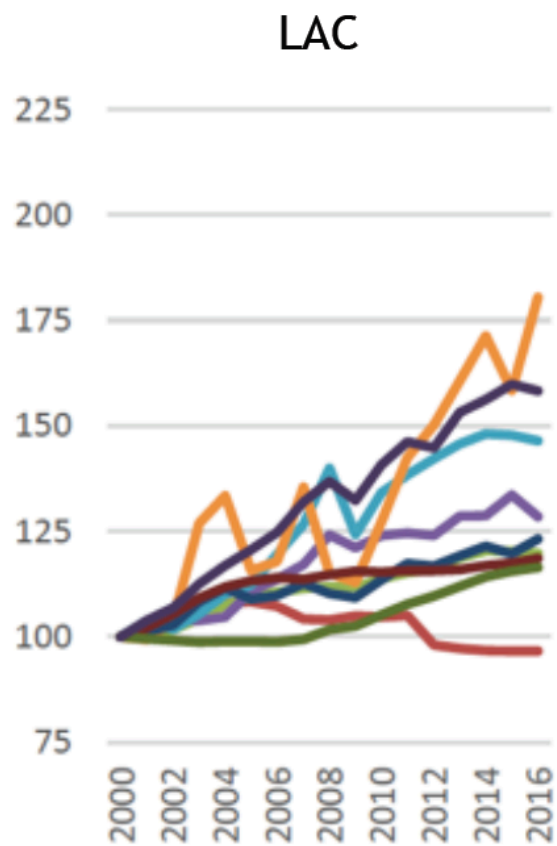
- FAO estimates that a 50% increase in food production is needed by 2050
- Growth of agricultural and crop land is limited
- Soil degradation is common
- Water availability is volatile



Source: Author's elaboration on data from FAOSTAT.

Factor growth varies by region...

... but significant changes are needed globally

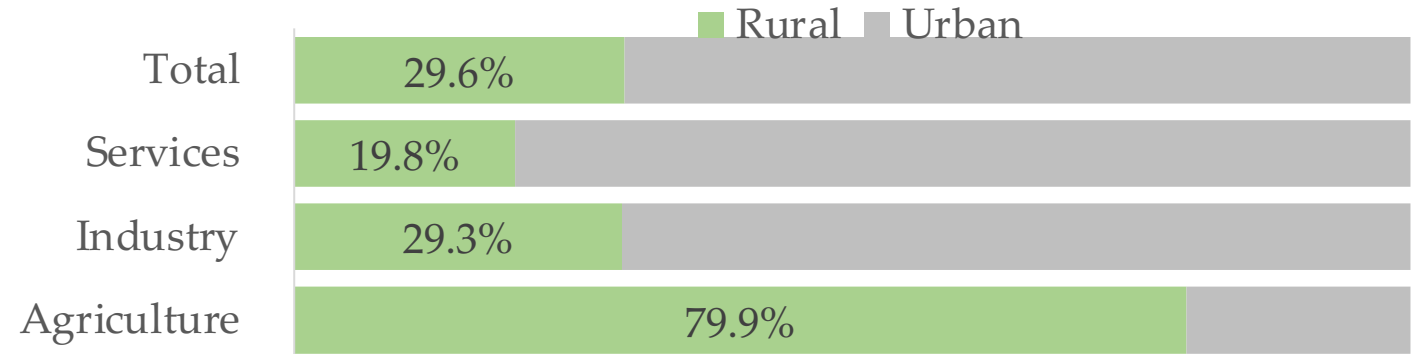


USAID

The urban-rural gap exacerbates many elements of the food system challenge...center-periphery models and gaps emerge

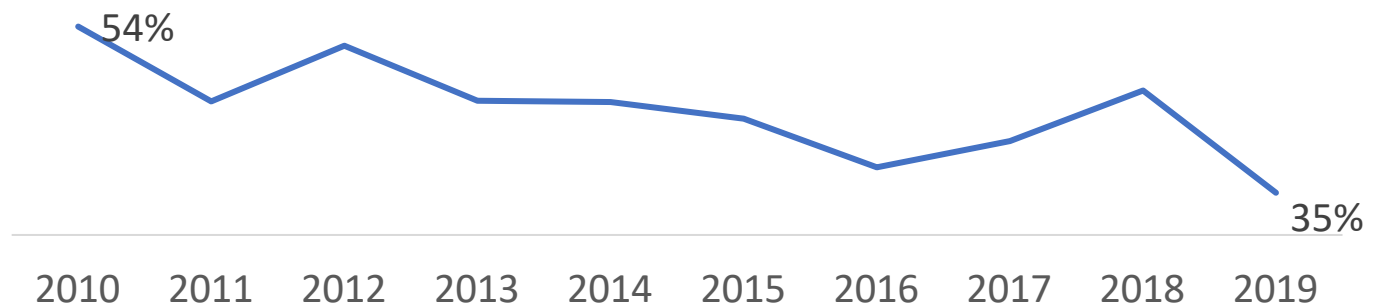
Rural-urban job distribution, by sector (2019)

- Rural areas: food production, otherwise low value added.
- Urban areas: food consumption, high value added, high transport costs.



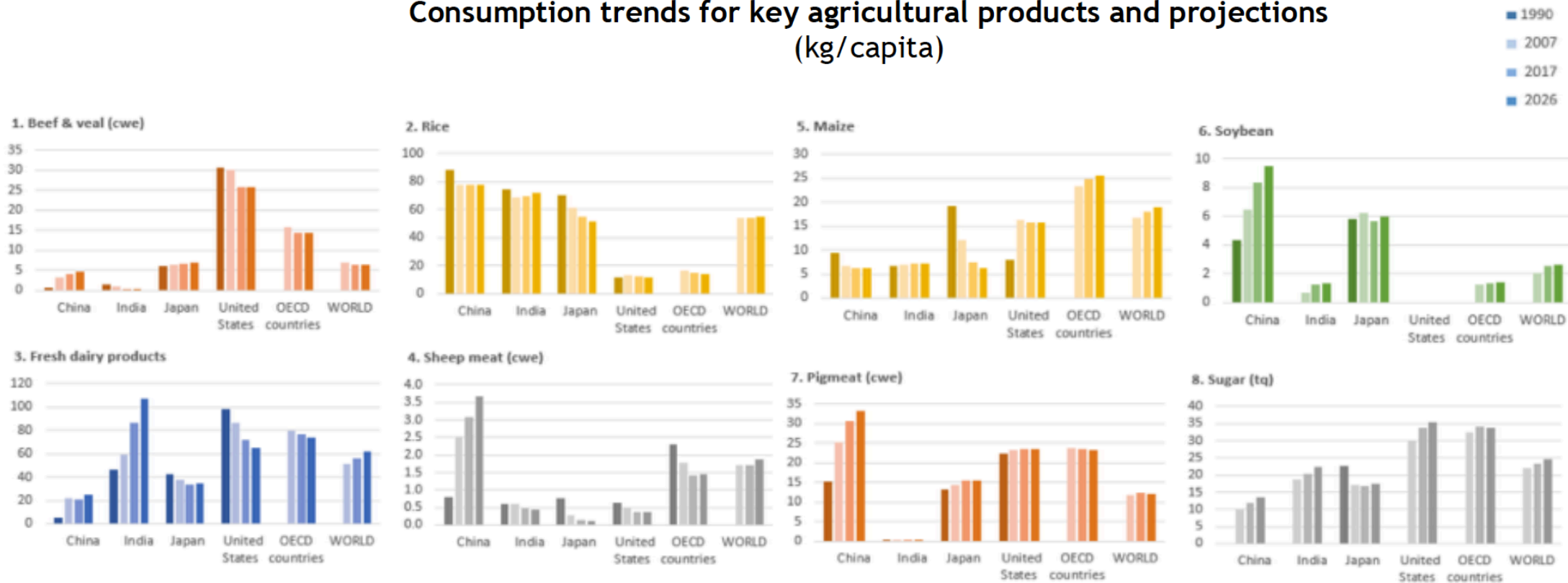
- Agriculture remains the predominant means of living in rural areas

Agriculture jobs (as a percentage of rural)



The urban-rural gap exacerbates many elements of the food system challenge...tastes are dynamic and turning resource-heavy

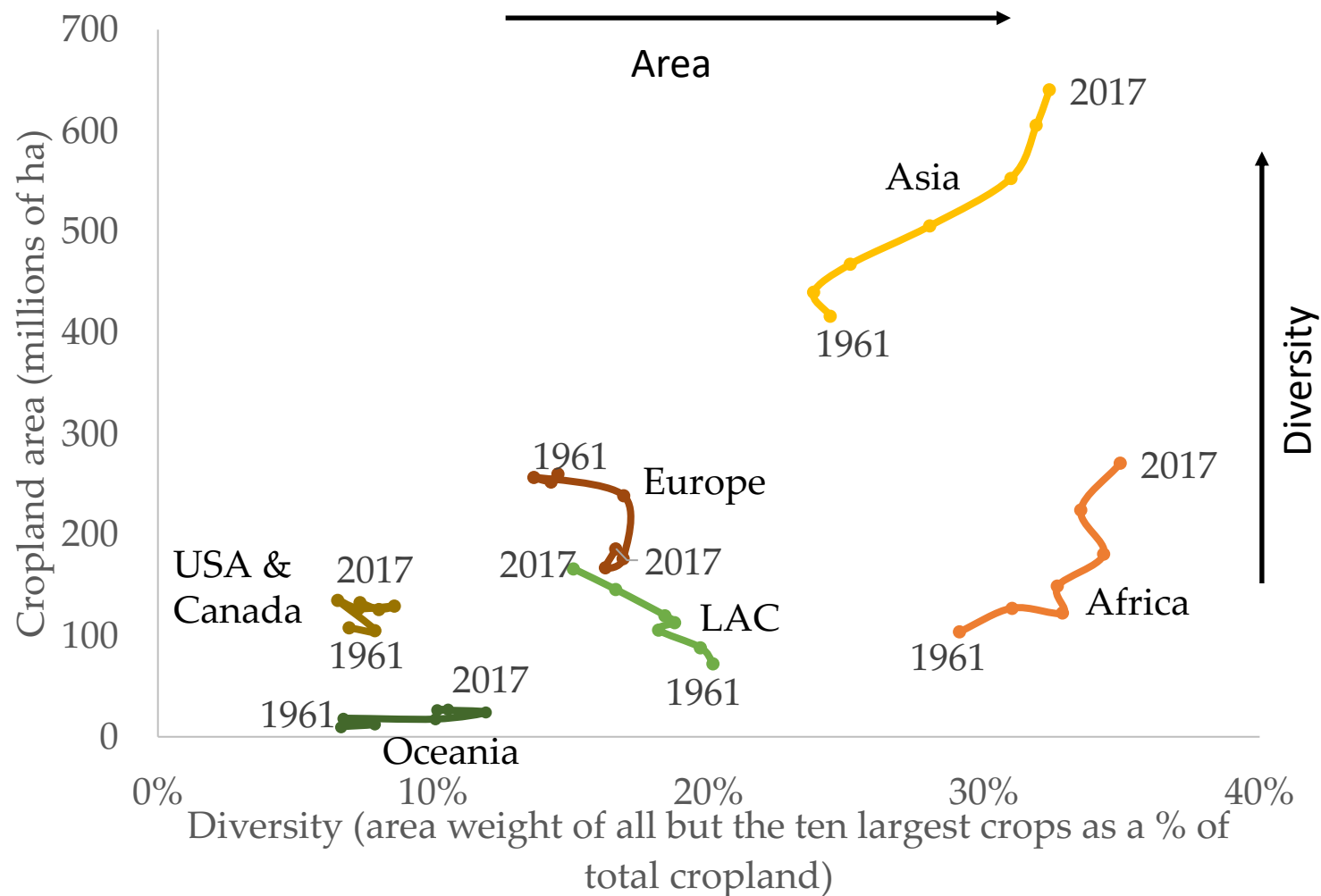
Consumption trends for key agricultural products and projections (kg/capita)



Source: OECD-FAO Agricultural Outlook 2019-2028

The FS does not utilize the spectrum of biological resources...

Agricultural cropland and crop diversity, by region (1961-2017)



75% of food comes from 12 plant and 5 animal species

Solving the food system conundrum requires a systemic approach

Producers

- Incentives
- Technology
- Investment
- Cost structures that reflect externalities

Consumers

- Information
- Technology
- Investment
- Cost structures that reflect externalities
- Information

Consumer information requires creative solutions...

Menu labeling can have an impact on consumer choices...

...analysis requires a behavioral approach.

