



**“Two out of every five people owe their lives to fertilizer... and every day, this number increases.”**  
Bill Gates

# HOW TO FEED THE WORLD OF TOMORROW

**Global hunger is at an all-time low, but many families around the world still face a daily struggle to get enough food to eat.**

Deforestation, urbanization of arable land and the public's marginal interest in the agricultural industry have all affected our ability to feed a growing population. So what can we do to ensure a plentiful, sustainable food supply that will take us into the future?

Bill Gates, considered by many as one of the most important figures of recent history, believes that innovation holds the key to the future of farming, and is passionate in highlighting the vital role that fertilizer plays in all our lives. Gates says:

**“Two out of every five people owe their lives to fertilizer.”**

Gates is demonstrating how alarming it is that agriculture gets less attention than it deserves, given

that modern farming must aim to feed a future population projected to surpass 9 billion by 2050.

Food deficiency is not a new problem and has been successfully tackled in the past. The invention of the Haber-Bosch process in 1908, and the subsequent Green Revolution of the 1960s, demonstrated how quickly dedicated agricultural research and adoption of new technologies can change the world. Thanks to Norman Borlaug's research, billions of people were saved from famine and poverty.

But the world has continued to change, and we need to understand the potentially devastating impact that food deficiency could have on our current and future population. While one farmer fed 19 people in the 1940s, today, one farmer with the assistance of his technology feeds 155. In the 1960s, one hectare of land fed two people. By 2025, we know that one hectare of land will need to feed five.

**! Most alarmingly, over the next 50 years we will need to produce as much food as we have in the past 10,000 years combined.**

Clearly, we must figure out a way to provide food for everyone by using much less land. And while Gates applauds the invention of fertilizer, he understands that the security of our future population's food is far from safe:

**“If we want to accelerate progress, we need to actively pursue the same kind of breakthroughs achieved by Haber, Sabin, and Salk.”**

Growing sufficient food for billions of people on limited resources can only be done through the intelligent use of fertilizer and investment in developing innovative agricultural technologies. We truly have our work cut out to ensure the future of the world's food sustainability.

Global Fertilizer Day on 13 October raises awareness of fertilizer as one of the most important inventions of our time – saving billions from famine, reducing poverty and offering the key to sustainably feeding our population into the future. In years to come, as solutions to food shortages become increasingly vital, this initiative will grow and develop into a driving force for the industry.

**Visit [www.fertilizerday.com](http://www.fertilizerday.com) to find out more and help to share our message.**