

# Why Good Growth matters

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the  
good  
growth  
plan



# Humanity is facing its toughest challenge

Every day, our planet wakes with 200,000 more mouths to feed and more farmland lost to erosion. Many people who produce the world's food are living in poverty, while biodiversity is disappearing fast. We have only one planet, and we're using its resources 50% faster than it can take. What we're asking it to provide is simply not sustainable.

## The Good Growth Plan

By 2020, we commit to:



### Make crops more efficient

by increasing the average productivity of the world's major crops by 20% without using more land, water or inputs



### Rescue more farmland

by improving the fertility of more than 24 million acres of farmland on the brink of degradation



### Help biodiversity flourish

by enhancing biodiversity on more than 12 million acres of farmland

# Something needs to change

Together, we need to find solutions to these unprecedented challenges. Our future depends on it.

We need to grow more food using fewer resources, while protecting nature and improving life for people in rural communities.



## Empower smallholders

by reaching 20 million smallholders and enabling them to increase productivity by 50%



## Help people stay safe

by training 20 million farm workers on labor safety, especially in developing countries



## Look after every worker

by striving for fair labor conditions throughout our entire supply chain network

**One planet. Six commitments.**

## But we can't do it alone

We know we don't have all the answers.

So we're going to work with growers, governments, NGOs and others who share this agenda.

We're also going to report on our progress. You'll find regular updates on our website:

[www.goodgrowthplan.com](http://www.goodgrowthplan.com)



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