Summary Report

*Terra Madre and Salone del Gusto 2018*

Turin, Italy

September 19-24, 2018

**FAO-EBRD Project on:**

“Support to sustainable value chains through the development of Geographical Indications (GIs) in the dairy sector”
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Background

In 2017 FAO and the European Bank for Reconstruction and Development (EBRD) launched a three-year project on “Supporting sustainable value chains through the development of Geographical Indications in the dairy sector”. The main objective of the project is to help improve and further implement the existing national institutional framework for Geographical Indications (GIs), as well as explore the potential benefits offered by a well-developed GI system in the country. More specifically, the project aims at improving GI certification systems in Georgia and supporting sustainable dairy GIs through a better characterization of quality specificities, improved capacities of producers’ organizations, better marketing and quality upgrading. Key project activities include: i) work with Georgia’s national authorities to improve the GI institutional framework, including the way GIs are evaluated, registered and protected through an efficient certification and control system; ii) support the development of sustainable GI value chains through the improved specifications of two pilots (Sulguni and Tushetian guda cheeses); iii) improve backward linkages between selected agribusiness and dairy farmers in order to ensure an efficient level of coordination for quality (fresh milk), reliability of supplies and fair practices; and iv) raise awareness amongst public and private stakeholders on the advantages and methods of GI schemes.

The main beneficiaries of the project are groups of producers, EBRD existing clients in the dairy sector and the public authorities and private sector involved in the GI institutional system. In particular, the project is being implemented in close collaboration with the Georgian Ministry of Agriculture, the National Intellectual Property Center- Sakpatenti, and the local NGO Elkana. In addition, a number of international institutions are involved in technical assistance activities as for instance Slow Food International and REDD.

As a key activity in the project, producers and other stakeholders have benefited from exposure and participation to international food fairs. This included a four-day knowledge-sharing visit to the Slow Food Cheese! Fest, from 15 to 18 September 2017 in Bra (Cuneo, Italy) as well as a five-day event on Slow Food’s Terra Madre and Salone del Gusto from 19 to 24 September 2018 in Turin (Italy).

The visit was organized by FAO in collaboration with Slow Food in the context of the above-mentioned project. More specifically, the visit fit into the Project’s key component on capacity building of local Georgian stakeholders, which includes knowledge sharing events dedicated to cheese production practices, study tours to (EU) cheese producers and production places, participation to international food and cheese promotion fairs, trainings on food (cheese) sensory and quality analysis, food/cheese tasting events and other activities.
aimed at reinforcing the national knowledge base related to the promotion and protection of quality dairy products in the country.

This short report summarizes key activities and findings from the Terra Madre and Salone del Gusto experience.

As reported in Annex 1, The Georgian delegation included [9] artisanal/traditional producers of organic bread, wild honey, Tushetian guda cheese, goat cheese, Sulguni, Megrelian Kupati (sausage), organic honey, organic berries, and wine; two staff from the Ministry of Agriculture; a chef & film-maker; and representatives from the NGO Elkana that facilitated the presence of the Georgian stakeholders in its capacity as Local Project Support partner. In addition, FAO staff were present and accompanied the delegation through the entire visit. Moreover, a parallel delegation of Montenegrin producers and government officials who are involved in the ongoing FAO-EBRD project on “Promoting sustainable agrifood value chains through linkages with tourism” was also present at the event. Both FAO-EBRD projects are part of a broader set of activities aimed at: i) developing and promoting quality labels and Geographical Indications (GIs), i.e. origin-based food quality labels; and ii) supporting enhanced linkages along value chains and improved marketing channels for local agrifood producers to boost the competitiveness of agribusinesses.

Objectives

Terra Madre and Salone del Gusto is a biennial Slow Food event, which brings together international producers, communities, chefs, and visitors in the celebration of good, clean and fair food. The 2018 event included about 900 exhibits sharing experiences from 100 countries in an international market, where producers selected based on the Slow Food philosophy were present to share their products and stories. Hundreds of Presidia and food communities attended for five days to bring the world’s food agrobiodiversity to the city and discuss shared challenges and solutions.

The main objectives of the visit addressed to the Georgian delegation in Turin were to:

- share knowledge and learn from the place-based food experiences of other countries through active participation in fora/seminars including but not limited to the Forum on Origin and Diversity of Territories, Empowering Women, Pastoralism, Agroecology, Slow Food Travel, Narrative Labelling, Mountain Producers and Slow Cheese;
- attend a technical workshop aimed at building capacity in linking traditional food to rural tourism and discuss a Slow Food strategy to improve this linkage; and
- reflect on the development of traditional food production and marketing, production standards and methods, and share experiences with Montenegro.

Details on the fora/seminars can be found in Annex 2.
Key results
The delegation enthusiastically participated in joint marketing of their products to an international audience and was quite successful. Both the Ministry, Elkana and producers worked together side by side and interacted with the public and other producers through their respective stands while promoting their traditional agricultural products and the importance of their gastronomic culture.

Mariam Jorjadze and Tamaz Dundua from the Georgian delegation, with Montenegrin counterparts, also attended a technical workshop supported by the project to build capacity in linking traditional food to rural tourism and discuss a Slow Food strategy to improve this linkage.

An interactive side-event and tasting on Georgian food and folkloristic traditions was also organized on 23 September. The delegation of Georgian producers and staff from Elkana had a chance to interact with the audience, introducing their food products as well as the production methods in use to obtain them. Overall, they highlighted that the respect of ancient traditions and biodiversity represent an extremely high value added for final products and consumers. The delegation also had a chance to perform a typical Georgian dance, wearing traditional dresses.
Overall, the side event represented an occasion for the Georgian producers, to promote and draw attention on their products and cultural habits. After the various presentations, a dedicated tasting of the Georgian Sulkuni, Tushetian guda, goat cheese, churchkhela, svanetian salt, Megrlian adjika, Jara honey, organic honeycomb, tea and wine represented a unique opportunity to share such products with the broad international audience that was present at the side-event. A number of white and red Georgian wines were also served to accompany food.

Picture: the Georgian delegation at the side-event on 23 September

The Georgian delegation also benefited from an interview with Carlo Pertini, the founder of Slow Food, whereas the idea to organize a Terra Madre Georgia event next year was proposed, following a previous discussion between FAO and Slow Food to associate such an event with FAO-EBRD final conference.

A key meeting was also organized on 24 September between Elkana, Slow Food and FAO. The main objective was to thoroughly review and discuss the Georgian products that had been selected as candidates for inclusion in the Inventory of traditional food products. This is a key deliverable in the FAO-EBRD project.

Both Montenegro and Georgia have a similar traditional food production and experience in food quality schemes, quality and safety standards, and these countries recognize the importance of consumer confidence in public and private labelling. Having had the opportunity for the delegations composed of producers and public authorities to share knowledge and experience has enhanced the initiatives in both countries. Besides, FAO has a longstanding collaboration with Slow Food, as both organizations have objectives to strengthen
local food systems and improve the livelihoods of smallholders in a socially, environmentally and economically sustainable way. Already involved with the producers in both Montenegro and Georgia, Slow Food is working to strengthen the importance of place based traditional production in both countries.

**Next steps**

Next steps are:

- Finalize the inventory of traditional food products in collaboration with Elkana and Slow Food; and
- Follow up on the possibility to coordinate final conference with Slow Food event in Georgia in autumn 2019.
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<th>Name, Surname</th>
<th>Organization</th>
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<td>9</td>
<td>Anzor Maisuradze</td>
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<td>10</td>
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Annex 2 PROGRAMME OF EVENTS

20 SEPTEMBER

13:00 - 15:00

SALA BLU/BLUE ROOM

WHERE IS ORGANIC FARMING HEADED?

Since the 1980s, the amount of land dedicated to organic farming has increased steadily and organic farms are getting bigger. In the last decade, organic chain stores have multiplied and certified organic products have become increasingly available from large-scale distributors. These developments are positive, but they also raise important questions: Are monocultures consistent with the philosophy of organic farming? What about out-of-season products that come from the other side of the world, and processed foods that are labeled organic but contain additives and preservatives? Is the certification system reliable? Are participatory guarantee systems a possible solution for small producers who turn to local markets?

15:30 - 17:30

SALA ROSSA/RED ROOM

FOOD FOR CHANGE: GROW A CLIMATE-FRIENDLY FUTURE

Agriculture is simultaneously one of the main causes of climate change and one of its most sensitive and vulnerable victims. Most importantly, agriculture can still be one of the solutions. For Slow Food, the strong connection between climate change and the food we eat is increasingly evident. This is why the international ‘Food for Change’ campaign continues in 2018, to support climate-friendly production methods and encourage consumers to gain awareness. At Terra Madre we will hear from people who face the effects of climate change daily, and we will put some possible solutions on the table.

15:30 - 17:30

SALA BLU/BLUE ROOM

WHAT THE LABEL DOESN’T TELL YOU

Labels are very important for ‘deciphering’ the food we buy. However, to fully understand labels, it is often necessary to read between the lines. Many labels don’t provide the whole picture: Information may be left out, or deceptive information added, in order to make the product seem more appealing. Slow Food proposes a small but powerful revolution: the narrative label. This kind of label tells the product’s full story, from its place of origin to who produced it and how it was made.

15:30 - 17:30
EMPOWERING WOMEN, FROM FIELD TO RESTAURANT

Women select and store seeds, cultivate gardens, identify and harvest wild herbs, transform raw ingredients, and prepare daily meals. Yet, even today, women have less access to resources and opportunities than men. Everywhere, and especially in the Global South, there is a gender gap in access to land, capital, technology, services, work, and education. This Forum will discuss both the challenges and the positive experiences of women in the food sector.

21 SEPTEMBER

10:30 - 12:30

ORIGIN, DIVERSITY AND TERRITORIES: PERSPECTIVE ON TERRITORIES IN TRANSITION

The Forum ‘Origin, Diversity and Territories’ brings together a global panel of stakeholders, all engaged in new ways of thinking and doing development. This knowledge sharing platform explores new ways of thinking and doing development, where the identity, the origin, the quality and the local diversities are catalyst of inclusive dynamics for the territorial development. This workshop will highlight the conclusions of 2-days forum and present experiences, findings and evidences about the transitions’ processes towards a more ecological and eco-social development. The topic of adding value and promoting origin-linked products will be addressed with specific references to the increasing interest on sustainable rural tourism, the preservation of intangible cultural heritages, tools for increased resilience of farmers and territories, nutritional and food transitions.

13:00 - 15:00

SLOW CHEESE: IN DEFENSE OF RAW MILK

At Cheese 2017, Slow Food launched the worldwide network of raw milk cheese producers, with the aim of creating an international community that could confront common challenges and share solutions. Raw milk is illegal in many countries, and denominations of origin do not always protect it. A year after this launch, Slow Food brings producers and experts together to see where things stand and to hear about the experiences of those who believe that quality cheeses are made only with raw milk (unpasteurized and without added ferments), who focus on the well-being of their animals, and who protect pastures and local breeds with care and passion.

10:30 - 12:30
SLOW FOOD TRAVEL – TRAVELLING ACCORDING TO SLOW FOOD

Every territory contains traditions, tastes, and artisanal practices who can contribute to the uniqueness of sustainable tourism offers in rural areas. Simultaneously, if correctly implemented, rural tourism can nurture origin-linked artisan food production chains. This forums explore some of the best practices recently emerged, including Slow Food Travel – the Slow Food project aiming to encourage the discovery of unique culinary cultures and direct contact with producers, cooks, and hosts who work to protect biodiversity and enhance the heritage of their territory.

15:30 - 17:30
SALA BLU/BLUE ROOM

MOUNTAIN PRODUCERS

Across all latitudes, mountains preserve extraordinary heritage and systems of production, even though living in these areas means facing incredible difficulties every day. Over the years, many people have abandoned the highlands, but some resist and others are returning. Those who return are often young people enthusiastic about recovering traditional products or methods, different rhythms, and perhaps even a more authentic relationship with nature. What policies are in place to protect those who choose life in the mountains and promote the work of the new generations who invest their own future in these difficult territories?

16:00 - 18:00
STAND: FOOD FOR CHANGE – SEMI/ SEEDS

THE ART AND PRACTICE OF SAVING SEEDS

Today, those who cultivate a garden buy seeds or seedlings, while the knowledge of farming communities regarding the selection and reproduction seeds has almost disappeared. In fact, just six multinationals control 63% of the global seed market, marketing the same commercial hybrids worldwide. To save biodiversity, we need to support small producers of traditional seeds. In Europe there are several interesting projects, such as the Organization Professionnelle des Artisans Semencier Européen Européen (“professional organization of European seed craftsmen”) and the Seminiamo la biodiversità (“let’s sow biodiversity”) project, promoted by Eataly, Slow Food, the University of Palermo, and the Arcoiris seed company. This project brings together seed and vegetable producers with distributors and caterers, involving the whole supply chain from seed to plate.

16:00 - 18:00
STAND: FOOD FOR CHANGE – SLOW MEAT

SUBJECT OF BREEDS
Today, industrial meat production focuses on very few breeds considered the most productive. Because of this selection, in the next 20 years 1/3 of the existing breeds risk becoming extinct: meaning over 2,000 breeds! A key to the battle for biodiversity conducted by Slow Food is the valorization of indigenous domestic breeds. Specifically breeds whose characteristics are linked to their natural environments, the geographical and socio-economic conditions of the territory where they have historically adapted to. This will be a presentation dedicated to the discovery of ancient races, such as the Podolica cow – widespread from Russia to Italy –, the Russian-Ukrainian gray, and other races of the north.

**22 SEPTEMBER**

10:30 - 12:30

SALA ROSSA/RED ROOM

**FEEDING THE PLANET WITH AGROECOLOGY**

Agricultural biodiversity includes all crop varieties and animal breeds, their wild relatives, and other species, such as pollinators, the natural enemies of pests, and soil fauna. Monocultures and industrial farming have led to a continual reduction of biodiversity and, at the same time, high environmental and social costs. Slow Food believes that agroecological practices are necessary in order to ensure good, clean and fair food for everyone, in all corners of the world. Agroecology is an agronomic model and a social movement based on biodiversity, the correct management of resources, active community participation, direct contact between producers and citizens, and the central importance of local knowledge.

11:00 - 13:00

STAND: FOOD FOR CHANGE – SLOW MEAT

**RESISTANT SHEPHERDS**

Shepherds are found everywhere in the world: from the Barbagia Sarda to the pastures of Extremadura, from the Planalto Norte of Capo Verde to the mountain pastures of Georgia. Pastoralism was the original agricultural activity of human history and shepherds have always lived in harmony with the land, and their flocks. A world of ancient traditions but it is still alive and productive and does not want, nor cannot be designated a thing of the past or folklore. This practice resists, despite the many difficulties confronting the market and finding a just remuneration.

13:00 - 15:00

SALA ARANCIA/ORANGE ROOM (max 40 participants)

**MEETING dedicated to FAO-SF project in Georgia**

13:00 - 15:00

SALA AZZURRA/AZURE ROOM

**VILLAGES STANDING STRONG AGAINST DEPOPULATION**
Just like typical plant varieties, native livestock breeds and artisanal food products, so too are Italy’s villages under threat of extinction. Up and down the peninsula, in the countryside, in the hills and in the mountains, historic borghi, pievi, paesi and villaggi are at risk of dying, leaving a great void in the country's artistic, cultural, architectural—and gastronomic—heritage. But north and south, projects are being developed to revitalize these village economies and recover their appeal, including through sustainable tourism experiences.

14:00 - 16:00

STAND: FOOD FOR CHANGE – SLOW MEAT

CLIMATE FRIENDLY FARMING

In 2006, the FAO Livestock’s Long Shadow Report established a strong correlation between livestock farming, meat production, and climate change. Livestock production produces around 80% of the greenhouse gas emissions of the entire agricultural sector and 14% of the overall global emissions. But are there differences between small-scale farms and industrial farms? Is it possible to calculate the impact of different types of production? Are there farming practices that can be called climate friendly?

16:00 - 18:00

STAND: FOOD FOR CHANGE – SLOW MEAT

QUALITY FARMING – PIGS

The most common breed of pigs in the world is the Large White: it produces high meat yields and is ideal for industrial production of cured meats. Intensive pig farms are the worst in terms of animal welfare and environmental impact. The farmers of the Slow Food network propose a different type of production including choosing to raise local breeds and caring about nutrition. This production also pays attention to animal welfare without rushing maximum productivity in the shortest possible time.

16:30 - 17:30

OVAL - SFYN BOOTH

THE POWER OF A LOCAL BIODIVERSITY MAP: DISCOVER YOUR REGIONAL FOOD SECRETS!

In the middle of Spain, students transformed Extremadura, one of the EU region most subjected to youth depopulation, into a rich gastronomical area! They are giving importance to their homeland, via a local biodiversity map that explains the typical plants and agricultural products connected to their land. Together with Francesco Sottile, professor and agronomist, they will explain you their experiences and provide you with the tools to find and map your region’s agricultural and biodiversity treasures!
23 SEPTEMBER

11:00 - 13:00
STAND: FOOD FOR CHANGE – SEMI/ SEEDS

SEED BIODIVERSITY AS A RESPONSE TO CLIMATE CHANGE

So small, and yet so powerful. Farmer-selected seeds are alive and dynamic, the result of a gradual adaptation to the characteristics of a particular territory and climate. In this event we will discuss why a rich and diversified agricultural system is better prepared to face climate change than a system based on monocultures.

13:00 - 15:00
SALA BLU/BLUE ROOM

SMALL PRODUCERS AND BIG DISTRIBUTORS

Initiatives from large-scale distributors to support small-scale producers and artisanal products are on the rise. Are these genuine examples of corporate social responsibility or just greenwashing? Can the reality of local food production be reconciled with the commercial dynamics of large-scale distribution and go beyond mere image-boosting? This forum explores virtuous examples and analyzes the critical issues that remain unresolved.

14:00 - 16:00
STAND: FOOD FOR CHANGE – CIBO E SALUTE/ FOOD AND HEALTH

SALT: A HISTORY OF FLAVOR

Adding flavor, preserving food, and supplying our bodies. Salt is essential in food preservation and ensuring an adequate supply of sodium to our body; but today, it’s seen as a great enemy due to its excessive, often hidden, presence in industrially processed food. Consumed in high amounts, it can cause arterial hypertension and increases the risk of strokes, tumors and heart and kidney diseases. But are all salts the same? Are there differences between naturally obtained traditional salts and refined, bleached cooking salt? A forum dedicated to learning more about salt and getting to know some traditional salts from Slow Food producers.

15:30 - 17:30
SALA AZZURRA/BLUE ROOM

EARTH MARKET SUMMIT
The Earth Markets are an international network of over 70 farmers’ markets that embrace the Slow Food philosophy. They are places to shop, meet producers, gather with friends, and share food. Producers offer only local, seasonal products, always at fair prices, and guarantee the use of sustainable, environmentally sound production methods. The coordinators of the Earth Markets will meet and exchange ideas about what is working for their communities. At this Forum, Slow Food will announce and honor the recipient of the Gigi Frassanito prize.

15:00 - 16:00

Cucine Terra Madre - Asia

Degustation of georgian products (time tbc)

16:00 - 18:00

STAND: FOOD FOR CHANGE – CIBO E SALUTE/ FOOD AND HEALTH

ALTERNATIVE SWEETS

Sugar, much like salt, is responsible for many modern diseases and ailments. Still, it’s hard to resist its sweet taste, so what can we do? One solution is to avoid refined sugar and instead allow ourselves an occasional treat with alternative natural sweeteners, such as manna, honey, panela, agave juice and fruit molasses. Many of these natural sweeteners are used in traditional sweets, still produced around the world. In this forum we will meet some of these sweets such as Georgian churchkhela (Ark of Taste), Croatian mantala (Ark of Taste) and Pamir mulberry bars.

16:00 - 18:00

STAND: FOOD FOR CHANGE – SLOW MEAT

QUALITY FARMING – SHEEP AND GOATS

Regarding meat production, the sheep and goat industry is the most sustainable (in terms of environment, animal welfare and feed). However, consumption of goat and sheep is decreasing almost everywhere. This trend undermines not only farms raising the animals for meat, but also those focused on cheese production, as they must then be able to send male animals to market to guarantee a sufficient income. What are the possible solutions? Is it conceivable to promote consumption of these animals apart from holidays? Is it also possible to promote consumption of adult sheep and goats?

24 SEPTEMBER

11:00 - 13:00

STAND: FOOD FOR CHANGE – SEMI/ SEEDS

THE FUTURE IS UNDER YOUR FEET

Monocultures, fertilizers, and high-yielding seeds have tripled agricultural productivity over the last 50 years but, at the same time, have compromised soil fertility and biodiversity. Every year, we lose 24 billion tons of fertile land worldwide...
and more than 60% of land is degraded to some extent. Impoverished and polluted soil cannot produce healthy food and becomes unproductive in the long run. We must learn to respect and preserve soil fertility.