

## Food & Agribusiness Management (FABM)

### **HEAD OFFICE ADDRESS:**

**Zibeline International Publishing Sdn Bhd**  
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Persiaran Cyberpoint Timur,  
Cyber 12, 63000 Cyberjaya,  
Selangor.  
**Tel:** +603-86879842

### **Frequency:**

Bi-annual (2 issue per year)

### **Web:**

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## Editorial

Food and agribusiness have a massive economic, social, and environmental footprint—the \$5 trillion industry represents 10 percent of global consumer spending, 40 percent of employment, and 30 percent of greenhouse-gas emissions. Although sizable productivity improvements over the past 50 years have enabled an abundant food supply in many parts of the world, feeding the global population has reemerged as a critical issue. If current trends continue, by 2050, caloric demand will increase by 70 percent, and crop demand for human consumption and animal feed will increase by at least 100 percent. At the same time, more resource constraints will emerge: for example, 40 percent of water demand in 2030 is unlikely to be met. Already, more than 20 percent of arable land is degraded.<sup>1</sup> Moreover, food and energy production are competing, as corn and sugar are increasingly important for both. Such resource scarcity could lead to political unrest on a large scale if left unaddressed. Agricultural technologies that raise productivity even in difficult conditions and the addition of land for cultivation in Asia, Africa, Eastern Europe, and South America may ease the burden, but meeting the entire demand will require disruption of the current trend.

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