



Introducing “The Sustainability Transition: Impacts to Agriculture” – a Context Network Multi-Client Study

The Context Network is pleased to announce its latest Multi-Client Study, *“The Sustainability Transition: Impacts to Agriculture”*. This in-depth new report will focus on key issues impacting the agriculture industry with broad-reaching perspectives and innovative understanding on sustainability.

Sustainability has become a very popular term in the corporate world. Many firms now devote a part of their web sites, annual reports etc. to describe their sustainability policies and initiatives. For some industries, sustainability is largely a public relations issue, but for agriculture it's becoming a strategic issue and one that will increasingly affect financial performance.

Three primary factors are responsible for sustainability's growing importance as a strategic issue:

1. More of the earth's resources are devoted to agriculture than any other human activity and the competition for those resources is intensifying as a growing global population consumes more land, more water and more energy for cities and towns to expand.
2. Concerns about climate change are creating new demands on agriculture to expand beyond its traditional role as a supplier of food, feed and fiber to include feedstocks for energy production and to act as a carbon sink.
3. The entire food value chain is being scrutinized by groups outside of agriculture regarding the industry's structure and competitiveness, how it should operate, and the externalities it generates.

In short, agriculture is being subjected to a host of outside economic, social and environmental forces beyond those with which it has traditionally had to contend.



While the topic of sustainable agriculture has been covered extensively, it has not been analyzed comprehensively from the viewpoint of organizations in agriculture. Most articles and reports have been developed by organizations outside of agriculture and have tended to focus on the arguments for sustainable agriculture and the larger policy issues. A major shortcoming of both proponents and opponents of sustainable agriculture is that both tend to see the subject in fairly black-and-white terms and as an all-or-nothing proposition.

This study will describe how sustainability drivers are already changing agriculture, how organizations are adapting and how agriculture will change over the next twenty years.

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visit our website at

www.contextnet.com/sustainability

Sustainability Study Objectives

Context is undertaking this Multi-Client study to provide an up-to-date, holistic look at what we see as a far-reaching set of issues to a broad group of clients. The study will:

- Provide a strategic overview of a broad and poorly defined term, describing agricultural sustainability within the context of resource constraints.
- Review how prevalent sustainability has become within agribusiness and sort through what's most important for firms operating at different points within the food value chain.
- Highlight and explain the most significant sustainability issues.
- Describe the drivers behind the sustainability movement, whether they will be felt primarily as market, environmental or regulatory forces, and project how it will affect agribusiness over the next 20 years.
- Outline potential opportunities and risks.
- Help organizations to adapt to changes related to sustainability issues.

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Sustainability Study Description

The study will consist of four parts.

Part 1: Background and Context will provide readers with a strategic overview of the sustainability movement, tracing its origins from the environmental movement to its current role as an umbrella for a host of ecological, health and social causes and initiatives. It will compare and contrast differing definitions and understandings of what sustainability encompasses and the issues that are most important to its proponents. The four chapters of Part 1 will give readers a thorough grounding in the underlying concepts and vocabulary of the sustainability movement.

Part 2: A Current View of Sustainable Agriculture is a detailed analysis of the environmental, market and regulatory forces that are shaping the sustainability movement and the

organizations that are the most influential inside and outside the movement. It will provide an assessment of which practices are being adopted and how broadly they have been adopted in different regions of the world. It will analyze the impacts of the sustainability movement exploring its environmental, economic and social dimension, and how its effects will differ for various agricultural commodities.

Part 3: Adoption & Adaptation in Agribusiness provides an analysis of the adoption and adaptation along the food value chain highlighting where the sustainability movement has had the greatest impact. It also includes a review of the specific sustainability strategies and actions that major players in the agricultural industry are already implementing.

Part 4: Sustainable Agriculture in 2030 provides a view of how the sustainability movement will have changed agriculture by 2030. It looks at the prospects for various types of change and whether change is more likely to come from market forces or regulatory forces. A future view is presented both by agriculture sector (commodity group) and by region of the world. Opportunities and risks are identified and a summary of key findings and recommendations is provided.

Order the Study, Learn the Results

The Sustainability Transition: Impacts to Agriculture is an independent study by The Context Network of West Des Moines, Iowa. A full report is available for \$14,500 USD. The study will be completed and published in early 2011. For a detailed prospectus and outline of the study, please visit www.contextnet.com or contact Context Senior Associate and study principal, Jim Murphy via email at jim.murphy@contextnet.com or by phone at (515) 267-6402.

"The firms that understand how the sustainability movement will affect the global economy, their industry and their individual companies are the ones which will prosper as demand for food that meets consumers' expectations for health, nutrition, convenience, environmental sustainability and social equity drives market prices up and opens up new opportunities."
Context Sr. Associate, Jim Murphy

This report will be useful for senior executives and strategy & business development departments who are planning the future of companies

