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SUSTAINABLE AGRICULTURE & FOOD SECURITY



Publication date
10.May.2011



In 2010, an estimated 925 million people, around 15% of the globe's population, were undernourished. In the last year, food prices have risen by 40% and wheat prices have doubled, by some reports acting as a major contributor to the recent unrest in North Africa and the Middle East. With global population forecast to rise to 9 billion by 2050, this problem isn't going away by itself. We need to produce more food, in the right places, and we need to do it quickly.

But the supply of agricultural land is severely limited. Deforestation for food is agriculture's biggest contributing factor to greenhouse gas emissions. Forests and wild lands preserve biodiversity and maintain ecological balance. To meet the challenge facing us, we must grow more food on the existing land base. The question is whether we can get the required increase in food production without destroying our environment.

On May 10, *Raconteur* Media publishes its first report on Sustainable Agriculture & Food Security in *The Times*. The report will look at innovations in agriculture that could help farmers meet the global hunger challenge, from Kent to Kenya. It will consider the impacts of the recent rise in wheat prices, and examine the relationship between climate change and agriculture. It'll also look at lessons

from last Green Revolution, and what consumers can do to influence the sustainability agenda.

Written by a team of high-profile, specialist journalists, this 16 page special report offers a forward looking, comprehensive forum on the problem of sustainable food security. With a print run of 710,000 copies and a readership of 1.8 million people daily, *The Times* is the leading quality national newspaper and, by a considerable margin, the market-leading paper for business readers. As such, it offers the ideal platform for *Raconteur's* Sustainable Agriculture & Food Security special report, with unrivalled access to key stakeholders in the industry. 

I would welcome the opportunity to answer any questions that you may have about editorial content or advertising options. Please do not hesitate to contact me for further information.

Kind regards

Ed Brown

Publisher

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Copy Deadline

01.May.2011

Readers

1,734,000

Jul 09 - Dec 09. SOURCE: NRS

Circulation

502,436

1 Mar 10 - 4 Apr 10. SOURCE: ABC

Print Run

710,000

EXCLUDES SCT AND NIR

Format

Newsprint

284MM x 358MM

Pages

Sixteen

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SUSTAINABLE AGRICULTURE & FOOD SECURITY EDITORIAL SYNOPSIS

WATER – GETTING IT TO THE PEOPLE THAT MATTER

Water is perhaps the most basic human need of all. But for many, it's far from a guaranteed resource. This article looks at new methods of delivering water to the people that need it.

GLOBAL REGULATORY REQUIREMENTS AND TARIFFS

Rich world tariffs have long been blamed for suppressing the agricultural export sectors of developing economies. This article looks at the effect of both rich and poor world protectionism, and the regulatory reforms that are required to give third world farmers a level playing field.

CONSUMER POWER AND SUSTAINABLE FOOD PRODUCTION

Consumers have long been told they can affect companies' behaviour. This article looks at successes for consumer pressure groups over the past year, and looks at the effectiveness of food labelling in driving sales.

GREENING THE FOOD SUPPLY CHAIN

Food miles are often seen as an environmental bogeyman. This article looks at the real environmental cost of transporting food, and ways of optimising the global food supply chain.

THE NEXT GREEN REVOLUTION?

Almost 50 years ago, Norman Borlaug introduced his semi dwarf wheat into India. Since then, the Green Revolution has been credited with saving billions from starvation. This report looks at the new technologies that could help feed the next generation.

FOOD NATIONALISM

As food prices increase, countries are getting increasingly protective over their agricultural land. Agricultural land is beginning to look like the new oil. This article looks at this worrying trend, and looks at the potential consequences for both the developed and the developing world.

CLIMATE CHANGE AND AGRICULTURE

As global temperatures rise, the conditions in which farmers are working are changing. Last year saw floods in Pakistan and droughts in Russia. This article looks at how climate change is impacting the way we farm.

FARMING METHODS AND BIODIVERSITY

Intensive agricultural methods have long been associated with a strong negative impact on biodiversity. This article looks at ways of breaking this link.

FOOD PRICES AND REVOLUTION

Over the past year, the price of food has risen by 40%, and the price of wheat has doubled. As a result, we've seen unrest in not just Egypt but Morocco, Algeria, Pakistan and Yemen. This article looks at the drivers behind the rise in prices, and explores the connection with civil unrest.



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RACONTEUR

We are a London based publishing house that produce independent special interest reports exclusively for News International - *The Times* and *The Sunday Times*. We provide companies and organisations with an effective, informative and powerful communications platform that allows them to directly reach their core audience.

Ed Brown

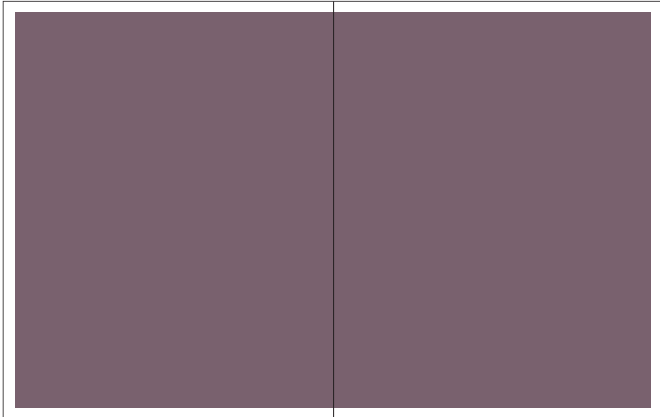
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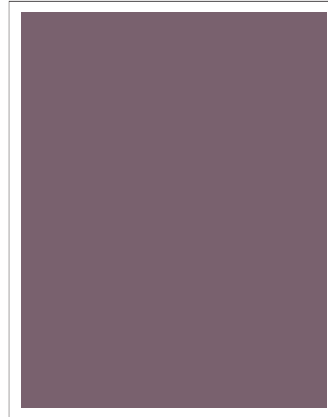
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SUSTAINABLE AGRICULTURE & FOOD SECURITY

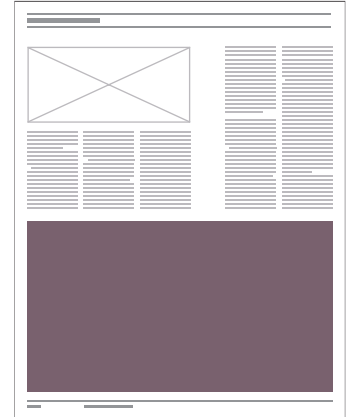
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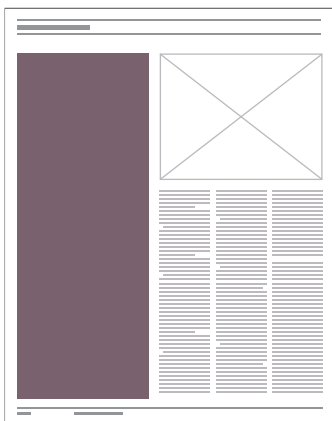
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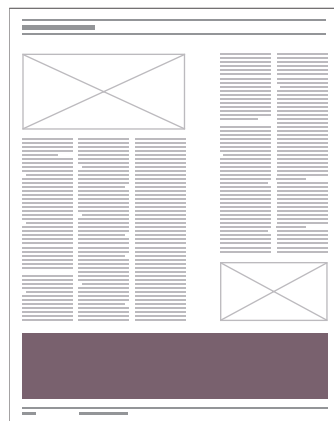
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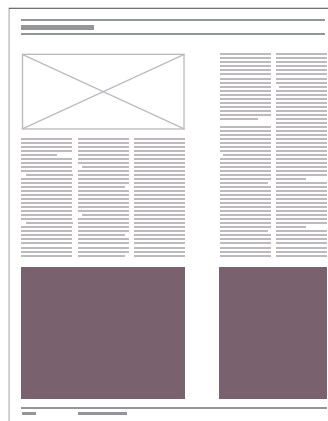
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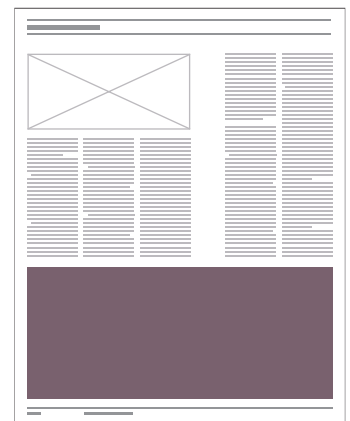
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