



Global Agriculture Campaign Launches Data Visualization Tool Ahead of G8 Summit
New tool uses data to demonstrate how agriculture can help build a green economy

The Farming First coalition has launched a six-part online infographic called "The Story of Agriculture and the Green Economy", which uses data from leading research organisations to tell the story of agriculture's potential contribution to building a global green economy.

There is growing consensus that a green economy is central to continued global prosperity, in other words, pursuing growth while helping to create sustainable livelihoods, reduce poverty and safeguard the environment.

In 2009, G8 leaders made bold pledges to increase food security aid to \$22bn by 2012.

"At their 2011 summit, leaders should foster policy coherence on food security and price volatility," says Howard Minigh, CEO and President of CropLife International. "Member countries are encouraged to take actions that make agriculture a driver for poverty reduction by ensuring policies link producers to markets and enable value to be created throughout the supply chain to help create income opportunities and diversify rural activities."

Each section of the infographic contains statistics and explanations around topics relevant to the green economy, demonstrating, for instance, the central role of farmers as stewards of our natural resources, actors involved in building a more sustainable supply chain, how investment in women farmers may bring greater rewards and existing solutions to making the sector more sustainable while increasing yields, such as conservation agriculture and drip irrigation.

Dr. Lindiwe Majele Sibanda, Chief Executive of the Food, Agriculture and Natural Resources Policy Analysis Network (FANRPAN) says, "Economic development in Africa is inextricably linked to agriculture. As African leaders prepare to meet their G8 counterparts next week, I urge them to recognise the true contribution which Africa's farmers can provide to the continent's future growth."

"The Farming First infographic puts data into visually appealing narratives which facilitates the analysis of complex issues and can be understood by broader audiences. As well as being useful to inform policy decisions on agriculture and food security, the infographic also can be used as an educational tool," adds Morgane Danielou, from the International Fertilizer Industry Association (IFA).

All of the images have been designed so that they can be Tweeted and embedded on external websites and blogs so that others can share the data and participate in the discussions on the green economy.

The infographic can be accessed on the Farming First website here:

<http://www.farmingfirst.org/green-economy>

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ABOUT FARMING FIRST

Farming First is a global coalition representing the world's scientists, engineers and industry as well as more than 100 farmers' associations and agricultural development organisations. Farming First calls for a broad-based, knowledge-centred approach to increase agricultural output in a sustainable and socially responsible manner. To view Farming First's position on the green economy, visit: www.farmingfirst.org/green-economy