

# When will our Social License expire?

**Social License**

*United States*

**No.:** 33 188 987  
**OCCP:** FERTILIZER  
**OPERATOR**  
**Region:** Global  
**Issued:** 15/5/1970  
**Expires:** ?

William P. O'Neill Jr.  
International Raw Materials Ltd  
Philadelphia

RM

SL

1 2 3 4 5 6 7 8 9



IFA Crossroads Asia-Pacific Conference  
10 November 2010, Hanoi, Vietnam



## October 2010 News Clips

[Will Iowans settle for polluted waterways ?](#)

DesMoinesRegister.com 10 October 2010

[Chet Culver: Limit use of fertilizer by farmers](#)

DesMoinesRegister.com 12 October 2010

[Toxic Soup](#)

The Columbus Dispatch  
10 October 2010

[In Kansas, Climate Skeptics Embrace Cleaner Energy](#)

The New York Times 18 October 2010

[The world Bank's Palm Oil Mistake](#)

The New York Times 15 October 2010

[Is organic food worth the cost ?](#)

mnn mother nature network  
8 October 2010

## Do We Have A Problem?

- Lawn Fertilizer Bans
- California Water Rationing
- Mosaic Mine Shutdown
- BHPB Slapdown
- Lost of Trust in the Food Supply Chain
- Growing Demand for Organic Food
- Declining AG Resources (Land - Water - Expertise)
- **One Billion People Undernourished**

## Industry Response

- IFA – 2005 – 2009 Climate Change White Paper
- Task Forces: TFI CFI ...
- “Media Perception of the Fertilizer Industry”
- Building Sandcastles Against A Rising Tide
- Nutrients for Life
- Anemic Industry Engagement
- The McDonald’s Epiphany
- Proactive Engagement



## Fertilizer Industry Sustainability

Wharton West, San Francisco, CA  
September 12, 2010



# Participants



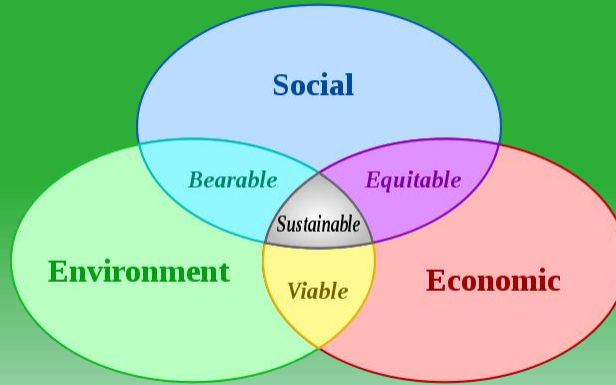
## Dr. Dave Downey

Executive Director, Center for Food and Agricultural Business, Purdue University



- Sustainability - A Topic that inspires passion
- Different perspectives are why we're here
- Not going to change the world in one seminar
- Develop a deeper understanding of the word
- Need to be vocal part of dialogue – or others will set rules
- How to feed a growing world – “sustainably”
- Shape Ideas and create vision for next steps

# The Three Pillars of Sustainability

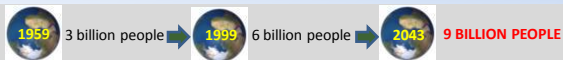


## Dr. Mike Boehlje

Distinguished Professor of Agricultural Economics, Purdue University



### The Capacity Challenge

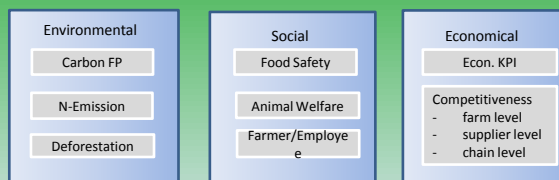


- How are we going to feed this many people?
- Increased utilization of Ag industrial raw materials.
- Not creating new land - if we don't increase capacity, food riots ensue.
- 1 ethanol fueled SUV can feed 1 person for 1 year.

### Sustainability

"... the ability to meet the needs of the present without compromising the ability to meet the needs of the future... (Brundtland, 1987)"

### Triple Bottom Line



# California Tomato Industry



Frank Coelho, Diversified Farm owner, Fresno, CA  
Renee Rianda, Compliance Officer, Morning Star

## Corporate Profile & Efforts in Sustainability

### Renee

- World's largest tomato cannery
- Process tomatoes from 70,000-90,000 acres
- Heinz, DelMonte, etc. require information
- Producers constantly asking for more data
- Campbell's asks for housing, ed., and health benefits for workers

### Frank

- Operates 12,000 acres
- Drip irrigation – creative solution
- 100% Water allocation in 1992,
- 30% today - Learned how to increase yields by 30% and make denser paste
- 10-15% less water/acre
- 30% less N /acre and 50% less N /ton

"... economics were the primary motive. We've focused on sustainability through conservation and tillage. Without the economic benefit, we couldn't and wouldn't have made the move."

"... We always want to be using less... less water, less fertilizer, less pesticides."

# International Perspective



Luc Maene, Director General, IFA

- One Hungry Planet
- How to bring technology and sustainability efforts to the 3<sup>rd</sup> World?
- Can't transpose same rules and regulations throughout the world
- Need to stimulate and disseminate research
- Regulations are only good if based on sound science



Willie Thomson, General Manager,  
Summit Quinphos, Ballance

- A "pure" New Zealand is the greatest asset and the greatest challenge
- Ambition is to stay ahead of the regulatory process
- Fonterra sets the tone across the New Zealand Ag Industry
- Goal is to grow technology and increase profitability

## Key Takeaways

- It's not just about the environment
- We cannot ignore any of the Pillars
- We need to tell our story better
- We need much more collaboration
- Leadership is critical at all levels
- The challenge is to be pro-active
- Do more with less
- Food companies are the new gorilla



## The Bottom Line

- Our Social license Is At Risk
- The Capacity Challenge Looms
- Perception is Reality
- Get Over It
- Shape the Debate
- ...Or Be Shaped By It

