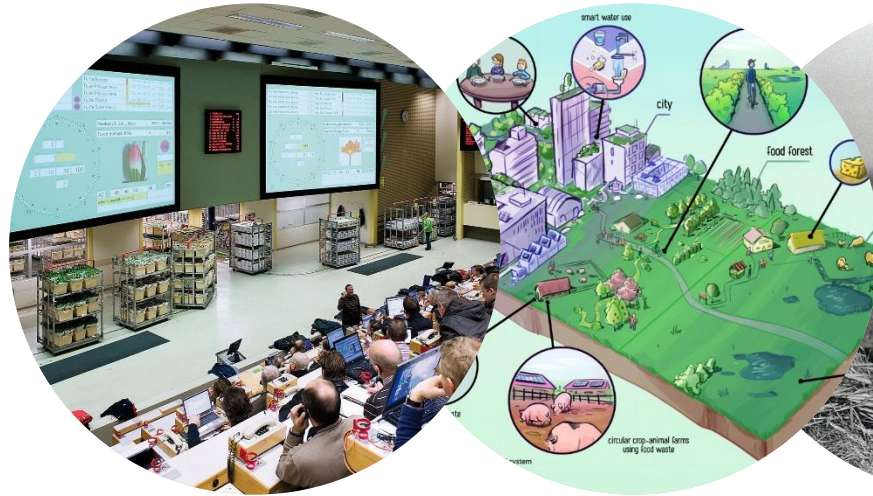


A Circular Food System: Economic Challenges

Evelien de Olde, Animal Production Systems group



Envisioning Regenerative and Nourishing Food Futures for 2050

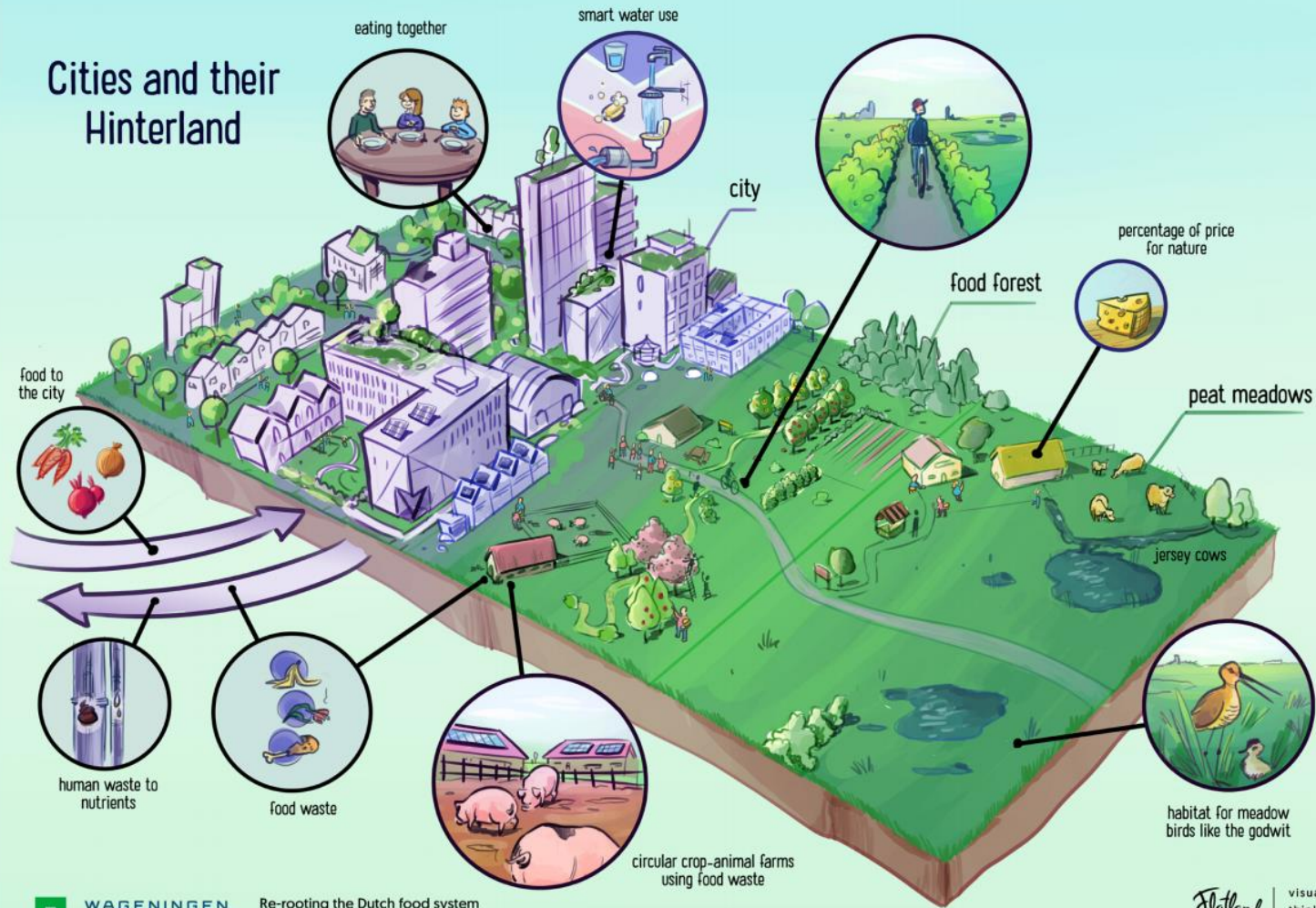
#foodvision2050



SECONDMUSE  openIDEO



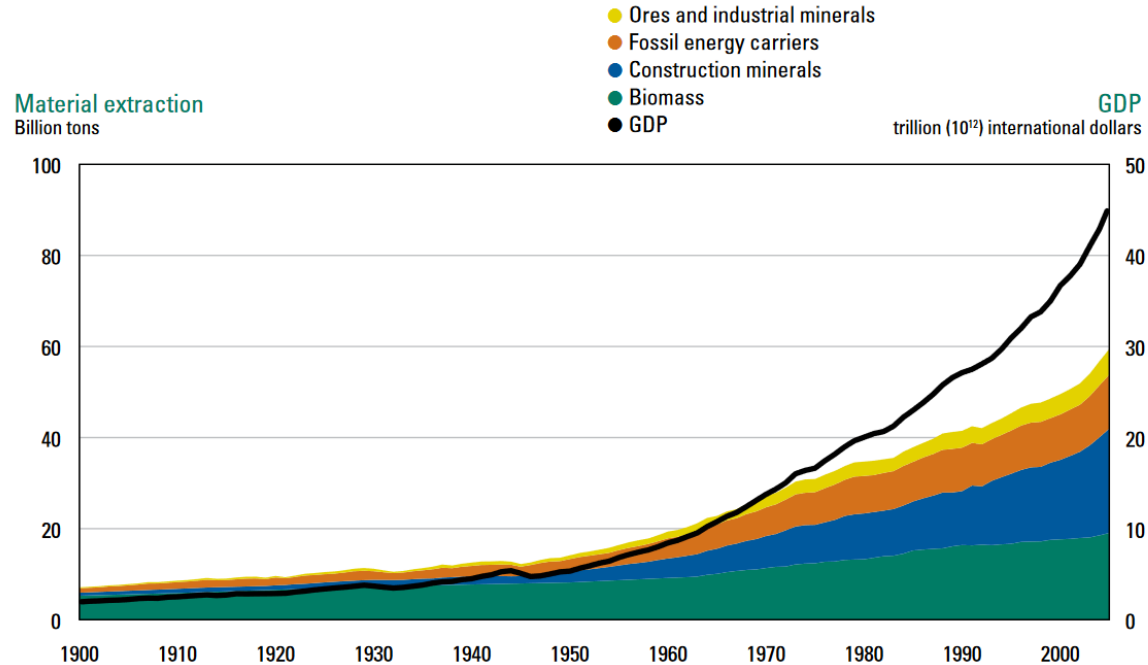
Cities and their Hinterland





Challenge 1. Resource use & growth

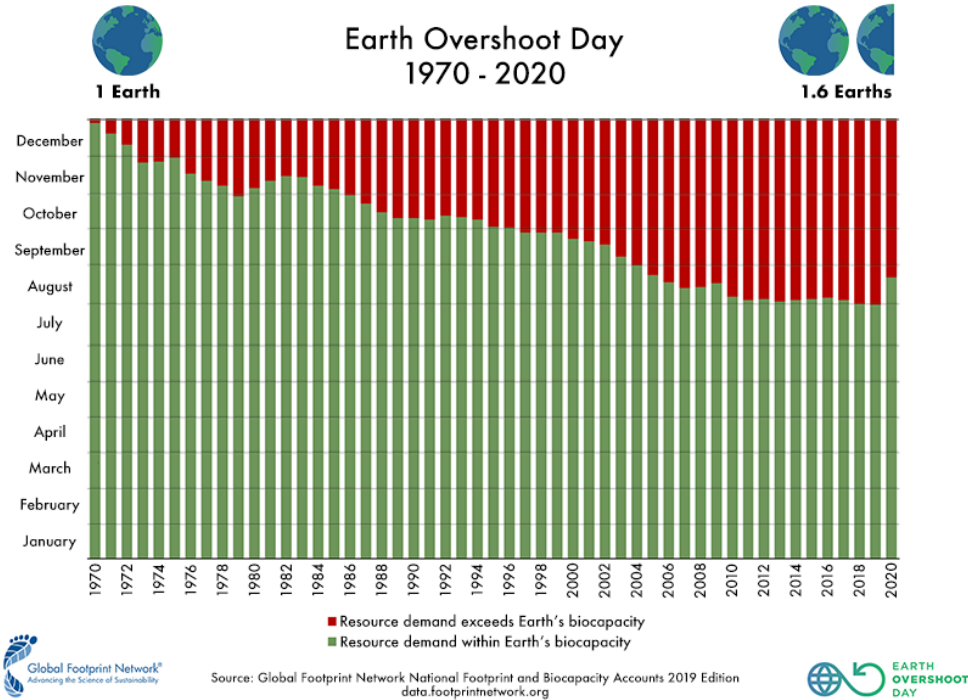
Figure 2.1. Global material extraction in billion tons, 1900–2005



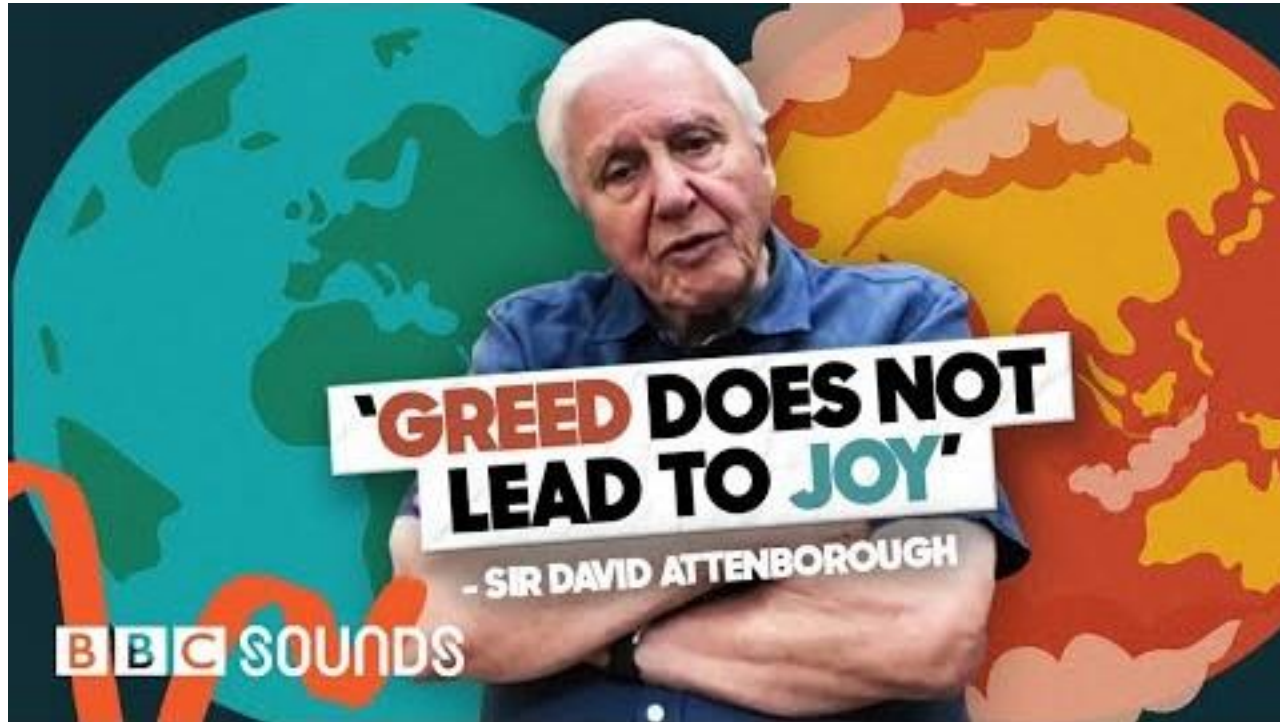
Source: Krausmann *et al.*, 2009

PAST EARTH OVERSHOOT DAYS

f | t | in



Challenge 2. Impact on ecosystems



Challenge 3. Profit and consumption

This is the **Centennial Light**
in Livermore, CA



Challenge 4. Value(d)



True cost?

Environmental & social impact (externalities)?

Value of ecosystem services?

What gets valued?

What is counted?

Value by-products?

What has value?

Fair price?

Who earns what and why?

Fair distribution?

How is it governed?

Economic Perspectives for a Circular Food System

- Micro: Farm income – business model
- Meso: A circular food chain
- Macro: The economy at large
- Dialogue: Where to go next?

Economic Perspectives for Farm Income

- Reducing external inputs (lower costs)
- (New) products with added value (short supply chain, higher prices)
- Valuing services (e.g. combining ecosystem payments)
- Diversifying (e.g. tourism, advisory)





Grond Verbond



Een verbond tussen boer en burger om samen zorg te dragen voor ons landschap

MOMA

Boeren belonen voor biodiversiteitsherstel in Brabant

28-09-2020 🌱 Marieke Verbiesen - Nieuwe Oogst 📖 1 minuut leestijd



55 melkveehouders zijn dit voorjaar aan de slag gegaan met het praktijkproject [Biodiversiteitsmonitor](#) in het Brabantse Van Gogh Nationaal Park. Zij worden beloond voor hun bijdrage aan de natuur, water- en landschapskwaliteit.

ZLTO



Provincie Drenthe
@ProvDrenthe

Vandaag starten ze! Acht Drentse boeren zijn beschikbaar voor deelnemers die eens willen sparren met een collega. Zo helpen zij elkaar bij verduurzaming en delen we zoveel mogelijk ervaringen onderling. Ze stellen zich voor bit.ly/2Tgowz0 en bit.ly/3mcFSct

[Translate Tweet](#)

duurzaam
melkveehouderij

melkveehouders belonen!



LTO Noord regio Noord and 4 others

12:01 PM · Oct 22, 2020 · Twitter Web App



Melktap

Economic Perspectives in the Chain

- Standards (e.g. Planet Proof, Origin Green)
 - ± 600 farmers (2 cents per kg)
- True Price
 - External costs
- 'Nose to tail' and reducing waste
 - Instock, Verspillingsfabriek



Economic Perspectives at large

- “To begin with we should stop directing our economic system to the search for maximum growth and to constant increase in the gross national product. A suggestion would be to replace the GNP by gross national utility. (It remains to be seen whether this utility can be quantified.” (Sicco Mansholt, 1972)
- “a move away from development focused on aggregate GDP growth” (Manifesto Planning for Post Corona, 2020)



We need to rethink the economy around the idea of buying services we need, not objects we desire
#CircularEconomy



5:23 PM - Jun 17, 2015 - Twitter Web Client

The Guardian

owned by one, funded by readers

Search jobs

Sign in

Subscribe →

Opinion

Sport

Culture

Lifestyle

More

Politics Banking Money Markets Project Syndicate B2B Retail

● This article is more than 4 months old

Coronavirus is our chance to completely rethink what the economy is for *Malcolm Bull*

The pandemic has revealed the danger of prizing 'efficiency' above all else. The recent slowdown in our lives points to another way of doing things

35T

1,575 712

The Economist

Today

Weekly edition

Menu

Briefing

Jul 25th 2020 edition >

Starting over again

The covid-19 pandemic is forcing a rethink in macroeconomics

It is not yet clear where it will lead



62,016 views | May 31, 2020, 09:56am EDT

5 Economists Redefining... Everything. Oh Yes, And They're Women



Avivah Wittenberg-Cox Contributor @

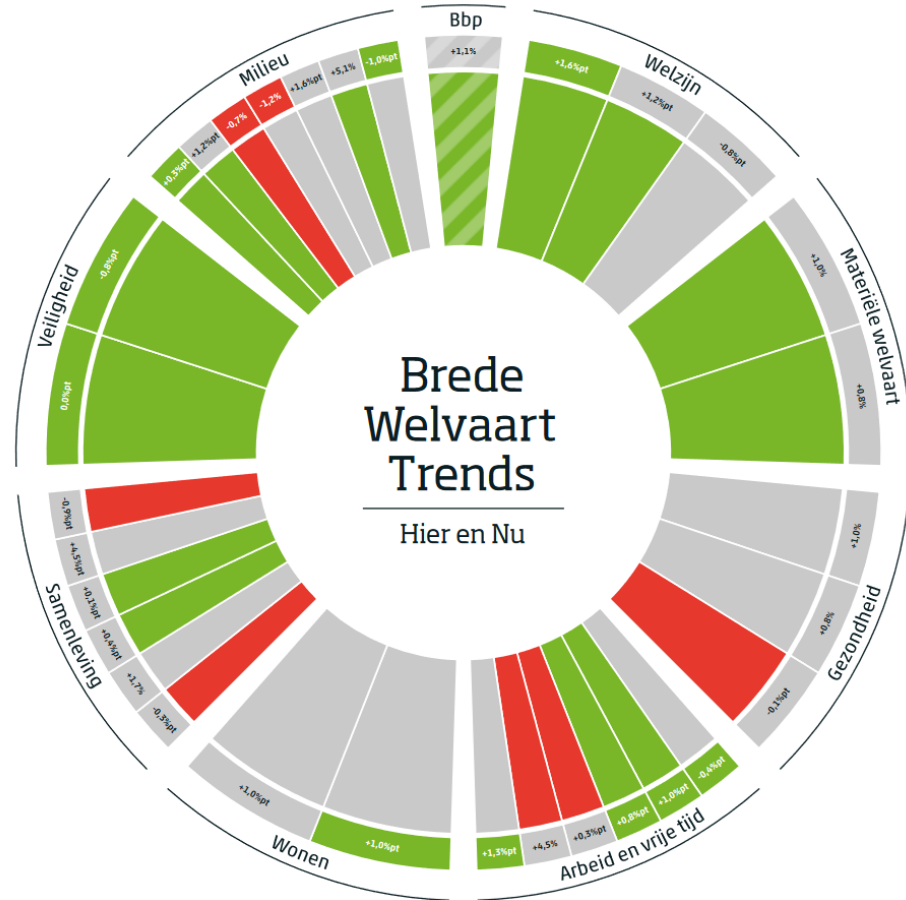
Leadership Strategy

I write about creating gender-balanced countries, companies & couples.



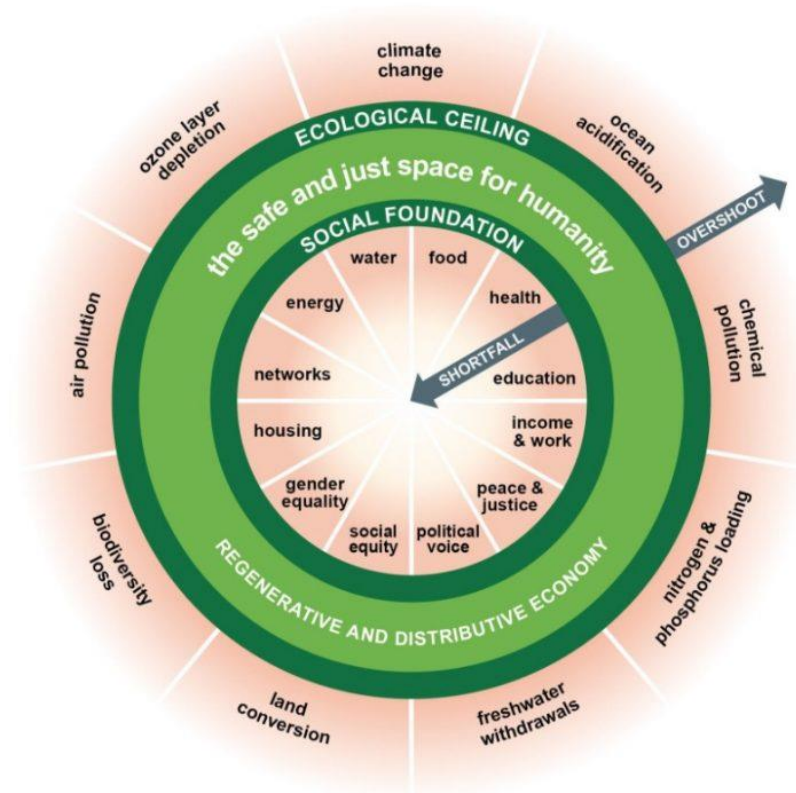
Economic Perspectives at large

- Monitor of Well-being (CBS)
 - Here & now
 - Future generations
 - Elsewhere



Economic Perspectives at large

- Doughnut economics – Kate Raworth
- Common Good Economy
- Beyond GDP indicators
- Degrowth
- NZ wellbeing budget
- ...



Future of Capitalism lecture series



MORGEN, 18.30 ONLINE VIA LIVECAST

Future of Capitalism 6

Aligning Economies Worldwide to End Poverty

About the role of economic instruments that will enable markets to serve the poor, with Muhammad Yunus and ...



MA 2 NOV, 18.30 ONLINE VIA LIVECAST

Future of Capitalism 7

How Can Markets Be Reconciled with Ecology?

On environmental pressure and economic solutions to it; with Julia Steinberger & Ann Pettifor.



MA 16 NOV, 18.30 ONLINE VIA LIVECAST

Future of Capitalism 9

Can a Different Market Economy Work in Practice?

On the viability of a new market system, with Christian Felber and Luigi Zingales.



How We Explore the Options for Better Markets



Visionary Economists in Dialogue

In the Fall of 2020 a series of public online dialogues will be organized with visionary economists who in recent years have written books or have otherwise been involved in “rethinking capitalism” or “rethinking economics”; What are their ideas about the market of the future?



Think Tank of Young Economists

A Future Generations Think Tank will undertake various activities to gain input and produce a report.



Essay Contest for Students & Young Scholars

Master students and young scholars are invited submit their ideas on a sustainable and just market economy for Europe in the shape of an essay. Two prizes of €1.500 each are available. A selection of the best essays received will be published on both this consultation website and on the [Moral Markets portal](#).



Open Invitation to Submit a Viewpoint

Representatives from society at large (business sector, social and environmental movements, individuals and organizations/associations) are invited to give input, and/or



Final Consultation Report

The Future Markets Consultation will result in a final report written under the auspices of [prof. dr. Jan-Peter Balkenende](#), former Prime Minister of the Netherlands. The Report will be presented to both the Dutch government and the European Commission in the Spring of 2021.

Thanks

evelien.deolde@wur.nl

How 'circular' are you?

Take the test and find out

<https://resource.wur.nl/en/show/How-circular-are-you.htm>

