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We Feed the World

By Erwin Wagenhofer

In this region 10 years ago,
we had 25% of farms and more.
Since the entry into the European Union
about a quarter of farmers
abandoned agriculture
and looked for another job or went to
retirement
and there was nobody to look after
farm.

My father,
when he took over the farm
and its adjoining 12 acres
could easily feed our family
and have the same standard of living
we have now.

I had to multiply the size of the farm by
six
to get the same result.

It makes you think.

If I tell you that a ton of wheat now costs 100 euros
and when I look at what
sanding costs,

That the salt is used
on winter road costs
it's unreal.

Today

Ie sand is more expensive
that wheat produced by a peasant.
And that people should know.

Ll need them to know.

It should be a fair price for our products

.

Should not just say
a steak should cost only 2 euros.

Then people wonder
we have plants with 20 animals
000 pigs.

The question is:

' ' Do we want that?'

Apparently yes, because
it only gets worse.

We throw about 2 million pounds of bread per year
which is still good, has two days, and

is still edible.

It's been ten years that I do that,
and I make the same journey.

And there is always

Seniors

berlues

which are by what we do.

I live in Switzerland
in the republic of Geneva.

Switzerland is the second country

in the world's richest

in per capita income, according to World Bank

.

This country has no natural resources

but banks

locked by bank secrecy.

It is also full capital

in transit, arson

or from tax evasion.

Switzerland

agriculture has a very effective but also very limited

that is to say,

in our bread,

415 grain

come from abroad.

Where are they now?

They come from India.

From India!

According to statistics from the O. N.U.,

India

more than 200 million people

severely malnourished

permanent.

The farmers must leave

100 / o of their land fallow,

and nothing to plant.

Sieur The European Union gives money for that.

Fallow is encouraged.

It still

sometimes plant corn.

Before, they planted some corn.

Because we need it for heating

,

we plant more now.

The corn is cut
here is only for heating.
It is only intended to burn.
It is nothing cooler
that what these men have fished

.

It is no
freshest fish.
The important thing is that the net
is only one hour, maximum two
in water.

Thus there is no pressure
into the net.

The first fish that comes
undergoes no pressure,
it is very fresh.

When the net comes aboard
all animals are alive.

In terms of fishing time,
another example is extreme.

The industrial vessels
in the north of France
northern Europe,
in Bremerhaven, Holland
these boats go
15, 20, sometimes 30 days at sea ,
and the net remaining in the water
for 10, 12, even 13 hours

.

You can imagine
the pressure produced in the water
everywhere in this fishing net.

I would like to show you
what a sole Breton.

That, for example,
this is an extreme case.

You can not eat it tonight.

One must keep
few days in cold,
she is too cool.

This is an extremely high quality.
Here is another example of extreme quality.
Very hard, and
course, very important!:

Gills.
Bright red in color.
No comment. Very cool.
We find that here, in
hake. Very red.
And we come to the mullet,
a noble fish,
again the same test
gills and again
a very high quality.
That I eat willingly.
I do not want the head,
merchandise is right.
The same fish caught by a boat
industrial
his body dangling like that
and has another value.
We here port of Lorient
France's second port.
Lorient is an industrial port.
Boats working here
go to sea
between 14 and 20 days
and fish at great depths.
Between 500 and 800 meters
and up to 900 meters.
Here we see a typical example
fish caught commercially.
That's a grenadier.
Fish caught at that depth
back often with eyes exploded.
This is a question of pressure.
The fish lives in such depth that,
back when the net
his eyes explode due to pressure.
This fish will be filleted,
give it a beautiful white net
Boneless tasteless.
Ten years ago,
we would have thrown such a fish.
Now we keep all the fish
because they still
worth something.
We arrive at this strange fish-rat

which is very ugly.
That I do not eat.
It is a story about it,
an interesting expression
among professionals.
It is said that these fish
are not made to be eaten... but sold.
You notice right away,
unlike fish caught
craftsmen,
that it is soft.
I can not find fish
with a certain stiffness.
They are all alike.
It illustrates the difference
between industrial fishing
and fishing.
Not one that is not soft...
We are in Almeria
capital of winter vegetables.
It all started in the 60s.
The central government in Madrid
did get water here.
They told the peasants living in the mountains
:
' ' down here
' ' Realos to Almeria.' '
The Government
took care of water
and brought agronomists.
Here, they have water, earth
and they can grow vegetables.
Since the 60
far
the number of greenhouses
has multiplied.
Ll there are now...
25 000 acres.
More
in Holland and Belgium combined.
Here we are near a plant
aged 4 to 5 months.
Here, the substrate
This is rock wool.

It is in this small substrate,
old plants that germinated.
It is now in the same substrate
ies that sprout new plants.
Again, there is the substrate of rockwool
and roots pass through the wool.
Nutrients and water are brought
by a gutter.
When irrigating too,
excess water flowing in there
is then directed to a central point
where water will be recycled.
We can use it again, the retreat
and re-route
in gutters.
This plant is very large.
It is 9-10 meters high.
And she looks a little wilted
comparable to that of a human.
A human 70 to 80 years no longer look as beautiful as
thirties.
We control
what goes through the gutter
ie food, water.
If we cultivate the soil
we do not know exactly.
And then the soil contains much more
of harmful germs.
This substrate is best.
It also faces new challenges.
The golden years are over.
There were 10 or 15 years
we earned a lot of money here.
But now it's harder!.
It is other countries,
like Morocco, Italy
Israel where the climate is similar
and can do the same here.
We started here because of the sunshine.
On average, there is almost
3000 hours of sunshine per year
Almeria.
In Brussels, there are only 1000.
It is, for example,

here in the region,
a village called El Ejido.
In the years 60
its population was only 1000 inhabitants.
Now there are almost 1'00 000.
Here, everything has changed.
Before, it was a poor region.
Ll there was almost nothing.
But now it's going.
Here, people are not millionaires

,
but they live decently.
This is called here
Ie'' miracle'' of Almeria.
The absurdity of the situation
agrarian markets

is:
rich countries, so
the European Union, the United States...
To produce and export
subsidize their agriculture.
Last year
\$ 349 billion was paid
is more than a billion a day.
The result,
this is the dumping and the destruction of the agrarian economy
in the southern hemisphere,
where there are almost as
peasants.

Let me give you an example:
the capital of the Republic of Senegal
in West Africa, Dakar is

.
The city hosts
the largest market of agrarian
West Africa.
The market Sandagar.
On the market Sandagar,
you can buy vegetables
European
European fruit, potatoes
European
third of the local price.

So, Senegalese farmers,
even working 18 hours a day
In the hot sun
no chance
to earn a living through his land.
What should he do?
If it still has the strength, he emigrated illegally
and risking his life
through the Strait of Gibraltar
exploit and occurs in the southern Spain
or as a sweeper in Paris
accepting
living conditions precarious.
In Austria, it is inconceivable
that carts
roll on a main road as
here.
It's amazing.
The increased traffic is incredible.
And there are carts everywhere.
It is the means of locomotion n01
peasants.
They do everything with their horse.
My name is Karl Otrok
I manage the production,
Pioneer-Romania
The leading producer
seed in the world.
Look at those rows of carts.
I started in 1983 to Pandorrf
as plant manager
then I went to Szarvas,
Hungary.
I have developed
largest plant Ia
seed production in the world for Pioneer.
Then in 1999 I went
Romania
first as Technical Director
then as director of production.
There, left,
you have sunflower fields.
Ll there is to the eye.
It's amazing.

Tibe, that's how many hectares?
The whole, entire surface?
500 or even 1000.
500-1000 hectares of sunflowers.
It is unimaginable, a field of sunflowers
of 1000 hectares, right?
When you look down the road,
We see that two worlds
completely different
coexist.
On the one hand, the carts
and the other cars
conditioned four-wheel drive.
The farmers can not afford
a cart and plow.
The money is missing.
What fascinates me in this country,
is that it reminds me of my childhood
at the time when my grandfather
cultivated fields in Austria.
Everything is still natural.
It's fascinating.
It's like going back 50 years ago
.
Look at this,
they carry basket after basket, empty them
and it brings enough money to
they live.
It's fascinating.
You do not need to make a lot
to be happy.
It's like that here.
I do not know
if people are happy,
but they seem.
People who live in rural Romania
have fewer worries.
This is a hybrid eggplant.
She has a beautiful appearance.
But it did not taste that eggplant
then
that was planted from seed
we kept
years after years.

Ie When studying seed prices,
there
that it costs the price of labor required
to extract the seeds and dry.
The award amounts to 600 lei
000 per 10 grams,
about 15 euros for 10 grams

.

Eggplant

This is really beautiful.
She dazzles the consumer is obvious.
On the shelves,
She has a head more attractive than
it.

But to see which tastes better,
must be purchased and tested.

For me, it is better.

I wish it does not change too fast.

Alas, it will change
as multinationals

Food

importing hybrid products
destroying all natural products created here,
eggplants, peppers
tomatoes
all natural products that have nothing to do...
With these hybrids.

I am fascinated by the way
that these people continue to work
plowing entire fields,
picking and planting by hand.

The quality of our food will drop
and the taste will suffer.

no going back, even
we should.

Our children will remember no more
had a taste of tomato, an apple
or

any other natural product.
All have a different taste.

You can not stop progress.

We do not want to stop it, in fact

.

It's like that. We do not want.

It will continue until # where it will be too pulled on the rope.
Pioneer has invested in the future.
It is on the market,
lot of seed,
and they were afraid of being left behind.
It must always be the first.
True to its name
Pioneer leader is always
Ie, the first.
Romania is, after France
second agrarian country in Europe,
With a surface
devoted to growing corn
3.5 million hectares.
And you can still increase
this area of about 750 / o
representing
phenomenal quantities of seeds.
Last year
the state has subsidized the purchase of hybrid seeds.
This year there is no subsidy.
Farmers must pay a high price.
The state thus makes farmers dependent
this product
because a hybrid is a disposable product
we can not cultivate once
. .
We are about 150 km from Bucharest
a farm which extends over 400 hectares,
which 200 are devoted to vegetables.
Here too, we grow vegetables hybrid
. .
In the field # where we are
onions were planted on 25 hectares
. .
The farm has many employees.
Sixty around.

Their wage:

The Onion
were offered for sale in Holland
priced at 27 cents,
which proved too expensive
because the Dutch can

buy the same
for 17 cents,
with their grants.
As a result, countries like Romania
Ia are disadvantaged.
If you start now to cultivate hybrid
your farming will disappear.
This is what happened in Austria.
We backtracked.
But it will take time to return to
biological
so-called organic.
Except that it has nothing to do with natural vegetable
that is grown here.
At one point a peasant,
or even country,
must, however, make a choice.
Does he continue to grow
products that taste good,
and produce little to no
satisfy a micro market?
Or does he want to mass produce?
I hope that small farmers
we saw yesterday
can not afford
hybrid seeds.
They will still have recourse to natural seed
to produce vegetables that taste good.
I have nothing against
hybrid seeds,
I just want
a tasty product.
And, for me,
Ies natural seed
taste better than hybrids.
It is nothing more to say.
It's simple.
Long before you arrive in Romania
had already screwed up the
Western Europe.
And now, we will destroy all your
agriculture.
Pioneer has other plans in mind.
I'm at 1000 / o

what management wants,
but here I express my personal opinion

.

And I see it that way.
We are in a field # where, on 61 hectares
cultivating genetically modified soybeans

.

It's Roundup Ready soybeans.
Roundup is a pesticide
destroying everything
begins to turn green and bloom
except soybeans.
They resist it.
Hence the name Roundup Ready.
Soybean is mainly used as fodder

,

Various Foods
already processed, like chocolate.
It is necessary that we become to the idea
that there is almost no food
non-GM.

In any case, a doubt remains.
Since we know keep soybeans,
could send in the Third World,
in countries that need it,
= = but does not send
there.

It is sold in our markets
then we have enough to eat
and than we do not need.
100 000 When people are starving
it says it can not feed
Ies...

But do we really want?
Where does the money in general?
The poor.

Monopolize the Rich, poor non
Ies.

For food, it's the same.
They are left to die
for us to live.
Pioneer is present in 120 countries.
The last
conquered country is China.

Pioneer is concerned by these issues.

Our slogan is:

' ' It feeds the world.' '

And this is what they do.

But without money,
nothing is possible.

As I said before,
a business has no heart.

The state of world hunger
is really terrible.

Every day, 100 000 people starving
or its immediate consequences.

Every 5 seconds a child under 10
dies from hunger.

Every 4 minutes someone goes blind

!

Because of a lack of vitamin A.

According to the World Report on Hunger

The organization's annual report

the Food and Agriculture

namely FAO, based in Rome and

created by the UN

842 million

people suffered last year

chronic malnutrition worsened.

They have no sex life

professional or family.

And

became invalids unable to feed themselves.

The year before they were

826 million.

The number of victims is growing.

The same report says

global agriculture may

now

smoothly

feed 12 billion people.

Means that each child who

today, starving

is, in fact, murdered.

All these trucks that cross

are full of soy.

It was harvested

in northern Mato Grosso
and also a little higher.
And from there, soybeans are shipped
2 500 km
port of Santos in Sao Paulo
or the port of Paranagu in Paran.
Then it is exported
in Europe, China and Japan.
The largest producer in the world is here
soy in Mato Grosso.
It is the Maggi group,
whose owner
is also the Governor of the State of Mato Grosso.
It was 20 years ago, there was
the rainforest.
It has since been destroyed, razed,
to plant soybeans.
Here, in the Amazon
we do not want soy.
We do not want it.
Why?
Because our soil is really good
But when you open All
to plant soybeans,
impoverishes it.
For soybeans, it is too poor.
Before, there was
that of the virgin forest.
Giant trees.
From there far
whole forest has been cleared for pasture
.
And now, are planted soybeans.
In the whole region.
Look over there, these lines.
These are tractors
who did this,
there so we can plant soybeans later.
Right now, producers
soy in Mato Grosso
require that the federal government
would build an asphalt road, the BR163,
which will cross
= = one of the last agricultural frontier

,
one of the last virgin forests.
The money for this road
comes from World Bank
and the Interamerican Development Bank

.
The result of this behavior and this policy
is that European livestock,
but also that of other countries
consuming soy
devour the rainforest
Amazon
and Mato Grosso.

This is a problem for the ecological balance
for all humanity.

And it demonstrates the shortcomings of agriculture
we practice here and around the world.

People rarely take into account
2 things when it comes to hunger:
it has serious physical and physiological
terrible.

The TV shows
starving children in Sudan and Somalia.
But what does not see,
is fear,
daily fear of tomorrow.

In Brazil
ago
a custom in the north-east,
in the slums of states that are most needy
of this region.

When the kids at night starving
their mothers put a kettle of water on a plate,
placing stones
and cook.

And they say:

' ' Wait, wait
' ' the meal is almost ready.'
And they hope that in the meantime,
Ieurs hungry children
fall asleep and stop crying.
It is a daily drama,
who tirelessly repeats itself,

in Pernambuco
Alagoas, Sergipe!,
And throughout the Northeast Brazil
undermined by poverty.
In this pond
water is not good, but
we drink.
When children drink it
it gives them sometimes fever.
Sometimes there are things,
dirt in the water.
It is polluted,
it is unclear by what,
and it makes the children sick.
The problem of hunger?
I will not lie to you.
We are all going very badly.
Here, when we work,
it still manages to eat.
When you can not find one, we
stay home.
And here we are starving.
Children are less affected
because we
goat milk for them.
Without it, we
starving.
This kid bleats
because his mother had a baby.
As he drank all the milk
Ie small starving.
So they put him in the barn.
That way, she has milk.
And it is free to frolic.
I am illiterate.
Our children go to school
I will not go.
I'm glad they study
for not staying
arrant asses like me.
It is important to learn.
Hunger is a problem...
Of our time.
When it rains,

Ies plantations grow.
Without rain, they do not thrive
and people have nothing...
That's hunger.
And when nothing grows,
we are in the gutter.
Hunger, it's like that.
Those who govern act soon.
They, they have everything and we
...
They ask us to cultivate
a plant that does not work
and when we die of hunger,
Sometimes they send something.
But this is not always the case.
Or you get a little money, or
we have nothing.
It's always like that.
And then this is the beginning of 'famine.
Here we are in a farming
where hybrid lineages of chickens
amounted to fatten up.
It is here, about 4,500 animals, namely 4
000 hens and cocks 400.
The gender distribution
is therefore 1 to 10.
It is no more than three companies in the world
who breed and sell
of broilers.
Fertilization
occurs naturally via a rooster.
The hen
a reflex acceptance.
When the cock riding,
it does not move.
I hope we can
See in action.
It is within the Incubateur Schulz
of Lassnitzzhe, Styria,
where eggs are placed in an incubator.
000 We produce 400 chickens a week
ready to be fattened.
Here, it is the area of preincubation.
Eggs are prepared for the incubator,

where they are heated slowly
to put them at room temperature.
All eggs are marked so that they are traceable
.
It is a stamp on each egg
with the code of the farm
so we can know
its provenance.
Here are preincubators.
Each contains 57,600 eggs.
I'll open one.
With artificial incubation
it mimics nature.
Is incubated at about 37.0 C.
All times
The eggs have turned
for that yellow does not stick to the membrane.
For
chicks feed on the yolk.
Here, the chicks have hatched.
The chick has a tooth on its beak
to get out of his shell
because it has not enough space.
The tooth falls out after two days.
The appendix is located there, you see.
The consumer does not know how the system works
.
One bump with a herd
that hatches, which should be high,
then, at some point shot.
During the production cycle of eight weeks
accidents can happen,
even if it seems impossible
to the consumer.
People become indifferent and brutal
To get their way.
Why?
Car in high places,
there is no one
that began in the bottom.
I have nothing against academics
but all those people who are studying at school
and leave university
with a license or PhD

no longer have any link with their roots

.

They see agriculture

like most people,

namely as this

in pubs, idealized.

But it has nothing to do with reality

.

The market is only interested in price.

The taste is not a criterion.

We are in one of our 80 factories

fattening.

This is a very large plant

and its equipment is modern.

Everything is computer controlled.

Can be monitored by aeration,

heating and water consumption.

If you look at the hen house

we see that there

many animals inside.

It is an obligation

because the problem,

is that a farmer makes a living

that raising a large number of parts.

During a harsh winter,

eg

heating costs increasing,

margin

the breeder may be near zero.

It varies

between almost nothing

and 20 cents per piece.

To be able to live his activity

it must produce an adequate number of parts.

Here is the delivery area

poultry.

The live chickens are delivered

In these baskets transportation.

The room has light blue

undetectable in the eyes of animals.

They feel

to be in a dark

which the calm.

The goal is that animals are not stressed

before slaughter.

The cages are emptied on conveyor
and animals are directed towards
the slaughter line.

Here the electric stunner.

Inside there is a pool of water so! voltage us.

The heads of the birds are dipped in
and they lose consciousness.

When they leave the stunner,
they are killed by the rotating blade.

In our slaughterhouse
we kill about 12 million birds a year,
which corresponds to an average
000 50 cattle per day.

Poultry consumption
is much larger
than in the past.

It is indeed an affordable meat
can be produced easily.

When you look at the amounts currently consumed
one wonders whether it could
to produce as much biologically.

It is now proved that
in the agrarian sector,
any globalizing
and that relocating production.

Is not made, where people eat
but in regions
where you can
produce cheap food.

In our industry
Ie greatest danger
comes from Asia and South America
where the largest producers of poultry

.

They have the possibility
can both export
poultry parts as the international market research
and for disposal of other
their domestic market.

Free trade does not exist.

This is a lie.

Only dominates the fittest.

For example, when Nestl opposes a union

African peasant
it's like Mike Tyson, Ie
world champion boxing
was sent on ring
against a Bengali unemployed
starving.
The power of the largest multinational
expressed through a single digit
as the World Bank published last year.
In 2005
520 / o of gross world product,
ie
wealth produced in a year worldwide,
Was checked
by five hundred companies.
And the sole purpose of these multinationals
is profit maximization.
The largest company
food,
one that employs almost 300 people 000,
which is active on five continents
and control 8000 marks
is Nestl.
Nestl is currently headed
a friendly Austrian bronzed

UV:
obeys itself
to the internal logic of the enterprise:
maximize
profits by avoiding taxes.
And if it fails,
annually
astronomical profits
for...
Shareholders
then, it will be ejected.
And the enormous power it has today
Hundreds of millions of people
will do him no help.
Profit maximization
deadly is strategy
hierarchies multinationals.
My name is Peter Brabeck

and I was born in Villach in Carinthia.

For seven years now,

I am responsible

Nestl Group

's largest food group

world.

Our turnover is about

90 billion Swiss francs

approximately \$ 65 billion

and we directly employ

275 000 employees about.

It is therefore

a fairly large ship.

We are global company

27th Ia.

It is believed that

now all that is natural is good.

This is a big change,

because, until recently,

We were taught that nature is ruthless.

The man is now able

manage the balance of nature,

but despite this,

doctrine spreads

that instills the idea

all that comes

nature is good.

The bio is a good example.

Ll there would be nothing better.

The bio is not better.

After 15 years of

consumption of genetically modified foods

no disease appeared

United States until now.

But in Europe, we were worried

what could happen to us.

We swim, I think, in full

hypocrisy.

A folk song

from home says:

' ' The animals need water and

hollera holleri. ' '

Do you remember?

The water is of course
Ia raw
largest on Earth.

The question is:

whether to privatize or not
water supply.

Two views clash on this issue.

The first

that I would call extreme
is represented by NGOs,
for whom access to water
should be nationalized.

Other words, every human being
must have access to water.

This is an extreme solution.

And the other says

that water is a foodstuff
and that, like any commodity,
it has a market value.

It is preferable, in my opinion,

to give a value to a commodity

so that we are all aware

it has a cost,

And we take appropriate measures

for

segments of the population who do not have access to this water.

Ll

are solutions that should be implemented.

I sincerely believe

that the primary responsibility of a CEO

is to ensure and preserve

a profitable future and every success

its company.

For only if we can sustain our business

we can

participate actively in solving problems

worldwide.

We can create jobs.

We created 275 by 000

with a further 1.2 million

Ies

that directly depend on us.

What makes a total of 4.5 million people

:
Each employee depends
Indeed, three other people.
It is therefore
4.5 million people
directly dependent on us.
To create jobs,
you have to work yourself.
And no, as before,
distribute working time.
The main argument, remember,
supporters
the week of 35 hours
work that was available was limited
. .
It was therefore necessary that we work less
to improve its allocation.
A proof of the facts,
it proved a bad solution.
To create more jobs, more work is needed
. .
I need to create a positive image of the world
and I see no reason
not see the future positively
. .
We have never had such easy lives
we have never had much money
,
we have never been healthier
and we have never lived so long
that right now.
We have everything we want
, and yet we
of melancholy.
Japanese.
You can see here
how these companies are
modern, ultra robotic
and employ few people...
Translations ashide