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## World Food Quality Economics

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August 2006

**Issue:** Worldwide in production agriculture, growers, brokers and retailers attempt to differentiate themselves from their competition in order to win contracts and retail shelf space. The ultimate aim is to win consumer favour and subsequently consumer business. At the bottom line it is the consumer who pays the bills, who actually shells out the “dollars” for the end product which are then distributed from the retail collection on down the distribution chain to the grower.

**Key:** Consumer Demand

Consumer demand, more than ever, is dictating change in agriculture because consumers are spending their dollars differently than in the past. International statistics show that as consumers become more aware of the health impacts of their diet and lifestyle, they alter their food buying habits. They are seeking food choices that positively impact their health and the health of their families. These choices are transposing to the continued growth of the “organic” industry, now accounting for about 1.5% of all food sales, consistently growing by about 20% per annum for the past 15 years.

**Why:** Health concerns, safety, food quality

Consumers want pesticide free, non-GMO foods that maintain and improve their health. It is that simple.

THE CONSUMER IS KING/QUEEN. THE CONSUMER HAS THE DOLLARS AND THOSE WHO HAVE THE DOLLARS RULE!

**Future:** No longer will perception of quality suffice. The agricultural industry must actually produce food with verified quality: high brix, high/comprehensive nutrient density which in turn gives superior taste, superior shelf life, safety, cleanliness and satisfies all the pro-environmental philosophies.

**Reality:** Growers who can produce high brix produce experience no competition in national and international markets. High brix and nutrient density impart the health giving nutritional density the consumer desires and by default solve the shelf life, safety and cleanliness concerns of the consumer by eliminating the need for pesticides. Using biological agriculture approaches to re-mineralise and repopulate soils with beneficial microbes result in more yield per unit of input than can be done conventionally.

China is opening an area the size of two to three Midwestern US states dedicated to organic production driven by market demand and retailers such as Wal-Mart. Organic prices are predicted to drop to the lowest common denominator and the present ‘procedure based’ organic production in the developed countries will struggle.



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For over seven decades conventional agriculture has practiced its “science” in the field/paddock leaving a wake of environmental disasters and human tragedies as well as resistant diseases, insect pests and weeds. Pretending that continuing such “science” in the future will yield a different outcome is the epitome of insanity: repeating the same mistakes while expecting a different result.

**Message:** The consumer is asking for real quality: high brix and nutrient density. We must learn and implement the real science necessary to produce food commodities demanded and paid for by the consumer in order to survive and thrive in the future from both sides of the equation: the production/supply side and the human health and environmental integrity side.