



STRATEGIES FOR THE FUTURE RURAL WORLD

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Chair of the OECD Rural Working Party

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Some see rural areas as remote and disadvantaged, with:



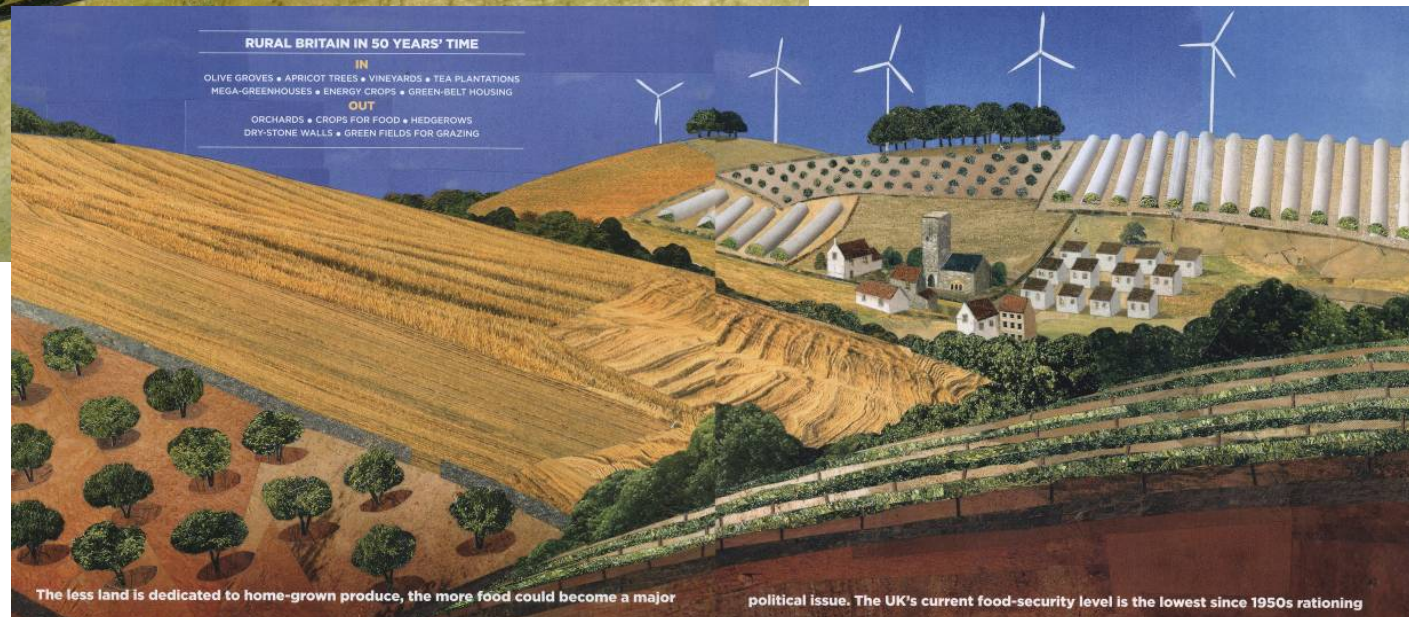
- Unproductive soils
- Difficulty of providing services
- Ageing populations, economically inactive
- Younger people wanting to move to cities



Others neglect the rural dimension in looking at global challenges

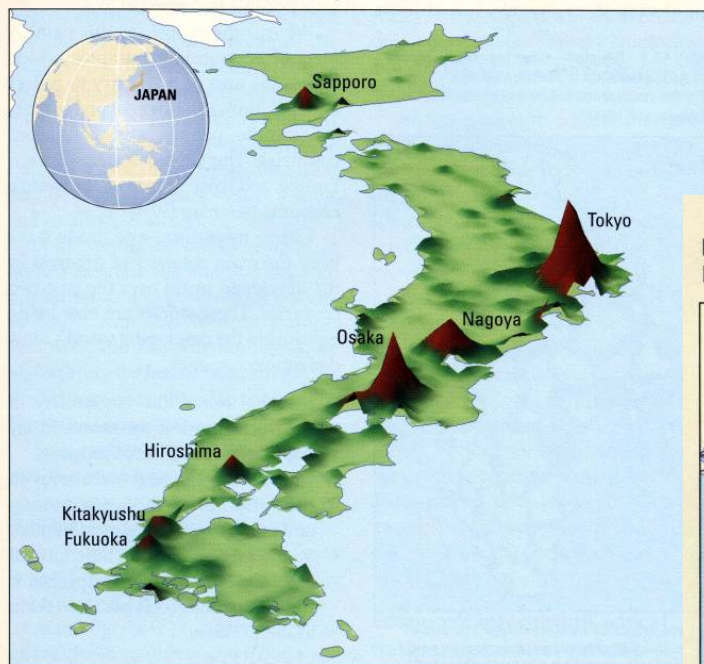
- Growing demands for food and water (for agriculture and modern life)
- Increasing population size (increasingly mobile)
- Greenhouse gas emissions (and adapting to changing climate)
- Deforestation and loss of biodiversity
- Aging populations generally, but especially in rural areas
- Energy supplies and security
- Political unrest

A rural renaissance?



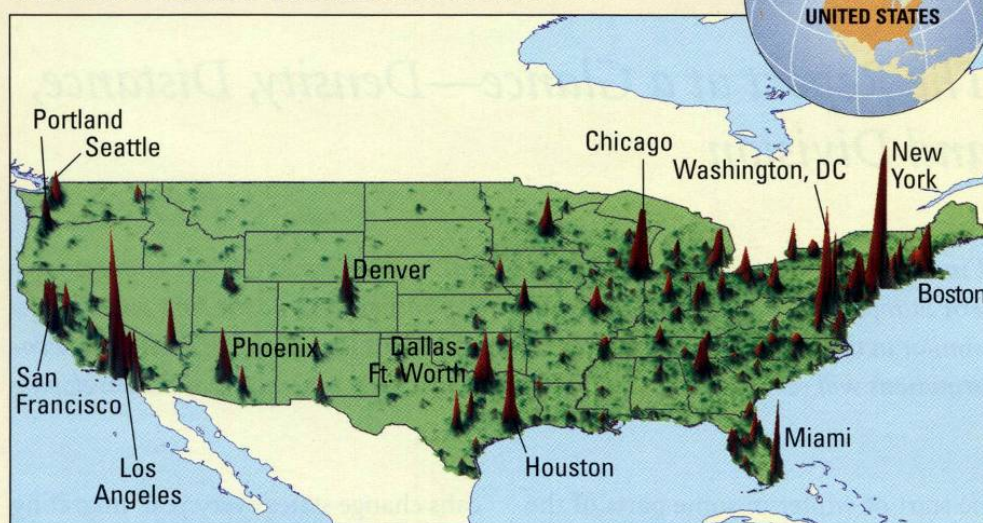
... or an urban dominated economy?

Map G0.1 Density—why it pays to be close to Tokyo
Economic production per square kilometer in Japan



Source: WDR 2009 team and World Bank Development Research Group based on subnational GDP estimates for 2005. See also Nordhaus (2006).

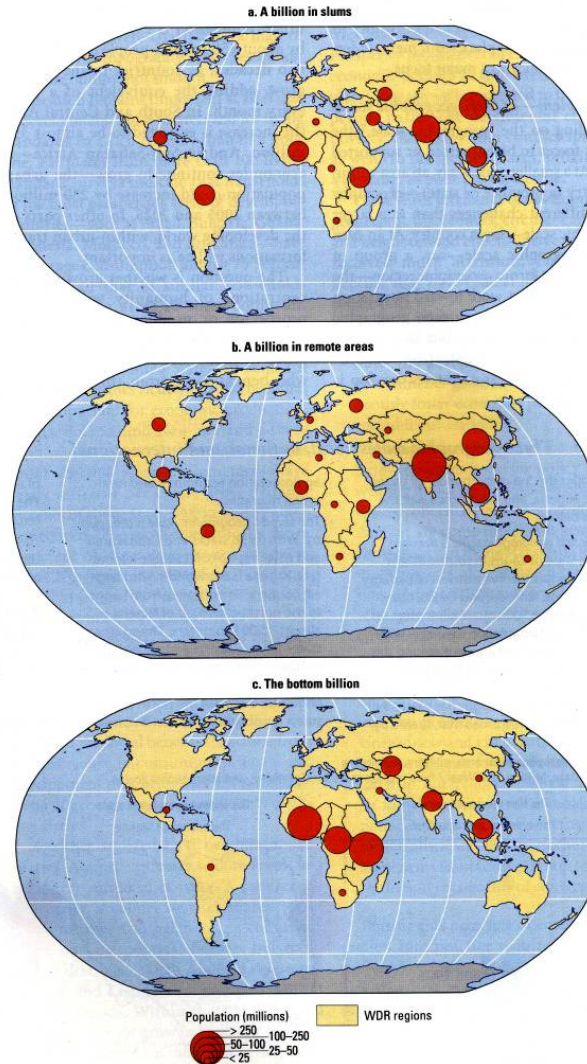
Map G0.2 Distance—why Americans must be mobile
Economic production per square kilometer in the United States



Source: WDR 2009 team and World Bank Development Research Group based on subnational GDP estimates for 2005. See also Nordhaus (2006).

Big development challenges

Map 1 The biggest development challenges—at the local, national, and international geographic scales



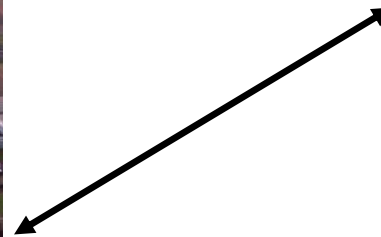
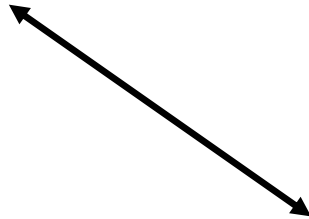
Sources: Panel a: United Nations 2006a; panel b: WDR 2009 team, based on household survey data; panel c: Collier 2007.

– a billion in slums

– a billion in remote areas

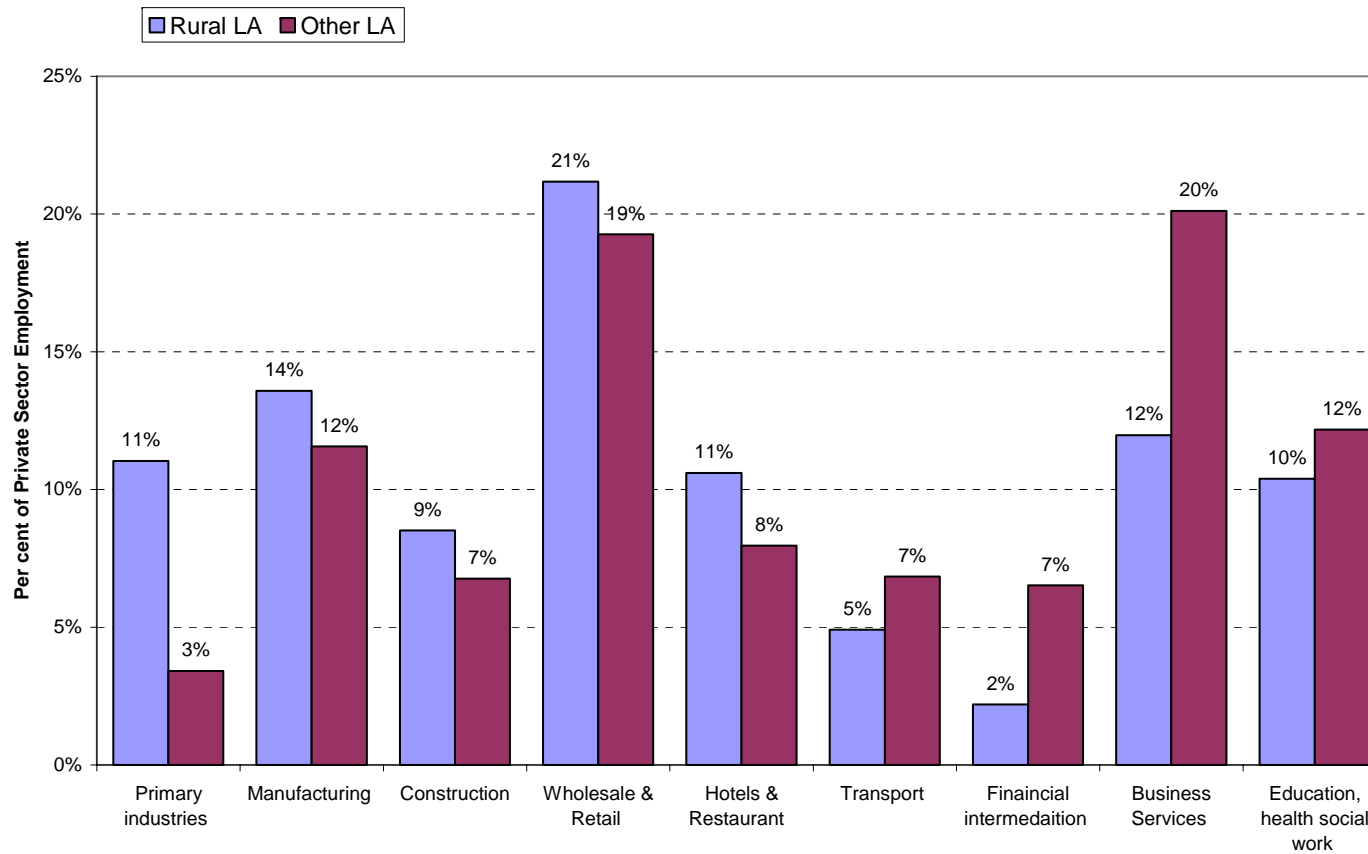
– the bottom billion

Politics and economics



Rural and Urban Business Activities in Scotland

Industrial structure, 2008



Regional Plans as Instruments of Co-ordination

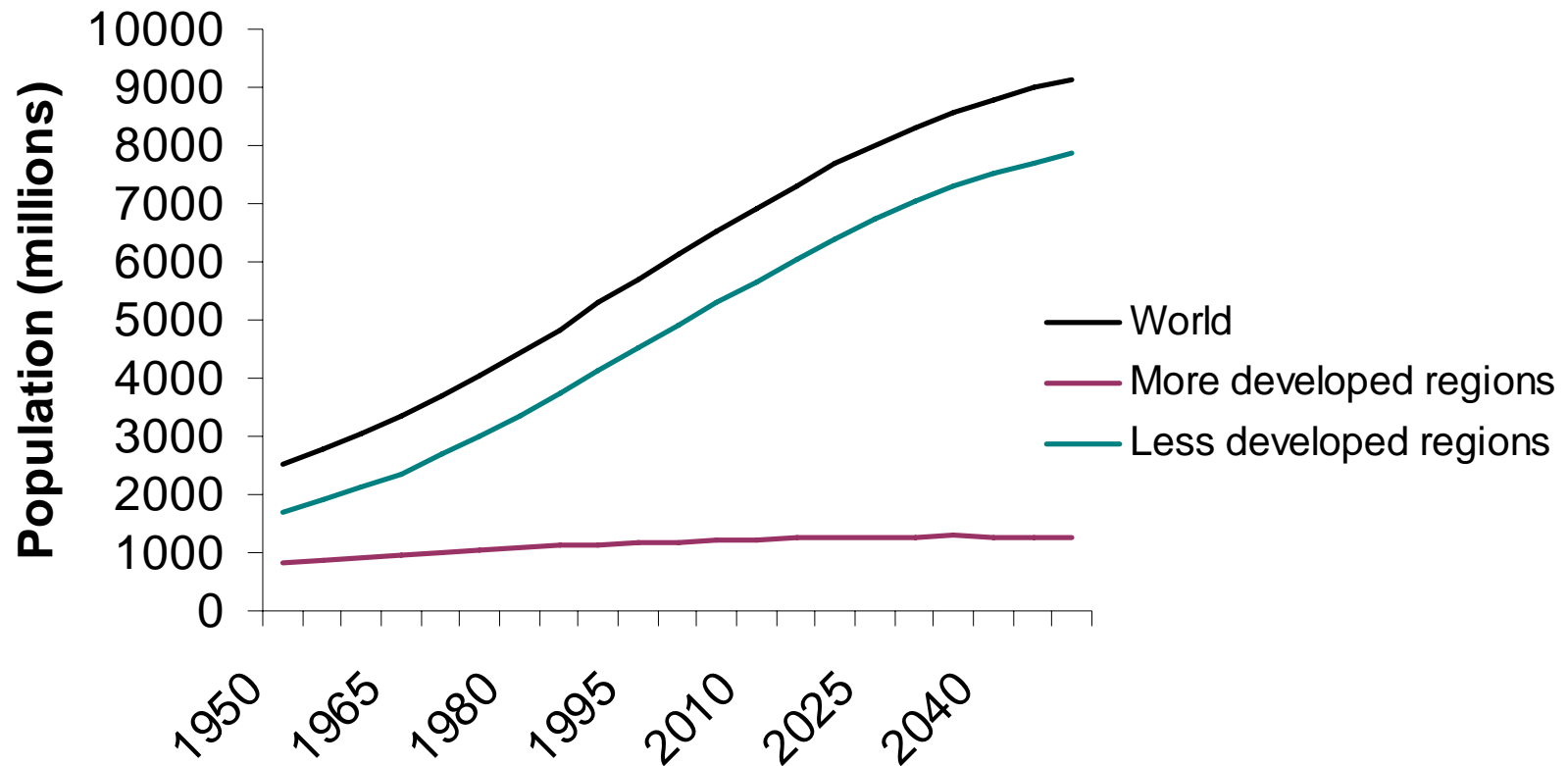
- Rural and urban areas should be partners in development
- Need for integrated development policy for well-defined regions
- Strategies for rural areas based on regional hubs
- Co-operation between rural and urban actors in governance, innovation and infrastructure

Global factors to be addressed in strategies for (sustainable) regional (and rural) development

- Increasing population
- Food to eat and water to drink
- Greenhouse gas emissions
- Deforestation and loss of biodiversity
- Climate change
- Aging populations
- Energy supplies and security
- Political unrest

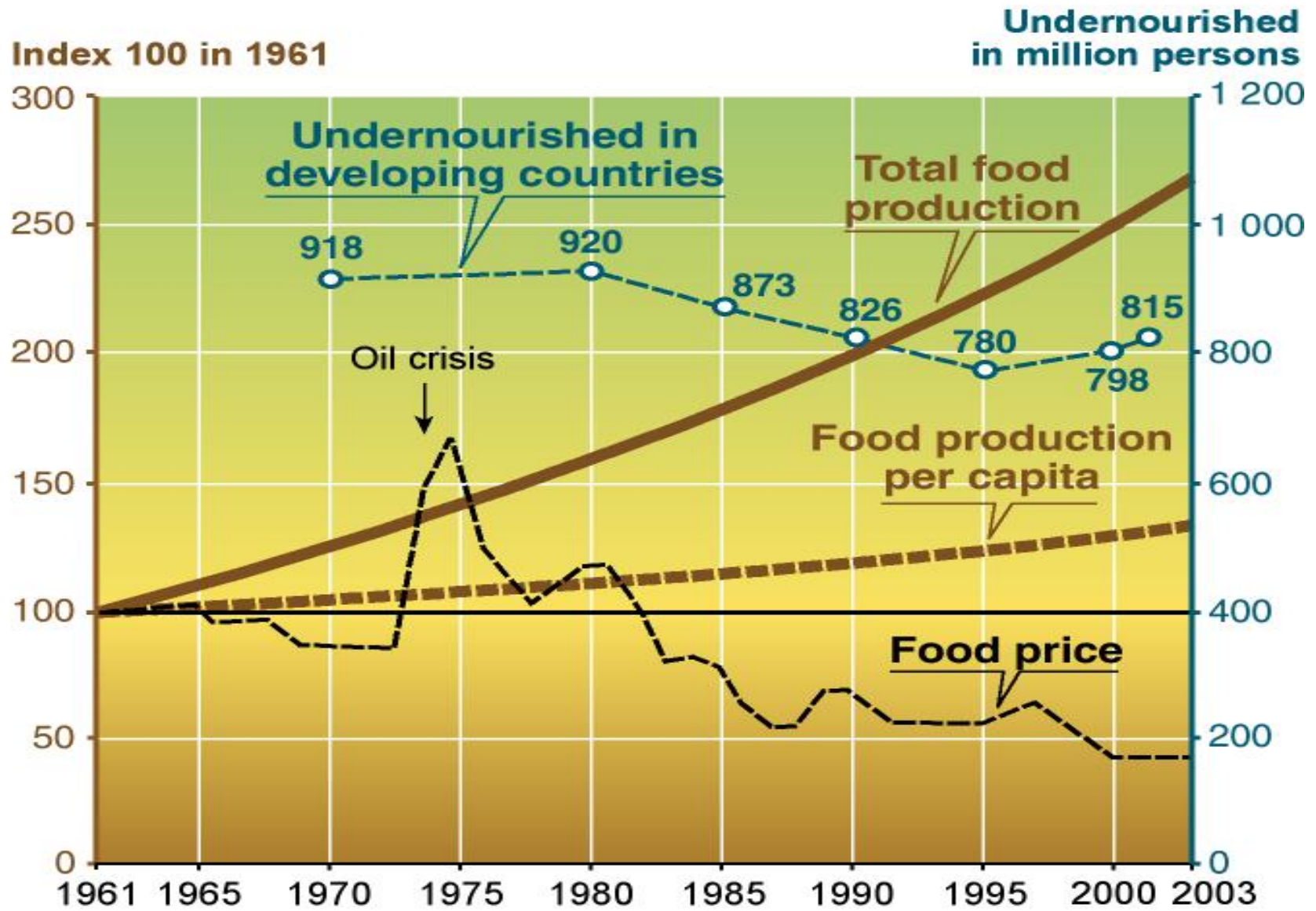
Population growth

World population (medium variant), 1950–2050



Source: Population Division of the Department of Economic and Social Affairs of the United Nations Secretariat, World Population Prospects: The 2008 Revision, <http://esa.un.org/unpp>.

Food to eat and water to drink



Sources: FAOSTATS, SOFI, Millennium Ecosystem Assessment

Food Demand

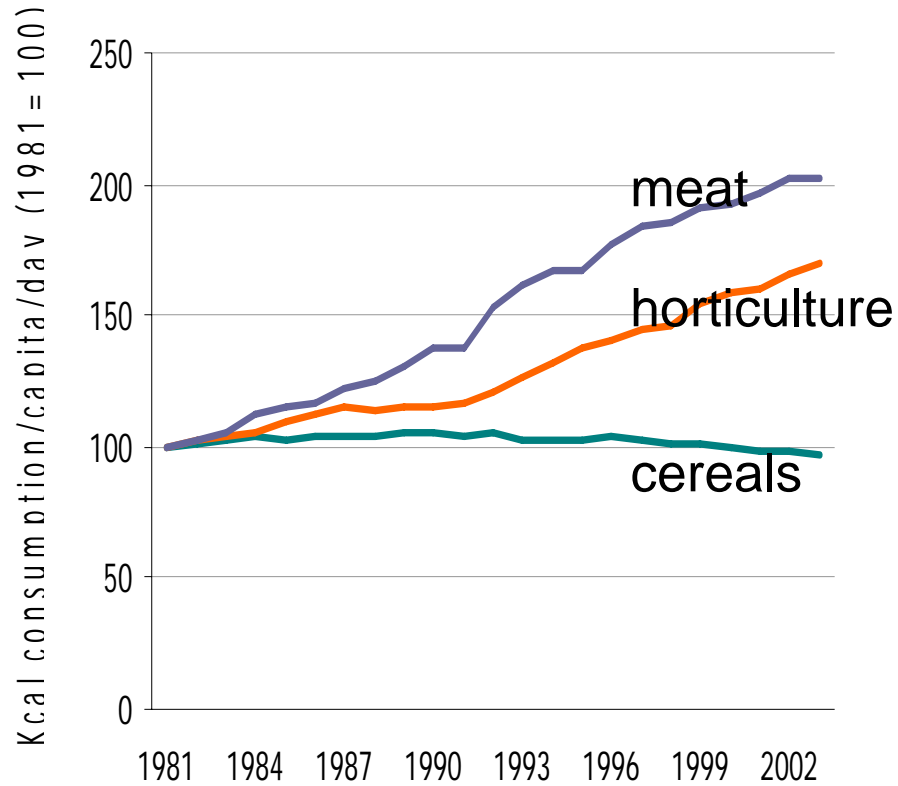
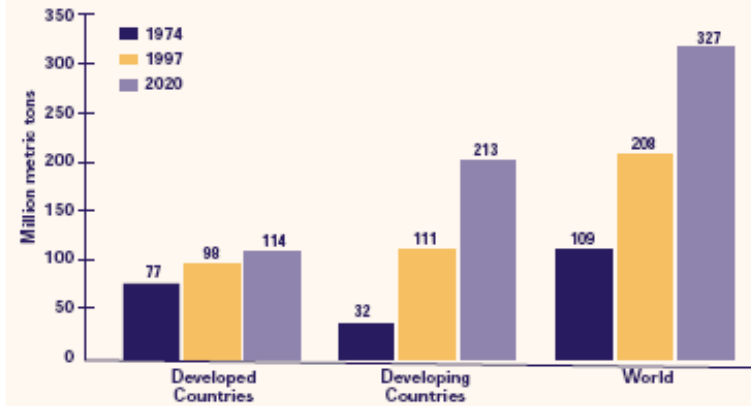
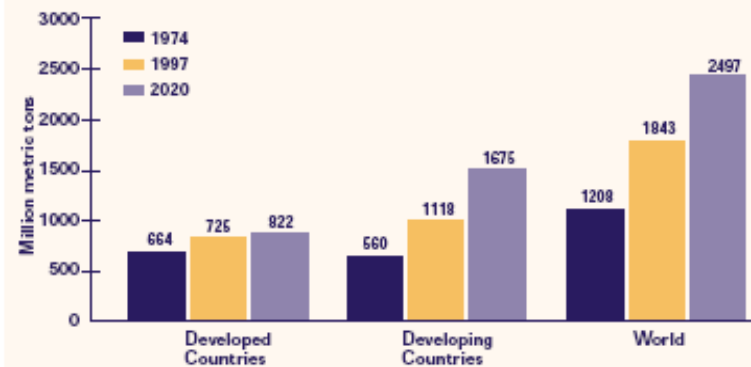


Figure 5 World demand for meat, 1974, 1997, and 2020



SOURCE: IFPRI IMPACT projections, June 2001, and FAOSTAT (www.fao.org) for 1974 data.

Figure 3 World demand for cereals, 1974, 1997, and 2020



SOURCE: IFPRI IMPACT projections, June 2001, and FAOSTAT (www.fao.org) for 1974 data.

How will we respond to the demand?

- “The demand for food will double within the next 25-50 years, primarily in developing countries, and the type and nutritional quality of food demanded will change
- We need sustained growth in the agricultural sector (crops, livestock, fisheries, forests, biomass, and commodities):
 - to feed the world
 - to enhance rural livelihoods
 - to stimulate economic growth
- Food safety standards will become more important
- And production will need to be environmentally and socially sustainable”
- ...Professor Bob Watson, DEFRA, UK

- **Sustainable farming & food** should be the over-arching policy framework for farming and food, identifying how governments can work with the whole of the food chain to secure a sustainable and viable future for farming and food industries, contributing to a better environment and healthy and prosperous communities, and taking account of the **changing context** in which farming and land management will be operating

Economic Outcomes:

A market focused farming sector, efficiently producing food and non food crops, enhancing farm incomes and competitiveness

Greater efficiency of the total food chain

Reduced burden on taxpayers and the rest of the economy

Environmental Outcomes:

Reduced environmental impact of the food chain

Reduced greenhouse gas emissions

Better use of natural resources (e.g., water)

Improved landscape and biodiversity

Social Outcomes:

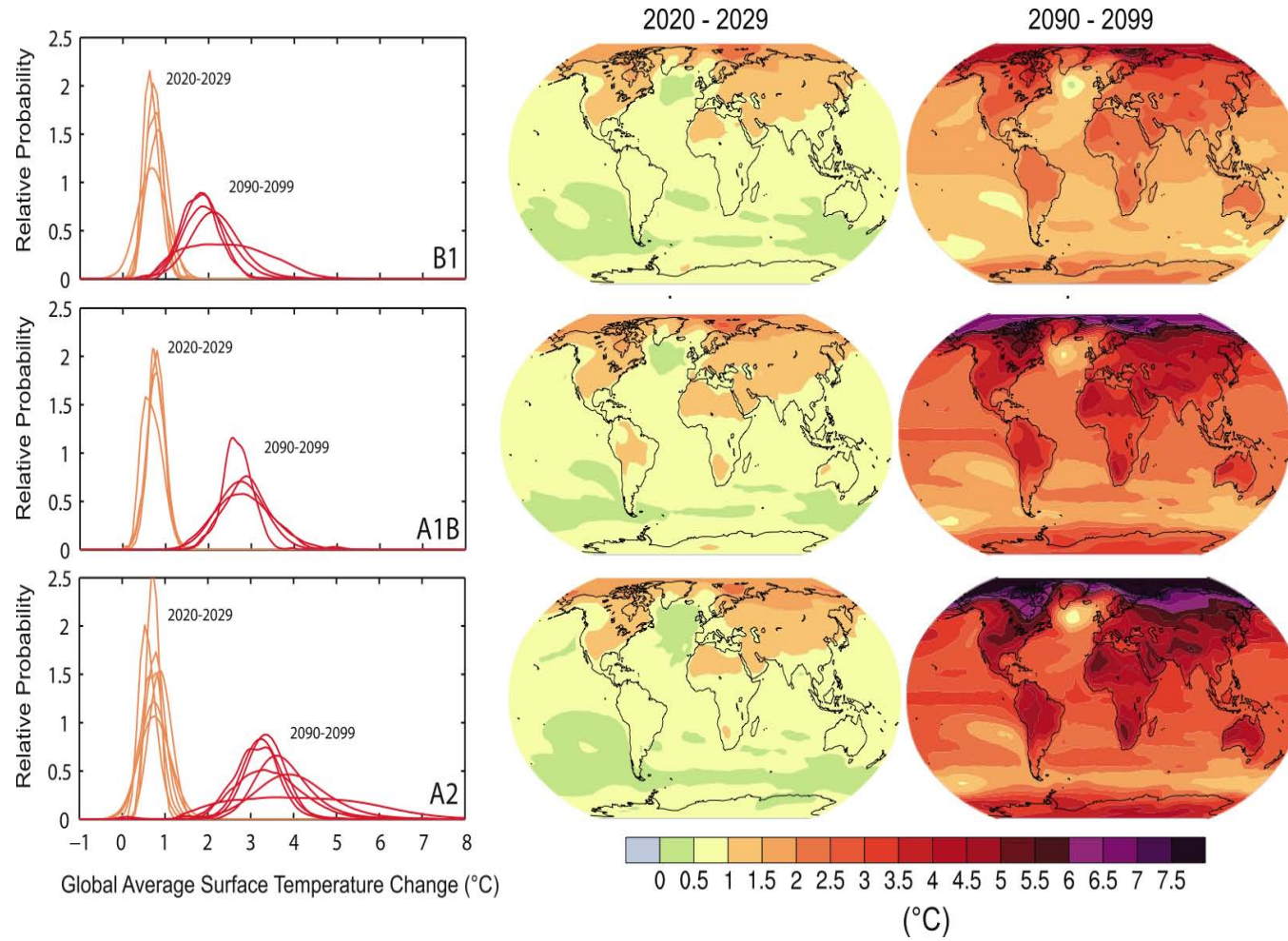
Better public health, in particular through improved nutrition and workplace health and safety

Higher animal welfare

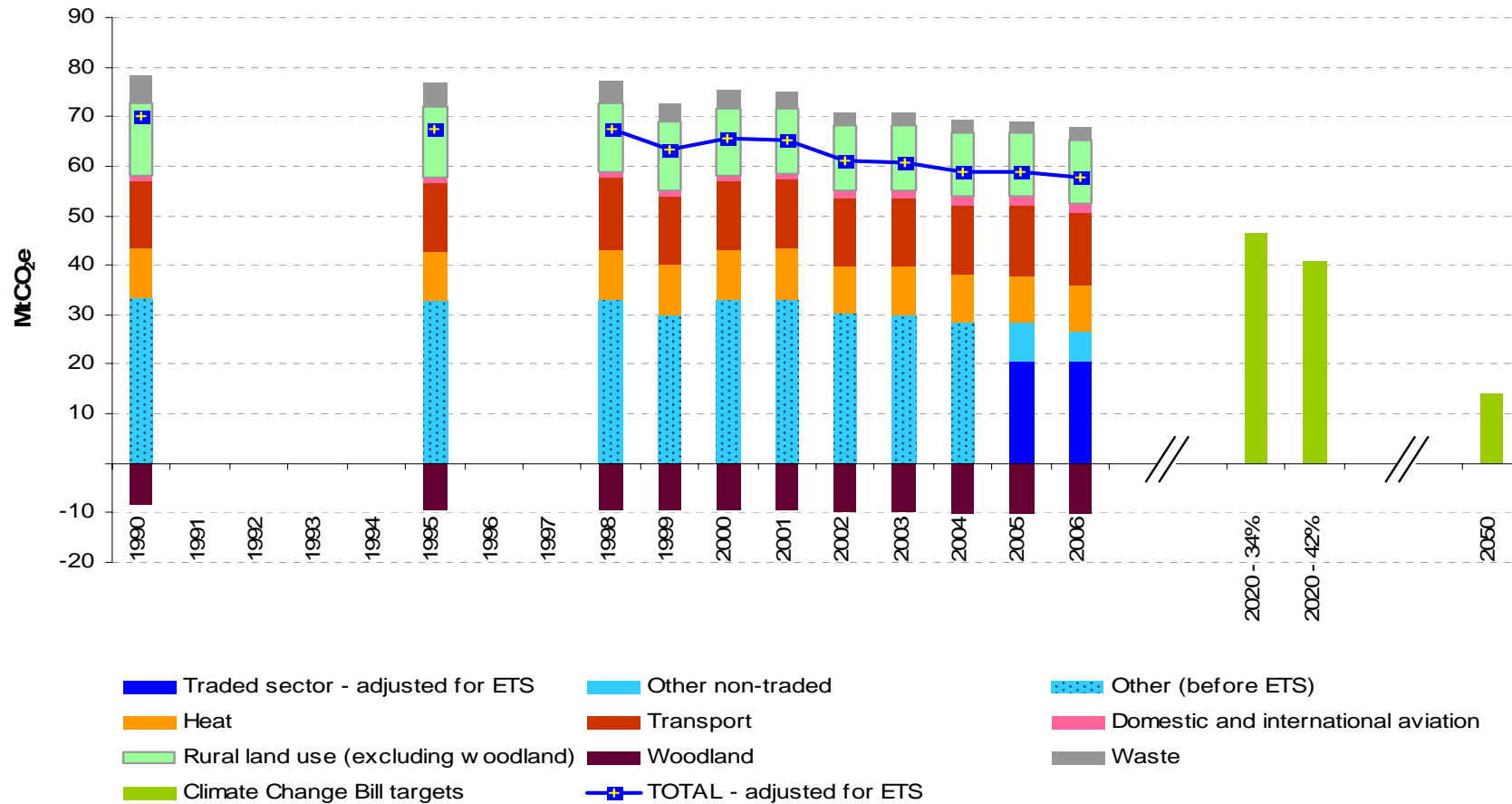
More cohesive and productive rural communities

More equitable distribution of affordable, nutritious food

A warmer world

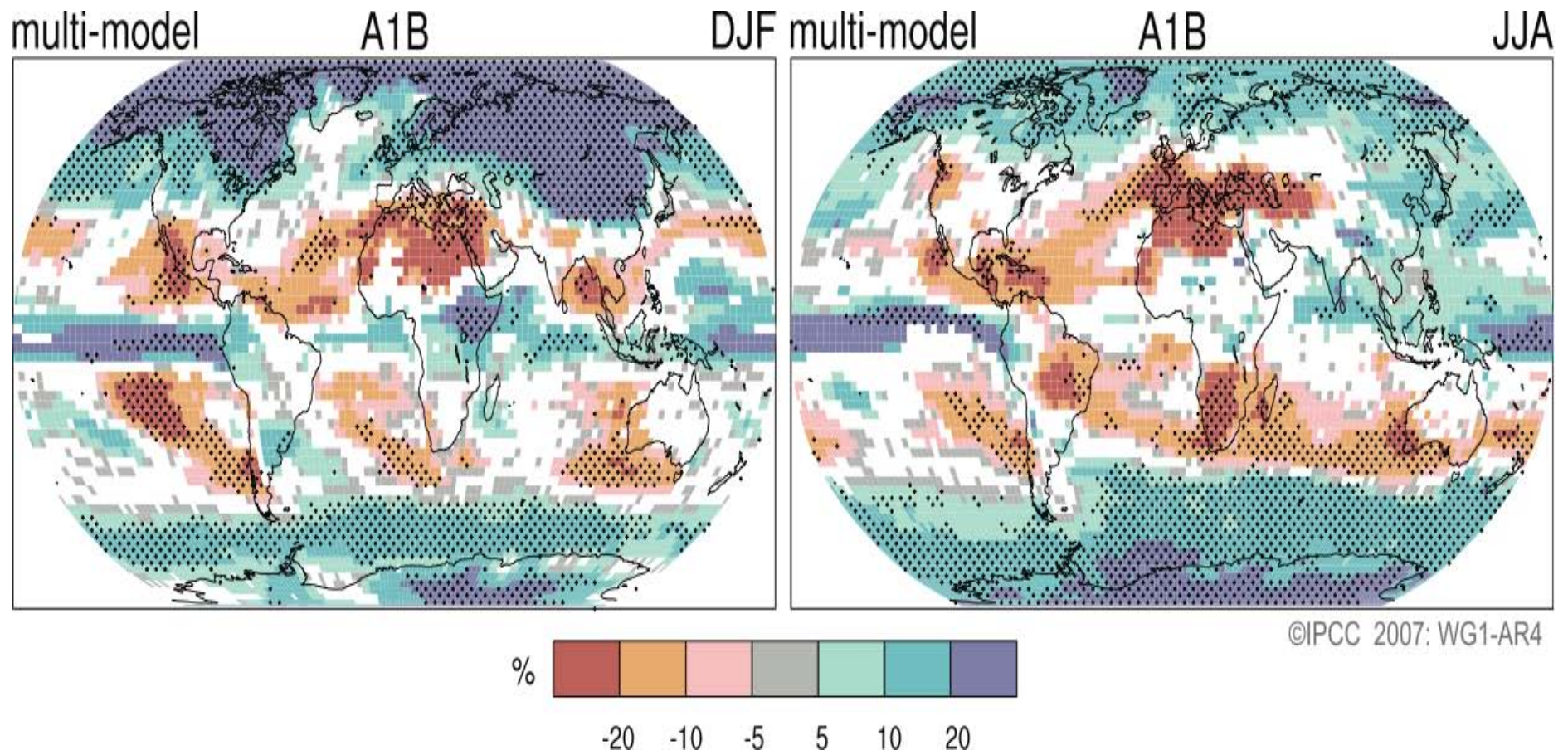


Mitigating Climate Change



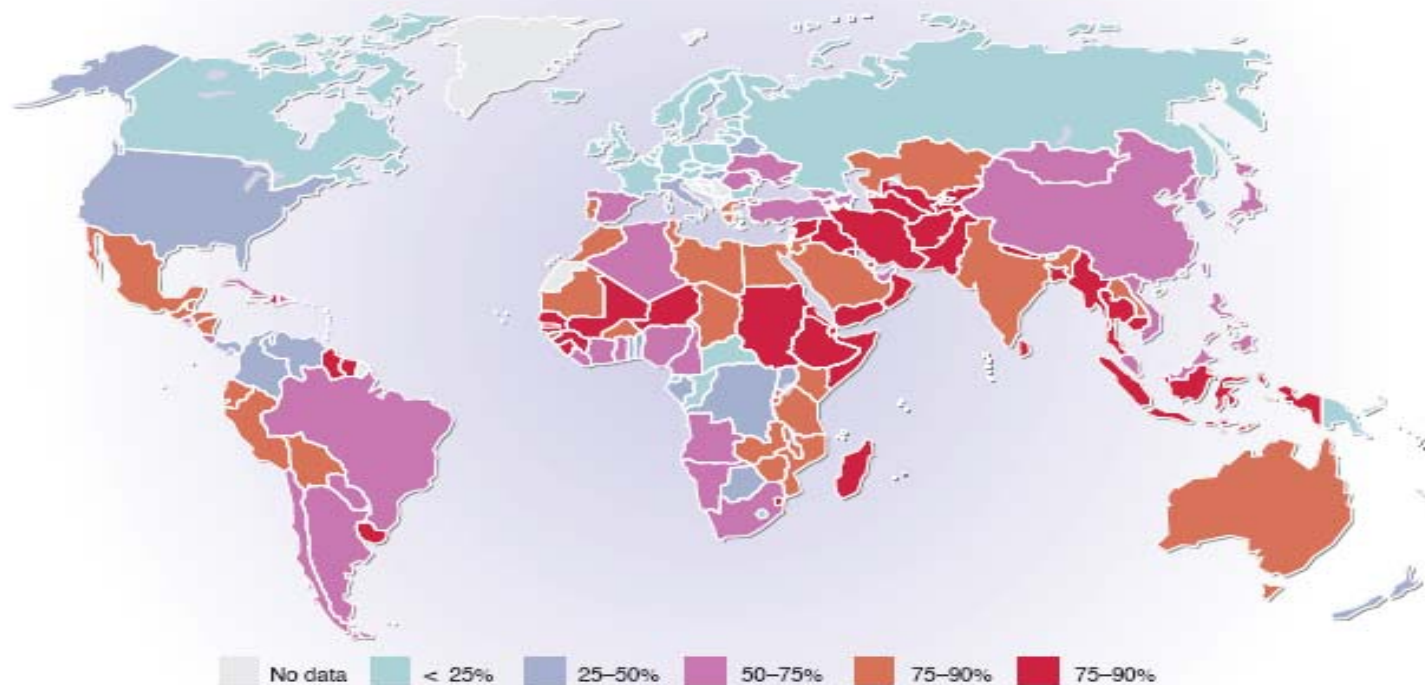
Scotland's Greenhouse Gas Emissions: 1990, 2006, and 2020 and 2050 Targets

A wetter or drier world?



Water dependence

Proportion of water withdrawal for agriculture, 2001



Water Demand

- 2,000 to 5,000 litres of water required to produce enough food for 1 person/day
- Agriculture accounts for 70 percent of global water use

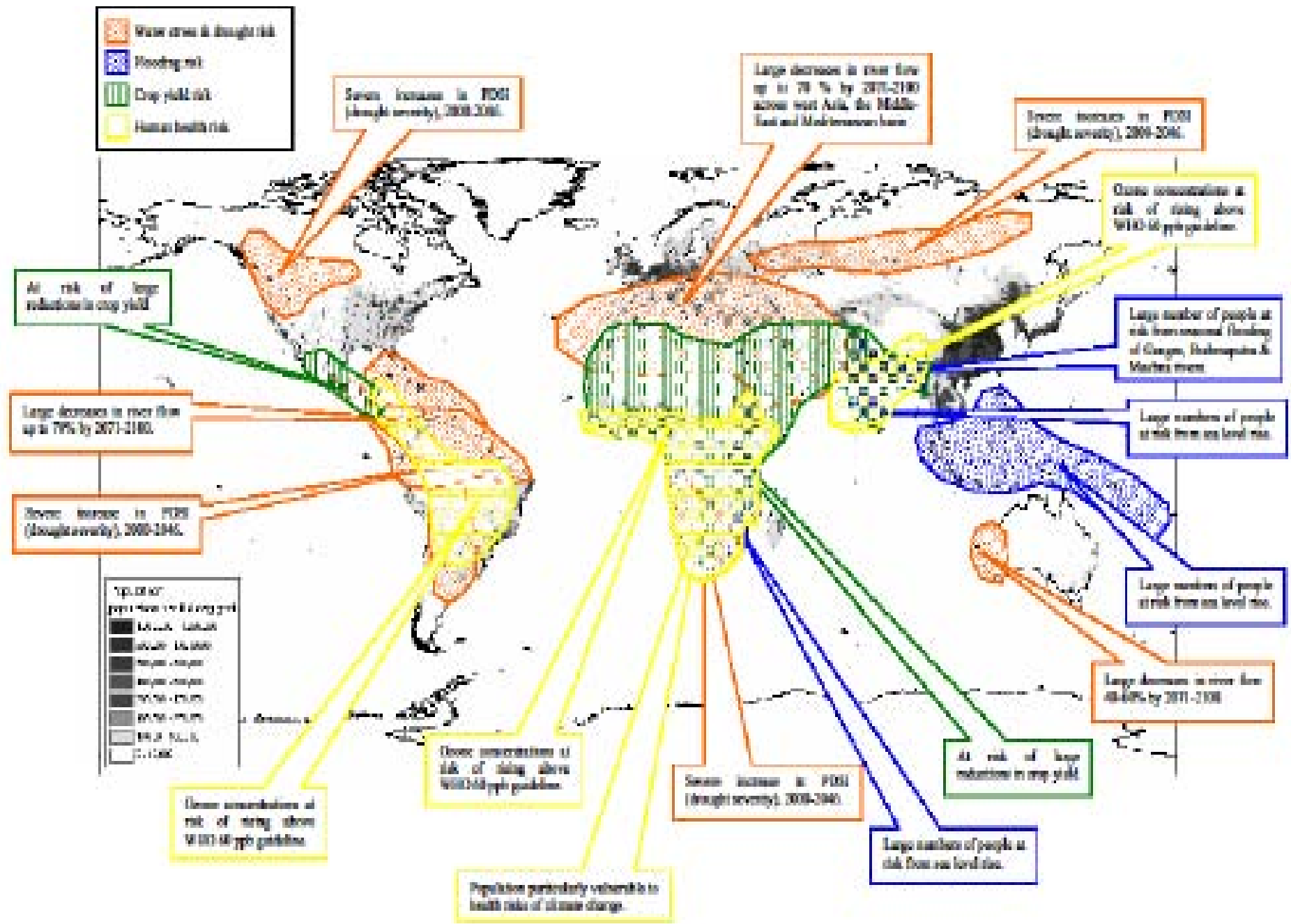


Renewable energy



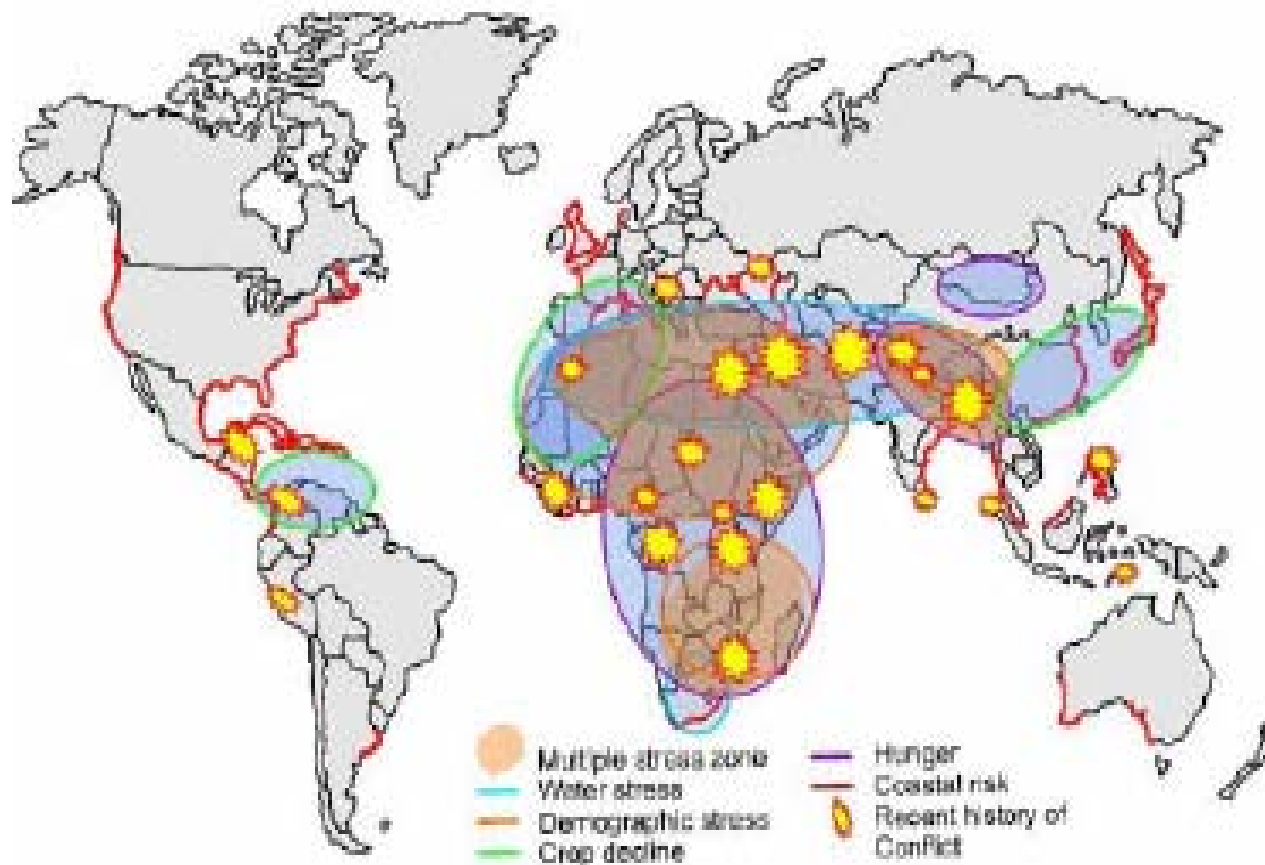
The role of forests





Source: Hadley Centre Met Office, from MOD, Strategic Trends 200

Multiple Stress Zones



Instability is likely to be greatest in areas of Multiple Environmental Stress

Source: MOD, Strategic Trends 2007

NEWS  BBC NEWS CHANNEL

News Front Page

World

At least four people were killed and 20 wounded when demonstrations against rising food prices turned into riots in southern Haiti, officials say.

Reports say scores of people went on the rampage in the town of Les Cayes, blocking roads, setting shops and shooting at UN peacekeepers.



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Food riots erupt near Bangladesh capital, army called in

Dhaka (PTI): Thousands of textile workers protesting against soaring food prices on Saturday clashed with the police and went on a rampage attacking vehicles and shops, prompting authorities to call in the military in the outskirts of the Bangladesh capital.

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Alexandra Topping
The Guardian, Monday 21 April 2008
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From The Times

April 7, 2008

Already we have riots, hoarding, panic: the sign of things to come?

CAT HERBERT, THE TIMES BUSINESS EDITOR

Green Capital: click here to read Times Online's environment blog

The spectre of food shortages is casting a shadow across the globe, causing riots in Africa, consumer protests in Europe and panic in food-importing countries. In a world of increasing affluence, the hoarding of rice and wheat has begun. The President of the Philippines made an unprecedented call last week to the Vietnamese Prime Minister, requesting that he promise to supply a quantity of rice.

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Global Imperatives; regional strategies; rural opportunities?

- Food to eat and water to drink
- Increasing population, new skills
- Aging populations, people with more time
- Renewable energy supplies; energy security
- Ecosystems services – expanding forests and capitalising on biodiversity
- Climate change adaptation, slowing the pace of flood flows through cities
- VALUE ON RURAL PRODUCTS! HOW?



Conclusions on a single page!

- Global food security is achievable, by moving away from business-as-usual policies, practices and technologies
- Global agricultural production needs to grow 70% in the next 25-50 years to alleviate hunger and poverty; needs investments in better practice, disease control, irrigation and transport infrastructure
- Climate change, population growth and energy security offer opportunities to the rural sector as well as challenges
- Food, forestry, water, renewable energy and biodiversity are essentials of life for city dwellers; rural communities should benefit from providing them
- Vibrant communities will encourage younger people to stay, innovate and diversify, rather than migrate; that will give more confidence in supply of rural goods in the future
- Those communities do require investment in rural services and infrastructure to make whole regions work well (roads, education, IT)
- Science and technology will be critical – the risks and benefits of all technologies must be evaluated, and consumers' need sound information for responsible purchases
- Governments of all kinds should put in place sustainable regional strategies and planning - based on natural resource productivity – reflecting global drivers and in turn requiring enlightened agreements on climate change, trade rules/tariffs and regional empowerment

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