

# THE GREAT FARM CHALLENGE

In the next minute, our world population will grow by **120 PEOPLE.**



By next week, there will be another **1.2 MILLION PEOPLE** on the planet.



By 2050 the world population will increase by **2 BILLION PEOPLE.**



**FARMERS MUST INCREASE FOOD PRODUCTION BY A STAGGERING 60% TO FEED OUR RAPIDLY GROWING POPULATION.**

**WORLD CEREAL PRODUCTION** (billion tons)



Since the 1950s plant scientists have been helping farmers meet the growing demand for food.

Through better insect, weed and disease control, plant scientists will continue to innovate to help farmers meet the challenge to produce enough food for everyone in 2050.