

# FÓRUM DO FUTURO

propostas para o desenvolvimento sustentável

# **Agriculture and communication global changes: Are We in the same Page?**

**Global Science and Technified Agriculture have lost the Communication battle in the Industrial Era.**

**ARE WE PREPARED FOR THE  
INFORMATIONAL WAR ON DIGITAL SOCIETY?**



# What have we done to avoid misunderstanding on the Science Role?

**GLOBAL WARMING**

**EPA**

**BREXIT FOR SCIENCE IN GREAT BRITAIN**



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# Management of Uncertainties



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# BRAZIL AND FOOD SECURITY

- **FAO – Brazil will offer 40% of additional demand**
- **WFP – 2030 - Anticipated Food Security Crisis**

**And Brazil would deliver more food through the destruction of the Amazon**



# WORLD FOOD PRIZE 2017



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# WORLD FOOD PRIZE 2018

- **GLOBAL NETWORK FOR COLLABORATIVE RESEARCH ON TROPICAL BIOMES**
- **EMBRAPA, Federal Universities, USP, VIÇOSA, LAVRAS**
- **Universities and Regional Institutions**
- **Private Sector**

## GLOBAL PARTNERS



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# **BRAZIL AND FOOD SECURITY**

**Is Scientific Reality Being Considered?**

**\*Sustainable Technologies**

**\*INTEGRATED FARMING EVOLUTION**

**\*Rational Use of Natural Resources  
Potencial**





**YOU`VE GOT THE BEST DATA,BUT...**

**Is It being really used to form:  
Public Policies?  
Public Opinion?  
Social Perception of Science Value?**

**Who knows that we could double food  
production without ANY deforestation?**



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# CAN WE STILL IGNORE THE DIALOG?

*“Social media gives legions of Idiots the right to speak... The same right as a Nobel Prize winner.”*



“Those who wish to know better will seek to know better, and those who are satisfied with rank ignorance and misinformation will never care for the truth (...)”

**“Their ignorance is invincible...”**



# **Do You Care about What Your Audience Knows? To Whom are you Speaking?**

**SVEN HUGHES – THE AFGHAN SYMDROME**

**CHRISTIAN X DEATH**

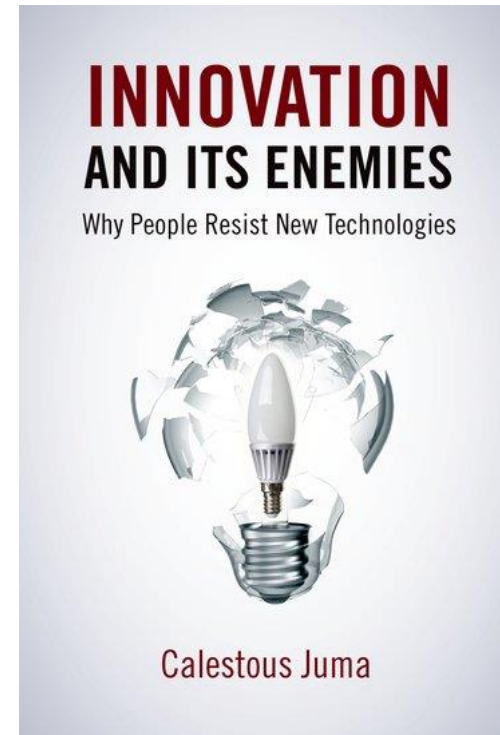
**MUSLIMS X EMPRISONMENT**



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# How to Intensify Research Financing Without Full Understanding of the Meaning of Scientific Research for Society?

CALESTOUS JUMA - HARVARD



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# HUMILITY

THE FASTEST ROAD DO REACH THE OTHER...

**THE POWER OF WORDS**  
**“COMMUNICATE IS TO**  
**NEGOCIATE”**

**Dominique Wolton - CNRS**



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# ARE WE CONSIDERING THE REAL SIZE OF THIS CHALLENGE

**\*Brazilians - 23% can relate Food to Science**

**- 8% can produce and decode complex Data**

**\*Americans – 40 Millions Disagree with Charles Darwin  
7% (14 millions) chocolate milk comes  
from brown cows**



# **DID WE MEASURE WHAT TROPICAL AGRICULTURE PRODUCED TO SOCIETY?**

**IMPROVEMENT OF HEALTH**

**LONGEVITY**

**URBAN INCOME**



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***WE SPEAK, OR WE DIALOG?  
WE INFORM, OR WE COMMUNICATE***

**Are we really offering social  
production of meaning of  
Science's contribution to  
Civilization Process?**



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# **DIALOGUE WITH PUBLIC OPINION MAKERS**

## **Knowledge Platform: Agriculture and Food**

**“Area of Clarification, Curation and  
Decoding of Scientific Information on  
Agriculture and Food – Challenges,  
Truths and Myths.”**





# Knowledge Platform in Agriculture and Food

Reference, Curating and Decoding Space in Scientific Information about Agriculture and Food



# Meat



[Home](#) > [Meat](#)

## Summary of Challenges

- Expand the transfer and application of sustainable technologies already developed;
- Improve communication channels with producers;
- To deepen the research on Carbon Neutral Livestock and to extend them considering the application in all biomes of the country;
- Intensify dialogue between researchers from around the world working with tropical biomes, in particular by stimulating networking;
- Systematize knowledge about Sustainable Tropical Agriculture in the country and in the world;
- Reduce the gap between the results obtained in the fields of research and public and private management.

## Summary of Achievements

Preliminary study presented at the II International Symposium on Greenhouse Gases in Agriculture and Livestock (2016), presented data collected in Integrated Agriculture systems (trees, pasture and agriculture) implanted in the Center-West of Brazil. In them, the trees managed to neutralize the total effect on the emission of gases, with a balance of 1.3 tons per hectare / year.



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Home > Meat > Carbon neutral beef production is already a reality

## Summary of Scientific Vision

# Carbon neutral beef production is already a reality

CLÉBER OLIVEIRA SOARES | 📅 21/06/2018

The UN calls on Brazil to account for 40% of the supplementary food demand for the coming decades, especially with regard to the supply of animal protein. Increasing productivity is one of the alternatives for increasing the world's food supply without the need to open and use new areas. This is the tonic of the so-called Sustainable Tropical Agriculture. With this approach, Brazilian science and technology institutions (S & T) have developed innovative solutions for the production of meat and milk for pasture – such as intensification of production systems, optimization of land use, provision of integrated crop-livestock systems (ILPF), animal welfare, the modern concept “Carbon Neutral Meat”,

 Ask the Scientist

### OTHER OPINIONS

- Livestock and deforestation of the Amazon
- agriculture and Livestock accounts for 90% of illegal deforestation
- Brazil advances in the international market with quality meat
- Rigorous Brazilian inspection system



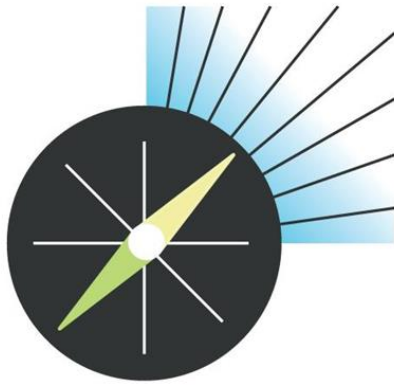
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**FERNANDO BARROS**

**GRAZIE TANTO**



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