

The role of trade and those who trade in using, producing, 'trading' embedded water: what are the impacts and who benefits?

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How to incorporate a wise and fair virtual water trade into international trade rules in the Strategic Workshop on *Accounting for water scarcity and pollution in the rules of international trade*.
Amsterdam, 25-26 November 2010

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Underlying conditions

Who *owns* what, who *does* what, who
controls what and who *gets* what
in the
strategically important global economy
of food
production, **trade** and consumption.

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Production Trade Consumption

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Production Trade Consumption

**Sustainable
intensification Sustainable
consumption**

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Production	Trade	Consumption
Sustainable intensification	An international market which is WTO averse	Sustainable consumption
	Brand corporations recognise reputation risk	
	Non-Brands do not	
Farm inputs Water, Land, Seeds & Labour	?	Eat sensibly Don't waste
Farm management Technology & Research Fertilizer, Pesticides, Agronomy Markets, Communications Hedging, Insurance		
Public Policy Incentives, Subsidies		
	Set aside	
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Production Trade Consumption

The Table analysing

Who owns, does, controls and get's or does not get what?

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Production **Trade** Consumption

The Table analysing

Who owns, does, controls and get's or
does not get what?

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The table shows that the institutions - rules and organisations -
and the practices of the private sector

are fundamental in the **production sector**

But in the USA and Europe states have been
able to prioritise production and productivity and incidentally substantially
increase the productivity of water.

Farmers and Input providers are key players
along with Departments of State.

The environmental NGOs

are influential and determining in the **trade sector**.

The Non-Brand trading corporations are key players.

The key players in the WTO negotiations are the US and the EU.

The brand corporations have joined the environmental activists in
prioritising water security issues. State governments are not yet engaged.

are dominant in the provision of food for **consumers**

and in the **shaping of the food preferences of consumers**.

Environmental and human health activists provided the moral compass.

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Getting the market to recognise the value of water
will take decades as it did 200 years ago to get it to
recognise the value of life,
and 100 years ago the value of labour.

The market followed society
which was influenced by activists who also had
to influence the political systems of the time.

"It was more magic than logic" - as atomic scientists
Teller said in his experience in influencing the
belligerent political agendas in the 1940s.

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Thank you

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