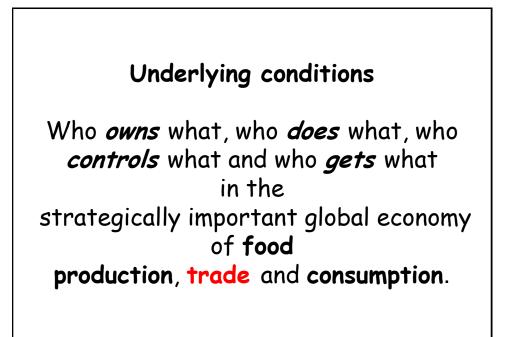
The role of trade and those who trade in using, producing, 'trading' embedded water: what are the impacts and who benefits?

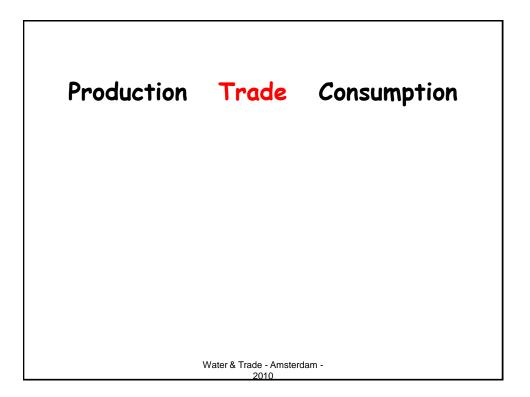
> **J A [Tony] Allan,** King's College London and SOAS London ta1@soas.ac.uk

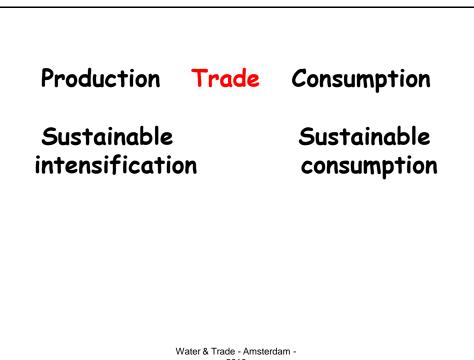
How to incorporate a wise and fair virtual water trade into international trade rules in the Strategic Workshop on *Accounting for water scarcity and pollution in the rules of international trade.* Amsterdam, 25-26 November 2010

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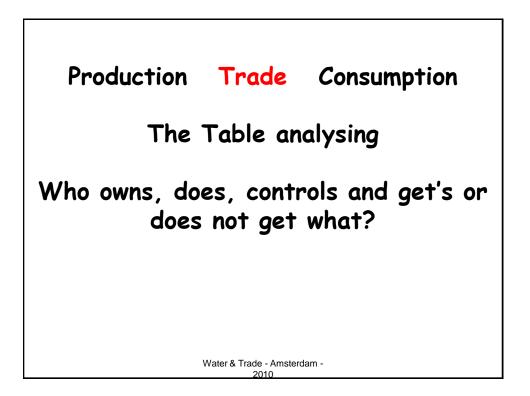


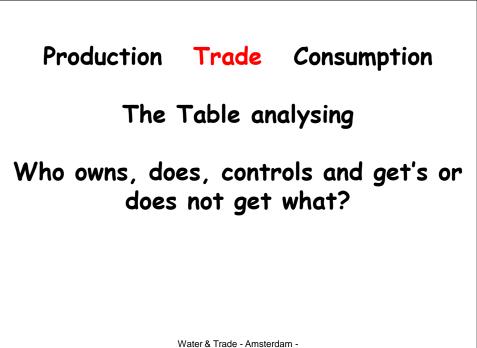
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Production	Trade	Consumption
Sustainable	An	Sustainable
intensification	international	consumption
	narket which is	
	WTO averse	
Brand corporations		
recognise reputation risk		
Non-Brands do not		
Farm inputs		Eat sensibly
Water, Land, Seeds & Labour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

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