

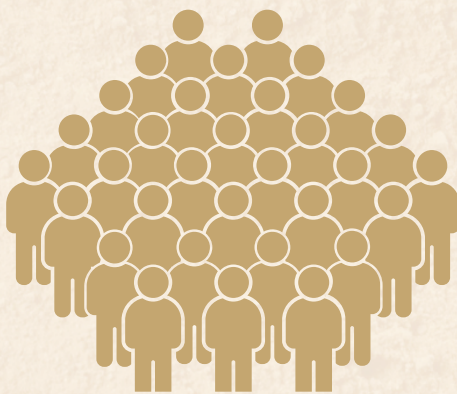
The Challenge

Chinese farmers have been masters at intensive farming while achieving sustainable soil care over many thousands of years. However, soil has been degrading rapidly in the past few decades, thanks to modern agriculture production and logging activities, among other factors.



>50%

of the world's critical agricultural land is now severely or seriously degraded or biologically dead.



Approximately

3.2 billion

people around the world are affected by soil degradation.



Half of the world's annual economic output (about US\$44tn a year*) is at risk because of land degradation.

By restoring degraded land, global GDP can be

▲ 50%

*UN Global Land Output Report, 2022



To survive and prosper we need to save our soils, restore microbial life and soil fauna, and bring damaged soils back to good health.