



**Biotica
Research
Today**
Vol 4:6
2022

424
425

Sustainability - from Local to Global

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Keywords

Global brands, Local agriculture, Local brands, Local products

Article History

Received on: 04th June 2022

Revised on: 12th June 2022

Accepted on: 13th June 2022

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How to cite this article?

De, 2022. Sustainability - from Local to Global. Biotica Research Today 4(6):424-425.

Abstract

Sustainable, healthy and safe food systems are critical to achieve the world's development goals. Agriculture development is one of the most powerful tools to end poverty, improve prosperity and feed a projected 9.7 billion people by 2050. Local agriculture is the key to the future of farming. Urban areas can integrate vertical farming or roof top gardens to grow fresh produce indoors. Local brands have a big advantage of deep understanding of the cultural context. Local brands have successfully leveraged the global trend in favour of herbal naturals such as bathing soaps, shampoos, food and beverages, skin care and apparel. It helps local brands build their unique distribution models in short time and goes to deeper which is challenge for a national market.

Introduction

Agriculture helps in reducing poverty, raising income and improving food security for 80% of the world's poor who live in rural areas and are involved in farming. Sustainable, healthy and safe food systems are critical to achieve the world's development goals. Agriculture development is one of the most powerful tools to end poverty, improve prosperity and feed a projected 9.7 billion people by 2050. Agricultural sector growth is 2 to 4 times more effective to raise income among the poorest compared to other sector. As per Economic Survey 2018, it accounted for 4% of global gross domestic product (GDP) and in some developing country it accounts more than 25% of GDP. Multiple shocks from COVID-19 and accelerating climate change could further cut drop yields in food insecure regions. Environment and crop relationship forecasts a 100-110% increase in global crop demand from 2005 to 2050 (Alexandratos, 2009). Attainment of high yields with effective management practices on existing cultivated lands of under yielding nations is of great importance to meet up global demand with minimum environmental impacts (Tilman *et al.*, 2002). Growing competition for land, water, and energy, in addition to the overexploitation of fisheries, will affect our ability to produce food. The effects of climate change are a further threat. But the world can produce more food and can ensure that it is used more efficiently and equitably. A multifaceted and linked global strategy is needed to ensure sustainable and equitable food security (Godfray *et al.*, 2010).

Local Agriculture

A 2021 report revealed that between 720 and 811 million people went hungry in 2020, more than 10% of the world's population. Society is starting to realize it must revert to small farms food. Local agriculture is the key to the future of farming. Rural regions can create climate crops that conserve natural resources. Urban areas can integrate

vertical farming or roof top gardens to grow fresh produce indoors. More local agriculture leads to better food security and environmental health.

Local Products vs. Global Products

A local product is available in a portion of a national market whereas a truly global product is offered in the Triad in every world region and designed to meet the needs of a global market. The top 50 Indian brands (Based on Consumer Reach Points) for 2015 had 35 local and only 15 multi-national brands of which just three were in the top 10. In China, local brands comprise 75% of shopper decisions followed by Indonesia (61%) and India (57%). Local brands have a big advantage of deep understanding of the cultural context for example Chandrika, Vicco, Himani, Navratna Hair Oil, Patanjali etc. Local brands have successfully leveraged the global trend in favour of herbal naturals such as bathing soaps, shampoos, food and beverages, skin care and apparel. Most local brands are entrepreneur owned. It helps local brands build their unique distribution models in short time and goes to deeper which is challenge for a national market. It increases employment, reduces dependence on foreign countries and fosters development of local talent pool.

Hyperlocal brands operate in a small well defined geography e.g., Aachi a spice brand from Tamil Nadu, Raja, a brand of biscuits and cookies and Safed, a detergent brand in West Bengal. The best local brands went to the Global are IKEA (pens, wallets, picture frames, table runner, watches, jewellery and nylon stockings), Shell (fuels), Nestle (Chocolate, foods), Carlsberg (brewing) and Mercedes (luxury vehicles, buses, coaches and trucks).

Advantages of Local Brands

- Increase employment and reduce dependence on foreign countries.
- Use of local resources lowers production cost and consumption cost.

- Local brands rely more on powerful and trusted word of mouth advertising.
- Local brands are considered to be more ethical and sustainable than many global brands.
- They are of higher quality than global brands.
- They build social value after partner with local supplier.
- They engage deeply with consumers.
- They foster development of local talent pool.

Conclusion

Society is starting to realize it must revert to small farms food. Local agriculture is the key to create climate crops that conserve natural resources. Urban areas can undergo aeroponics, vertical farming or roof top gardens to grow fresh produce indoors. More local agriculture leads to better food security and environmental health. A local brand increases employment, reduces dependence on foreign countries and foster development of local talent pool. Hyperlocal brands could be successful in a small well defined geography.

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