2021 GAP REPORT
VIRTUAL REPORT LAUNCH
OCTOBER 20
8 AM CENTRAL

STRENGTHENING THE CLIMATE FOR SUSTAINABLE AGRICULTURAL GROWTH

MEDIA AND MESSAGING GUIDE

- KEY MESSAGES OF THE 2021 GAP REPORT
- PREVIEW OF GAP INDEX & POLICY PRIORITIES
- GAP LAUNCH EVENT INFORMATION
- SAMPLE POSTS AND DOWNLOADABLE IMAGES FOR SOCIAL MEDIA PLATFORMS
- NEW FEATURES OF THE GAP REPORT WEBSITE
- SAMPLE PRESS RELEASE

THE PRODUCTIVITY DATA IS EMBARGOED UNTIL OCTOBER 20TH 12:00 AM
The climate for sustainable agricultural growth must be strengthened. Producers need improved inputs and agronomic information to adapt to the changing climate and weather patterns. In response, the policy and investment climate must prioritize productivity growth at all scales of production.

| Productivity growth remains the primary source of agricultural output growth globally, but new data reveals it is not growing as fast as previously thought. | Globally, total factor productivity (TFP) grew by an average of 1.36 percent annually (2010 to 2019), below the Global Agricultural Productivity Index™ target of 1.73 percent. | Middle-income countries, including India, China, Brazil, and the countries of the former USSR, continue to have the most robust TFP growth rates. |
| Low-income countries, home to many small-scale farmers, have a negative growth rate of -0.31 percent annually. | Nearly all agricultural output growth in low-income countries comes from land-use change, the destruction of forests and grasslands for cultivation and grazing. | Human-caused climate change has slowed global agricultural productivity growth by 21 percent since 1961. In drier regions of Africa and Latin America, climate change has slowed productivity growth by as much as 34 percent. |
| For many of the world's producers, adapting to climate change and protecting their livelihoods is the most immediate challenge. | Small and large farms can be equally efficient with access to various productivity-enhancing inputs, agronomic knowledge, and markets, producers of all scales can optimize their productive potential. | Given its proven effectiveness in boosting productivity and economic growth, investments in public-sector agricultural research and extension need significant increases. |
2021 GLOBAL AGRICULTURAL PRODUCTIVITY INDEX

Total Factor Productivity needs to increase by an average rate of 1.73% % annually to nearly double production of food, feed, fiber, and bioenergy while keeping inputs at 2010 levels.

From 2010-2019, TFP increased globally at an average annual rate of 1.36%, a productivity “gap” that will grow over time.

Low-income countries experienced negative TFP growth, averaging -0.31 percent annually.

Global TFP Growth Actual
- Global TFP Growth Projected
- Required Rate of TFP Growth to Double Output 2010–2050
- Low-Income Country TFP Growth
- Low-Income Country TFP Growth Projected

Transitional economies and emerging farmers in middle-income countries are driving global TFP growth.

Global Target  | Global Actual  | Low Income | High Income | Lower-Middle Income | Upper-Middle Income
1.73%         | 1.36%          | 0.62%      | 1.70%       | 1.83%               |

Source: USDA Economic Research Service (2021)

!! ALL DATA AND FIGURES EMBARGOED UNTIL OCT 20TH, 1:00 am EASTERN !!
Policies & Strategies for Sustainable Agricultural Growth

- **Invest in R&D and Extension:** Accelerate investments in climate change adaptation research, especially for smaller producers.
- **Embrace Science:** Increase access to science-based technology and information to reduce risk from pest and disease outbreaks.
- **Improve Infrastructure:** Expand producer access to markets and invigorate economic growth by improving infrastructure.
- **Cultivate Partnerships:** Increase availability of nutritious foods through regional and global trade.
- **Expand Trade:** Empower women and young growers through public-private-producer partnerships.
- **Reduce Waste:** Protect agricultural ecosystems by reducing food waste and post-harvest loss.

- **Adapt to Climate Change:** Less risk, more resilience.
- **Economic Growth:** Empowered Producers.
- **Safe, Nutritious, and Affordable Food:** Healthy Ecosystems.
The launch event is October 20, 2021, 8:00 AM to 8:50 AM Central. It will be broadcast live on the GAP Initiative website, globalagriculturalproductivity.org. Register at https://2021gapreportlaunch.eventbrite.com.

**PROGRAM**

**WELCOME & PARTNER RECOGNITION**
Tom Thompson, Associate Dean and Director of CALS Global
Virginia Tech College of Agriculture and Life Science

**2021 GAP REPORT ANIMATION**

**GAP ANALYSIS PRESENTATION**
Ann Steensland, Lead, GAP Initiative
CALS Global, Virginia Tech College of Agriculture and Life Sciences

**PANEL DISCUSSION**
A solution-oriented discussion of the relationship between climate change and productivity growth, the impact on farmers, and how to accelerate sustainable productivity growth at all scales.

Panelists:
Jehiel Oliver, CEO, Hello Tractor
Eric Delmotte, Farmer, France
Jim Gaffney, General Development Officer, Center for Agriculture Led Growth, USAID
Siboniso Moyo, Deputy Director General, International Livestock Research Institute
Ann Steensland, Moderator
SAMPLE SOCIAL MEDIA POSTS

- Global @ag_productivity is growing at 1.36% per year, down from 1.63% in 2019.
- @Ag_productivity in low-income countries is contracting by 0.31% annually. Urgent action needed especially for #smallholders.
- #Climatechange has slowed global @ag_productivity growth by 21% since 1961.
- Accelerating @ag_productivity growth is imperative to address threats to human & #environmental well-being.
- Nearly all #ag output growth in low-income countries comes from cultivating more land & using more inputs.
- @ag_productivity growth remains the primary source of the increase in production of #food, #feed, #fiber, and #bioenergy.
- #Smallholders can be just as productive as large-scale #farms w/ access to improved #agtech & best practices.

TWITTER ACCOUNTS/HASHTAGS

@ag_productivity @virginia_tech @VTCALS
@Harvest2050 @VTCALSGlobal #GAPReport
#climatechange #sustainableag #agtech
#agR&D #agtrade #agproductivity
SOCIAL MEDIA VISUALS

Click on the image to download social media cards for FaceBook, Twitter, LinkedIn, and Instagram. Each version is available as a still image and as an animation.

Access all media and messaging materials.

LAUNCH EVENT REGISTRATION

EVENT REGISTRATION PAGE

TOTAL FACTOR PRODUCTIVITY

POLICY PRIORITIES FOR PRODUCTIVITY GROWTH

AG R&D

SCIENCE & TECH

INFRASTRUCTURE

TRADE

PARTNERSHIPS

FOOD WASTE
The site includes a world map to view the TFP growth rate and other vital data for 173 countries.

Each country has a slide, which can be saved and inserted in presentations, papers, or other publications.

The website library of resources has a new search and selection feature. Now it will be easier to find content of interest. Each page will suggest additional articles in the library to read.
This release can be edited and adapted by including quotes and mentioning partnership stories.

OCTOBER 20, 2021

Today, the 2021 Global Agricultural Productivity Report (GAP Report), "Strengthening the Climate for Sustainable Agricultural Growth," was released by Virginia Tech’s College of Agriculture and Life Sciences. It urges the acceleration of productivity growth from smallholders to large-scale farmers to meet consumers’ needs and address current and future threats to human and environmental well-being.

Every October, the GAP Report is released as part of the Borlaug Dialogue and World Food Prize events in Des Moines, Iowa. A recording of the 2021 report launch is available on the GAP Report website.

Productivity growth remains the primary source of agricultural output growth globally, but new data reveals that it is not growing as fast as previously thought.

USDA Economic Research Service data presented in the report indicate that globally, total factor productivity, or TFP, grew by an average of 1.36% annually. The Global Agricultural Productivity Index sets an annual target of 1.73% growth to ensure sustainable productivity growth.

Middle-income countries, including India, China, Brazil, and the countries of the former USSR, continue to have the most robust TFP growth rates that are above the GAP Index target.

However, nearly all agricultural output growth in low-income countries comes from land-use change and forest and grassland destruction for cultivation and grazing. As a result, these countries have a negative TFP growth rate of -0.31% annually, decreasing from 0.58% in 2020.

High-income countries, including North America and Europe, are showing modest TFP growth. In the U.S. and Canada, the increase in productivity generates more crop, livestock, and aquaculture products. The European Union, by contrast, shows minimal output growth, using their increased efficiency to remove land and inputs from agricultural production.

According to the report, human-caused climate change has slowed global agricultural productivity growth by 21% since 1961. In the drier regions of Africa and Latin America, climate change has slowed productivity growth by as much as 34%.

“We need policies and investments to help producers of all scales sustainably maximize their productive potential,” said Ann Steensland, leader of the GAP Initiative and author of the GAP Report. “To increase productivity in the face of climate change is a tall order for most of the world’s farmers, so the time to act is now.”
The 2021 GAP Report has identified six strategies and policies that would create sustainable agricultural growth at all scales of production:

- Invest in research and development and extension, as every dollar invested in public research and development is returned ten-fold as increased food security, sustainability, and economic growth
- Science-based technologies give producers tools to prepare for and recover from pest and disease outbreaks, extreme weather events, and market fluctuations
- Efficient infrastructure, information, and finance infrastructures provide producers affordable and equitable access to markets and facilitate economic growth
- Public-private partnerships transfer environmentally and socially relevant technology and knowledge to producers
- Improving systems and services for fruit and vegetable trade would generate income for producers and increase consumers’ access to nutritious foods
- Reductions in post-harvest loss and food waste can increase food availability, lower food prices, and support healthy ecosystems

The GAP Report will be available in printed form, as well as on the website. The website features a new interactive world map with country-level TFP data from 173 countries.

The report includes information on [insert partnership story in the GAP Report.]

The 2021 GAP Report, charts, infographics, and animation are available for download at globalagriculturalproductivity.org.