

## Illuminate Insights: Climate Change

Consumers want to overcome the human limitations of climate change through technological innovations. CFI's recent *Illuminate Digital Cultural Insights Report* explored consumer perceptions around climate change concerns. The report finds future-oriented people who see the flaws and limitations of present day looking to technology of all kinds to extend human capabilities and lifespan. In the context of agriculture, they discuss both how agriculture contributes to and may be impacted by climate shifts.



### INSIGHT AND INFLUENCERS

- Studied 471,177 unique individuals sharing over 1.3 million topics or meanings
- Who is driving the conversation in this culture?
  - People who are 18-44, middle class and educated
  - They value the natural environment and advocate for it yet believe technology of all kinds offers new ways to advance humanity.



### KEY TRENDS

The analysis found five trends forming in this space, all which are in the early consensus stage and not expected in mainstream acceptance for 24-36 months. A sample of what you will find in the full report:

- Drought-Resistance
  - Consumers see water scarcity caused by climate change as a real threat to food security. They fear global climate changes lead to widescale desertification and water shortages. As such, they believe long-term sustainable agriculture must be drought-resistant and use less water than current methods.
- Industrial Agriculture
  - Consumers think fighting climate change might require a shift away from industrial agriculture, though vertical farming may offer a large-scale solution. They believe monoculture crops cause biodiversity loss and deplete soil – factors that will lead to a loss of food security in the face of climate change. They see large-scale vertical farms as a path forward because they decrease the farming footprint and allow for better control of crop growth.



### WHAT SHOULD WE DO?

Keep consumers in the loop about new drought-resistant crops and other water-saving measures. Focus on improving soil health, which consumers see as a major threat to food security. Also, inform consumers about cover crops and new technologies in soil sequestration.