
MARKET FACTS!

MARKET FACT #92

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70%

**of the Global freshwater supply is
used by Agriculture.**

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COMMENT: The freshwater supply of mankind is mostly currently reserved for Agriculture. However, Agriculture relies on arable land to keep delivering food to people and the situation is not good. [Arable land is down by 30% since 1970s and it's expected to drop by another 60% from current number by 2050.](#) There's 24 billion tons of fertile land lost every year due to erosion which means 25% of the land for potential agriculture is lost. So we have a problem with LAND. And then there's WATER. There is already a [Global Water Crisis which is moving notorious businesspeople like Michael Burry to invest in it.](#) So with these two major problems, food security becomes a key subject for us to monitor. Vertical Farming is a solution that uses 95% less water. But it is still something to watch.

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