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A picture says more

Ueli Straub



Source: Nasa (Apollo 8, December 24, 1968)

The Earth: Nothing in space – but everything for us humans

Yes, we only have this tiny bubble as a basis for existence in an endless, mostly empty and hostile space. Will the image of the small, blue glowing Earth from the moon change if the sea level rises dramatically, the number and intensity of storms increases, the distribution of precipitation changes dramatically according to new patterns, fertile soils become increasingly eroded, flora and fauna change radically, water and air quality continues to decline and the survival of us humans is called into question? Probably not.

Unless we unleash our accumulated arsenal of weapons on each other in the fight for increasingly scarce resources – then our little world could darken and the view from the moon would no longer be so colorful...

Question: What can I, what can you do to ensure that the blue planet continues to serve as a home for people in the future?

In private life, this is actually clear: consistently reduce the consumption of non-renewable resources. Starting now. Stop flying, limit private transport and energy consumption to a minimum, stop buying ecologically or socially questionable products, consume and destroy less, ...

And what challenges do agricultural economics and agricultural sociology face? The economic and market-related consequences of adaptation strategies, political initiatives or digital innovations to tackle the climate crisis are examined. Such narrowly defined work is certainly useful, but is usually limited to combating symptoms.

But what about the deeper causes of climate change?

I think one of the main reasons for the environmental crisis is that our capitalist economy is doomed to grow. We have driven this growth with a steadily increasing consumption of non-renewable resources. We owe today's divided world to this - a society of excess here, severe poverty there - and we also owe environmental destruction and the climate crisis to it. If we continue on this path, it will end badly.

How do we manage to slow down or even stop economic growth without strangling our prosperity or the promise of a better life for those who are disadvantaged? Is there a minimum of material security for all people without growth that depletes resources? What makes the winners of the current situation voluntarily participate in a balancing act? How can

How can the losers be persuaded to be satisfied with only a moderate improvement in their living conditions?

Such questions arise not only for the economy as a whole, but also for the agricultural sector. Can alternative concepts such as degrowth, post-growth society, solidarity economy or related theories be implemented in practice to improve sustainability in Swiss agriculture?

I think that as agricultural economists and agricultural sociologists we should definitely deal with these basic issues in concrete terms. That is why I have created a simple internet platform for the exchange of basic

knowledge, practical examples and food for thought on the topic: http://www.sse-sga.ch/-/jahrbuch_agrarwirtschaft_und_agrarsoziologie/2019/index.php

I look forward to your contributions in this electronic discussion space!



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Contact:

Ueli Straub

Group Business, Family, Diversification

AGRIDEA, Eschikon 28, 8315 Lindau

Tel +41 052 354 97 61

ueli.straub@bluewin.ch