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Submission date: 29-Nov-2019 12:30PM (UTC+0530)

Submission ID: 1223517608

File name: kasamba.edited.docx (19.21K)

Word count: 1622

Character count: 8487

Economies of Scale

Institutional Affiliation

Student's Name

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There are very few people in the world who can remember how farming took place a few decades ago. That was the time when farmers had not discovered the use of chemicals and pesticides. However, farmers around the world have arisen so many issues regarding mechanization, the use of chemicals, standardization of farming, and intensive agriculture. The concern of food production today is on the quantity and not the quality. Many farmers are concentrating on the use of chemicals that raises the yield of the products. They are also using genetically modified seeds again to maximize the return as well as the use of the chemicals and pesticides to hasten the rate of the growing plant (Hutchings, 2016). It is also amazing how people have been relying on processed and industrial food since it is the primary type of food offered in significant restaurants in countries across the world. However, in response to the constant call for organic food, architects of change in the world have emerged. The architects of evolution have put endless efforts to try and reverse the situation from over-reliance on industrial food to the production of the traditional agrarian food culture, which is the crucial significant aspect of our historical culture (Vogl et al., 2017). These architects of change recommend that for the nations of the world to attain sustainable development, they have to shun away from the current over-reliance on industrial food and adopt the agrarian values in modern agribusiness. This paper responds to the *Architects of Change-Episode 5, Economies of Taste*. This film focuses on three of the principal architects who try to bring change in agriculture today.

First, the film explores the Philippe Renald, a Belgian who concentrates on organic farming. All along, Renald has learned the beneficial impact of organic food compared to industrial food. Organic food is characterized by the fact that it does not involve chemical boosting when being grown or when being prepared for use. It consists of the preparation of fresh food

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products from the farm. Due to his efforts in adopting the idea of organic foods, Renald was hired by 'Ethians Insurance Company' in Liege, which feeds thousands of people in the town, including supplying the school's cafeterias (Vogl et al., 2017). When he joined the company, the focus of the company was on foods such as powdered soup, dehydrated omelets, and other 'heat and serve dishes.' These foods were processed to increase their stay on the shelves without getting spoilt, reduce the efforts required in their preparation, and hence save time and energy.

Renald's idea to transform the culture of this company has received tremendous support from the customers who have so far expressed the taste for organic food. As part of his audience, I feel his views are the most important to be heard by anybody who values their health in the world. I strongly support Renald's idea, considering the long-term effects of processed food on human health (Hutchings, 2016). To increase the durability of these foods, people add additives to the food as preservatives. According to Renard, the additives cannot be called 'food.' Therefore, people are taking in chemicals in the name of processed food and thus impacting negatively to their health. These processed foods are found in almost all renowned restaurants in major cities, including here in Nanaimo (Rolfe, 2013). How I would wish all these restaurants adopt Renard's idea of organic foods. By continuously providing chemically modified foods to people, these restaurants are destroying the society which has so far supported their establishment and growth. It is so unfair for them to repay people with destruction. Studies show that many people who suffer from brain tumors are a result of long-time exposure to chemical food made from the influence of fertilizers and pesticides (Peigné et al., 2016). Another commendable number is dying of cancer, which is contributed by the accumulation of chemicals in the body, among other health problems. Processed foods, therefore, are slowly killing the society, and with time the whole planet will be filled with miserable creatures whose situation has been majorly contributed by the use of processed foods.

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However, many of these restaurants are embarking on the transition from industrial foods to organic foods, which is a significant step. Renard comments that it is difficult to fully get rid of processed food since many customers have shown an uncontrollable yearning for them, especially the soft drinks. However, since he took over the control of that company, more than 85% of the food offered to customers is organic. (Vogl et al., 2017). Therefore, I would say that Renald's activism is appealing to many other restaurants managements in the world who are already working to reverse the situation to back to agrarian culture.

The film also focuses on a Polish Dagmara Bienkowska. With assistance from two other people, Dagmara Bienkowska. He Came up with a Development Consulting Companwho aim was to promote sustainable development in her home country Poland. Bienkowska. Focused on the economic situation of her rural people and decided to establish a forum from which people from her agrarian society will be consulting (Dudek, 2017). She focused her mission to promoting rural economies. The idea behind her was how to improve the economy of her people using agrarian traditions. She, therefore, aimed at developing local grow the products. Her crucial role in this development plan was to offer advice to the rural people on how to improve local products using the traditional agrarian culture.

Bienkowska and Philippe Renald's ideas seem to be connected in a way, although the two live in different countries. In contrast, Renald concentrates on preparing organic food for his clients in his restaurant, Bienkowska. It offers a mentorship program to her rural people to grow traditional crops, which constitutes organic farming. It is, therefore, a brilliant idea for her since she is assisting her rural people in developing the plants that are highly beneficial for them (Dudek, 2017). Additionally, the people can sell the products to restaurants in towns to and by doing so, substitute the industrial foods with the organic ones. It is, therefore, a significant input to their

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economic status. Dagmara Bienkowska's idea is also in use here in Nanaimo, especially in the South of the town (Rolfe, 2013). Nanaimo Foodshare group has come up with the Good Food Box Program, which grows agrarian-based crops in the south of the city. The group, just like Bienkowska, has contributed to the fight against poverty by providing food to many people who are in need. Therefore, the group gives these people the chance and energy to live and work on their economic improvement. If the world can adopt Bienkowska's idea of mentoring local people to grow local products, then the whole world will be a mile away from poverty. Her concept is thus reliable for sustenance development.

Lastly, the film focuses on Jean-Guy Henckel. He is a French who has contributed a lot to the food industry, where his main contribution in French is the use of organic truck farming. Jean-Guy Henckel observed that many people were living in towns unemployed. Due to unemployment in cities, they resolved to go back to rural areas where they wandered without jobs, causing population imbalance (Peigné et al., 2016). Not only in France does this trend take place, but also in almost all countries across the globe. In the case of France, Jean-Guy Henckel was able to partially solve the rural unemployment through the establishment of Jardin de Cocagne gardens in 1991. These farms have been focusing on organic farming. They have assisted the French rural economy through by providing them with healthy organic food and jobs to disadvantaged rural people. Jean-Guy Henckel thought of the best idea a current economist can have (Peigné et al., 2016). There is a need for every country to adopt his approach as it is a tremendous economic boost to quite a several rural disadvantaged. The fact that he majors in commercial farming mean that his project is environmentally friendly since he does not release harmful chemicals to the soil and the environment. It is worthy recognition that quite some people have invested in farming in rural areas in Canada and therefore offering employment opportunities to several rural disadvantaged

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(Rolfe, 2013). In the case of Jean-Guy Henckel, his farm has employed more than 3000 people and provided food to more than 15000 people in France. As an economist, I would wish to adopt his idea and also synthesize my colleagues so that together, we would try to boost the rural economy.

In conclusion, *Economies of Taste* has offered great insight into organic farming and promoting rural economy for sustainable development. The film has provided the models which, if people emulate, the world will be feeding on healthy food, the unemployment level will do down and will be able to conserve the environment.

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