



Demand briefing: Disaster Readiness

The issue

Although natural disasters can strike anywhere in the world, communities with lower levels of social and economic development are more vulnerable once disaster strikes. Droughts, hurricanes, floods and other disasters threaten food security and cause economic losses.

The food and beverage industry

Natural disasters can be devastating for achieving sustainability in the food industry. Environmental degradation and climate change, both of which can be exacerbated by unsustainable practices in food and beverage supply chains, contribute to increasing occurrence of disasters linked to natural hazards.

The food industry needs to make changes to how it manages natural resources; to reduce instances of natural disasters and to integrate risk and resilience management approaches into their core operations.

Solutions and our demands

Companies should:

- Build resilience by investing in more sustainable agricultural systems, especially in high risk zones.
- Establish or participate in projects which provide forms of protection; for example, compensation or onsite facilities. This also provides protection for workers and their family members in case of disasters, especially in high risk zones.
- Reduce underlying risk factors by:
 - Investing in sustainable ecosystem and environmental management systems.
 - Integrate climate change adaptation and mitigation processes into core business operations.

Note for the editor:

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Fairfood International is a vital part of the global movement of people who are passionate about creating change towards a sustainable food and beverage industry. www.fairfood.org