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We Will Reap What We Sow: Reflections on Human Nature, Leadership and Feeding a Growing Population

Christophe Pelletier

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Now with new cover! We Will Reap What We Sow takes over where Christophe Pelletier's first book, Future Harvests, ended. The true purpose of “We Will Reap What We Sow” is to make the reader think. It addresses the major questions that need to be answered. It discusses the pros and cons of the different points of views. It indicates what the most likely consequences of different scenarios might be. Human nature being as it is, the book also focuses on how to develop positive incentives and reduce the possibility of negative stimuli. “We Will Reap What We Sow” presents a balanced discussion between economic, demographic, behavioral, scientific, philosophical, and moral aspects. It describes how these aspects contribute to build a prosperous future. Future food security and agriculture will very much depend on our actions and our decisions. We Will Reap What We Sow is a thought-provoking book that reflects on how consumer behavior as well as political, industry and not-for-profit leadership can influence the food supply of the coming decades, for better or for worse. The book explores how to rethink the future of food and agriculture. As international conferences on sustainability have shown their limitations, “We Will Reap What We Sow” is the book to read to find out how the world can find a new kind a leadership and achieve sustainable food security. "We Will Reap What We Sow" is Christophe Pelletier's second book on the topic of feeding a growing world population. The focus of his first book, Future Harvests, was mostly on facts and on technical aspects. The future is not just about science and technology, though. “We Will Reap What We Sow” focuses on the human factor. Indeed, our attitude and the way we deal with problems will play an essential role in future decisions. The consequences of these decisions will shape our future world. Success or failure depends on us. The current level of technology, combined with the amazing developments that we can expect in the coming decades, is not the limiting factor. Our ability to act for the common good will determine our fate. This book will be an easy-to-read sequel of Future Harvests that focuses on human nature, behavior, responsibility and leadership.

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