

**Global Food Security  
Sissel Rosengren  
Managing Director  
Food Industry Foresight  
Wednesday 27th 1.45pm**



With the global population set to rise 9-10 billion within the next 30 years, the world will need to produce 60-70% more food than it does today. [Ref>](#) It's the equivalent of having a second population of Europe and Africa to feed. Former CSIRO boss Megan Clark said that by 2050, the world will need to produce as much food as has been consumed over the entire ] history of humankind [Ref>](#)

This is why food security (which refers to the physical availability of food and whether there are resources and opportunity to gain reliable access to it) is so pivotal. A global transformation of the food system is needed to be able to sustainably provide for the growing population.

**Sissel Bio**

Sissel has more than 30 years of experience in industry research, economic forecasting and strategic planning in Australia, New Zealand, South East Asia, China Region, the Middle East and Europe. For the past twenty years, Sissel has specialised in the food and beverage industry, particularly in the Asia Pacific region.

Sissel leads Food Industry Foresight's extensive work in supply and demand modelling, detailed market sizing, brand valuation, distribution research, competitor analysis, growth prospects as well as tactical and strategic planning for global and national food and beverage providers.

Sissel served on the Board of the Foodservice Suppliers Association Australia (FSAA) for ten years; of which four as the Chair. Sissel is the co-founder and current Chair of the Australian Foodservice Advocacy Body