



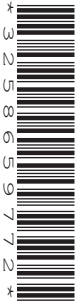
Wednesday 21 May 2014 – Morning

AS GCE HUMANITIES

G101/01/I Human Society and the Natural World

INSERT – SOURCES FOR QUESTIONS 1 AND 2

Duration: 1 hour 30 minutes



INSTRUCTIONS TO CANDIDATES

- You must use your own knowledge and the sources in this Insert to answer Questions 1 and 2.

INFORMATION FOR CANDIDATES

- This document consists of **8** pages. Any blank pages are indicated.

INSTRUCTIONS TO EXAMS OFFICER/INVIGILATOR

- Do not send this Insert for marking; it should be retained in the centre or destroyed.

Sources for Question 1

Source A: Dairy sector turns sour



[Source: adapted from *Farmers Weekly*]

In 2012 the *Farmers Weekly* magazine produced this poster. The poster was displayed at protests at milk processing factories and supermarket distribution centres around the country. Other campaigns encouraged consumers to support their local dairies.

Source B: 21st Century food supplies

As the world population rises, the increase in demand for meat, eggs and dairy products is soaring in developing countries. "Over the last 30 years, the number of farm animals has increased by about 23%", said Danielle Nierenberg, director of the Worldwatch Institute's 'Nourishing the Planet' project.

Part of the reason is industrialisation and rising incomes in developing countries. "China, Brazil, India – they've all seen their middle class increase over the last 30 years. And what tends to happen when people have a little bit more money to spend, is they spend it on higher quality food", she said.

The demand is being met by factory farming, a method of farming in which thousands of animals are confined in huge barns or sheds. This type of mass animal production uses a lot of resources. The Worldwatch Institute report says factory farms produce huge amounts of waste, which can contaminate ground water. It also says farm animal production creates about 18% of the world's greenhouse gas emissions.

Source: adapted from 'Developing Countries See Sharp Rise in Meat Consumption', *Voice of America*, 28th March 2012

Source C: How to feed the world

'Agro-pessimism' is the fear that mankind will only be able to feed itself by wrecking the environment. By 2050, world grain output will have to rise by half and meat production will have to double to meet projected demand. This cannot easily happen as there is little extra farmland and usable water is running short. For 'agro-pessimists', sustainability is the greatest virtue and is best achieved by encouraging small farms and organic practices.

In 1972, Brazil decided to change the way it farmed. It has since become the first tropical agricultural giant and the first to challenge the dominance of the five largest food exporters. Its farms are sustainable despite being many times bigger even than American ones. Brazil represents a clear alternative to the growing belief that, in farming, small and organic are beautiful.

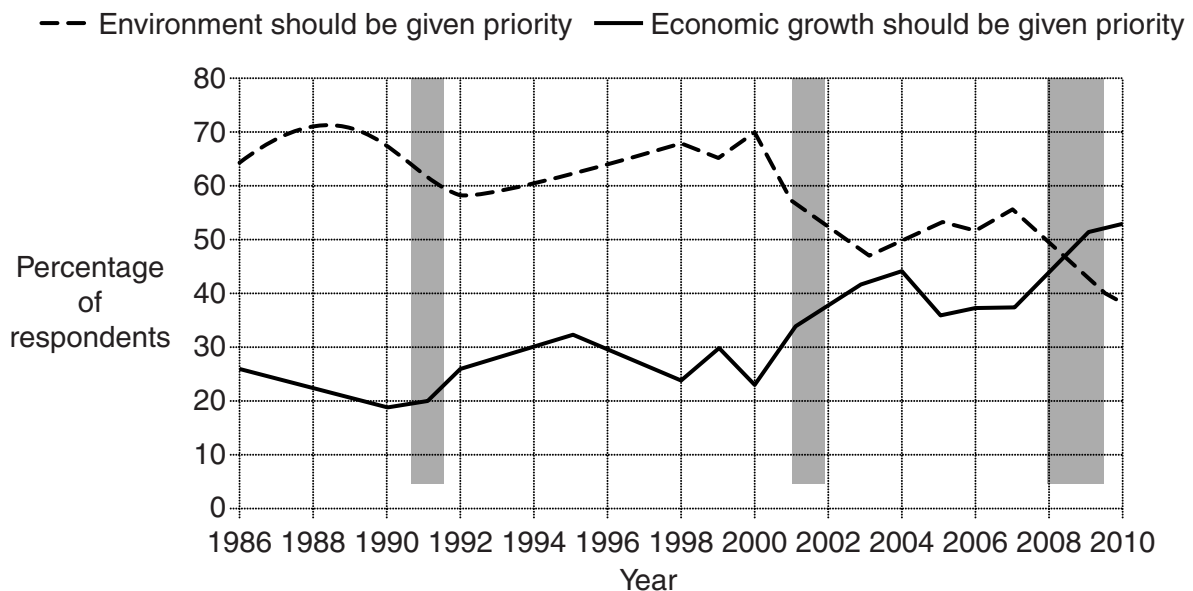
Brazil shows a different way of balancing farming and the environment. Most of the revolution of the past 40 years has taken place hundreds of miles away from the Amazon rainforest. Norman Borlaug, who is often called the father of the Green Revolution, said the best way to save the world's ecosystems would be to grow so much food elsewhere that nobody would need to touch the natural wonders. Brazil shows that it can be done.

Source: adapted from 'How to feed the world', *The Economist*, 26th August 2010

Source D: Economy or environment – voice of the people

Gallup, a polling firm, regularly surveys the American public, asking which in their view is the bigger priority: environmental protection or economic growth?

The chart shows some of their results. The shaded areas indicate periods during which the US economy did not grow.



Source: Gallup

Source E: What we measure affects our priorities

In an interview in 2008, top economist, Joseph Stiglitz, described some of the problems of using a traditional measure of economic activity, Gross Domestic Product (GDP). This measures the total production in a country. Stiglitz argued that if GDP is considered to measure success, countries will strive only to increase GDP.

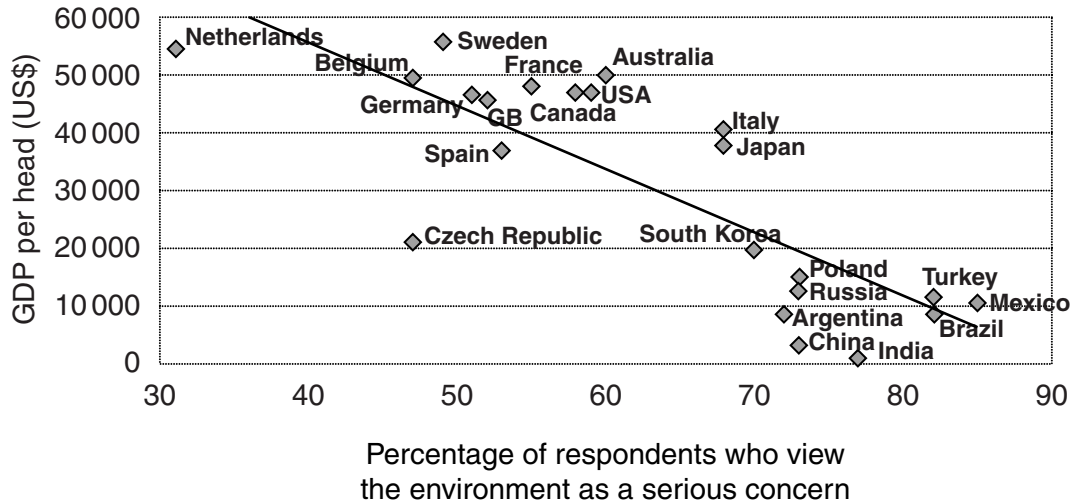
An alternative is to focus on 'Green GDP', which takes into account environmental degradation and resource depletion. For example, developing countries may be growing economically by cutting down their forests. But once they cut down the forests, there's nothing left, so that growth is not sustainable. Traditional GDP says nothing about sustainability.

Attempts to supplement or replace GDP are not new. In the 1990s, the Genuine Progress Indicator (GPI) was developed. Unlike GDP, this measure recognises the value of activities such as volunteer work and caring for relatives. It also recognises the costs associated with crime, unemployment and commuting. According to some estimates, global GPI started declining in 1975 even though GDP has continued to increase.

Source: adapted from: <http://8020vision.com/2009/06/22/nobel-laureate-joseph-stiglitz-on-sustainability-and-growth/>

Source F: Economy vs. environment – a global tension

There has been a great increase in environmental information and green marketing across the UK and other parts of Europe. Yet surprisingly, people living in these parts of the world tend to be relatively less worried about the environment, and express a weaker sense of personal responsibility. The chart below shows the percentage of respondents who view the environment as a serious concern by GDP per head.



Across the world, most people believe there is too little government regulation to protect the environment (70%). The majority say that companies should pay more attention to the environment (61%). These widespread views, which put the responsibility to act on someone else, together with the economic slowdown and concern for unemployment, mean it will continue to be very difficult to encourage people themselves to make big changes to their lifestyles to protect the environment.

Source: adapted from Ipsos MORI (GDP data from IMF), 2008

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