University of Nebraska - Lincoln
DigitalCommons@University of Nebraska - Lincoln

Cornhusker Economics | Agricultural Economics Department

11-1-2011

The Increasing World Population: A Call for Entrepreneurial Leadership and Innovation

Connie Reimers-Hild
University of Nebraska-Lincoln Extension, ceimers2@unl.edu

Follow this and additional works at: http://digitalcommons.unl.edu/agecon_cornhusker

Part of the Agricultural and Resource Economics Commons

Reimers-Hild, Connie, "The Increasing World Population: A Call for Entrepreneurial Leadership and Innovation" (2011). *Cornhusker Economics.* Paper 515.
http://digitalcommons.unl.edu/agecon_cornhusker/515

This Article is brought to you for free and open access by the Agricultural Economics Department at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Cornhusker Economics by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.

CORNHUSKER ECONOMICS

University of Nebraska–Lincoln Extension

November 9, 2011

Institute of Agriculture & Natural Resources
Department of Agricultural Economics
http://agecon.unl.edu/cornhuskereconomics

The Increasing World Population: A Call for Entrepreneurial Leadership and Innovation

Market Report	Yr Ago	4 Wks Ago	11/4/11
Livestock and Products, Weekly Average			
Nebraska Slaughter Steers, 35-65% Choice, Live Weight	$97.52	$121.00	$122.87
Nebraska Feeder Steers, Med. & Large Frame, 550-600 lb.	121.25	152.32	157.29
Nebraska Feeder Steers, Med. & Large Frame 750-800 lb.	111.37	138.77	145.12
Choice Boxed Beef, 600-750 lb. Carcass	159.57	184.20	187.53
Western Corn Belt Base Hog Price Carcass, Negotiated	60.70	92.53	85.92
Pork Carcass Cutout, 185 lb. Carcass, 51-52% Lean	75.96	98.06	94.45
Slaughter Lambs, Ch. & Pr., Heavy, Wooled, South Dakota, Direct	154.62	174.75	167.00
National Carcass Lamb Cutout, FOB	343.26	404.71	407.52
Crops, Daily Spot Prices			
Wheat, No. 1, H.W. Imperial, bu.	6.17	5.74	6.36
Corn, No. 2, Yellow Omaha, bu.	5.59	5.90	6.53
Soybeans, No. 1, Yellow Omaha, bu.	12.31	10.90	12.01
Grain Sorghum, No. 2, Yellow Dorchester, cwt.	9.34	9.82	11.14
Oats, No. 2, Heavy Minneapolis, MN , bu.	3.70	3.38	3.47
Feed			
Alfalfa, Large Square Bales, Good to Premium, RFV 160-185 Northeast Nebraska, ton.	170.00	185.00	190.00
Alfalfa, Large Rounds, Good Platte Valley, ton.	75.00	140.00	132.50
Grass Hay, Large Rounds, Good Nebraska, ton.	*	92.50	90.00
Dried Distillers Grains, 10% Moisture, Nebraska Average.	161.50	205.00	231.50
Wet Distillers Grains, 65-70% Moisture, Nebraska Average.	55.00	72.75	75.75

*No Market

According to the United Nations, the world's population hit seven billion on October 31, 2011. The United Nations is projecting the world population to reach 9.3 billion by 2050. The new population landmark set off alarms in governments and organizations around the world. Most of the growth will occur in the poorest and least developed regions of the world, which already must work to resolve issues related to shortages of quality food, soil, air and water. Many people living in these countries also lack access to education, healthcare and global political capital.

More developed countries face many of the same issues in a different way. Agriculture has been so successful that many people living in the developed world enjoy a high degree of food security, but are separated from the growth and production processes. Consumers, in places like the United States, have become accustomed to buying whatever they need or want at a low price. Many consumers see only finished products in attractive wrapping on their shelves. For these people, it is difficult to understand the role that agriculture plays in their daily lives. It is also difficult for many people to understand the relationships between high consumption and environmental and political stability.

Each additional person added to the world's growing population consumes food and natural resources. They also consume energy and produce waste. How will we continue to feed the growing population? What are the social and economic implications of landmark growth, and what will this all mean to our natural resource base?

Nebraska sits in a unique place with this new population landmark and predictions of explosive future growth. As a leader in agriculture, the Big Red state is emerging as a major player in the world's future - even more so now than in the past.

Agriculture will experience new challenges and opportunities related to population growth. The expectation of increased productivity with less land and water is a global challenge. Further, increasing agricultural productivity is only one part of the equation. How is the world going to deal with increases in consumption of natural resources and the output

Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska–Lincoln cooperating with the Counties and the U.S. Department of Agriculture.

University of Nebraska Extension educational programs abide with the non-discrimination policies of the University of Nebraska–Lincoln and the United States Department of Agriculture.

of waste, as well as unknowable social and ecological issues associated with a high population of human inhabitants?

Governments and people must find creative ways to produce food and address global nutrition. Further, food production is not enough. Political and social issues must be addressed to make sure food reaches consumers around the world. The private sector is now incorporating environmental sustainability and social responsibility into their business models and plans. Water is a prime example of the importance of natural resources in organizational strategy. Many corporations are now incorporating water into their business plans. Water is a great example of how the growing population will force the world to innovate in ways in which we can't yet imagine.

Innovation is a popular word these days, so what exactly does it mean? Innovation can be defined as "coming up with new ideas, products, collaborations, services and solutions that can be used" (Reimers-Hild and King, 2009). Creativity is certainly an element of innovation. However, it does not always translate into innovation, remember the "that can be used" element of the definition of innovation. Use and implementation is fundamental to innovation. If something remains only an idea or a thought, it is not an innovation. Innovation requires action and change.

Davila, Epstein and Shelton (2006), highlight the importance of innovation for both profit seeking and non-profit organizations, "By embracing innovation, companies can redefine their industries, create new ones, and achieve a leadership position in their favor" (p. 28). Innovation is important to organizational success; however, individuals and communities must also make innovation a priority as our planet's population rises.

Innovation has become essential to survival and success in the 21st Century. Globalization, combined with the rapid rate of change and explosive population growth, has created a need for entrepreneurial activity, both inside and outside of new venture creation, that leads to continuous innovation.

Research has shown that entrepreneurial individuals (Krueger, 2000), and leaders (Gupta, MacMillan and Surie, 2004), are needed to address complex economic and global issues. Entrepreneurs are needed to establish new ventures and to employ others while developing new products, services and solutions. Entrepreneurial individuals, who may or may not start a business, are needed because they are innovators who behave or act in a proactive manner, and move organizations forward.

In general, entrepreneurial individuals have the ability to recognize and capitalize on opportunities, innovate, take calculated risks, adapt to rapid changes and marshal resources to achieve their goals. Entrepreneurial leaders are the individuals who have the ability to create dynamic, competitive organizations where innovation and change are as common as employee, clientele and stakeholder support (McGrath and MacMillan, 2000).

Entrepreneurial leaders must create unique organizational and community cultures characterized by innovation in this era of explosive population growth and uncertainty. This is especially true in the areas of food security and social stability. Feeding the world will require leaders around the world to collaborate and leverage the talents of individuals while also cultivating continuous innovation.

Additional Resources and Reading:

Davila, T, M. J. Epstein and R. Shelton, (2006). *Making Innovation Work: How to Manage It, Measure It, and Profit From It.* Upper Saddle River, NJ: Wharton School Publishing.

Drucker, P.F., (1985). *Innovation and Entrepreneurship.* New York, NY: HarperCollins.

Drucker, P.F., (2001). *The Essential Drucker*. New York: HarperCollins.

Esty, D. C. and A. S. Winston, (2006). *Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value and Build Competitive Advantage*. New Haven and London: Yale University Press.

Gupta. V., I. C. MacMillan and G. Surie, (2004). "Entrepreneurial Leadership: Developing and Measuring a Cross-Cultural Construct." *Journal of Business Venturing, 19*(2), 241- 260.

Krueger, N.F., (2000). "The Cognitive Infrastructure of Opportunity Emergence." *Entrepreneurship Theory and Practice, 24*(3), 5-23.

McGrath, R. and I. MacMillan, (2000). *The Entrepreneurial Mindset.* Boston: Harvard Business School Press.

Reimers-Hild, C. I. and J. W. King, (2009). "Six Questions for Entrepreneurial Leadership and Innovation in Distance Education." *Online Journal of Distance Learning Administration, 12(4),* Retrieved November 5, 2011 from: http://www.westga.edu/~distance/ojdla/winter124/reimers-hild124.html

Skarzynski, P. and G. Gibson, (2008). *Innovation to the Core: A Blueprint for Transforming the Way Your Company Innovates.* Boston, MA: Harvard Business School Publishing.

Weintraub, S., (1998). *The Hidden Intelligence: Innovation through Intuition.* Woburn, MA: Butterworth-Heinemann.

Dr. Connie Reimers-Hild, Ph.D., (402) 873-3166
Extension Educator in Innovation
University of Nebraska-Lincoln Extension
Kimmel Education and Research Center
Nebraska City, NE 68048
creimers2@unl.edu