

Would Science Knowledge, Food and Agriculture Sector be Considered Basic Human Services or Commercial Services in this Post Covid19 Era? Decision will Determine the Destination

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Abstract

Individual choices for food selection are different which depend on several factors. Recently marketing tools have been in use to alter food choices. Food which was considered to be source of nourishment only has been recognized for its prophylactics and therapeutic role which is evident by the fact that use of certain diet preparations have played significant role in eradicating Covid19 from Pakistan and also from other regions of globe (Papers, also revealing molecular mechanisms, have already been submitted). Parallel to this, it had already been reported that use of ultra-processed food is associated with an increase in risk of wide range of diseases. But this finding has been covered up while advertising the use of junk and ultra-processed food items in convincing manner. This paper discusses how business tools are being used to influence people's choices and effect their decisions making options, risking the pace of reporting authentic knowledge and obsolete findings on one hand whereas on other hand put the well being of global community at risk while contributing to climate change. In the end, a recommendation is made which would determine the future destination of global community depending on the decisions made for to achieve Sustainable Development Agenda Goals 2023 under umbrella of United Nations.

Keywords: *Food Supply Chain; Climate Change; Artificial Intelligence; Business Models; Global Circular Debt; Covid 19 Pandemic; Natural Health; Science Principles; Food as Medicine; Business Intelligence; Sustainable Development Agenda Goals 2023; United Nations*

Introduction

In olden days, people used to relocate for defense and in search of food. Since people had learnt to colonize in different localities having sustainable supply of food, they started processing food to prepare different cuisines [1-11]. The issues of safety and quality arose when people had begun processing food items in bulk and learnt to store food items for different duration of time. Over a period of time, huge varieties of food items have been introduced which are varying from region to region that influence individuals' varieties selection all over the globe [12-15]. The food items variety selection of consumers depends on several drivers; a few of them are given below [16].

Availability of food products and other factors determining selection of food items by consumers

Consumers generally eat food items which are easily available. The other feature which is associated with the availability of any food item is its cost. The globe is divided into agriculturally productive-region and agriculturally non-productive region. The developed part of world which is pioneer in technology advancement is mostly comprised of agriculturally non-productive region. Agriculturally non-productive developed countries import produce and food ingredients and mostly rely on commercially processed food for their diet. For this reason, consumers generally originating from developed part of world are open for new options and are flexible for the selection of food items. The other important driver for consumer's selection of food categories is their religious or ethical belonging which includes halal, haram, kosher or strict vegetarian etc. Medical advices also influence food items selection of considerable number of consumers. Developing part of the world, mainly those which are rooted from old civilization, having cuisine varieties varying from localities to localities, also depend on the family traditions, are generally very particular about food items selection. Myths prevailing within populations modulate the selection and consumption of food items and their processing procedures. People belonging from these regions are reluctant to try new options of food products and they generally consume food cuisines of their regional origin, mostly those ones which are being consumed in their families throughout their lives. A considerable number of people belonging to this category are originated from agriculturally productive- region. Travelling in the world also play a significant in altering food habits [17-33].

Marketing strategy influencing supply and demand

With the advancement in technology selection options to speed up supply, connecting the stakeholders of food supply chain globally by using different logistics strategies with service providers, there emerged a concept to create augmented demand where marketing tools are being used to fuel finances in given hypothetic business models floated to switch food items selection options, mainly from naturally originated food items to ultra-processed, chemically-synthetic-commercial-food-products. In existing globally connected world, this is how money controls knowledge dispersion and its translation process. Interconnected operations, right from financing research projects, publishing the work and its translation in commercially viable products having registered patents, are based on different business models. For this reason, there is no spare slot to manage the risks associated with uncertainty of driving key-players of eco-system depending on unpredictable events, such as climate change, obsolescence of given knowledge concepts or diseases' epidemics etc. related shift in role of driving factors of the systems and their potentials' strength effecting the interconnected supply chains operations web whereas most of the developing and under developed countries are loosely looped in, creating a flexible isolated-global-economy-corridor [34-38]. This is one of the key reasons that has been pushing world in global debt e.g. there are more demand for circulation of money than the sustainable ecosystems potentials generating the revenue. To cope with this issue on short term basis, marketing has been used as a tool to switch the consumers' food items selection options [24]. For instance, many consumers who generally consume naturally-originated-minimally-processed-food-items in response of being influenced by advertisement and travelling experiences start eating different junk food items. Parallel to this agricultural lands in quest of making more money are being transformed into commercial plots while fuelling potential strength of key factors driving the climate change. On other hand, many people originated from the developed part of world start eating minimally cooked food originated from other part of globe. In many regions of the globe, junk food items and their ingredients are imported from other part of globe as they are not locally available which in turn add on the cost of the products. Parallel to this, to transform this challenge into an opportunity, marketing tools are being used to launch science projects and business ideas based on technology transfer and on designing or on extraction of junk food ingredients' cheap alternatives while suppressing all concerned voices questioning the economical sustainability, safety and health concerns of these technology integrated business ventures. Similarly, science projects on production of analogues of natural-food-items and minimally-processed-food-items are being launched where religious and ethical issues are being covered up to capture larger chunk of revenue share in global-food-sector-market by swapping over the competitive naturally-originated-food-products [33,39].

Consequences of marketing-malpractices lead to evolution of natural health crisis

In olden days, the most of health problems were related to infectious diseases but in modern age the illness burden shifted from contagious to non-contagious diseases particularly metabolic syndrome and immunological dysfunction driven illness-manifestations which share the major burden of health concerned issues and involve the utilization of major portion of global investment allocated for health services and research. Since the human consumption started shifting from nature-based-food-items to ultra-processed-commercial-food-items, new array of illnesses started evolving which are yet un-curable partly because of the reason that understanding of food and impact of diet have never been considered a associated domain of medical sciences and above all process of generation of knowledge, its dispersion and translation into technology and end products has been pre-financed on commercial basis where disclamation is associated with loss in terms of money and risk to reputation. Marketing tools have been used to diminish awareness and to disperse information driving consumers to switch to commercialized products use. This abuse of marketing strategy for commercial benefits used to be local practice in different part of globe but now it has been in practice globally making it mandatory for researchers and experts to have broad spectrum understanding on allied subjects in addition to their respective fields of expertise while suggesting a powerful, stringent and an independent role of global regulatory bodies [40,41].

Principles of science

Basic principle of science

One of the very basic principles of science is that it keeps on evolving. With ongoing evolving understanding of knowledge, many concepts over a period of time become obsolete which are being reported [40]. But at present, science practices are being controlled by fuelling money, the process of reporting obsolete concepts of understanding of knowledge has been under-check to secure funding and intellectual right owners' interests. This practice has augmented the mal-practices in research, which has started operating as an un-regulated industry, pushing researchers to cook results for publishing supportive narratives to ensure continuation of funding and research activities on previously marketed narrative in every domain of knowledge. The overall impact of present trends has put huge number of people associated with research and teaching professions in state of dis-satisfaction with their profession as their reported content in longer run are being proven wrong which put them in awkward situations while risking the well being of global community with an ongoing increase in global debt. Registered patents are being proven fake which has raised question on credibility of overall global research and knowledge generation process. An induced form of using obsolete concept of science with commercial prospective is planned obsolescence which manufactures use to keep fueling their profit margin by deliberating limiting the life span of their products [42,43]. It seems that an olden saying Science Knowledge is a power which has never been for sale stands all times true.

Another principle of science

Another fact of science, particularly biological sciences, food and agricultural sciences, is not every narrative is a universal fact. Understanding built on basis of data obtained in one set of conditions in a given region does not necessarily stand valid for good or for another set of conditions or for another locality with same set of conditions besides that with passage of time progression of knowledge leads to evolution of new understanding and new options [44]. This is another reason for which transformation of science knowledge into business ventures particularly for other localities can play significant role in adding up global debt, food insecurity and health issues because of ongoing process of diminishing authentic knowledge while creating scarcity of genuinely knowledge-ful experts and scholars. A very serious concern is the use of artificial intelligence in biological sciences, food and agriculture sciences which is wrongly considered to be an appropriate approach to meet global challenges by assuming that machines and digital devices are more clever than human mind which is partly correct but inability of machines and digital devices, which are limited dimensional devices with augmented focused potentials, to transform given plans and their integration for unknown multi-dimensional parameters configurations within limited

resources and modify them timely as per need are the features which can invite devastating failures while displaying virtual successes on mirrors as it happened in case of Covid 19 pandemic global management in every walk of life, across the globe. Artificial Intelligence and Business Intelligence supported applications of business models in domains of biological sciences, food and agriculture sciences can risk the well being of global community as their operations are based on the logic which contradicts with basic classical principles of different biological sciences and social sciences. These wrongly recommended strategies which are based on adoption of innovative technologies supported business models have been presented as a roadmap to achieve United Nations (UN) 2030 Agenda Goals for Sustainable Development can initiate more severe global crisis than climate change, pandemics, and food insecurity altogether can cause while diminishing global prospects to generate feed, fuel and its driving indicator e.g. revenue leading to accelerating the everlasting global-circular-debt generation-process, eradicating colonization and civilizations in addition to risking global community's natural physical and mental well being and their existence within their respective socio-environmental ecosystems as well, in various regions of globe [45-50].

Food-not merely a feed

Most of the food items that human beings consume are from biological origin. Food items originated from natural sources are not only feed but they do act as medicine having prophylactic and therapeutic roles on regular use [26-33,51-56]. A huge number of illnesses are associated with consuming non-healthy diet. In recent years, use of designed diet preparations have played significant in eradicating Covid 19 pandemic from Pakistan and also from different regions of globe making precedence to use food preparations from natural origin regularly as drug for ensuring natural health of consumers and for treatment of huge number of diseases [28,29,33,51-56]. My papers written on these aspects, also revealing the involved molecular mechanisms are already in press.

Climate change-Global food and agricultural sector

In present era, the unpredictability in trends of key players of global food and agriculture sector and their associated service providers' potential strength in food supply chains is expected to effect global food and agriculture sector production, their logistics, stakeholders and service providers, while risking food sustainable availability, safety of basic food items and overall food security globally, are the key challenges of the future. On other hand, by expanding global agriculture sector in volume by natural means (organic farming) can play a significant role in minimizing the effect of climate change e.g. by decreasing global warming, by providing job opportunities and food produce and products which would contribute to improve strength of social indicators impact on living and natural health quality while connecting the people globally [57-63]. For this to happen, it is the utmost need to modify business models with the provision to support those models which are flexible and can integrate with pre-existing commercial activities in the developing regions of globe while minimizing the role of marketing strategies enabling the small community commercial sectors to rely on their naturally available local resources to produce the products and to enhance their share in global market. Swapping micro-economics with enterprising business concepts operating based mega finances driven giant commercial ventures can have devastating effects because local culture and traditions and the mindset of consumers might not complement with the cosmetically tailored implanted business activities hence can obstruct economical growth by hindering revenue flow.

Bifurcate stakeholders and logistics of commercial services and basic human services and their service providers' domains of influence and interaction

One of the reasons for huge number of fatalities during Covid19 pandemic is many basic human services were started operating on various business models as industries designed to generate revenue under the leadership of influential persons leaving no space for independent decisions to make and for genuine research activities to carry on. The most adversely effected domains of human services are health, education, research and food and agricultural sectors. Unfortunately, in most of the countries food and agriculture sectors are

not considered as human services. This approach needs to be changed over a period of time, especially after Covid 19 pandemic, to protect global community from food insecurity and physical and mental illnesses and to provide sustainable job opportunities, food products and their ingredients. It is the utmost need to absolutely bifurcate stakeholders and logistics of commercial services and basic human services and their service providers' domains of influence and interactions, leaving provision for regional differences based adjustability, freedom to plan and to execute actions in compliance with applicable genuine science knowledge, experience and the need to fulfill local demand on priority basis.

Result and Conclusions

This piece of work discusses different factors which determine consumers' choices for food items selection which in turn are influenced by marketing strategies. Naturally-originated-food-products helps to protect consumers from a huge range of illnesses whereas commercially-ultra-processed-food and food-analogues consumption increases the risk for different diseases which are yet incurable. Keeping in view the basic universal principles of science, it is mandatory to disseminate authentic scientific findings globally while replacing the obsolete understanding on work with newly evolved concepts and their translation into technology and practices irrespective of funding opportunities, patents' intellectual property rights ownership associated and unassociated commercial interests. The content, related to every domain of life, which is being disbursed for marketing must be checked for dis-information and false claims. Attempt to increase the volume of global food and agriculture sector (organic food and organic farming), can help to decrease the impact of factors driving climate change on one hand whereas on other hand such actions can help to deal with food insecurity, risk to natural health and problems like unemployment. It is very important to bifurcate in stakeholders and logistics of commercial services and basic human services and their providers' domains of influence and interactions and above all, food and agriculture sector should also be included in basic human services. It is very important to consider education, research, food and agriculture sector to be a part of basic human services in order to protect the globe from pandemics and from accelerating climate change and associated crisis in the future.

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