Rock to Porcelain

- 15 MT from mines to agriculture
- 7 MT from agriculture to market
- 3.3 MT from market to food
- 3.3 MT from food to urine

Phosphorus Flows

Mine
Agriculture

Environment
Food
Feed/Fiber
Returned to soil
Non agricultural

Human Waste
Nearly 100% of what we consume in phosphorous is expelled in urine. The technology to reclaim it exists, so why are we letting such a valuable resource go to waste?

Methods

Reach the Imminent Generation through Social Media

Provide a Database Conducive to Natural Curiosity

Provide a Space for and Encourage Discussion

Create a Community

We Plan to Change That

Peak Phosphorus is set for 2033 raising the issue of Phosphorus Sustainability

The Greatest Roadblock for Phosphorus Sustainability is an Information Void

Assessment Plan

- Monitor page metrics on the website and Facebook page.
- Track discussion-board traffic and discussions.

References


