

A New Assessment Method of Creating a Sustainable Future Economic-Social-Political, Consumer, Food Consumption for Humanity on UNIT Basis: Per Capita (PC) versus Per Adult Human Unit Method (PAHUM) Evaluations

Associate Prof. Sümer Haşimoğlu MS, PhD
Schaefer Str. 20, 19053 Schwerin, Germany,
shasimoglu@gmx.de

Summary

Communication of Lisbon Strategy sets out an integrated package of measures to deliver more sustainable consumption/ production (including food), better environmental protection, and correct population/consumer, family/household evaluations by using appropriate and more meaningful methods. It lays ahead as one of the key challenges for EU28 and developing countries - PC, Adult Equivalent (AE) and Conjoint Analysis Theory (CAT) evaluations and implementation are not sufficiently dynamic and forward-looking to drive the performance of methods upwards. Those evaluations do not serve the above purpose. On PC, AE method use overall, voluntary and regulatory instruments are not sufficiently connected and potential synergies among the different instruments are not exploited. Divergent national, international approaches send conflicting signals to researchers, institutions, producers and consumers. As a result, the full potential of the internal food market of EU28 and its impact on macro-economic issues plus environment are not realized and evaluated on properly identified UNIT basis. It includes other developed and developing countries also. Misidentified UNIT (PC) for measurement would not give correct results and if one installs his correct assumptions on the wrong unit, the falls results will start following each other.

Per Capita (PC) is one of the mostly used but also one of the misused and one of the confused two words used in every aspect of evaluations of global macro economy including organic/conventional food consumption/production and other predictions. Per Capita is defined as “equal to each individual, per unit of population, for each person.” When data is presented on PC basis, the assumption must be made that one month-19-year old (for example, a 6-month-old baby) and older age group 65+ will produce and consume as much food as a 20-24-year old mature person and/or emit as much carbon dioxide. PC evaluations of the individual citizens/consumers—the most obvious indicators of measured change are those which impinge most directly on a person’s daily family life activities that is acquiring the necessities of life (Food and clothing), making a living and providing for their children to sustain their future and environment. Above challenges and assessments based on PC, Adult Equivalent (AE) and Conjoint Analysis Theory evaluation are directly linked to people’s way of life that they produce and consume which contribute to global warming, pollution, material use and natural resource depletion including consumption of organic and conventional food.

The developed PAHUM-(Copy-right©1989) – [UNIT-PAHU is gender and age corrected Per Capita (PC^{agc})] and policy approach may integrate the potential of the different policy instruments, helping implement them (gender, age, structure and household size) to social-economic-political, plus consumer, food consumption and environmental issues. The state of the art of this short summary project suggestion is to implementing developed PAHU Method - (Gender and age corrected Per Capita-PC^{agc}), (Copy-right©1989) - to revaluating demographic structure, consumer and food consumption potential of developing and developed countries, its safety (and efficacy) as needed for the period of next 32 years until 2050 plus the other areas that it has applications including environmental issues and global food security.

My kind personal regards

Associate Prof. Sümer Haşimoğlu, MS, PhD
Schaefer Str. 20, 19053 Schwerin, Germany (shasimoglu@gmx.de)

PS: I will be more than happy to provide you with the Executive summary of the method. For further detailed information on the subject – Journal of Environmental Science and Engineering, Vol. 4, Number 7, July 2015, pp. 336-351-USA. web site: <http://www.davidpublisher.org/Public/uploads/Contribute/55f90ce89e1a9.pdf>