



## ***From Farm to (Operating) Table: Air Quality and Health***

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Clean air is the most essential resource for life. One could live without food for a few weeks, and without water for a few days; but without air, one would only survive a few minutes, if that.

Clean air is not only essential for human health, but also for the health of a massive range of assets in nearly every industry around the globe. Ironically, clean air is also one of the most underrated resources in our world. Underrated because food and water, the other essential resources for life, are very heavily legislated.

Unfortunately, air quality and health are threatened every day by a range of sources, and the risks associated with these threats can vary greatly. Some can be slightly upsetting or harmful, while others can be downright reckless. And in some cases, the risk can be so great that it can be declared as a public emergency.

We all know that filtration is an effective solution.

Simply put, decisions to protect specific targeted environments with clean air are made as follows:

- We assess the risks of poor air quality to those environments and their assets – whether it be people, processes or equipment.
- Based on the assessment, strategies are put in place to reduce risks and provide certain quantities and quality of clean air for the assets.
- A monetary amount is invested for the protection.

Sadly, the amount invested is often justified based on the return of said investment, without necessarily understanding what is truly at risk.

In this plenary speech, the value of air quality and health will be considered in various industries and across multiple assets. From swine in the agriculture industry to healthcare and pharmaceutical industries. And what about human health? Our daily lives will also be considered - in our homes, our schools and our businesses.

What value would you put on protecting these assets?