

TERRA MADRE: Transforming our Local and Global Food System

Somerset Community College International Festival

October 20, 2011

Presented by
jim embryo

Sustainable Communities Network
Lexington KY
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Movement Activist for 50 years

- **Civil Rights Movement**
- **Student/Youth Movement**
- **Women's Rights**
- **Labor Movement**
- **Peace Movement**
- **Environmental Movement**
- **Disability Movement**
- **Food Co-operative**
- **Local-Organic Food Movement**
- **international globalization Movement**
- **Mountaintop removal Movement**
- **Occupy Wall Street/Occupy Lexington**

Move towards Sustainability encompasses all social movements

i am stardust condensed in human form....thus I am a **Sacred Earth Activist**

I am a present manifestation of 4.5 Billion years of Earth's evolution.

We are all stardust exploded out 14 billion years ago and now condensed in human form...thus we are all divine lights searching for creative expressions..we are all from the same source...we are all related...



Our Mother, our home.. Gaia

Sacred Planet

Garden of Eden



Precious Gift

Earth Community

Sacred connections-we are all interconnected

- Human people
- Air people
- Water people
- Rock people
- Plant people
- Animal people

All our relations

Spiritual Teaching and Quantum Thinking



Sustainable Communities Network

Founded in 2005 non-profit-community based

- Network of people...local, state, national, international
- Body of ideas....social change...
- Practice of community building/organizing

Create awareness and practice of sustainable living

- Believe that sustainability movement encompasses all other social movements
- Local food system is foundation of sustainable community
- Community gardening is essential to local foods system, citizenship, eco-literacy
- Community garden is where children learn citizenship, good eating habits, where food comes from how to work together, sacred Earth Connections, systems thinking

Local work

- School gardens....30+...KY School Garden Network
- Community gardens...
- Houses of worship...Gardens of Eatin'
- Chrysalis House, youth in Drug Court, Domestic Violence shelters, gardens in city parks
- Catholic Action Center...homeless.... Gods Garden, Gods Worms, Bluegrass Eco-village

International Travel

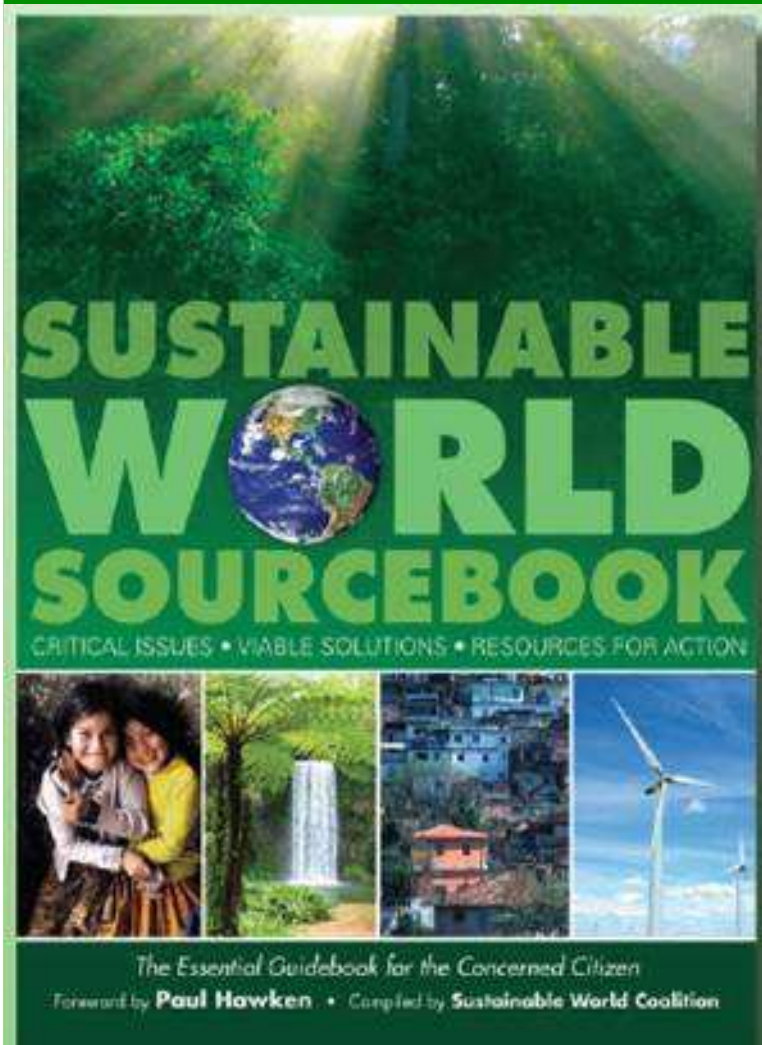


- International Travel: Brazil for World Social Forum, Cuba organic agriculture, India, Mexico, Belize, Jamaica, Bahamas, TERRA MADRE Curacao,

- Italy for TERRA MADRE 2008 2010,

Sustainable World Coalition

SCN contributed articles, photos, quotes



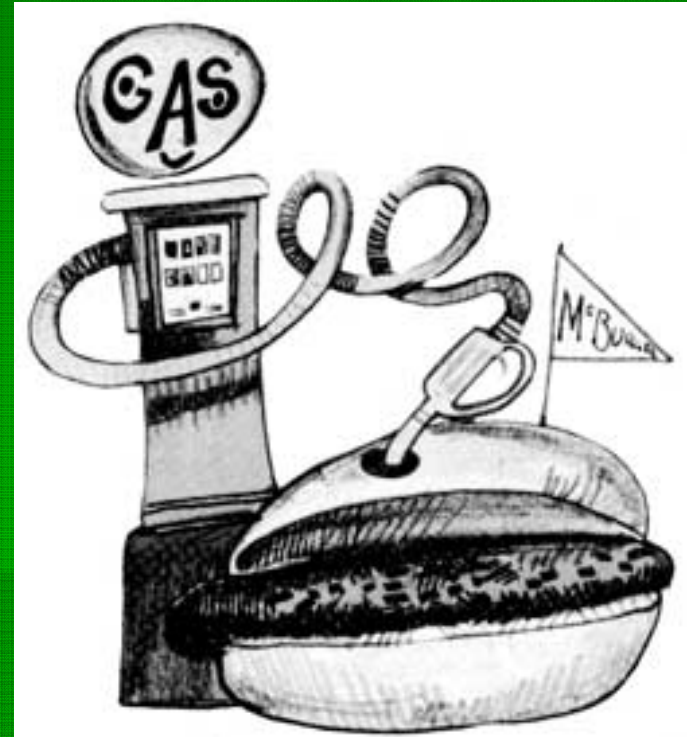
- TERRA MADRE:
Transforming our
Local and Global
Food System

Industrial agriculture is not sustainable into the future.

Tremendous amounts of fossil fuels (petroleum, diesel, gas) are used in modern farming.

16-20% of all energy used in the U.S. goes for agriculture to produce fertilizers, run combines and tractors, process and transport food.

In the U.S., food travels 1,500 miles on average from farm to fork.



Industrial food system is what it is



- » Great quantities of food
- » Fewer farmers
- » More time, more conveniences
- » Cheap wheat, corn, rice, soybeans and cheap cocoa puffs and soda!
- » Increased food distance avg 1,500 miles



The industrial food system and modern agricultural policies affect both the U.S. and other countries:

Rural cultures and local businesses suffer as farmers are pushed off their land.

Beyond that, the cost to the environment is tremendous and cannot be sustained.

**Four corporations control
62% of U.S. flour milling.**

Cargill
Monsanto
ADM
Tyson
and others

**Four pork packers control
a 62% share.**

They affect
small
farmers,
farm
workers,
quality of
water,
health of
people,
health f
environment
...locally and
globally

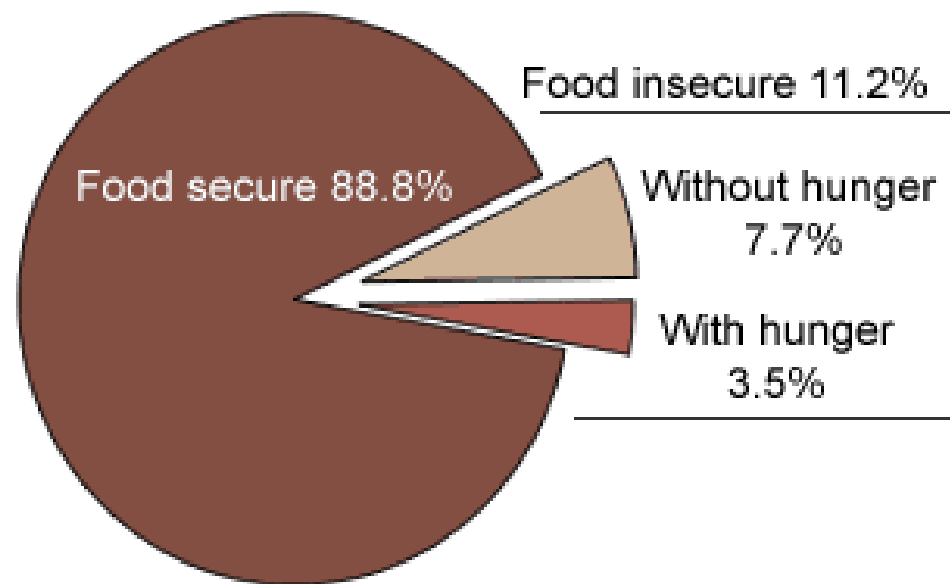
**Four have 53% control of
U.S. poultry.**

**Four corporations control
81% of the beef market.**

A Hungry Nation

38 million Americans are food insecure.

Food security status of U.S. households, 2003



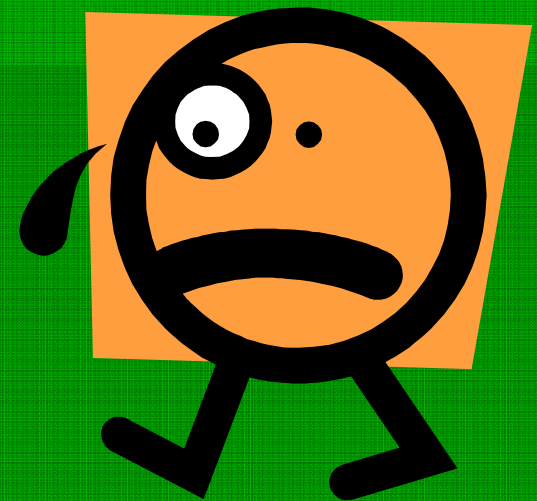
Source: Calculated by ERS using data from the December 2003 Current Population Survey Food Security Supplement.

That is 12
times the
population
of
Kentucky

Impacts: Kentucky

- Farm numbers declining
- High rates of obesity, cancer, heart disease and diabetes
- Unequal access to healthy foods
- Strains on our natural resources

So what are we
going to do
about it?



Who pays the hidden costs?

FARMERS



**The average
Kentucky farm
income is
\$12,000/ year**

The poverty line is \$19,350
for a family of four.



Food Insecurity

- 27% US children overweight
- 1 in 3 will develop diabetes, 1 in 2 if African American or Latino
- Poor diets create additional costs..premature death...high medical costs..high absenteeism..disabilities
- Farmer's Share of food dollar dropped from 41cents 1950 to 19 cents
- US has 2.2 millions farmers...2.5 million people in prison



the act of eating is a disconnected one: disconnected first from its source, the Giver of Sustainer of life; and disconnected from relationship with our fellow human beings and the earth itself.

Eating is an agricultural act..
Wendell Berry

Eating is spiritual act....

Farming is a spiritual act...

Environmental crisis is a spiritual crisis



**We treat the
Earth as a
mine of
resources for
our use and
exploitation
rather than
the SOURCE
of Life**



IN SUMMARY: A “cheap price” in the supermarket is deceptive. The cost fails to reflect:

- **environmental damage**
- **concentration of power in a small number of agribusinesses**
- **increased food insecurity, low wages and abuse of farm workers**
- **damage to rural communities**
- **struggling or bankrupt family farmers and resulting social degeneration**

Our Ecological Footprint

<http://www.breathingearth.net>



If everyone in the world lived like an average **North American** we would need **five** planets to live on...



One Planet Living is a global initiative based on 10 principles of sustainability developed by BioRegional and WWF.



www.oneplanetliving.org



- 1 Zero Carbon
- 2 Zero Waste
- 3 Sustainable Transport
- 4 Local and Sustainable Materials
- 5 Local and Sustainable Food
- 6 Sustainable Water
- 7 Natural Habitats and Wildlife
- 8 Culture and Heritage
- 9 Equity and Fair Trade
- 10 Health and Happiness

Terra
madre

MINISTERO DELLE POLITICHE AGRICOLE
ALIMENTARI E FORESTALI



Cooperazione Italiana
allo Sviluppo
Ministero Affari Esteri

REGIONE
PIEMONTE

Cr



Terra
madre

USA and Kentucky Delegate
Torino, Italy

October 2008, 2010

Slow

Terra Madre/ Slow Food International

Torino, Italia October 21-25 2010,
6000 people met for the 4th edition of Terra
Madre,

the largest world meeting of food
communities: 4803 peasants, breeders,
fisherfolk and artisan producers
from 1583 food communities in 153
countries,

953 cooks and chefs,
411 lecturers and academics from 225
universities, 2320 observers and escorts
and 776 volunteers.

20 delegates from Kentucky, 800 from USA

Founded in 1986 in
opposition to
McDonalds moving
into Italy

How does Terra
Madre work?



Slow Food®

Slow Food

- **good, clean and fair** – The three tenets of Slow Food's approach to food and food production, as outlined in the Manifesto on Quality.

Good: a fresh and flavorsome seasonal diet that satisfies the senses and is part of our local culture;

- **Clean:** food production and consumption that does not harm the environment, animal welfare or our health;
- **Fair:** accessible prices for consumers and fair conditions and pay for small-scale producers

Terra Madre

- Terra Madre
- The Terra Madre network was launched by Slow Food to give a voice and visibility to the small-scale farmers, breeders, fishers and food artisans around the world whose approach to food production protects the environment and communities. The network brings them together with academics, cooks, consumers and youth groups so that they can join forces in working to improve the food system.
-
- The term **food community** refers to a group of these producers, defined by a place of origin and reflecting a new idea of 'local economy' based on food, agriculture, tradition and culture. More than 2,000 Terra Madre food communities have been formed around the world.
-
- **The first world meeting of Terra Madre food communities was held in 2004 in Italy**, and brought together 5,000 producers from 130 countries. **The second edition in 2006** grew to include participation from 1,000 cooks, aware of their important role in supporting local, quality production, as well as 400 researchers and academics, seeking to bridge the theory of their work with hands-on knowledge. In 2008, 1,000 young producers, cooks, students and activists from around the world joined the network to show their commitment to ensuring traditions and agricultural wisdom is handed from one generation to the next.
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Navdanya



























OPENING CEREMONY

Palasozaki

Palasport Olimpico



Sam Levin, 15 yrs, USA Delegate

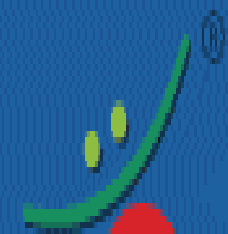


- *Sam Levin is one of three co-founders, along with Sarah Steadman and Natalie Akers, of Project Sprout, an organic, student-run garden on the grounds of Monument High School in Great Barrington, Mass.*
- *2nd yr. Project Sprout: supplies the school's cafeteria with fresh fruits and vegetables,*
- *helps feed the hungry in the community and serves as a living laboratory for students of the Monument school system.*
<http://www.youtube.com/watch?v=ph10VHbAKsQ&feature=related>
- *You Tube*



www.salonedelgusto.com

SALONE INTERNAZIONALE
DEL GUSTO



TORINO

23-27 OTTOBRE 2008

LINGOTTO FIERE - OVAL



CITTA' DI TORINO



Slow Food®



REGIONE
PIEMONTE

Salone del gusto 2010

the 9th Salone del Gusto - 180,000 visitors

Wine ...2500 labels.....900 Italian cellars....400 foreign cellars
presidia set up by over **260 food communities** in 50 countries.

Fruit, Vegetable and Spice Lane

(fruit and vegetables, spices, herbs, vinegar, tea, infusions)

Cheese Lane

(cheese and dairy products)

Cured Meat Lane

Oil and Condiments Lane

(oil, condiments and pickles)

Grain Lane

(cereals, pasta, bread)

Meat Lane

Fish Lane

Sweet and Spirits Lane

(desserts, chocolate, honey, jams and preserves, spirits and liqueurs) ... plus of course a special space for **beer**.



















Slow Food... Our philosophy

- We believe that everyone has a fundamental right to pleasure and consequently the responsibility to protect the heritage of food, tradition and culture that make this pleasure possible. Our movement is founded upon this concept of eco-gastronomy – a recognition of the **strong connections between plate and planet**.

Slow Food is **good, clean and fair food**. We believe that the food we eat should taste good; that it should be produced in a clean way that does not harm the environment, animal welfare or our health; and that food producers should receive fair compensation for their work.

We consider ourselves **co-producers**, not consumers, because by being informed about how our food is produced and actively supporting those who produce it, we become a part of and a partner in the production process. In accordance with the philosophy of **good, clean and fair**,

Slow Food International

- What We Do
- Slow Food develops projects, events and activities all around the world and at all levels - by convivia at the community level and by Slow Food offices at the regional and global level. It has adopted innovative approaches to:
-
- **Defend Food Biodiversity**
- Through the Slow Food Foundation for Biodiversity we build the capacity of producers and protect food biodiversity and traditions. New economic models are being put into practice all around the world: 300 Presidia - sustainable food production - projects, 900 Ark of Taste products and Earth Markets... [more>](#)

Develop Networks

Through the **Terra Madre** worldwide network we give a voice to **small-scale farmers and food producers and bring them together with cooks, academics and youth to discuss how to improve the food system collaboratively**. Meetings are held at the global, regional and local level and resulting projects are promoting knowledge exchange around the globe... [more>](#)

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Terra Madre 2010

Held concurrently with **Salone del Gusto**

A project--to actively support small-scale, traditional, and sustainable food production.

A network of 5,000 food producers from 1,600 communities, 1,000 cooks and 400 academics from 150 countries

An event--a world meeting of food communities that embodies the Slow Food philosophy

Food is Sacred....

Good, Clean, Fair and... Sacred

- *themes of spirituality and sacredness in food. Moderated by Carlo Petrini, the meeting brought together Enzo Bianchi, prior of the Bose community, and Satish Kumar, a friend and disciple of Mahatma Gandhi. A Hindu monk since the age of 9, he once spent three years walking 15,000 km around Asia to discover “the chemistry of hospitality.”*



Home
About *What we do* *Get involved* *Contact us*



Slow Food on Campus

- Slow Food on Campus members represent a passionate cross-section of youth addressing food system and food justice issues, spanning environmental and social causes. Through creative and innovative events, projects, and programs, these students are leading the Youth Food Movement in the United States.

Slow Food on Campus Chapters:

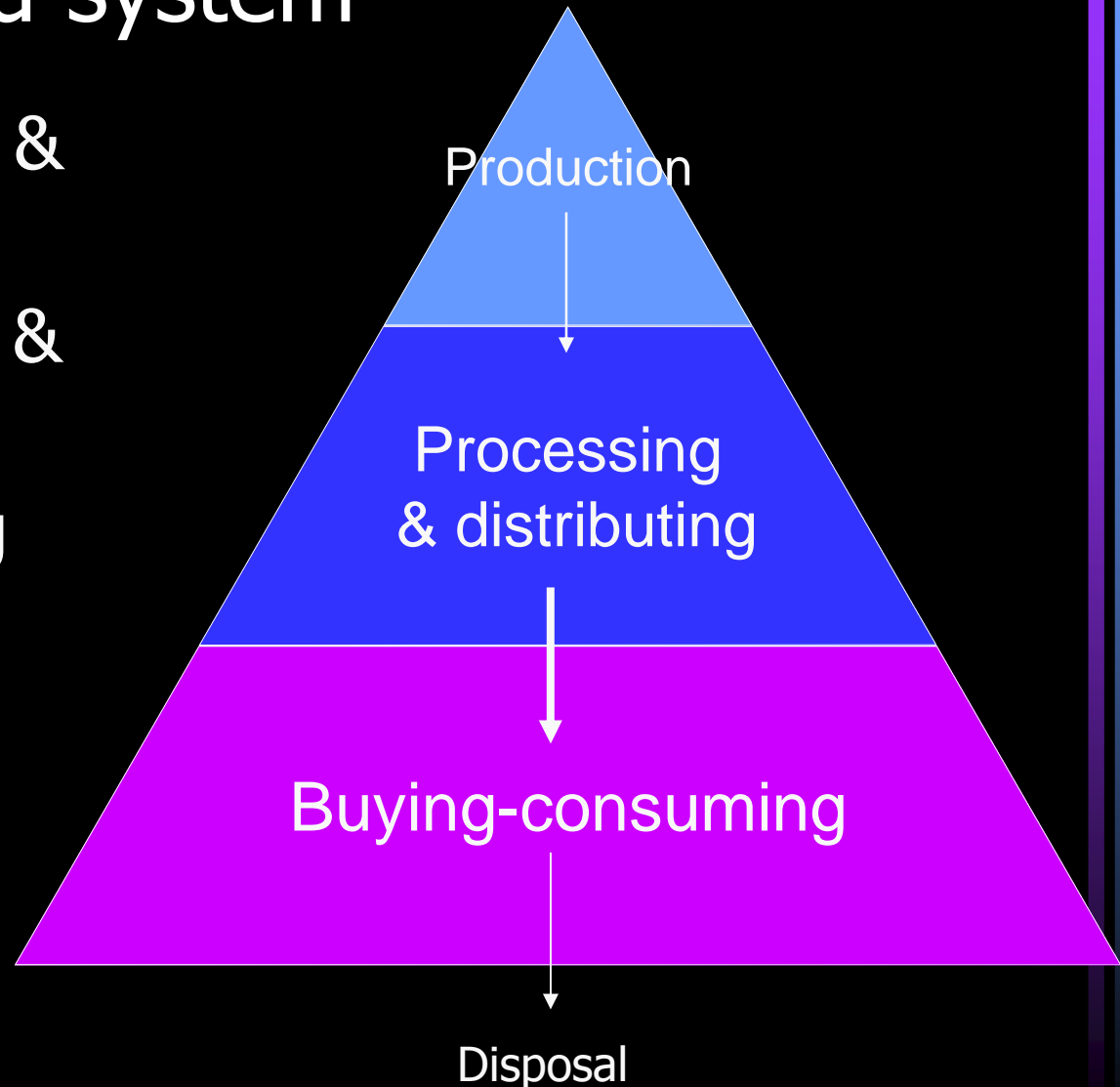
- Slow Food Art Institute of Pittsburgh
- [Slow Food Boston University](#)
- Slow Food California Culinary Academy
- [Slow Food Carleton College](#)
- Slow Food Green Mountain College
- [Slow Food Hampshire College](#)
- Slow Food Harvard University
- [Slow Food Kapi'olani Community College](#)
- Slow Food Le Cordon Bleu - Atlanta
- [Slow Food New England Culinary Institute – Montpelier](#)
- [Slow Food Princeton](#)
- Slow Food Rutgers University
- [Slow Food Sonoma State University](#)
- Slow Food University of New Hampshire
- [Slow Food University of Wisconsin – Madison](#)

Restoring our Local Community Food systems

- US once a home of healthy local Food Systems
- After WWII industrial farming methods, mentality, marketing, monopoly and monoculture emerged
- Local food systems slowly dismantled in favor of industrialized, globalized system
- Benefits large agribusiness and supermarket businesses, hospitals

What is a “food system”

- Food production & harvesting
- Food processing & packaging
- Food distributing
- Food marketing
- Food buying
- Food consuming
- Food disposal



Unique aspects of local food systems

- Food security →
 - Food proximity →
 - Self-reliance →
 - Sustainability →
- Accessibility and affordability
 - Short distances & strengthened relationships between producers and consumers
 - Community meeting its own food needs & Community economic development
 - Diversified agriculture; Environmental, economical and social sustainability

Farm Policy

- Large farms make of 7% of total number
- Large farms receive 45% of federal payments
- End result is government structured food supply that favors a few crops,. Grown by large farm operations that fail to meet the dietary needs of Americans
- 1980-2008 price of fruits and veggies increased 118%
- 1980-2008 price fats, oils sugars 35%
- 80% of grocery shelves= processed food
- US Farm Bill and USDA RDA out of sync

US Farm Policy

- Makes unhealthy foods too tasty too cheap an abundant to resist
- Farm policy= health policy
- 4% of farm land used to grow fruits and veggies
- 74% of farm land used to grow commodity crops..(corn, wheat, soybeans, rice etc)
- 80% of federal subsidies go to commodity crops

Getting Involved

Food for **EVERYONE!**

- As Citizens
- As consumers
- As Entrepreneurs
- As Community Organizers
- As artists
- As Educators
- As faith community
- As Students

Somerset Community College

- **Serve local food**
- **Set up CSA..consumer supported agriculture**
- **Farmer's market on campus**
- **Gardens around the campus**
- **Natural habitats around campus**
- **Is the campus bee friendly?**
- **Green roofs.....Grow food on the roofs**
- **Teach horticulture**
- **Attend Terra Madre....Slow Food chapter**

Organize Community Supported Agriculture (CSA) at your church

With your members (or combined with a neighbor church), you could invest in the future harvest of a local farmer and receive weekly boxes ("shares") of fresh produce.

You could also subsidize the cost of shares for people who can't afford them.



Things your congregation can do ~ **Host a Farmers' Market in your parking lot.**

Some churches lend their kitchens to Farmers Market vendors for food preparation or processing.

Some sell discounted vouchers to low-income shoppers.



Start a gardencommunity lots, schools, houses of worship, city parks, hospitals, day care centers, senior centers

Learn how to grow healthy food.

Invite neighbors, including those who may not have sufficient income, to produce vegetables for their families.

Bring school children in to learn the joy of growing food.



What is a local or community-based food system?

- Production, processing and consumption tied to a geographic region
- Food policies that promote local food production, processing and consumption
- Widespread access to adequate, affordable and nutritious foods
- Stable base of local, family-owned farms that use sustainable farming practices
- Food and agriculture related businesses that create jobs within community



1

Ask schools, hospitals and nursing homes to buy locally-grown food

Push for Country (and State!) or Origin labeling for meats and produce.

2

3

Support your local food bank & food policy groups.

Learn about federal policy on the PC(USA)'s Better Farm Bill site - betterfarmbill.org

4

5

Ask your representatives for policies that protect family farmers and foster rural prosperity.

Advocate for equal access to fresh produce and healthy food for all neighborhoods.

6

7

Advocate for strong food stamp, WIC and Senior Nutrition Programs.

Support legislation to allow WIC and food stamp users to buy from Farmers Markets

8

9

Ask your supermarkets to sell locally-grown food.

Invest your dollars in local businesses and locally value-added products.

10

11

Support the wise use of genetic engineering in agriculture that benefits farmers and society.

Request labeling of irradiated and genetically modified (GMO) foods.

12

White House Garden



1st Lady of Kentucky Jane Beshear..garden project



PLANT A VICTORY GARDEN



**OUR FOOD
IS FIGHTING**

A GARDEN WILL MAKE YOUR RATIONS GO FURTHER

© 1945 United Fruit Co. All rights reserved. This is a United Fruit Company advertisement. It is not to be used for any other purpose without the written consent of the United Fruit Company.

New Pioneers for a Sustainable Future

New Pioneers for a Sustainable Future

is a community non-profit organization

founded in Washington County/Springfield in 2005

to promote sustainable thinking and sustainable development in order to ensure a healthy, safe, and prosperous future for all.

Our local work is inspired by the Preamble to the International Earth Charter:

We stand at a critical moment in Earth's history,



Vertical Farm





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Green Walls...Vertical Gardens







The Fairmount Waterfront Hotel in Vancouver used to grow herbs, flowers, and vegetables on its accessible roof, saving its kitchen an estimated \$30,000 a year in food costs.



Green Roofs...roof gardens



**Vancouver: 44% of residents
grow their own food**

**Fairmount Hotel grows
herbs, flowers, veggies,
fruits edible flowers**

**Kaiser Permanente Hospital
–Farmer's market, garden**



Chrysalis House 2009 Community Garden Tour





Catherine Ferguson Academy in Detroit High School for Teen mothers with working farm

www.grownindetroitmovie.com





Twelve hundred broilers and 440 lbs of honey will be produced by students involved in the Catherine Ferguson Academy Agriscience Program



Gave tours to Danny Glover, Ossie Davis, Nobel Peace, Europe, Africa, Asia,







Chez Panisse opened its doors in 1971, founded by Alice Waters.

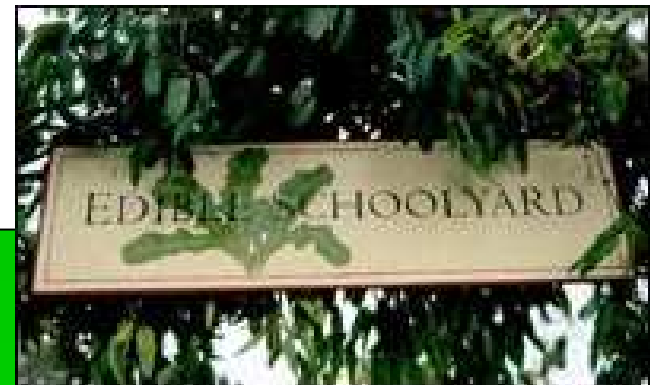


Edible Schoolyard-

begun by Alice Waters in Berkley CA

The Edible Schoolyard, in collaboration with Martin Luther King Junior Middle School, provides urban public school students with a one-acre organic garden and a kitchen classroom. Using food systems as a unifying concept, students learn how to grow, harvest, and prepare nutritious seasonal produce. Experiences in the kitchen and garden foster a better understanding of how the natural world sustains us, and promote the environmental and social well being of our school community.

Began the spring of 1995

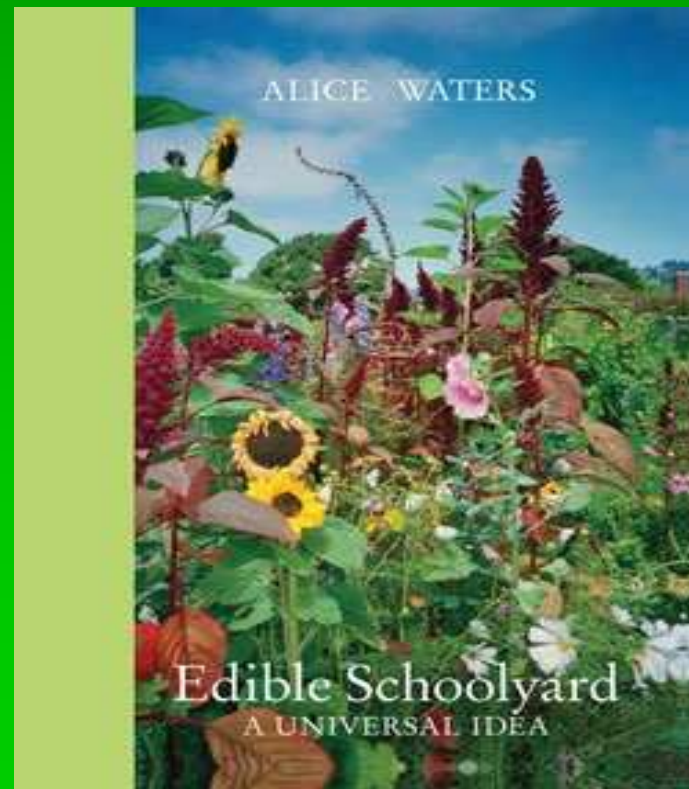




State Law passed 2002, garden in every Classroom

California School garden Network..

Slow Food USA, Terra Madre







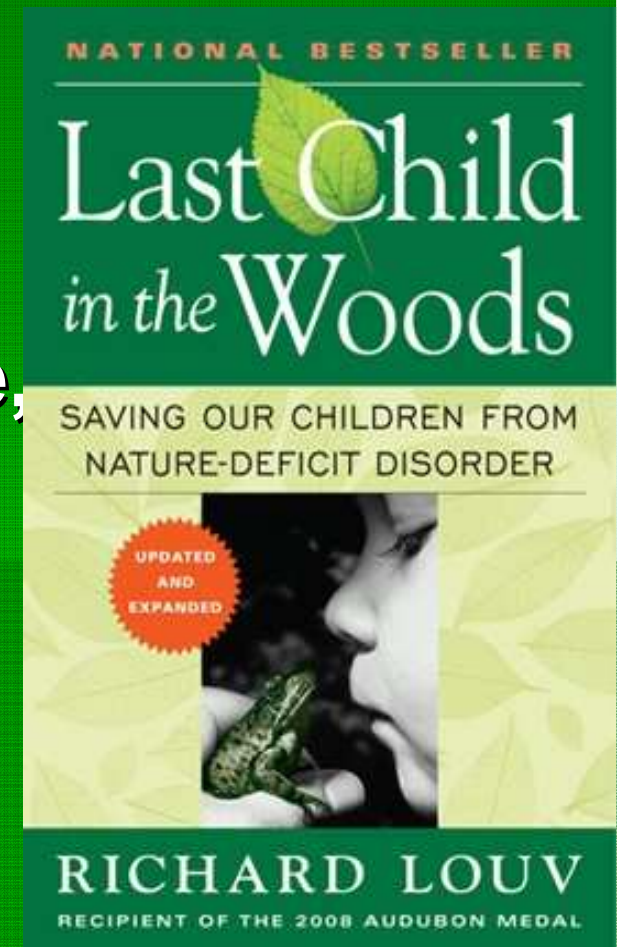


arden inspired
the Youth
eenCorps



NATURE DEFICIT disorder

- Richard Louv 2005 book, *Last Child in the Woods*
- Leave No Child Inside
- The growing movement to reconnect children and nature, and to battle "nature deficit disorder"
- ADD ...ADHD



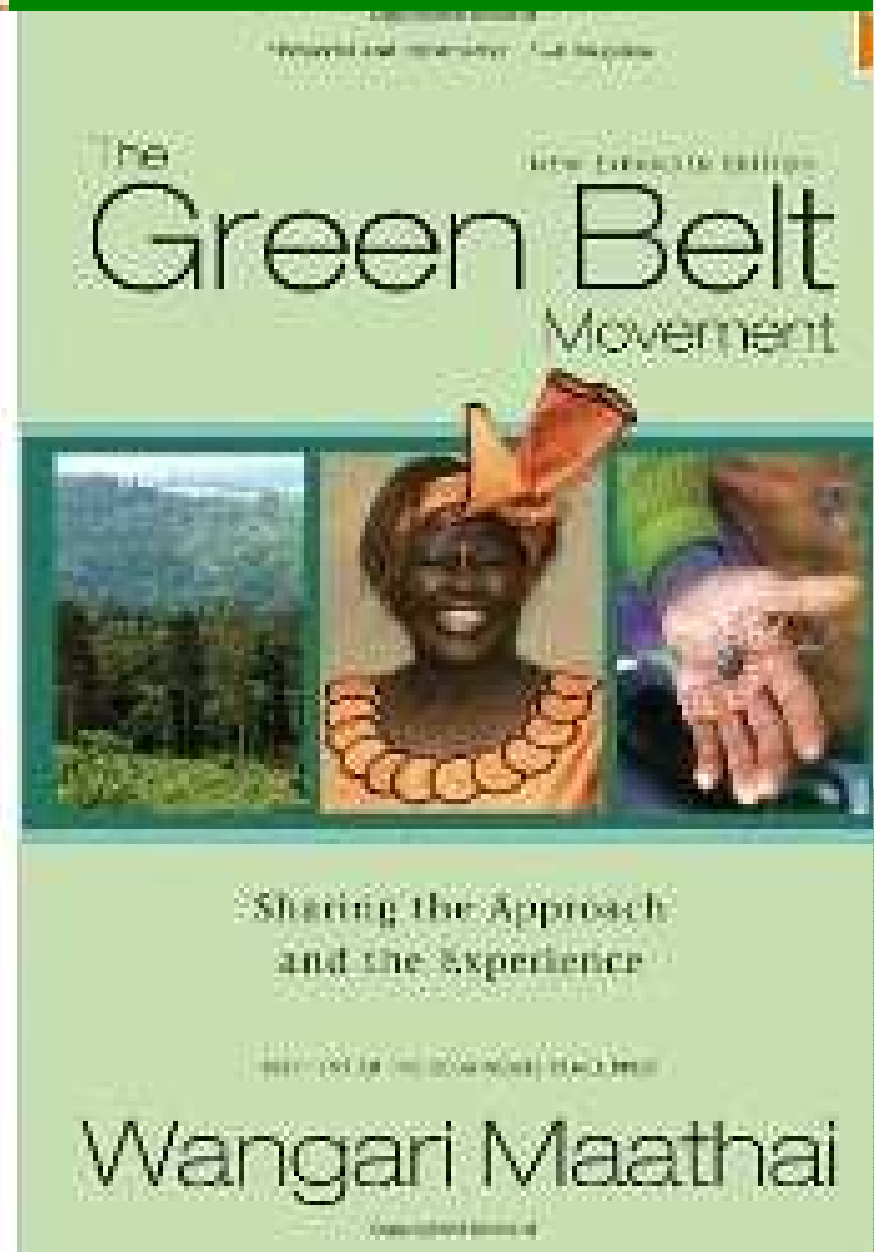
Good Food Co-op 1972

- Business cooperative owned by 6,000 members
- Natural foods store with café
- Classes
- Films like: (Food Inc, Black Gold, Dirt, The Garden, End of the Line, Burning the Future, Grown in Detroit)
- Community outreach
- Purchase from 250+ Kentucky producers

GREEN BELT MOVEMENT

KENYA

Her story of the Humming bird in
DIRT! The movie says we can
ALL be part of the Solution



TERRA MADRE: Transforming our Local and Global Food System

Consuming



Consuming



Consuming



Consuming





Turbulent Transition

The cellular structure
of the caterpillar
dissolves

Slide courtesy of Elisabet Sahtouris

Crisis as Opportunity in the Chrysalis



Finding its place of service





It's up to you