

# What is “Good Food?”



# What is the “Good Food” Movement?



the main complaint?

**IT'S TOO INDUSTRIAL**

*“...unified as yet by little more than the recognition that industrial food production is in need of reform because its social/environmental/public health/animal welfare/gastronomic costs are too high.”*

*Michael Pollan, New York Review of Books*

# The Lumpy Circus Tent



**Lumpy Tent**

# **AGRICULTURAL AGENDAS**

justice



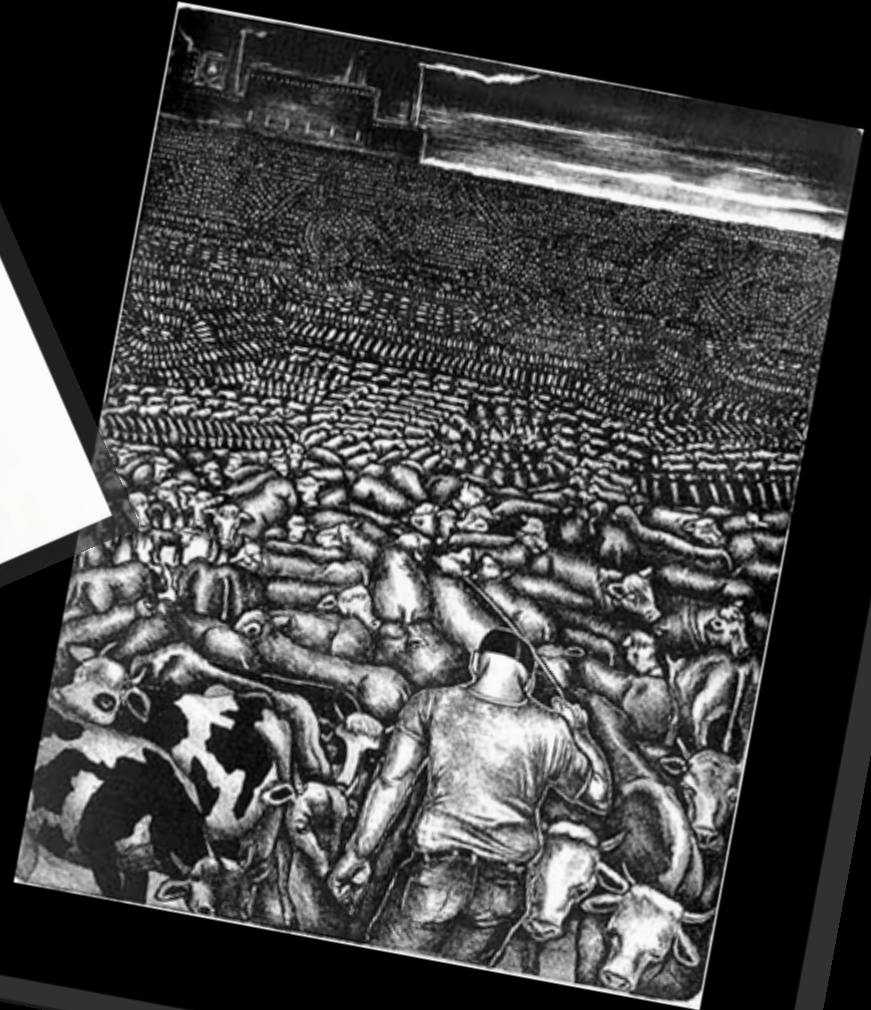
# production



policy



# environment



Lumpy Tent

# HEALTH AND HUMAN BEHAVIOR AGENDA

# food and children



# regulation



### Nutrition Facts

Serving Size 1 ounce Servings in bag 4

Amount Per Serving		% Daily Value*	
<b>Calories</b> 155	<b>Calories from Fat</b> 93		
<b>Total Fat</b> 11g			16%
<b>Saturated Fat</b> 3g			15%
<b>Trans Fat</b>			
<b>Cholesterol</b> 0mg			0%
<b>Sodium</b> 148mg			6%
<b>Total Carbohydrate</b> 14g			5%
<b>Dietary Fiber</b> 1g			5%
<b>Sugars</b> 1g			
<b>Protein</b> 2g			
<b>Vitamin A</b> 0%	<b>Vitamin C</b> 9%		
<b>Calcium</b> 1%	<b>Iron</b> 3%		

\* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.



# food access



# Many Summer Internships Are Going Organic

**campuses**



Some students say food is the political movement of their time. "I no longer wish I was born in the '60s," said Mr. Katz, 20, who discovered farming as an outgrowth of his interest in environmental issues.

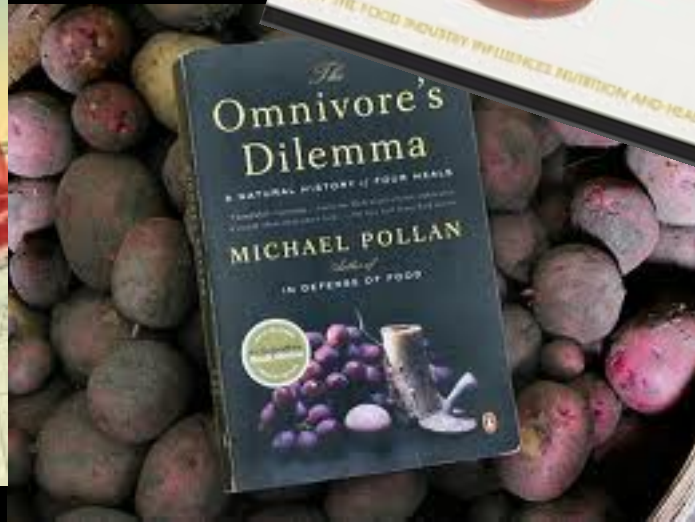
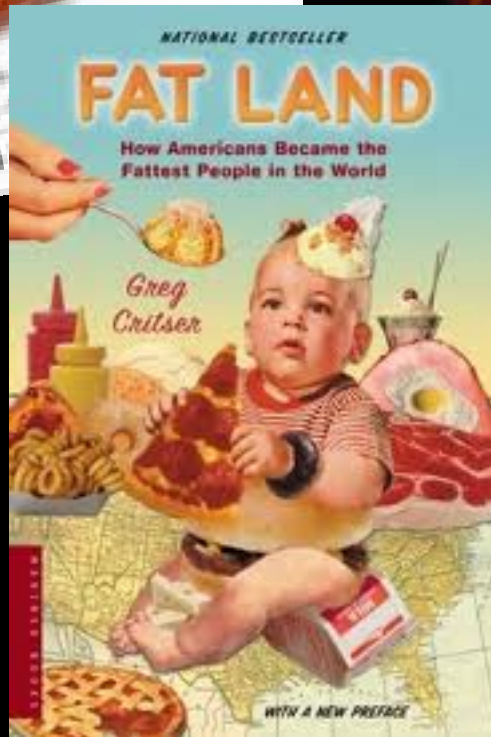
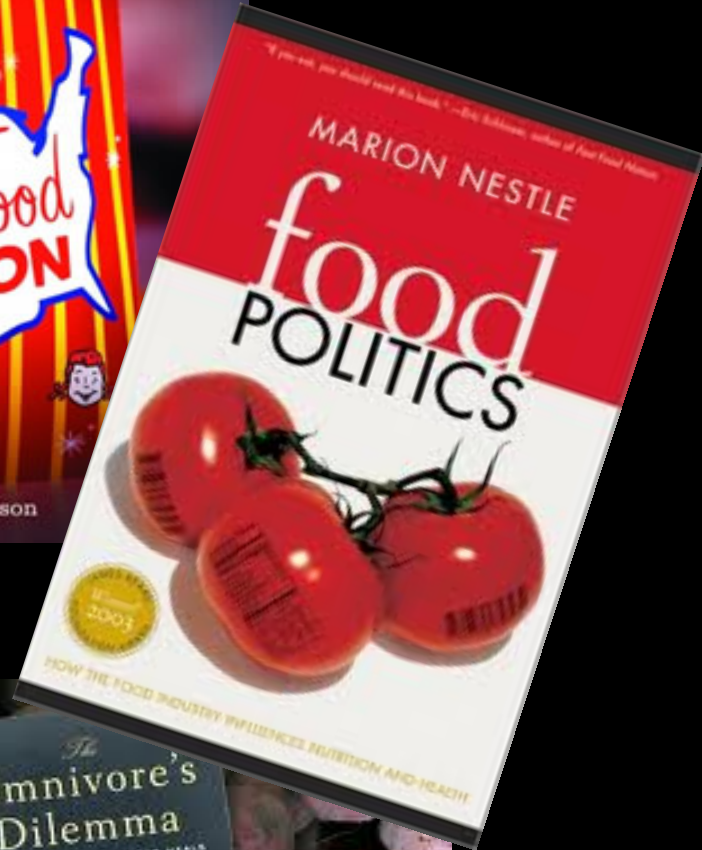
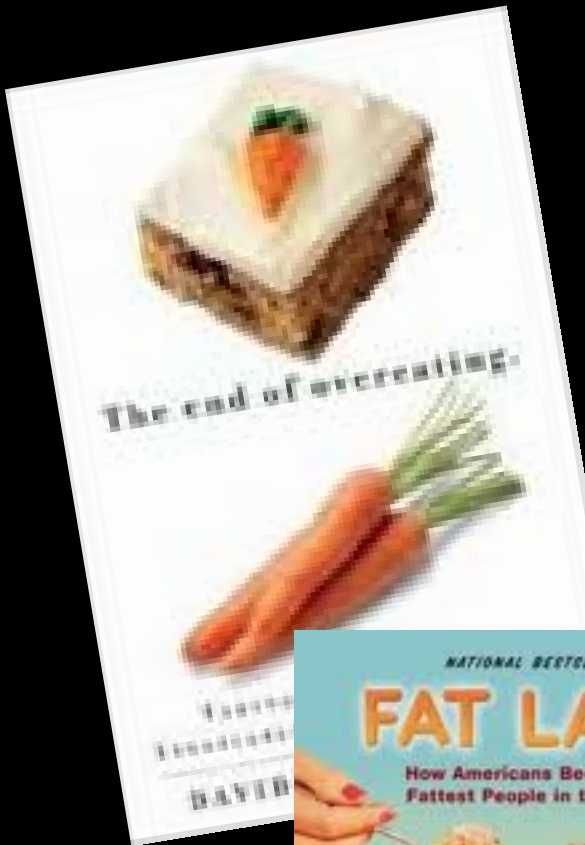
# human health



# What have we learned from “Food Journalism?”



The Dark Side of the All-American Meal



today's  
muck-  
rakers

today's  
muck-  
rakers



Beyond Individuals....

**WHAT IS THE PUBLIC RESPONSE?**

# White House

- From industry's favored ground of "personal responsibility" and exercise to a candid conversation about how food is grown, processed and marketed.



# Food & Drug Administration

- Cracking down on deceptive food marketing
- Considering a ban on non-therapeutic use of antibiotics in factory farming



# Department of Justice

- Pursue anti-trust enforcement in agribusiness (one of the most highly concentrated sectors in the economy)



# Dept of Health & Human Services

- Healthy Food Financing Initiative



- Grant & loan programs
  - *Know Your Farmer, Know Your Food*
  - *SARE*
  - *Farmers market grants*
  - *Community food project grants*
- Organic vegetable gardens at USDA buildings
- Child nutrition reauthorization act

# in Minnesota

- Quadrupling of farmers markets in one decade
- Season extension research and practice
- Significant increase in small farms
- Community gardens mushrooming
- Community food assessments undertaken in numerous communities

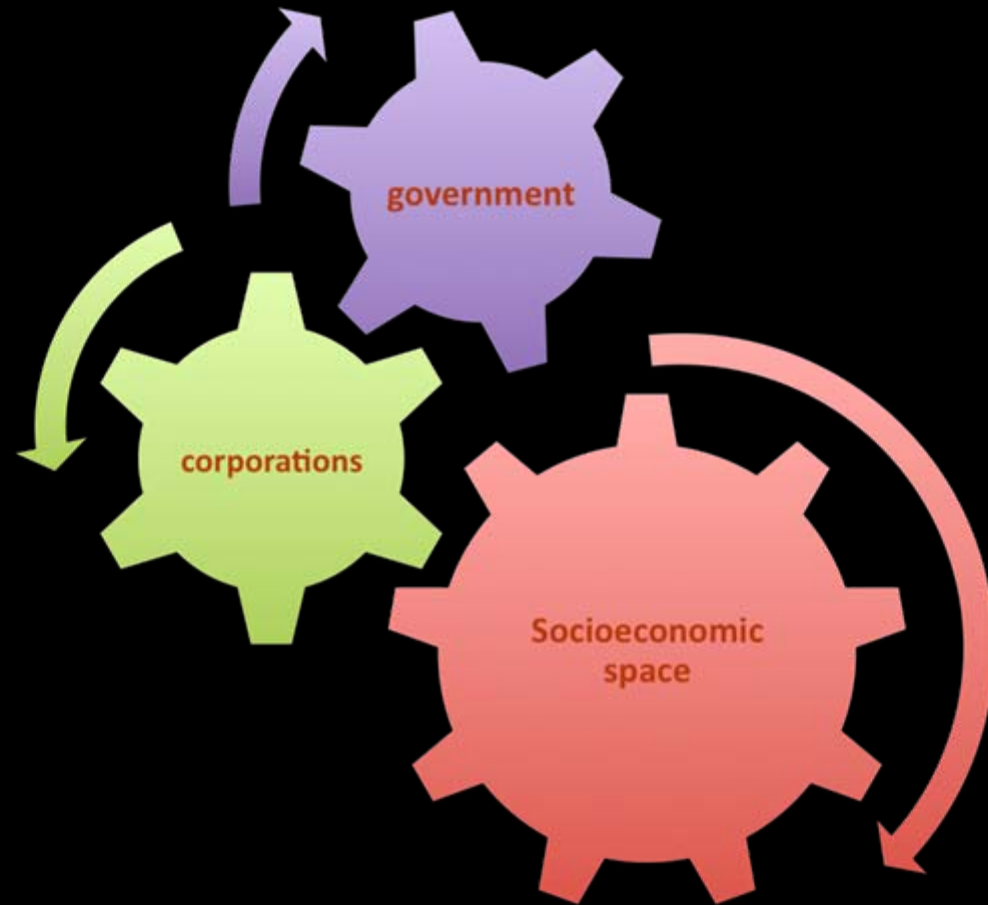
## in Minnesota

- Buy Fresh, Buy Local
- “Foodshed” research
- Food policy councils & food systems planning
- Farm to School
- MN Grown
- Culinary innovation (street food, restaurants)
- Conferences and regional strategizing

# the evolution of the food movement



# new structural vision of food system



# beyond the barcode

- *“It’s about re**l**ocating the modern economy within the community, centralizing cultural and economic exchange around a core, daily human activity: finding, preparing and consuming food.”*



**the next wave...**



# novel systems level changes

- Farmland preservation
- Fresh food financing initiative
- Distribution system development
- Major school food reform
- New farmer training & land access
- Tribal food sovereignty issues

# Growing

- Sequestering carbon to mitigate effects of greenhouse gases by planting perennial crops for food, energy and natural products
- Comprehensive farmland preservation and land access for small farmers
- Federal investment for season extension and incentivizing production of healthy foods
- Significant increase in investment for smaller scale agricultural production

# Learning

- Teaching 'food literacy'
  - The return of home economics as a statewide requirement for all students
  - Curriculum that teaches nutrition and gardening skills mandated and integrating science & math
  - Cultural education around food traditions
  - Learning about agriculture and where food comes from

# School-based reform

- Capital funding for schools to develop 'kitchens that cook' or 'complete kitchens'
- Reintroduction of required home economics classes
- Broader introduction of gardening and agricultural education curriculum in schools
- Tighter regulation and increased funding for what is served for school meals

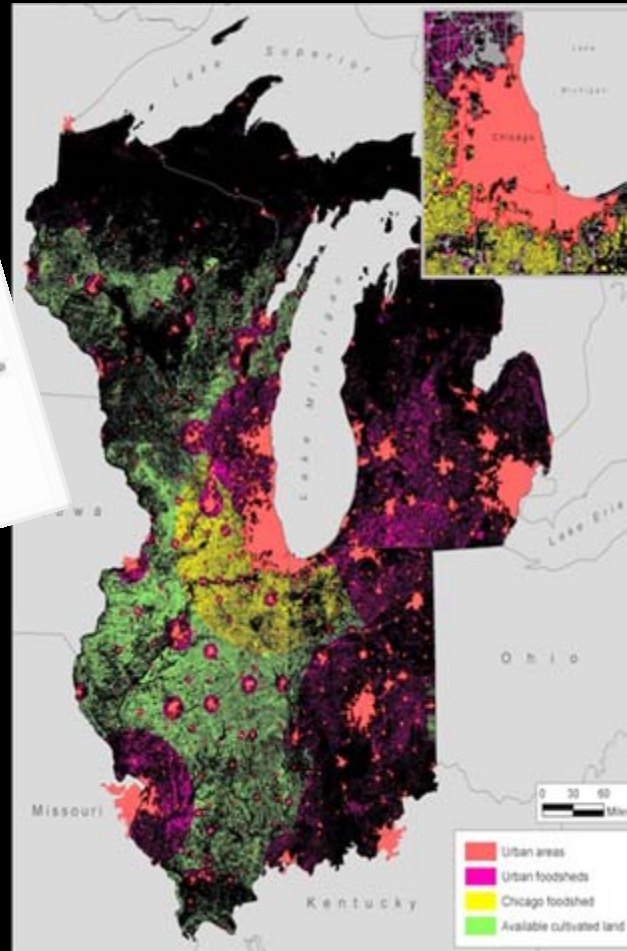
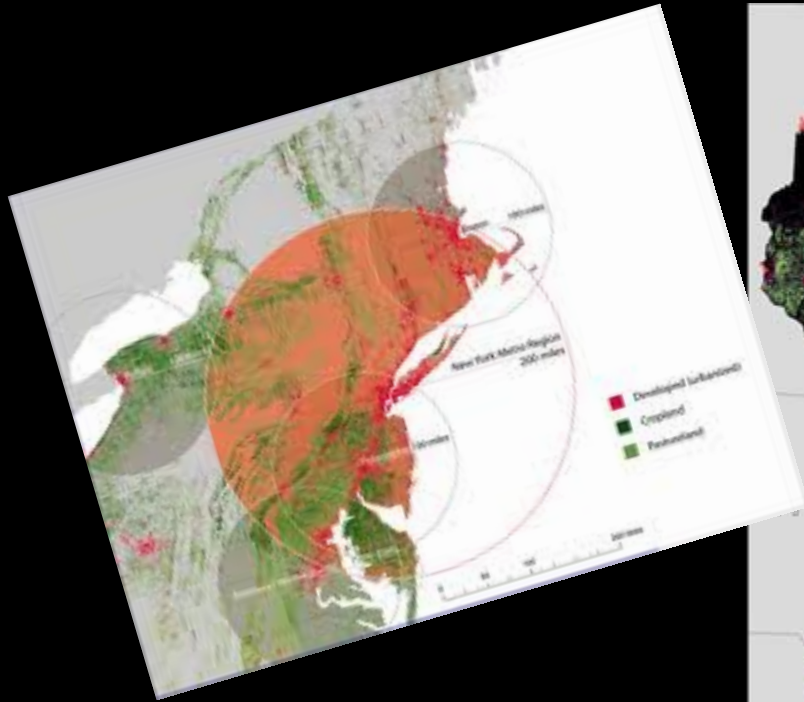
# urban food production

- Significant increase in urban agricultural production
  - Vertical and biointensive farms
  - Urban perimeter farmland preservation and reclamation
  - Suburban ‘farming’
  - Green jobs initiatives associated with agricultural production
  - Shifts in corner store offerings
  - Gardening culture

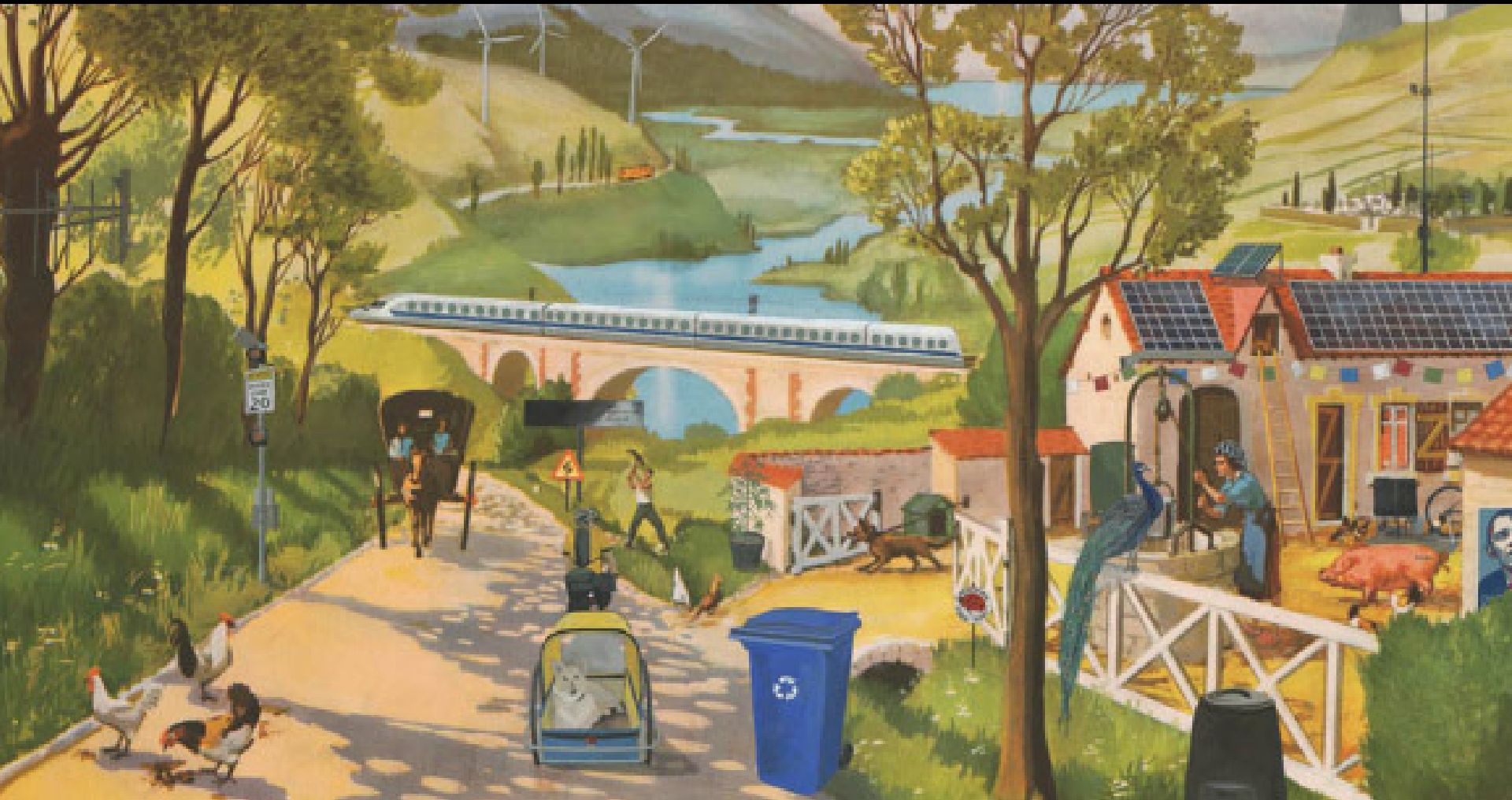
# infrastructure

- Regionally scaled post-harvest handling, aggregation, processing and distribution models
- Institutional foodservices significantly alter practices – more fresh, prepared on site, local and sustainably produced (schools, hospitals, campuses, residential facilities)

# thinking like a foodshed



# relocalization



*“The health care crisis probably cannot be addressed without addressing the catastrophe of the American diet, and that diet is the direct (even if unintended) result of the way that our agriculture and food industries have been organized.”*

*Michael Pollan, New York Review of Books*