

‘A Bio-regional Approach to a Local (food) Economy’

INSTITUTE FOR BIOREGIONAL STUDIES

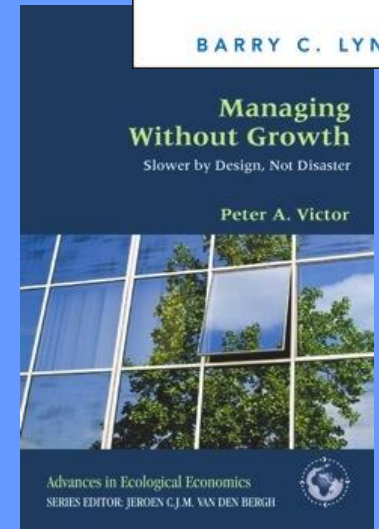
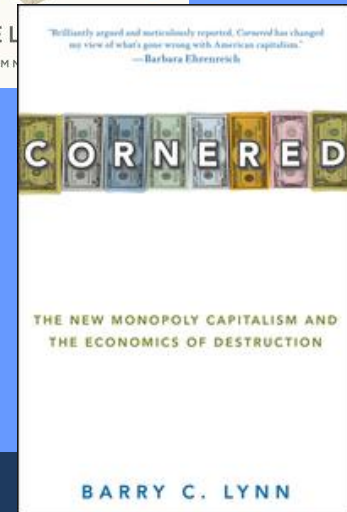
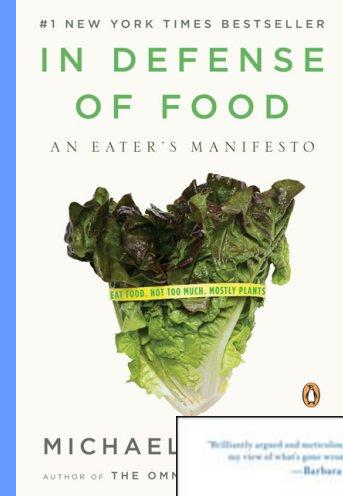
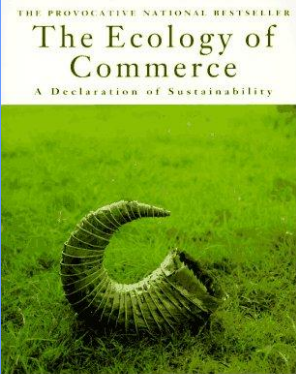
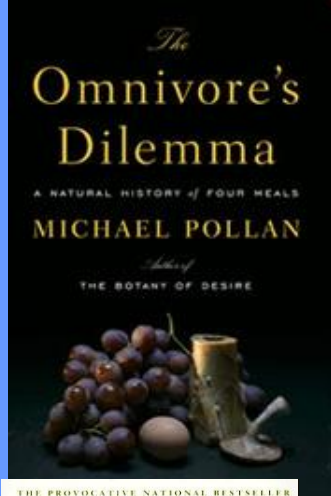
*Perhaps we cannot raise the winds,
but each of us can put up a sail,
so that when the wind comes
we can catch it*

E.F. Schumacher, *Small is beautiful:
“A Study of Economics as if People Mattered”*



A vibrant, sustainable economy and the sovereignty of a region is dependent upon its ability to maintain an agricultural sector that can feed itself, protect the environment and provide a 'good life' for future generations.

The local food movement is not about market opportunity. It is about creating a regional and sustainable economy.



Shifting Economic Paradigms

Conventional Model

- **Innovative**
- **Competitive**
- **Efficient**

Engages in activity that is deemed valuable by other people - a “winner take all” attitude and a “culture of desire.”

Emerging Bioregional Model

- **Secure**
- **Accessible**
- **Fair**
- **Ecological**

Works to assist and unite, the work of others for a collaborative, harmonious, and self-reliant future.

The I.C.E. Corps are not S.A.F.E.

Concentration is not the exception but increasingly the rule.

Colgate-Palmolive and Procter & Gamble split more than 80 percent of the market for toothpaste.

Campbell's controls more than 70 percent of the shelf space devoted to canned soups.



Frito-Lay has captured half the business of selling salty corn chips and potato chips.

Nine of the top ten brands of bottled tap water are sold by PepsiCo (Aquafina), Coca-Cola (Dasani and Evian), or Nestlé.

We have mirage of infinite choice which is really a hall of standard-issue products that are distinguished only by the words and colours on their labels.



March 2007, US Food and Drug Administration (FDA) announced that cheap and adulterated products are poisoning us, our children, and our pets.

- *Menu Foods announced a recall of pet food .*
- *Toothpaste makers had used diethylene glycol, a component of brake fluid and antifreeze, as a sweetener.*
- *Toy makers had coated their products with lead-based paints.*
- *Farmers had fed unapproved drugs to catfish that were bound for N. America.*
- *January 2010, Global recall of children's jewellery laced with cadmium.*
- *March 2010, Recall of lead painted Bauer Hockey Sticks*

Recalls During First Two Weeks of January 2010

- [January 15, 2010 - Hines Nut Company Announces Recall of Pine Nuts Because of Possible Health Risk](#)
- [January 15, 2010 - MuscleMaster.com Conducts a Voluntary Nationwide Recall of Body Building Products](#)
- [January 15, 2010 - Parkers Farm, Inc. Expands Recall to Include All of Its Products, Regardless of Code Dates, Because of Possible Health Risk](#)
- [January 15, 2010 - McNeil Consumer Healthcare Announces Voluntary Recall of Certain Over-The-Counter \(OTC\) Products in the Americas, UAE, and Fiji](#)
- [January 14, 2010 - FDA Health Alert for Merrick Beef Filet Squares Dog Treats Packaged and Distributed by Merrick Pet Care](#)
- [January 14, 2010 - PEO Chapter FO Recalls Roasted Hazelnuts Because of Possible Health Risk](#)
- [January 13, 2010 - HAPPYTOT Stage 4 and HAPPYBABY Stage 1 & Stage 2 Pouch Meals - Recall](#)
- [January 13, 2010 - Nurture, Inc. Issues Voluntary Recall on select HAPPYTOT Stage 4 and HAPPYBABY Stage 1 & Stage 2 Pouch Meals Due to a Packaging Defect that could cause a Possible Bacterial Contamination](#)
- [January 11, 2010 - Heluva Good Recalls Cold Pack Cheese Products Because of Possible Health Risk](#)
- [January 09, 2010 - Rudolph Foods Issues Allergy Alert on Undeclared Milk in Product](#)
- [January 08, 2010 - Parkers Farm, Inc. Recalls Several Products Because of Possible Health Risk](#)
- [January 06, 2010 - Bao Ding Seafood Recalls Boiled Horse Mackerel](#)
- [January 05, 2010 - ev3 Endovascular Inc. Trailblazer Support Catheter: Class I Recall](#)
- [January 04, 2010 - Harry London Candies, Inc. announces a voluntary and limited recall of Harry London Chocolate Pecan Caramel Stars due to an undeclared allergen](#)



‘When companies operated their own factories, under their own brands, they were able to isolate a problem swiftly, with little disruption.

Wal-Mart sells over half the groceries in many cities and over 30 % of N. American consumer products.

5 of the richest 13 people in the world are members of the Walton family.

Wal-Mart registers nearly \$20,000 profit every Minute (\$10.3 billion/yr.).

A Wal-Mart container arrives in the U.S.A. at a rate of 1 every 45 seconds

The average Associate earns \$19,165/year. 2/3 of Wal-Mart's workers cannot afford the company's insurance plan.

Wal-Mart may be the most **I**nnovative, **C**ompetitive and **E**fficient corporation in the world.



Our economy is filled with hidden monopolies that control, restrict, and determine what we buy, with little or no regard for any real market forces.



I.C.E. Corps. have taken control of our food system.

Dean Foods controls 40% of the fluid milk supply in the USA, and almost 70% of fluid milk in New England.

Cargill, Archer Daniels Midland (ADM), and Conagra control 80% of pork and beef production, and the most the world's grain .

Monsanto, owns patents to 93% of the world's soybean crop and 80 percent of corn.

Three companies, Bayer, Syngenta, and BASF control about half of the global agrochemical market.



These firms often mandate the use of a certain technologies. If producers stray from the prescribed methods, they may find their contracts terminated.

I.C.E. Corps block scientists from independent research on GMO crops



- If you buy genetically modified (GM) seeds you may not save the seeds from your harvest.
- You are also prohibited from using the seeds for research. That means research into GM crops can be done only by the biotech companies or with their approval.

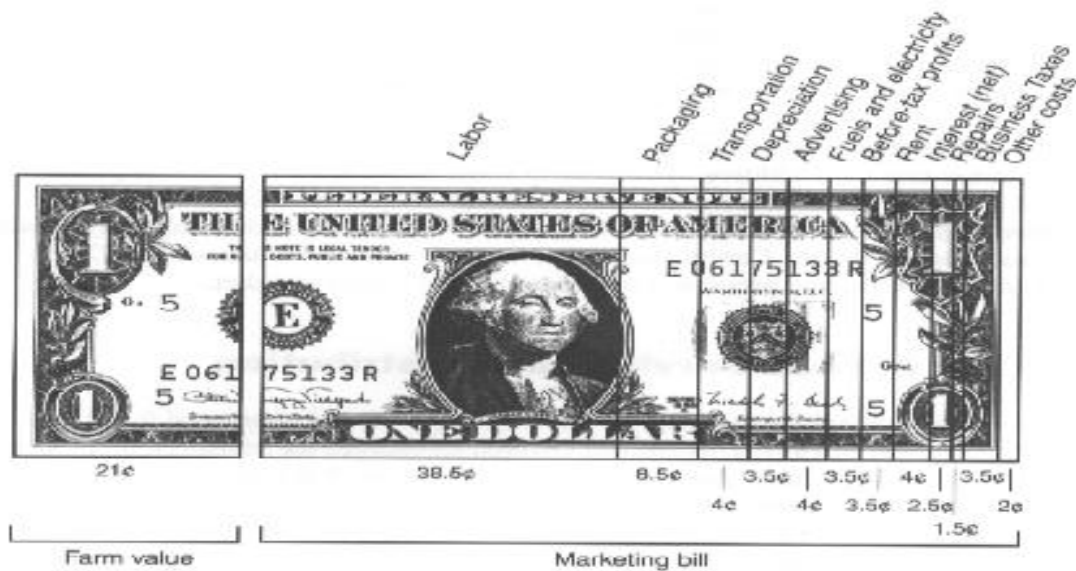


The I.C.E. Corps. *want to extract, genetically modify, make 'functional,' 'enrich' and 'medicate' junk food to pass it off as 'health food.'*



‘Eat Food. Not too much, Mostly plants,’
Michael Pollan, author ‘In Defence of Food.’

What a dollar spent for food paid for in 1997



Source: USDA Agriculture Fact Book 1998

- From 1987 to 1997, nearly 85 percent of consumer expenditures resulted from an increase in marketing costs.
- Declining Farm Share of Food Dollar
1980 – 30%, 1987 – 30%, 1997 – 23%, 1998 – 21%, 1999 – 20%

Ten Best Green Jobs in the S.A.F.E. Economy



#1 Farmers-There is a huge need for more farmers -up to tens of millions of them.

The Changing Face of Agriculture: Urban Farmers, Green Roof and Living Wall ‘Agri-scapers’, Farmers’ Markets and CSA Coordinators; Permaculture Designers, Artisanal Cheese and other ‘whole-food’ producers.

- **The rest of the list:** Forester, Solar Power Installer, Energy Efficiency Builder, Wind Turbine Fabricator, Conservation Biologist, Green MBA and Entrepreneur, Recycler, Sustainability Systems Developer, Urban Planner

See: www.fastcompany.com/articles/2009/01/best-green-jobs.html

Sustainable, Local and Niche Food Systems



- 95% of new farmers in Canada are small, diversified, direct marketing entrepreneurs.
- Supporting a regional food system addresses how the Department of Agriculture can remain relevant to the next generation of farmers.
- **For the first time in decades there are more farmers than in previous years.**

ISO 26000 - 'Social Responsibility' is important to a S.A.F.E. economy

Conscious of what we buy, and how it is produced.



- Environmentally sustainable production,
- Child labour protection,
- Safe, humane working conditions.

In the very near future any company that is still in business will be required, by its investors, to have completed a social audit.

Localizing the Economy is S.A.F.E.

Enhances consumer trust and creates local identity and pride.

Greater community welfare, less social strife, and greater equality.

Local jobs and profits reinvested in the community.

Local businesses attract tourists and future entrepreneurs, promoting creative economies, and stimulating charitable contributions.





A community that cannot sustain itself places burdens on the ability of other communities to sustain it.

S.A.F.E. businesses that meet local needs sustainably can, teach communities in other parts of the world to be sustainable.

A bioregional, S.A.F.E., economy is not exclusively a geographically 'local' economy.

Serve the bio-region first;
creating self-reliance and then
export surplus to 'niche markets,'
(i.e. specific customers with whom we
enjoy a special relationship).

Not only about price, quality, safety,
reliability, nor consistency.

It is about the intangible qualities of trust, security,
fairness, ecological sustainability and friendship.

**It is about collaborating with partners rather than
competing with rivals.**



Our communities have the wealth and capacity to redesign the food system:

- **Community capital**
- **Historical knowledge**
- **Infrastructure**
- **Purchasing power**
- **Intelligence and creativity**

.... Do you have the will to so?

- Challenge
- Fear
- Conditioned thinking
- Individualism and Lack of collaboration
- Assumptive thought processes
- Addictive behavior
 - Information alone is not adequate
 - Requires paradigm shift

Shared Goals for a S_{ecure}, A_{ccessible}, F_{air}, E_{cological} Food System

- High quality, nutrient-dense food,
- Sovereignty and self-determination,
- Celebrate community, ‘place’ and heritage

While dollars spent with large corporations almost immediately leave the community, dollars spent on local food products circulate within the community 8 to 15 times, drastically improving the value of your purchase. (BALLE, 2009)

Shifting to a more local economy creates jobs and increased output, earnings and business taxes.
For example,

- A 20% shift to local foods in Detroit and five surrounding counties results in 35,822 jobs and \$3.4 billion in increased output, \$900 million in increased earnings, and \$155 million in increased business taxes (Shuman, 2009).
- 20% shift of food dollars to local food in King County in Seattle, Washington would result in nearly \$500 million annual income increase (Sontag, 2008).



In early 2009, 2000 Edmontonians, committed to shift 40% of their current food dollars to local food. The result was a shift of \$2.3 million dollars annually to purchasing local foods.



*If 25% of residents responded similarly, this would m
would be shifted to local foods. The multiplier effect would bring the economic impact to over \$2 billion.*

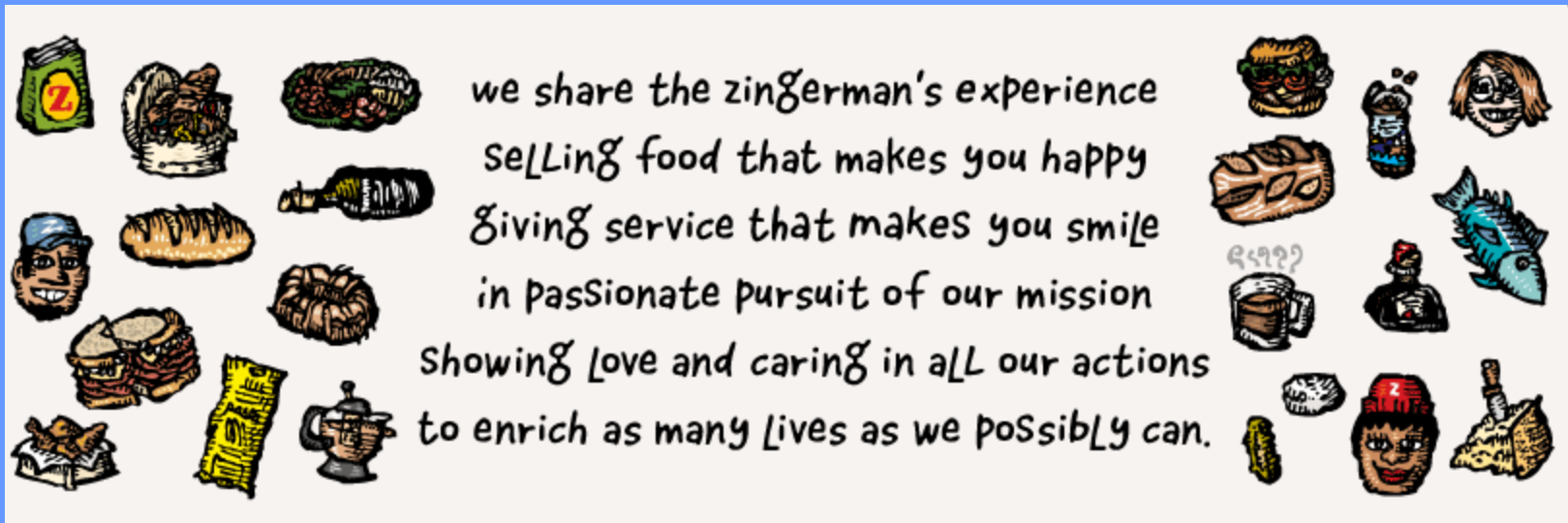
On Prince Edward Island, a 25% shift in local food purchases would infuse an additional \$49 million into the local economy. The multiplier effect would bring the economic impact to over \$350 million, annually.

\$350 million is roughly equivalent to the base contribution of PEI's commodity agricultural system to the economy.



Zingerman's in Ann Arbor, Michigan

It began as a 1,200-square-foot deli in 1982 and now includes a catering company, bakery, mail-order business, creamery, a full-service restaurant, a coffee roastery and a consultancy called ZingTrain that teaches customer service to other small businesses. Zingerman's employs 525 people, with revenues of \$27 million.





Can local food jump-start the economy? December 9, 2009

“All locally owned businesses can help the economy grow. But food businesses are the gateway for many people to rethink their relationship with local stores. food is at the forefront of local businesses' driving of economic growth, providing a model for other kinds of entrepreneurs.”

Weaver Market. Carrboro, North Carolina
12,000-members, includes three grocery stores, a commissary and an Italian restaurant, an affordable housing cooperative and a locally owned radio station.

It donates more than \$60,000 each year to local schools and other nonprofits.



Food Trends to Watch in the Next Decade:

Source: The Way We Eat: Creating a Vibrant & Sustainable Local Food Economy
Greater Edmonton Alliance

Farmers' markets *will gain even more prominence. And locally produced food will be more and more sought after.*



A trend away from restaurants and toward dining trucks, street vendors, *informal and authentic ethnic food*.

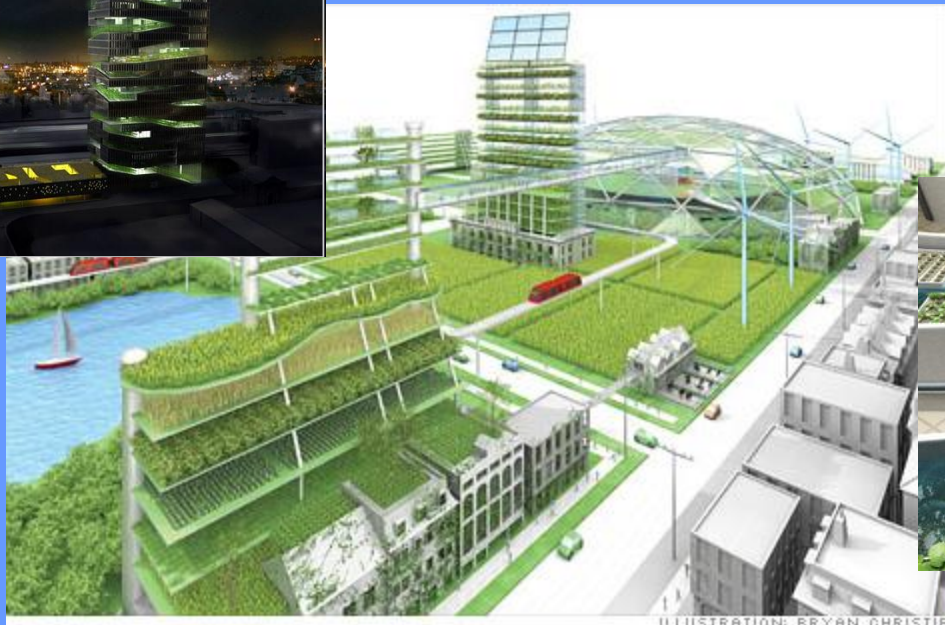
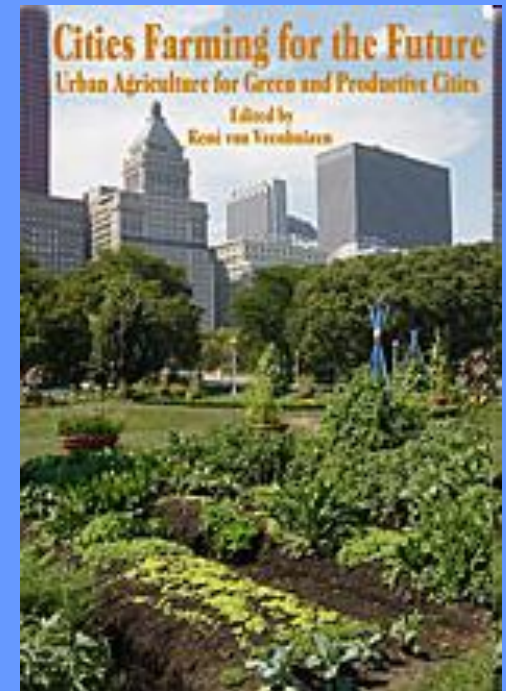
The restaurant chains will fight this with scare tactics over food safety.



Increase in programs, initiatives, and even legislation to improve our health, *especially diabetes and heart disease.*

Plant a garden *Urban agriculture, Edible landscaping, Permaculture design.*





“Injustice anywhere is a threat to justice everywhere.” Martin Luther King Jr.

The Food System and the Economy will be sustainable when it is:

Secure,
Accessible,
Fairly traded ,
Ecologically responsible.



*Restoring Community, Protecting the Land
and Informing the Earth's Stewards*

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