

# **Farm to Table: Your Food System**

**Presented by  
Suzanne Briggs  
collaboration**

**2007 Healthy Active Oregon Training Institute  
May, 2007**

# CULTIVATING COMMON GROUND

## Linking Health and Sustainable Agriculture

### TABLE OF CONTENTS

<b>Introduction</b> . . . . .	<b>1</b>
<b>TABLE: Links Between Agriculture and Health</b> . . . . .	<b>2</b>
Cultivating Common Ground . . . . .	3
<b>Differences in Paradigms and Focus</b> . . . . .	<b>5</b>
Systems Orientation vs. Individual Orientation . . . . .	5
Precautionary Principle vs. Indisputable Truth . . . . .	6
Appropriate Technology vs. High-Tech Fixes . . . . .	6
Movement vs. Discipline . . . . .	7
<b>Opportunities for Collaboration: Intersecting Issues</b> . . . . .	<b>8</b>
Increasing Access to Healthy Foods in Neighborhoods and Institutions . . . . .	8
Protecting the Food System . . . . .	9
Opposing Common Corporate Foes . . . . .	9
Reducing Antibiotic Resistance . . . . .	10
Shifting Agricultural Subsidies to Support Production of Healthy Foods . . . . .	11
Protecting the Health of Farmers and Agricultural Workers . . . . .	11
Minimizing Food Transport . . . . .	12
<b>Important Issues to Resolve Before Building Partnerships</b> . . . . .	<b>13</b>
The Concept of Sustainable Agriculture . . . . .	13
Perceptions of Organic Foods . . . . .	14
Sorting Out Cheap Food . . . . .	14
Sustainable Agriculture Capacity . . . . .	15
Clarify Relationship with Industry . . . . .	16
<b>Recommendations to Develop a Collaborative Movement</b> . . . . .	<b>17</b>
Build the Big Tent to Foster Cross-Sector Collaboration . . . . .	17
Build Familiarity and Develop a Cross-Sector Strategy . . . . .	18
Frame the Issues to Be Inclusive of All Sectors . . . . .	19
Conduct Training and Cross-Training . . . . .	20
Develop Campaigns to Promote Changes, Organizational Practices and Policy . . . . .	21
<b>Conclusion</b> . . . . .	<b>24</b>
<b>Endnotes</b> . . . . .	<b>25</b>
<b>Appendix A: Key Informants</b> . . . . .	<b>27</b>
<b>Appendix B: Advisory Committee</b> . . . . .	<b>28</b>

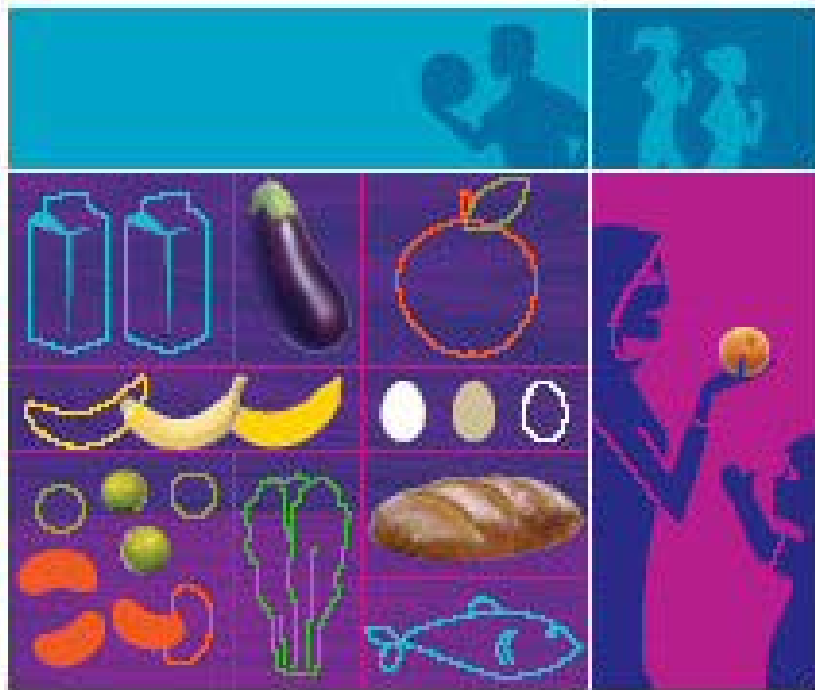
# Food without Thought

---

## How U.S. Farm Policy Contributes to Obesity



Institute for Agriculture and Trade Policy  
Environment and Agriculture Program



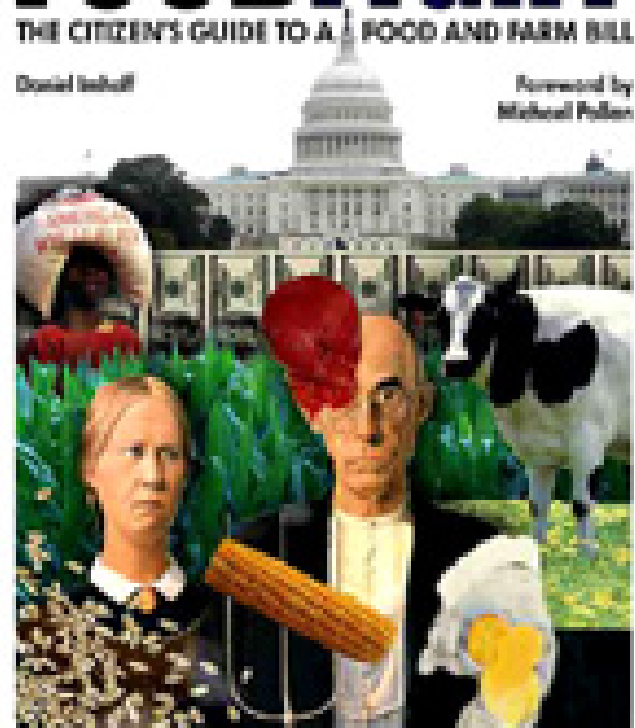
Dietary Guidelines  
for Americans  
2005

# FOODFIGHT

THE CITIZEN'S GUIDE TO A FOOD AND FARM BILL

David Isbell

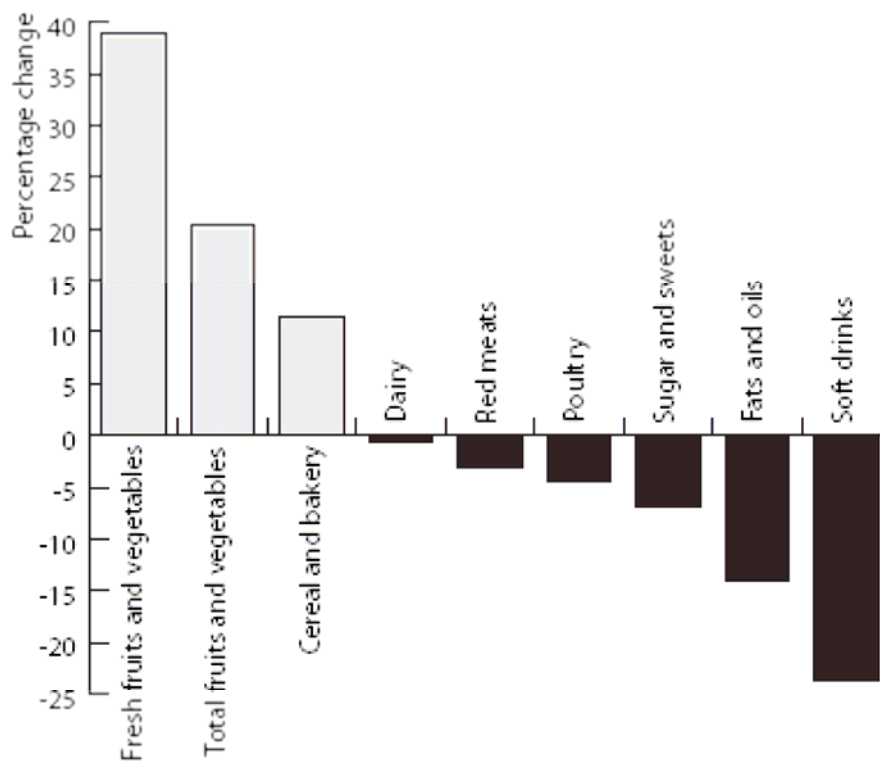
Foreword by  
Michael Pollan





## Fruits and Vegetable Farm Bill Story

Change in food prices, 1985–2000  
(real dollars)



Source: USDA ERS FoodReview, Vol. 25, Issue 3. Converted to real dollars.

# THE **Vivid Picture** PROJECT



**Why isn't the food system sustainable?  
Would we know it if we saw it?**

**A Vision of a  
2030 Sustainable Food System**

# THE Vivid Picture PROJECT



## “Core Sustainability” Values

- Interconnectedness
- Diversity
- Health
- Regeneration
- Social Equity

# Sustainable Food System Goals

- Access to quality food for all people
- Natural resources used well and fairly so that their usefulness can be maintained in perpetuity
- Personal health, well being and community building through food and nutrition
- Economic vitality for regional producers, manufacturers, distributors and purveyors.
- Enhancement of regional and cultural identities



# Promote food choices that lead to Healthy Eating



- School Program – Harvest of the Month
- School Policy – Wellness Policy
- State Policy – Farm to School Bill
- Federal Policy – Food and Farm Bill
- Company Policy – Kaiser Permanente Comprehensive Food Policy
- Company Program - KP Healthy Picks



**Encourage Eaters to know**  
**Where, How and By Whom**  
**their food is produced**



- Food Stamps in Farmers Markets
- COOL – Country of Origin Labeling
- Institutional Purchasing – RFI  
(Request for Information)
- New Season's Pacific Village
- WINCO

# Eating is an Agricultural Act

Wendell Berry

# VOTE for Small Farms & Local Food

Join  
Slow Food  
U.S.A.



Eating is an agricultural act

Wendell Berry

