

food advocacy...inspiration & opportunities

what are you passionate about? ➤ call to action ➤ advocate

gaps & issues

- ✗ coordination, information (micro <-> macro)
- ✗ food advocate (singular, independent, all levels)
- ✗ loss of farming as profession (median age 53)
- ✗ invisible transparency (what they're not telling us)
- ✗ non-mandatory GMO labelling (Canada, US)
- ✗ refusal to ban trans fats (Canada)
- ✗ competing land interests (pressure on ALR)
- ✗ ALR too expensive for farmers
- ✗ farmland as "fields of gold" for investors
- ✗ cost of food <-> increasing poverty
- ✗ foodbanks in need, extreme rural issues
- ✗ industrialized agriculture subsidies (*inequitable*)
- ✗ GMO's = loss of crop biodiversity
- ✗ loss of farmland (*2.2% decrease, 2001 to 2006*)
- ✗ 75% farmland for livestock & feed
- ✗ 8% loss of ALR & food-growing capacity
- ✗ bee colony collapses (pesticides, monoculture)

opportunities

- ✓ UA public land inventory (UBCM, B101)
- ✓ ALR Land Value Index (UBCM, B102)
- ✓ National Food Strategy
- ✓ 'The Last Straw' campaign
- ✓ 'Eat Less Meat' campaign
- ✓ farmland protection/profession
- ✓ level playing field for organic farmers
- ✓ UN 1 billion hungry campaign
- ✓ seeds of diversity, local seed programs
- ✓ ↑ foodbank resources
- ✓ demand GMO labelling & GE testing
- ✓ urban farms & policies
- ✓ grow, buy local & organics
- ✓ encourage pollinators, beneficial insects
- ✓ support local UA & let your voice be heard!

**“we have a voice &
we have a choice”**