

Green Mission News

May 2013 Green Mission News

What's in the News...

Global Food Movement on the Rise!

"Tory Field and Beverly Bell, authors of Harvesting Justice give us look at the world's most exciting food justice groups- and a knockout organizing tool." ([article](#) by David Moss).

Photo by David Lauer



And...

A Circular Economy- where access is enough; GE Trees More Dangerous than GE Foods?; Whistle blower intimidation laws (Ag Gag Bills); 'Monsanto Protection Act' slipped into law; CO2 Approaches Symbolic Milestone.

External Article Links:

- bRIC with a small b Part II: 4 opportunities for a circular economy in Brazil

<http://6-heads.com/2013/04/03/bric-with-a-small-b-part-ii-4-opportunities-for-a-circular-economy-in-brazil/>

- Bag the Ag Gag Bills

civileats.com/2013/04/10/bag-the-ag-gag-bills/

- The High Price of Our Fertilizer Addiction

Compared to the lifetime of grieving ahead for the people of West Texas, a few years of reduced crop yields is a small price to pay for converting from "conventional" to organic farming.

otherwords.org/the-price-of-our-fertilizer-addiction/

- "Dance of the Honey Bee." Narrated by Bill McKibben (6:41 video)

<http://vimeo.com/64370008>

- Mind Your Metaphors: Words Have Power (Frances Moore Lappe)

www.huffingtonpost.com/frances-moore-lappe/mind-your-metaphors-words_b_3147666.html

- U.S. Activists Outraged Over So-Called 'Monsanto Protection Act'

www.ipsnews.net/2013/04/u-s-activists-outraged-over-so-called-monsanto-protection-act/

- What is Roundup (Glyphosate) Doing to Our Families? : New Study
www.momsacrossamerica.com/what_is_round_up_glyphosate_doing_to_our_families

- Monsanto: A CORPORATE PROFILE
documents.foodandwaterwatch.org/doc/MonsantoReport.pdf

- Bill goes bananas! Tackling the Monoculture of Mind (V. Shiva)
www.asianage.com/columnists/bill-goes-bananas-882

- The Circular Economy (3 min video)
www.freshcreation.com/2013/04/the-circular-economy/

- Look out Monsanto: The Global Food Movement Is Rising
The book Harvesting Justice isn't just a look at the world's most exciting food justice groups—it's also a knockout organizing tool.
<http://www.yesmagazine.org/planet/look-out-monsanto-global-food-movement-is-rising>

- Cocktail of multiple pressures combine to threaten the world's pollinating insects
www.ceh.ac.uk/news/press/pollinating-insects-multiple-pressures-cocktail_PR.asp

and

https://wiki.ceh.ac.uk/download/attachments/162464248/Vanbergen_IPI_FEE.pdf?version=1&modificationDate=1366621755526

- Earth Day: 12 intriguing new environmental books
www.usatoday.com/story/news/nation/2013/04/21/earth-day-best-new-environmental-books/2096489/

- 2015 will bring “sweeping changes” to capital markets
<http://nbs.net/2015-will-bring-sweeping-changes-to-capital-market>

- You Are a Guinea Pig
How Americans Became Exposed to Biohazards in the Greatest Uncontrolled Experiment Ever Launched
www.tomdispatch.com/post/175693/tomgram%3A_rosner_and_markowitz%2C_your_body_is_a_corporate_test_tube/

- GM salmon's global HQ – 1,500m high in the Panamanian rainforest
Supersized genetically modified salmon grown fast and fat and after years of wrangling, are ready for market – but is the market ready for them? And why is the firm hidden away in Panama?
www.guardian.co.uk/environment/2013/apr/24/genetically-modified-salmon-aquabounty-panama-united-states

- Joule Uses Waste CO2 to Produce Renewable Gasoline, Jet Fuel
urbanmining.org/2013/04/16/joule-waste-co2-produce-renewable-gasoline-jet-fuel/

- Tips for Creating Zero Waste, Plastic-Free Events
myplasticfreelife.com/2013/04/tips-for-creating-zero-waste-plastic-free-events/

- Joint European manifesto launched on packaging recycling
gozonews.com/37782/joint-european-manifesto-launched-on-packaging-recycling/

- The road to recovery?
www.packagingdigest.com/article/523165-The_road_to_recovery_.php

- 5 Business Models That Are Driving The Circular Economy
www.fastcoexist.com/1681904/5-business-models-that-are-driving-the-circular-economy

- Subway Restaurants to Use New Catering Trays Made of Recycled PET
<http://www.wasterecyclingnews.com/article/20130423/NEWS03/130429985/subway-restaurants-to-use-new-catering-trays-made-of-recycled-pet>

- As we transition from a petroleum-based economy to an economy based increasingly on the use of renewable materials, new challenges and opportunities confront us. Are biobased materials sustainable? How do we define a path to more sustainable plastics?
www.bizngo.org/sustainable.php

- 1/2 hr Zero Waste radio show
Zero Wasters interviewed by Nell Greenberg: Jack Macy; Gary Liss; Amy Willis
archives.kpfa.org/data/20130426-Fri1300.mp3

- Transforming Food, Land, and Agricultural Systems in the Americas
harvesting-justice.org/

- Flourishing: A Frank Conversation About Sustainability
www.sup.org/book.cgi?id=22399

- Weeding Corporate Power Out of Agricultural Policies: Communities Mobilize for Food and Farm Justice
www.otherworldsarepossible.org/other-worlds/weeding-corporate-power-out-agricultural-policies-communities-mobilize-food-and-farm

- It's the Media, Stupid!
consortiumnews.com/2013/04/26/its-the-media-stupid/

- GE Trees May Be Even More Damaging to the Environment than GE Foods
www.foodconsumer.org/newsite/Non-food/Environment/ge_trees_0427130542.html

- A Silent Forest -The Growing Threat Genetically Engineered Trees
www.createspace.com/207574
(A Silent Forest 45 minute video, Narrated by David Suzuki)
blip.tv/free-speech-tv/a-silent-forest-2914706

- EU-Wide Eco-Label Proposed
www.environmentalleader.com/2013/04/11/eu-wide-eco-label-proposed/

- As CO2 Approaches Symbolic Milestone
<http://scrippsnews.ucsd.edu/Releases/?releaseID=1347>

- Sea Surface Temperatures Reach Highest Level in 150 Years on Northeast Continental Shelf

http://www.nefsc.noaa.gov/press_release/2013/SciSpot/SS1304/

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Full Length Articles Below:

- A Recipe for a Sounder Diet
- Reduce, Reuse, Rebrand?

Published on Monday, April 8, 2013

A Recipe for a Sounder Diet

There are ways to make healthy food affordable that don't require abusing farmworkers.

by *OtherWords* by *Jill Richardson* otherwords.org/a-recipe-for-a-sounder-diet/

Healthy food is expensive and telling people to eat organic, local food is elitist. Have you heard that argument before?

It's true. Healthy, organic, local food is expensive. Calorie for calorie, you get more for your money at a fast food drive-thru than at a farmer's market. And the fast food will be cooked and ready to eat, whereas you might need to take your fresh, organic produce home to cook it.

Now, you might say, that's only a short-term calculation. Today, a \$5 burger, fries, and large soda looks like a better deal than a few ounces of spinach, a handful of dried beans, and a bunch of carrots for the same price. But that overlooks the health consequences of either meal. One of these meals, if eaten regularly, will land you in the hospital someday. The other won't.

Factor the costs of medical care needed to treat diet-related chronic illnesses like heart disease and diabetes into the equation, not to mention the quality of life problems. Can you put a price tag on a year of your life? How about endless hospital visits? Suddenly, the spinach, beans, and carrots look like a better deal.

Yet, this kind of logic assumes that you have enough money right now to make either choice. And millions of Americans don't. How many families struggling to raise their

children and pay their bills simply lack the cash needed to buy healthy foods or the time needed to prepare them?

So what's the answer? How do we give more Americans the ability to choose healthy foods? Some say we ought to make them more affordable. I disagree. We need to pay Americans a living wage.

Working hard for 40 hours a week should guarantee a living wage. Who does it benefit if Americans lack the time, money, and resources to feed their families healthy food?

Economically, we'll all fare better if our fellow citizens are able to work and their children are able to concentrate in school. Poor diets and the health problems that they cause lead to [increased absenteeism](#) and a weaker performance. That is, when one does show up to work or school.

For argument's sake, let's examine the alternative: cheaper food. We've already got the cheapest food in the world. We spend a mere [9.4 percent of disposable income](#) on food — less than people in any other country in the world.

How does one decrease the price of food? Subsidies are one way. Increasing efficiency is another. But in the United States, we also produce an awful lot of cheap junk and call it "food." If you grab a box of anything off the supermarket shelves, it's likely full of the same ingredients: corn, soy, wheat, sugar, and stuff to make it taste better, look appealing, last longer, and appear more nutritious. But it's not nutritious. This cheap food is the stuff that's making us sick.

Another way to lower the cost of food comes at the expense of the people who grow and harvest our food. Journalist Tracie McMillan worked in the fields of California, where she documented systematic wage theft from farmworkers. The fruits and vegetables the farmworkers pick are healthy, but exploiting the people who plant and harvest our food to lower prices for consumers isn't the answer.

There's no free lunch. Good food costs money, and good health requires healthy meals. So here's a recipe for a sounder diet: Equip Americans to afford good food.

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Published on Friday, April 26, 2013

Reduce, Reuse, Rebrand? Coca-Cola and Chicago Team Up to Greenwash

by Anna Lappé www.commondreams.org/view/2013/04/26

What if you woke up one morning to learn that your community had become enlisted to advertise for Coca-Cola? You didn't have a choice. People in neighborhoods across your city were told the same thing. That's basically [what happened](#) in the city of Chicago this week when Mayor Rahm Emanuel announced a partnership with Coca-Cola. In the announcement on Monday, the City explained that the soft drink behemoth will pay for

new recycling carts across the city of Chicago.

According to the Mayor's office, Coca-Cola is providing a \$2.59 million grant to buy 25,000 recycling carts this year and 25,000 more over the next five years to replace damaged ones. But, at the press conference making the big announcement, the Chicago Tribune reported, neither the Mayor nor Coke reps mentioned that "photos of bottles of Coke and cartons of Coke-owned Minute Maid orange juice" will be part of the diagrams on the carts, showing what can and can't be recycled.

The city says this is a win-win. Residents get support in recycling, the city gets subsidized bins. But at what price? Call me old fashioned, but I thought we still lived in a country where you had a right not to be used as a marketing tool by multinational companies.

The new bins will be placed in the alleys that are found throughout the city. If you've ever spent time in Chicago you know what those alleys mean to the city. People hang out all the time on their back porches, which face the alleys. There's often more activity in the alleys than on the sidewalks out front of apartments and houses. My husband grew up on the South side of Chicago. "As a kid," he said, "I spent all my time playing in those alleys. That's where the city life exists, in the alleys."

When I told my friend who spent five years working with youth in Chicago about it, she said: "In a city where many neighborhoods don't have enough access to public space, plenty of kids play in alleys, set up b-ball hoops and pick up soccer games. It's as if Coke and the food industry has bought the rights to sponsor every step our youth take from school to home and everywhere in between."

No one will deny that the city- all cities- need revenue to support important programs, like recycling, but there are many other ways to generate it other than enlisting your residents to become advertisers.

As the Tribune points out, Coca-Cola "has been fighting government efforts around the country to place restrictions on its sugary beverages." It is no coincidence that this announcement gets Coca-Cola positive PR by linking them "to a large-scale environmentally friendly program in a big city," while the company fights efforts across the country that would protect public health.

[Will you join me in letting Rahm know recycling bins should be commercial-free?](#)

Anna is the author of [Diet for a Hot Planet: The Climate Crisis at the End of Your Fork](#) and co-author of [Grub: Ideas for an Urban Organic Kitchen and Hope's Edge](#). She is a founding principal of the [Small Planet Institute](#).
