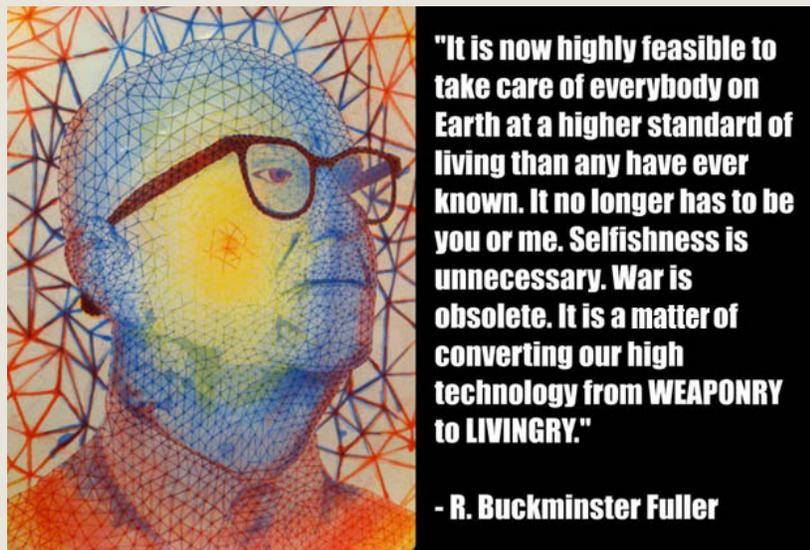


Green Mission News

December 2012 Green Mission News

External Article Links:



- The Madrona League is a budding collection of schools who build their curriculum from the ground up with the lens of sustainability.

<http://madronaleague.com/>

- The Sustainable Organic Agriculture Action Network (SOAAN) Best Practice Program

http://www.ifoam.org/growing_organic/Best_Practice_Program/index.php

- Plastic Pollution in Great Lakes Most Concentrated in the World

ecowatch.org/2012/plastic-pollution-great-lakes/

- First In-Depth Report on Potential Impact of Fracking on Food

thefern.org/2012/11/cover-story

and

www.thenation.com/article/171504/fracking-our-food-supply

- Rise of acid ocean eats away base of food chain

Shells of tiny sea snails are being eroded as more carbon dioxide is dissolved into seawater

www.independent.co.uk/news/science/rise-of-acid-ocean-eats-away-base-of-food-chain-8348892.html

- 2012 U.S. Water Industry Outlook

www.weisermazars.com/images/WeiserMazars%202012%20US%20Water%20Industry%20Outlook.pdf

- Report: Wind Energy Could Provide One-Fifth of World's Electricity by 2030

www.gwec.net/wp-content/uploads/2012/11/GWEO_2012_lowRes.pdf

- How Germany Is Getting to 100 Percent Renewable Energy

www.truthdig.com/report/item/how_germany_is_getting_to_100_percent_renewable_energy_20121115/

- More about the S-word: Is it all about survival?

www.greenbiz.com/blog/2012/11/16/more-about-s-word-it-all-about-survival

- Organic farmers condemn U.S. report, claim it favors GMO

www.chicagotribune.com/health/sns-rt-us-usa-biotech-reportbre8aj19z-20121120,0,2922719.story

- STUDY FINDS HIGH EXPOSURE TO FOOD-BORNE TOXINS

Preschool children are particularly vulnerable to compounds linked to cancer and other conditions.

www.ucdmc.ucdavis.edu/publish/news/newsroom/7190

- No Twinkies please, we're dying

blog.sfgate.com/morford/2012/11/20/no-twinkies-please/

Mark Morford's Notes & Errata

- Climate change is happening now – a carbon price must follow

[James Hansen](#) director of the NASA Goddard Institute for Space Studies

The extreme weather events of 2012 are what we have been warning of for 25 years, but the answer is plain to see.

www.guardian.co.uk/environment/2012/nov/29/climate-change-carbon-price

- The Natural Step honored with the

[Corporate & Community Social Responsibility \(CCSR\) Award](#)

www.thenaturalstep.org/en/canada/social-innovation-approach-earns-natural-step-kudos

- Soybean susceptibility to manufactured nanomaterials with evidence for food quality and soil fertility interruption

www.pnas.org/content/109/37/E2451.full?sid=3087f9a6-6d1c-4c1d-9546-a3d07f5eecff

- Nestle Waters announcement 50% PCR PET bottled water

<http://www.prnewswire.com/news-releases/arrowhead-brand-100-mountain-spring-water-launches-its-5-liter-reborn-bottle-made-with-50-recycled-plastic-179309931.html>

- Puma environmental P&L

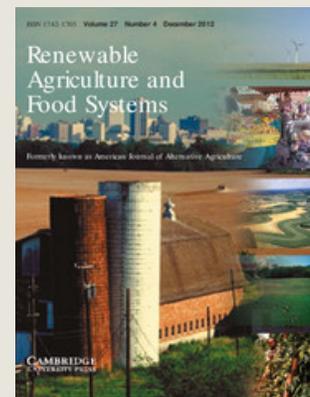
<http://about.puma.com/new-puma-shoe-and-t-shirt-impact-the-environment-by-a-third-less-than-conventional-products/>

- NAACP report on the Coal Industry:
“Coal Blooded: Putting Profits Before People”

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- Renewable Agriculture and Food Systems

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- Organic agriculture and the global food supply

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- Agriculture at a Crossroads

www.agassessment.org/reports/iaastd/en/agriculture%20at%20a%20crossroads_synthesis%20report%20%28english%29.pdf

- Growing food in the desert: is this the solution to the world's food crisis?

Philipp Saumweber is creating a miracle in the barren Australian outback, growing tonnes of fresh food. So why has he fallen out with the pioneering environmentalist who invented the revolutionary system?

www.guardian.co.uk/environment/2012/nov/24/growing-food-in-the-desert-crisis

- The Market for Organic and Fair-Trade Cocoa

www.fao.org/fileadmin/templates/organicexports/docs/Market_Organic_FT_Cocoa.pdf

- Fair Trade Chocolate: A Myth?

gentleworld.org/fair-trade-chocolate-a-myth/

and

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Full Length Articles Below:

- Mars: Stop Hurting Children and Switch to Fair Trade Chocolate
- This Holiday, Give Thanks and Get Real (About Our Food!)
- Change Is Coming: Factory Farms' Days May Be Numbered

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Mars: Stop Hurting Children and Switch to Fair Trade Chocolate

by [SHILPA AGARWAL](#)

forcechange.com/13155/mars-stop-hurting-children-and-switch-to-fair-trade-chocolate/

To: Mars CEO, Paul Michaels

Goal: To demand Mars utilize fair trade chocolate and stop using child labor in West Africa.

About 70% of the cocoa beans used to make the world's chocolate comes from West Africa. For the past decade, the chocolate industry has been under scrutiny for using cocoa beans from West Africa as many cocoa farms in this area use child labor. The Ivory Coast alone has an estimated 300,000 children working under dangerous conditions. What is shocking is that more than half are under 14 years old. A typical day in these children's lives includes spraying pesticides, using machetes, and carrying heavy loads. The children have no access to education or healthcare. Physical abuse is also common.

The international chocolate industry has been aware of this for a decade, but has only recently made some significant progress. Cadbury now has Fairtrade certification on its Dairy Milk branding, while Mars and Nestlé have some products certified under the UTZ and Rainforest Alliance schemes (both called "Fairtrade light" by critics, as they offer producers no minimum or guaranteed price for their crop). These changes are positive but greater corporate responsibility is required to end child exploitation.

The average annual household income for cocoa growers, for one year, is just 30 to 110 dollars - not even enough for some of the villages to buy water pumps and have their own water supply. This stands in stark contrast to the 13 billion dollar worldwide chocolate industry.

The children are often sold into the industry by their parents who are hoping they will have a better life. But life on the plantation is hard: the children rise at 6:00 in the morning, cut the cacao pods down from high branches with machetes, split them open, and then meticulously pick out the cacao beans, sometimes until 6:30 at night. This work is repetitive, back-breaking, and dangerous. The children have no time or money for school, and since many are sold to the plantation at such a young age, their education ends within the first few years of life. They are stuck in this cycle of labor and poverty.

Stand up against child labor and unfair wages. These poor children deserve to be freed from labor and their communities deserve a fair return on the work they contribute to cocoa business.

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Published on Wednesday, November 21, 2012 by [the Huffington Post](#)

This Holiday, Give Thanks and Get Real (About Our Food!)

by [Frances Moore Lappé](#)

Fall is about food. Approaching Thanksgiving, my favorite holiday, copious food-rich words are written before we all sit down with loved ones to celebrate food abundance. But in this fall food season, *what do we most need to know about food for all seasons?* It is this: Our exceedingly bright species has ended up creating a "food" system so inefficient that much of it doesn't really produce food at all!

Sound extreme? Here's what I mean: First, there's no inherent connection between what we grow on most of the world's farmland and what human bodies need to thrive. In the U.S., [43 percent](#) of all cropped acreage, and the most fertile share, goes to just two crops -- corn and soy. Yet they aren't really food but raw materials that hardly ever turn up in our mouths directly. [Forty percent of corn](#), the biggest crop, now goes to fuel tanks. The rest, along with [98 percent of soy meal](#), becomes raw material for creating products like grain-fed meat that (except for cooking oils) greatly shrink the capacity of the original ingredients to meet nutritional needs.

For a quick, animated intro to what's behind it all, see Anna Lappé's [Food MythBusters](#) debut video. Obviously a lot of people care. In just the first few weeks, it's attracted more than 60,000 viewers.

About grain-fed meat, consider this: Over eons of time, there was no such thing. Instead, humans got a great nutritional deal from ruminants -- mammals like cows that "double digest" their food. These amazing animals can eat grasses and waste products inedible to us, and convert them into highly useable protein -- giving humans eating

ruminants a big nutrition boost from stuff they could never digest.

But giant-scale, chemical agriculture has created what I called in *Diet for a Small Planet* "a protein-factory in reverse." Ruminants still graze, of course, but increasingly they're fed vast quantities of crops grown on land that could just as well be growing food that humans eat directly. We've turned livestock into our competitors. Does that make sense?

Beyond wasting the special talent of ruminants, our highly concentrated food industry -- on average [twice as tightly monopolized](#) as most U.S. industries -- is grossly inefficient in another way: Its manufacturing and endless promotion of processed food products -- especially those with high-fructose corn syrup -- have helped turn the whole system into a "nutrition-factory in reverse."

So today, [40 percent](#) of calories American children eat are nutritionally empty. Then there's the literal waste. The [UN estimates](#) that one-third of our food spoils or is tossed out. One-third! In the U.S., it's over [40 percent](#). Food analyst [Lester Brown](#) estimates that U.S. food waste could provide the entire caloric need of a population as big as ours. And all this, while we've made our food into a national health threat: Our diet is implicated in [four out of six](#) of our most deadly diseases.

Why would humans be so senseless?

My hunch is this: We are creatures of the mind. Humans see the world through culturally formed filters -- thought-systems that can lead us to accept what defies common sense. Today, our dominant thought-system is driven by fear -- fear of scarcity, as agribusiness and even some distinguished scientists warn us that more chemicals, more genetically altered seeds, and more giant-scale farming is needed or we'll go hungry. Scary.

But, guess what? Trapped in this frame, we end up creating the *experience* of scarcity -- no matter how much we grow: Today [868 million](#) are "officially" hungry although the earth produces more than enough, [2,800 calories](#) for each person each day.

To stop this massive inefficiency disconnecting food growing and healthy eating, we have to break this mindset's power.

Humans, we now know, can do that, too. With scientists' discovery of "neuroplasticity," we now realize the capacity of new insights to create neural pathways, so let's start with new facts: [Authoritative studies](#) demonstrate not only that there's enough food now, but here's the really great news: We can align farming with nature's laws -- enhancing soil health, water conservation, species diversity, and helping fight climate change, too -- while we produce as much food, and, likely even more.

A [2009 report](#) by 400 scientists, now endorsed by 59 governments, affirms that indeed embracing sustainable, ecologically sound farming practices is the only pathway to real food security.

This Thanksgiving, take a moment to imagine yourself free from the scarcity scare. Imagine yourself feeling powerful knowing that that your healthy food choices and acts of food citizenship are not a luxury, or mere pastime. They matter: Your choice to [support local, family farms](#) using sustainable practices and to grow food yourself. Your choice to demand [a shift of public support](#) from chemical to ecologically aligned farming. Your choice to work toward [ending the power of private wealth](#) to corrupt our political decision making. All are part of remaking the world's most inefficient food system.

So with every food purchase, every tasty morsel, every brave act to build real democracy, we can help to relink our food system with thriving bodies and a healthy earth. Now, that's efficient!

Frances Moore Lappé just released [EcoMind: Changing the Way We Think to Create the World We Want](#) (Nation Books) on the fortieth anniversary of her [Diet for a Small Planet](#)

#

Published on Wednesday, November 28, 2012

www.huffingtonpost.com/ocean-robbins/animal-cruelty_b_2194615.html

Change Is Coming: Factory Farms' Days May Be Numbered

Animal welfare advocates, rejoice

by [Ocean Robbins](#)

In one of history's most stunning victories for humane farming, Australia's largest supermarket chain, Coles, will as of January 1 [stop](#) selling company branded pork and eggs from animals kept in factory farms. As an immediate result, 34,000 mother pigs will no longer be kept in stalls for long periods of their lives, and 350,000 hens will be freed from cages.

Not to be outdone, the nation's other dominant supermarket chain, Woolworths, has [already begun](#) phasing out factory farmed animal products. In fact all of Woolworth's house brand eggs are now cage-free, and by mid-2013 all of their pork will come from farmers who operate stall-free farms.

Coles and Woolworths together account for a dominant [80 percent](#) of all supermarket sales in Australia.

The move to open up the cages was fueled by "consumer sentiment," and it has been synchronous with a [major campaign](#) against factory farming of animals led by Animals Australia. The campaign features a TV ad, titled "When Pigs Fly," in which an adorable piglet tells the story of animals sentenced to life in cramped cages, and then flies to freedom.

Meanwhile, in the United States, [egg factory farms](#) cram more than 90 percent of the country's 280 million egg-laying hens into barren cages so small the birds can't even spread their wings. Each bird spends her entire life given less space than a sheet of paper. And in a reality that does not please fans of Wilber or Babe, between [60 to 70 percent](#) of the more than five million breeding pigs in the United States are kept in crates too small for them to so much as turn around.

There are laws against cruelty to animals in the United States, but most states [specifically exempt](#) animals destined for human consumption. The result is that the animal agriculture industry routinely does things to animals that, if you did them to a dog or a cat, would get you put in jail.

Gene Baur, president of Farm Sanctuary, explains: "Most of the anti-cruelty laws exempt farm animals as long as the practices are considered to be normal by the agriculture industry. What has happened is that bad has become normal, and no matter how cruel it is, normal is legal."

But here, too, change is coming. Undercover investigations have led to a [\\$497 million judgment](#) against the now defunct Hallmark Meat Packing company, and to the recent temporary [shutdown](#) of Central Valley Meat Company over what federal investigators termed "egregious, inhumane handling and treatment of livestock." California and Michigan have [passed laws](#) that will phase in a ban on battery cages for hens, and [nine U.S. states](#) have joined the entire European Union in heading towards a ban on confining pigs in gestation crates.

Worried that consumers are starting to find out the truth about treatment of modern farm animals and will demand further changes, industry leaders are pushing for "[ag gag](#)" laws that would hide factory farming and slaughterhouse abuses from public scrutiny. Recently passed laws in [Iowa and Utah](#) threaten jail time for anyone working undercover and taking pictures or video of animals in factory farms without permission.

What don't they want us to know? What are they trying to hide? What would happen if the veil was lifted and we saw the level of cruelty that has become the norm in U.S. industrial meat production?

A [poll](#) conducted by Lake Research partners found that 94 percent of Americans agree that animals raised for food on farms deserve to be free from abuse and cruelty, and that 71 percent of Americans support undercover investigative efforts by animal welfare organizations to expose animal abuse on industrial farms.

Most farmers don't try to be cruel to animals, but they do worry about how to cut costs. And so long as consumers are kept in the dark about the real source of their food, farm owners have no economic incentive to do more than the minimum necessary to appease regulatory authorities.

Want to take action? [Join the Food Revolution Network](#), an online community dedicated to healthy, sustainable, humane and delicious food for all.

Or join the Humane Society's [campaign for farm animal protection](#), or Farm Sanctuary's work for [animal welfare legislation](#). Or if you want to save 100 animals per year, you can sign up for PETA's [free veg starter kit](#).

Ocean Robbins was co-founder and director of [YES!](#) - a nonprofit organization that "connects, inspires and collaborates with changemakers to join forces for thriving, just and sustainable ways of life for all." He is co-host and CEO of the 60,000 member [Food Revolution Network](#).