Industry Strategies for Food Systems Change

Presenters:
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Stephanie Yee

10:15am – 11:30am
Titan Student Union Ballroom C
WHAT IS REAL FOOD?

FOOD THAT TRULY NOURISHES

- PRODUCERS
- CONSUMERS
- COMMUNITIES
- ECONOMICS
- CONTROL
- EDUCATION
- CULTURE
- LABOR
- FARMWORKERS
- FARMERS
- CLIMATE
- ANIMALS
- NATURAL RESOURCES
- HEALTH
- CELEBRATION
- ACCESS
- EQUITY
- ENVIRONMENT
- SOIL, WATER, SEEDS, BIODIVERSITY
- HABITAT, HUMAN, ANIMAL, PLANT
- SUSTAINABILITY
- FAIR TRADE
- FOOD POLICY
- LOCAL ECONOMIES
- YOUTH DEVELOPMENT
- PUBLIC SPACE
- TRADITIONS
- RELATIONSHIPS
- LEADERSHIP
- LIVING & WORKING CONDITIONS
- WAGE, HEALTH
TIPPING POINT (20%)  

Set precedents for a new idea  

NEW NORMAL  

S CURVE
<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>LARGE SCALE</th>
<th>SMALL SCALE</th>
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</thead>
<tbody>
<tr>
<td>Subsidies</td>
<td>$5-$7 billion</td>
<td>$5-$7 billion</td>
</tr>
<tr>
<td>Number of fishers employed</td>
<td>about 0.5 million</td>
<td>over 12 million</td>
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<tr>
<td>Annual catch for human consumption</td>
<td>about 30 million t</td>
<td>same: about 30 million t</td>
</tr>
<tr>
<td>Annual catch reduced to fishmeal and oils</td>
<td>35 million t</td>
<td>Almost none</td>
</tr>
<tr>
<td>Annual fuel oil consumption</td>
<td>about 37 million t</td>
<td>about 5 million t</td>
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<tr>
<td>Catch per tonne of fuel consumed</td>
<td>1-2 t</td>
<td>4-8 t</td>
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<tr>
<td>Fish and other seafood discarded at sea</td>
<td>8-20 million tonnes</td>
<td>Very little</td>
</tr>
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What are ideal goals for any food industry?

- All workers involved in the supply chain are paid a living wage and have access to basic human rights
- Market doesn’t squeeze out the middle and little guys but allows them to compete
- ....
Activity prompting questions:

- What would need to happen so that industry changes towards the objective/goal?
- Timeline/how much time would it take?
- What policies would need to change? What is the role of government?
- What role do universities play?
- What role do community members/advocates play?
- What role do the producers of that industry play?
Resources:

Real Food Challenge Website

Real Food Calculator Website

National Summit 2016 @ University of Georgia → CLICK to get students there!