





70% of the world population eats food produced by smallscale foodproducers  
50% of the world population produces this food  
30% of the natural resources is used for production  
the food they produce is healthy and pure

30% of the world population eats food produced by agro-industrial producers  
70% of the natural resources is used for production (in other regions)  
60% of the production is wasted before it reaches the mouth of the eater  
the foodproducts are responsible for obese, cardio-vascular diseases and cancer



## to consume:

1. eat, swallow, devour, put away, gobble (up), eat up, guzzle, polish off (*informal*), hoover (*informal*) Andrew would consume nearly two pounds of cheese per day.
2. use up, use, spend, waste, employ, absorb, drain, exhaust, deplete, squander, utilize, dissipate, expend, eat up, fritter away Some of the most efficient refrigerators consume 70 percent less electricity than traditional models.
3. destroy, devastate, demolish, ravage, annihilate, lay waste Fire consumed the building.
4. (*often passive*) obsess, dominate, absorb, preoccupy, devour, eat up, monopolize, engross I was consumed by fear.



Average farmsize in EU:  
15 old memberstates: 24ha  
12 new memberstates: 7 ha  
Global level: 85% < 2ha

In EU since 2005 25% of the farmers has  
stopped farming  
Average age EU farmers is 50+



## Model of trade in the foodsystem:

### 1946 *General Agreement* on Tariffs and Trade

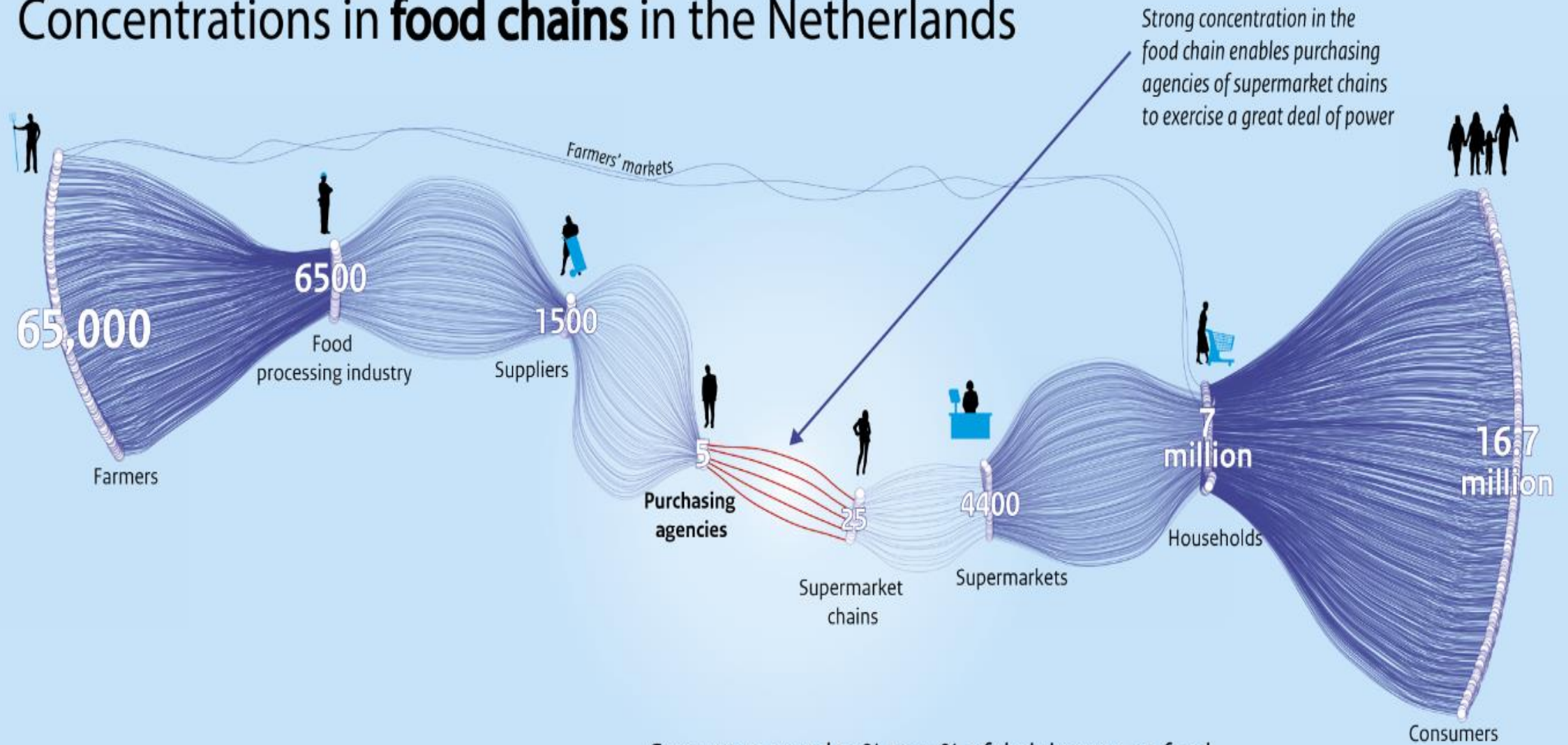
- Food and agriculture out
- Step by step food and agriculture in
- Shift to industrial agriculture and industrial food processing

### 1994 World Trade Organisation

- Free Trade agreements
- Increasing corporate power
- Incentive: competition on lowest price-lowest wages

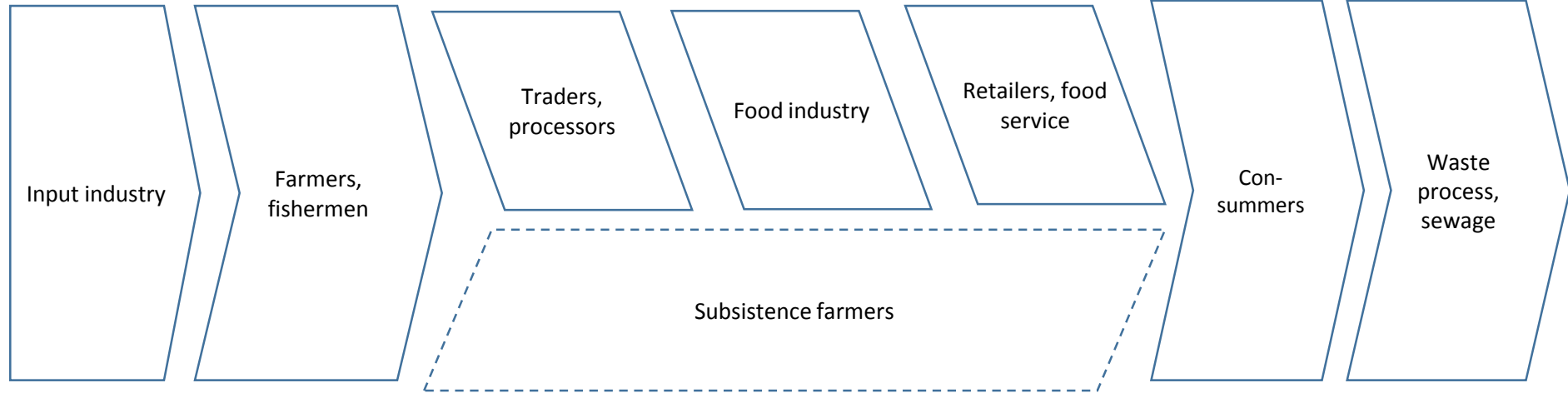


# Concentrations in **food chains** in the Netherlands



Consumers spend 10% to 15% of their income on food

### Food system actors and their activities





	<b>Agricultural input industry</b>	<b>Farms</b>	<b>Food industry</b>	<b>Food retail</b>	<b>Consumers</b>
Turn-over	US\$ 520 bln	US\$ 2,175 bln	US\$ 1,377 bln	US\$ 7,180 bln	
Top 10 market share	Animal feed: 16% Seeds: 75% Fertilizer: 55% Pesticides: 95%	450 million farms 85% < 2 ha.	Top 10: 28%	Top10: 10.5%	
Largest firms	CP Group (Thailand), Cargill (USA) Monsanto (USA), DuPont (USA), Syngenta (Switzerland), Bayer (Germany), BASF (Germany)		Nestle (Switzerland), PepsiCo (USA), Kraft (USA), ABInBev (Brazil), ADM (USA)	Walmart (USA), Carrefour (France), Schwartz Group (Germany), Tesco (UK), Aldi (Germany)	



- Big 4 in the crop seed, agricultural chemical, animal health, animal genetics/breeding, and farm machinery sectors accounted for more than 50% of global market sales in each sector;
- Just 5 companies control 75% of the world grain trade, with the same companies having a big stake in the animal feed, flour milling and soybean crushing
- CR4 of 60 to 80% in beef, soybean, pork and chicken industries in the US
- Big 4 supermarket chains in the UK have a combined markets share of 76% of UK grocery market, where top-4 in the USA would have 40-50% (Nr. 1 >25%)



- FoodSystem increasingly governed by downstream industry (food processors and retailers)
  - .. that exerts market power (buyer power)
  - .. that uses contracts and vertical integration, introduces private standards
  - ...which further drives the farming segment to increase its scale of operations
- And affect consumer decisions by their dominant role in supply and marketingIncreasing demand (quantity and nutrition transition): expanding and intensifying use of natural resources lead to increasing environmental pressures and scarcity of fossil fuels and minerals
- Affects food consumption and lifestyle: increasing concerns about health impacts of food consumption patterns: overweight and obesity associated with great individual and societal costs
- Significant food waste and losses. Many impediments to reduce wastage: technical, economic, regulatory, behaviour/awareness aspects



- In many countries there is a strong concentration of power in western-type food systems.
- All around the world farmers complain about too low prices for the products, which has consequences for resource use as well as for rural livelihoods.
- Supermarketization in Asia (partly Africa) takes place much faster, in weaker institutional settings (corruption, lacking institutions to protect environment, farmers and consumers), much higher level of poor farmers.



Citizens awareness, citizens take the lead:

- Reconnect with food (*varieties, real, pure*)
- Concern about environment
- Concern about health
- Value the work of the peasant/farmer
- Become new farmers



Examples different types of selling and distribution

Romania: markets and boxes

Thailand: rice-cooperative

Norway: processing and directselling on the farm

Italy: cooperative shop in the city

Spain: public procurement

France: participatory certification

Netherlands: initiatives all around



**eco ruralis** **Gustare din zona Călatei** *Halotaszeg Durabil*  
Produse de alimente naturale locale din satele de zona Huedinului

Bun venit la prima cutie cu mâncare din zona Călatei! Scopul nostru este de a aduce produse de alimente delicioase în inima orașului, de la mici cultivatori din jurul Huedinului.

În cutia voastră din aceasta săptămână, veți găsi, din partea noastră: o pungă cu salată – sălbatică și cultivată – rucoła și fetica; păpădie, coada șoricelului, pungulița, măcriș, usturoiță, răcovina; o pungă cu ierburi – coriandru, pătrunjel creolita, maghiran, asmățui; urzici, loboda, cimbru verde uscat și mere din Aluniș – varietate veche, *šovari* (mare și roșu)  
De la Florin (Aluniș), ridichi, salata verde. De la Erzsí (Domoș), salată roșu; varză și țelină de la Zsuzsi (Bicalat), morcov de la tanti Erzsí (Domoș), păstârnac și măcriș de la tanti Birzse (Bicalat), tarhón tanti Erzsike (Bicalat).  
Extra sunt: ouă de casă de la Erzsike (Bicalat), cașcaval de la Szilárd (Aluniș), polen de la Irén, (Bicalat), castraveți murați (noi), făină din grâu (Domoș)

**Dacă vă interesează să primiți o cutie cu produse naturale (în funcție de sezon)**

**Unde?** - Punct de colectare:  
birou Ecoruralis, Str. David Francisc, nr 10, ap. 5, Cluj-Napoca (în apropiere de Piața Mihai Viteazul)

**Când?** - Marți după masă.

**Cât Costă?** - 35 lei/cutie mică - extra:  
ouă de casă 5-10 lei (10 bucăți) (în funcție de sezon),  
vin de casă - 6 lei/l, cașcaval - 30lei/kg, polen - 7lei/pungă mică,  
castraveți - 3 lei/pungă, făină de casă - 5lei/kg

**Cum?** - contact Huedin Piata pe facebook/  
sau noi, Sara și Douglas - la numărul de tel. 0731 629 418

Politica noastră este de-a salva planeta, așa că toate ambalajele cutiei de zarzavat sunt curate și reciclate.

**Rețeta propusă:**  
Salată crudă cu 'dressing'  
Frunzele de salată se rup și se amestecă ușor cu alte frunze. Se prepară dressing-ul (ulei de cânepă și oțet de mere de casa) și se toarnă peste frunze.



**กระบวนการผลิตเมล็ดพันธุ์คุณภาพ**

- นำข้าวพันธุ์ดี มาคัดจากข้าวกล้อง เป็นพันธุ์หลัก
- นำพันธุ์ข้าวที่คัดแล้วไปปลูกแบบ ขาดต้นเดียว SRI
- แยกปลูกเป็นแถวละขวาง เพื่อแยกสายพันธุ์ให้ชัดเจน
- ดูแลแปลงข้าวพันธุ์สุ่ม่าเสมอ และจดบันทึก
- กรรมการติดตาม เพื่อตรวจ
- ล้างเก็บเกี่ยว
- พัฒนาเครื่องจักร เพื่อช่วย
- บรรจุกระสอบคุณภาพ











Agro-ecology:

A model of food production-processing-  
distribution-markets-social networks

Based on foodsovereignty



Let's move.....

**future!**

Solidarity

Community

Act Local

Circular

People

Democracy-sovereignty

Free choice and access

Life and earth

Human values

**Old school?**

Competition

Company

Think Global

Linear

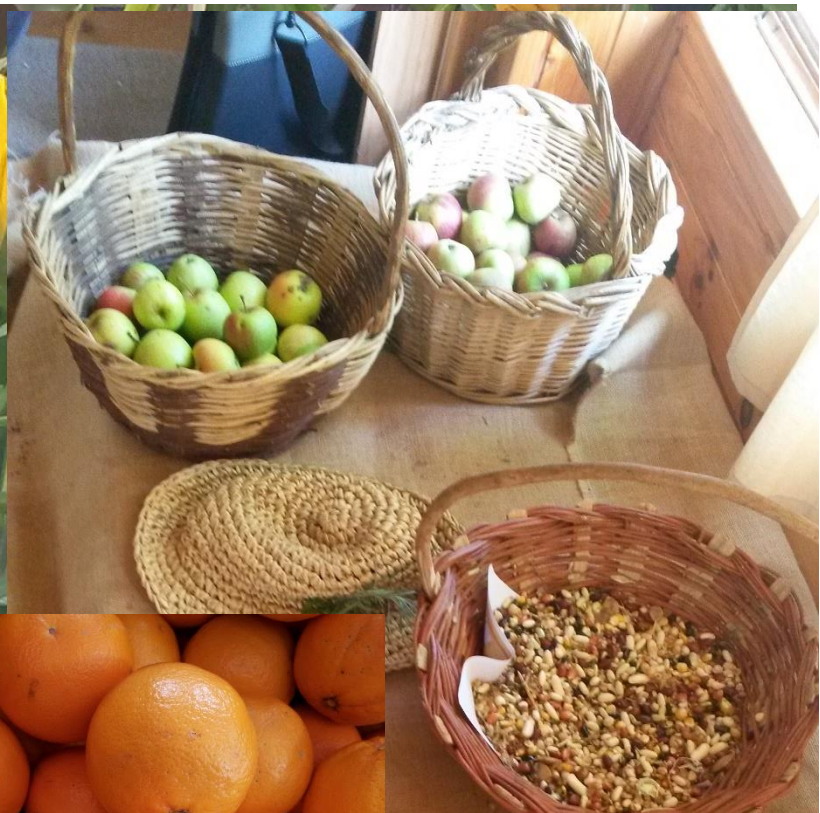
TNC's

FTA-WTO


Dependency

Economy

Profit and shareholders





The background is a collage of images. On the left, a river flows through a lush green landscape with trees. In the center, there are vibrant flowers, including a large pink one and a yellow one. On the right, several woven baskets are filled with fresh produce: green apples, red apples, and nuts. At the bottom left, a dining table is set with white plates, glasses, and silverware. The text is overlaid on these images in a white, sans-serif font.

We need to support domestic markets and small-scale agricultural production, based on farming systems rich in biological and cultural diversity. Networks of local food systems are favoured because they reduce the distance between producers and consumers, limiting food miles, a better citizen control and democratic decision-making.

Trade and markets must be made to work for people and the environment; current trade policies for agriculture are failing the environment and leading to the decreasing of numbers of farmers.

New governance systems must ensure that negative impacts of international trade such as dumping are stopped, and local markets are given priority; commodity agreements must restrict overproduction and guarantee small-scale producers equitable prices that cover the costs of producing food in socially and environmentally sustainable ways

The good news is that all this possible. The political choices made by governments and their corporate friends can still be decisively rejected and reversed.

But this depends on creating inclusive alliances between farmers, citizens and scientists to gain power.



Support, join, enjoy



# *agro-ecology*

the model of food production-

food processing-food distribution-

food markets-(food) social networks



and achieve food sovereignty for all

*(or food democracy-in case you don't like the word)*

