70% of the world population eats food produced by small-scale food producers.
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 food products 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 food system:

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
Concentration in food chains in the Netherlands

Strong concentration in the food chain enables purchasing agencies of supermarket chains to exercise a great deal of power.

Consumers spend 10% to 15% of their income on food.
Input industry

Farmers, fishermen

Traders, processors

Food industry

Retailers, food service

Consumers

Waste process, sewage

Subsistence farmers
<table>
<thead>
<tr>
<th></th>
<th>Agricultural input industry</th>
<th>Farms</th>
<th>Food industry</th>
<th>Food retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turn-over</td>
<td>US$ 520 bln</td>
<td>US$ 2,175 bln</td>
<td>US$ 1,377 bln</td>
<td>US$ 7,180 bln</td>
</tr>
<tr>
<td>Top 10 market share</td>
<td>Animal feed: 16% Seeds: 75% Fertilizer: 55% Pesticides: 95%</td>
<td>450 million farms 85% &lt; 2 ha.</td>
<td>Top 10: 28%</td>
<td>Top 10: 10.5%</td>
</tr>
<tr>
<td>Largest firms</td>
<td>CP Group (Thailand), Cargill (USA), Monsanto (USA), DuPont (USA), Syngenta (Switzerland), Bayer (Germany), BASF (Germany)</td>
<td>Nestle (Switzerland), PepsiCo (USA), Kraft (USA), ABInBev (Brazil), ADM (USA)</td>
<td>Walmart (USA), Carrefour (France), Schwartz Group (Germany), Tesco (UK), Aldi (Germany)</td>
<td></td>
</tr>
</tbody>
</table>
• 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 marketing
  Increasing 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 direct-selling on the farm
Italy: cooperative shop in the city
Spain: public procurement
France: participatory certification
Netherlands: initiatives all around
Gustare din zona Câlatei
Produse de alimente naturale locale din satele de zona Huedinului

Bun venit la prima cutie cu mâncare din zona Câlatei! Scopul nostru este de ați aduce produse de alimente delicioase în întârzația orășului, de la mici cultivatori din jurul Huedinului.

În cutia voastră din aceasta sâptămână, veți gâsi, din parte noastră: o pungă cu salată — salbatică și cultivată — ruța și fetică; pâinea, pălătrii, porumb, taran, ușâșă, castravete, pom de nucă, pălmăt și lămâie, boabe, curcubeu verde, pui și mere din Aluniță — uleiul de soare, pâinea de sârmă șitrușă și roșu.

De la Florin (Aluniță), ridichi, salata verde. De la Erasc (Domoș), salată roșu, varză și șețeala de la Zausă (Bicălari), moro de la tânti Etzoi (Domoș), pâciurna și mâncă de la tânti Finşaç (Bicălari), taran de la Erascal (Bicălari).

Exstra sunt: ouă de casă de la Erascal (Bicălari), castravete de la Salâlă (Aluniță), ploaie de la Ieșu (Bicălari), castravete murași (ouă), fânați din grâu (Domoș).

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

Unde? - Punct de colecțare:
   birou Ecourălă, Str. Davol Francisc, nr 10, ap. 5, Cluj-Napoca (în apropiere de Piața Mihai Viteazul)

Când? - Marți după măsă,

Cât Costă? - 35 lei/cutiu mică - extre:
   ouă de casă 5-10 lei (10 buchii) (în funcție de sezon),
   vii de casă 6 lei, 1/2 fistică 2 lei/kg, pâine 2 lei/pungă mică,
   castravete 1 lei/pungă, fânați de casă 8 lei/kg

Cum? - contact Huedin Plata pe facebook;
   sau noi, Sava și Douglas - în numărul de tel. 0781 629 418

Politica noastră este de a salva planeta,
și aș că toate ambalașele care au fost curate și reciclate.
Agro-ecology:
A model of food production-processing-distribution-markets-social networks
Based on foodsovereignty
Let’s move......

**future!**
Solidarity
Community
Act Local
Ciricular
People
Democracy-sovereignty
Free choise and access
Life and earth
Human values

**Old school?**
Competition
Company
Think Global
Linear
TNC’s
FTA-WTO
Dependency
Economy
Profit and shareholders
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 is 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)