

ACTION TOOLKIT:

OCT 27/28 2018

A GUIDE ON HOW TO RAISE
THE ALARM FOR GOOD FOOD
AND GOOD FARMING

WHY ORGANISE?

Our food and farming system is being taken further down the road of industrialisation, with the use of more chemicals, more factory farms and controlled by even bigger corporations. Small scale and sustainable producers are being pushed out and healthy food is increasingly becoming a luxury for the wealthy. Industrialised global food systems are leading to land grabbing, deforestation and climate change, disproportionately impacted communities in the Global South in order to produce Europe's food. Animal welfare and human health suffer as a result of unsustainable farming practices.

We believe that all people have the right to healthy, sustainable and culturally appropriate food. We believe food should be produced in farms not factories. We believe small scale farmers should be able to make a living off their produce. We believe the seeds we plant and the food we eat should not be owned and controlled by big agri-businesses that prioritise profit over people. We believe our food system should protect our soil, water, ecosystems and biodiversity.

We believe the solutions to sustainable and fair farming already exist. We believe that together we are power. We believe that we have the power to change our food system.

THIS OCTOBER WE INVITE PEOPLE FROM ACROSS EUROPE TO RAISE THEIR VOICES AND PARTICIPATE IN DIFFERENT ACTIVITIES WHICH WILL ENSURE THAT DECISION-MAKERS WILL HEAR THE SUPPORT FOR PEASANT FARMERS, ENVIRONMENT AND CLIMATE FRIENDLY AGRICULTURE TIED INTO LOCAL ECONOMIES OVER GLOBAL FOOD CHAINS.

The Europe-wide **Good Food, Good Farming Days of Action** will take place on the **27th and 28th October 2018**. Diverse events promoting good food and good farming will be organized in capital cities, towns and villages across Europe in order to show that there is a broad movement fighting for a sustainable and social just food system.

Within the EU, groups will be calling for a reform to the Common Agricultural Policy to call for a better deal for consumers and small-scale producers. See our summary of the CAP for more information! www.foeeurope.org/yfoee/good_food_good_farming_280818



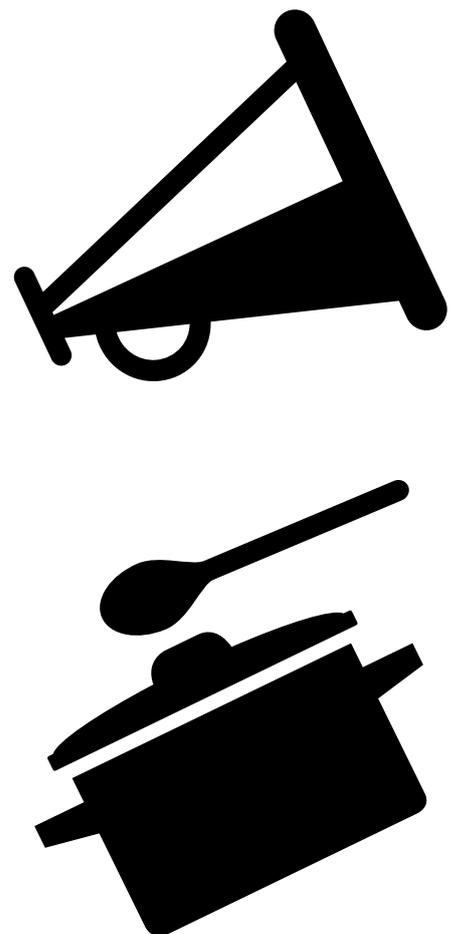
**HERE ARE SOME IDEAS
FOR WHAT YOU CAN DO**

BEFORE, DURING & AFTER

**TO CONTRIBUTE TO A
EUROPEAN MOVEMENT
FOR CHANGE!**



- + Add your action onto the GFGF actions map
- + Be clear about your message you want to send to others and policy makers
- + Let your message be visible (your action/ picture should reinforce your message)
- + Think of the image and take a picture you can share
- + Ask people to bring pots, pans and spoons with them to raise the alarm for good food and good farming. The pots and pans are the symbol of our European mobilisation and the common element of all the actions happening in every corner of the continent.
- + Share your picture (and message) on social media
- + Use the hashtag [#GoodFoodGoodFarming](https://www.instagram.com/GoodFoodGoodFarming)
- + Tag your minister for agriculture - find the list here: www.goodfoodgoodfarming.eu/eu-agricultural-ministers/





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WHO?

THE GOOD FOOD GOOD FARMING CAMPAIGN WAS LAUNCHED IN 2012 TO MOBILISE CITIZENS TO TAKE ACTION, AND DEMAND GOOD FOOD AND GOOD FARMING ACROSS EUROPE...



Good Food Good Farming unites peasant with consumer organizations, environmental associations with global solidarity movements and many more. The Days of Action are initiated by Act Alliance, ARC2020, Birdlife Europe, European Coordination Via Campesina, Friends of the Earth Europe, Heinrich Böll Foundation (Germany), IFOAM EU, Meine Landwirtschaft (Germany), Pour une autre PAC (France), Slow Food Europe and Urgenci CSA Network and is supported by many more organisations.



Young Friends of the Earth Europe and **Slow Food Youth Network** are working together to make sure the youth voice is heard in these days of action!

We are a diverse movement supporting the idea of a world based on solidarity where diversity and tolerance are a strength. We stand against discrimination based on person's origin, skin colour, religion, sexual identity and orientation, abilities or any other characteristic.

BEFORE THE DAYS OF ACTION

GROUPS ACROSS EUROPE WILL BE USING NEXT FEW MONTHS TO RAISE AWARENESS ABOUT THE DAYS OF ACTION AND START CONVERSATIONS ABOUT GOOD FOOD AND GOOD FARMING.



MAKE A SHORT VIDEO WITH A PRODUCER

Making connections between consumers and producers is a great way to raise awareness of the issues and solutions to a sustainable and fair food system.

Find a local farmer or producer. Try asking in a greengrocers, at a farmers market, or even see if a farmer near you is a member of La Via Campesina - a global network of peasant organisations: www.viacampesina.org/en/who-are-we/regions/europe/

Film your conversation with the producer. This can just be on a camera phone. Try to keep the video to around 1 minute in length and find a relevant background, such as a field or a farmers market.

You could ask the following questions (or others you come up with!):

1. Who are you, where do you live and what do you produce?
2. Why did you decide to become a farmer?
3. What effect does the EU regulation of the Common Agricultural Policy (or agricultural policy in your country) have on your work?
4. What would you need to change in order to produce healthy and sustainable food?

Feel free to film it in your own language but please add English subtitles so it can be shared widely. Promote on your own social media and share with us with [#GoodFoodGoodFarming!](https://twitter.com/GoodFoodGoodFarming)

You can download a detailed instruction sheet and a consent form on the goodfoodgoodfarming.eu website!

TAKE A CAPSNAP

Join farmers, consumers, fishers, food artisans, activists and many more will share their demands for the future of food and farming, creating over 1.000 photos from all over Europe to be shared with the EU's ministers of agriculture during their meeting in Brussels on 19th of November to show them we are many in demanding a sustainable change of policies.

All you need is:

- + Pot or pan and spoon to raise the alarm
- + An A4 sheet of paper with your message of what you want from the CAP in your language, saying "**I/We want...**", followed by your name and country.
- + Friends, family or just yourself to hold both

Share your photo on Twitter, Instagram or Facebook with the hashtag [#GoodFoodGoodFarming](https://www.instagram.com/GoodFoodGoodFarming) and tag your national agricultural minister (see list on the website: www.goodfoodgoodfarming.eu/eu-agricultural-ministers/) in charge or send it to photo@goodfoodgoodfarming.eu

SHARE IT!

Let people know about the Days of Action in your newsletter, emails, on facebook, twitter, instagram and wherever and whenever you can.

- + Share our **Call to Action** www.goodfoodgoodfarming.eu/
- + Share our banners www.goodfoodgoodfarming.eu/resources/
- + Share your actions on an interactive map www.goodfoodgoodfarming.eu/
- + Share the actions of other groups during these European days of action!
- + Follow us on Twitter, retweet and tag us: [@GFGFActionDays](https://twitter.com/GFGFActionDays)
- + Get in contact with the European coordinator of the GFGF Days of Action: **Verena Günther** guenther@goodfoodgoodfarming.eu
TEL: [+49 30 28 48 24 37](tel:+493028482437)



DURING THE DAYS OF ACTION

START A CONVERSATION

HERE ARE SOME IDEAS FOR ACTIONS YOU COULD TAKE TO DEMAND GOOD FOOD AND GOOD FARMING ON 27TH-28TH OCTOBER! IF YOU ARE PLANNING AN EVENT EARLIER IN OCTOBER, YOU ARE ALSO WELCOME TO JOIN FRAMING IT UNDER THE GOOD FOOD GOOD FARMING CAMPAIGN.

ORGANISE AN EAT-IN WITH THOSE WHO FEED THE PLANET

Because farmers are awesome and we want to **celebrate their fantastic work**, get together and eat-in with the people who feed the planet. Connect over the same kind of food, share different opinions and perspectives!

An Eat-In is a **culinary protest in public space** that was first developed by the Slow Food Youth Network.

HOW TO DO IT:

Serve up homemade seasonal, regional and tasty food in unexpected spots in the city and the countryside: at a farm, in the local metro or in a parking space. Invite (young) producers who have grown and processed the products to discuss the current food system and the importance of European agricultural policy.

The aim is not to talk to experts, but to build bridges between city and countryside, all in a fun atmosphere. We want to make it clear to everyday consumers: the EU has something to do with our food.

Everybody is invited to bring homemade food and drinks. So arm yourself with a table, friends and good local food and declare public places as protest zones for a new food culture!



PRODUCT TASTING OR INFO STAND AT A FARMERS MARKET

A farmers market is perfect location to organise a farmers-citizen meet up and discuss what are challenges that farmers face, how can citizens support them, what type of policies we need to ensure that more of the food we eat is bought from the producer from the region and is sustainably produced.

HOW TO DO IT:

1. Pick a farmers market in your city,
2. Prepare invitations with time and issues you want to talk about
3. Invite somebody to give some input eg. a community garden in your area, a CSA, a farmer or local politician
4. Prepare some questions for the participants 5) Have an interesting and fruitful discussion.

SEED SWAPS

If you do gardening or plant vegetables on your terrace and have seeds to exchange, you can organise a seed swap and held to distribute seeds and support seed diversity.

HOW TO DO IT:

5. Find a nice place for your seed swap, eg. a farmers market, a park or an urban garden, etc.,
6. Write an invitation and distribute it at your work, school, university, sports school, or online.
7. Bring your seeds or seedlings for exchange.

URBAN GARDEN PARTY

Is there a more charming place to talk and act for Good Food than an urban garden? If you are active in one or know people who are, organise a Good Food, Good Farming party there. This can be combined with a tasting, seed swap or a picnic. And many discussions on the food we eat and how it is produced. You could organise themed tables or picnic blankets where people can discuss where their food comes from, how is it produced, what policies influence the food we eat and many more questions related to food and farming.

FARM VISIT

Make the connection between producers and consumers directly by taking people to visit a local farm!

If you are a farmer and would like to invite people to your farm, then write an invitation and distribute it online, in organic shops, markets and central places in the nearby town or city.



GET INPUT FROM THE PUBLIC

A very easy tool to start a serious conversation and engage with passers-by is a 'ribbon tree' where people can write down their ideas and wishes.

HOW TO DO IT:

You will only need pieces of fabric, a tree, a good question and couple of working markers. Ask passers-by a question such as 'what does good food and good farming mean to you', get them to write it down on a piece of fabric and tie it to the tree. You could cut shapes like fruit to make it more food-themed and share the answers online or with politicians afterward!

ENVISION YOUR UTOPIA!

The tactic is used to create utopia and reveal what we are fighting for and show how the world could be. This requires a bit of creative thinking and deconstructing things in order to construct new ones. One of most known examples of such tactics is Annual Parking Day, when people make parking spaces into community spaces and parks to image cities without cars.

Could you create a theatre piece of the world without hunger, your idea of good food, good farming or a newspaper with only good food news?

DURING THE DAYS OF ACTION

DO SOME ARTISM

MURALS OF RESISTANCE

The Mexican Mural Movement has brought new dimension to murals being used as social and political tool. Nowadays you can find murals with different political messages in almost every city in the world.

HOW TO DO IT:

- + Make a stencil that conveys your message or project the image to draw round onto your chosen wall, pathway or other surface (make sure you have permission). Use spray paint, chalk, tape or other materials to create your image!
- + You could combine this with a community picnic by getting a large piece of wood and asking everyone to contribute!



FLASHMOB!

Flashmobs are great ways to organise spontaneous mass street actions or small civil disobedience without much preparation and legal disruption.

HOW TO DO IT:

Get a group of people together in a public space or inside your target. Choreograph a dance routine, script a play or write a song focusing on your chosen target. You could even get pots, pans and wooden spoons and make some noise in a strategic location. Make sure to have handouts or someone giving a speech to explain your message!



DURING THE DAYS OF ACTION

GET THE MESSAGE OUT

BANNER DROP

Reach lots of people and get a great photo by hanging your message on the side of a building, bridge or public landmark!

HOW TO DO IT:

Get people together to make a banner big enough to be seen. You could use tape, paint or fabric letters to spell out your message on a bedsheet (or several sewn together)!

Wherever your chosen location, make sure to be safe and to recce beforehand so you know when to go, where the best photo will be taken from and what the implications of your banner drop might be.

HUMAN BANNER

A human banner can be added onto another meeting or be spur of the moment as you don't need many materials.

HOW TO DO IT:

Gather a crowd of people and ask them to spell out your message by standing or lying in the shape of the letters (make it short and sweet). You might want to chalk it out on the ground first to make this either.

Get a photographer in a high place or with a drone to take the photo!

LIGHT BOARDS

This a beautiful way to get your message across, gets lots of attention and makes great photos!

HOW TO DO IT:

Get one wood panel for each letter of your message. Draw or print out and stick the letters on each panel. Make holes every few centimeters down the letter using a drill and/or nails and a hammer.

Put one bulb from battery-powered fairy lights in each hole and secure them with tape or glue. Wait until night and then hold them up in order and get an amazing picture!



AFTER THE DAYS OF ACTION



CHECK OUT AND SHARE ALL THE AMAZING ACTIONS THAT OTHER GROUPS TOOK DURING THE DAYS OF ACTION!

On **November 19th** all agricultural ministers are invited to join our Disco Soup in Brussels and cook up together the kind of Food and Farming system that we want. We will make sure ministers get our demands and ask them to act.

YOU CAN GET INVOLVED BY:

- + Sharing photos with your demands for the CAPsnap www.goodfoodgoodfarming.eu/capsnap
- + Share the images on social media to spread the message and tag your minister!

WRITE AN OPINION PIECE TO YOUR LOCAL NEWSPAPER OR POST A BLOG TO KEEP THE CONVERSATION GOING

It's all about awareness raising, so if you feel inspired get in touch with your local newspaper. Furthermore, you can also write a blog and send it to us!



GET IN TOUCH WITH YOUR LOCAL POLITICIAN

It's always good to keep them under pressure! E-mail your local councilor or national MEP explaining the problem and how their decisions can change many things. Again, think about your target and how governments and different legislations contribute to environmental injustices across the world.

SIGN AN E-PETITION!

You can also sign the online petition run by various European online petition platforms asking the EU's agricultural ministers for an overhaul of EU's farming policies. Petitions will be available in different languages starting in October. Check our website www.goodfoodgoodfarming.eu for updates.



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