

ACTION TOOLKIT.

GOOD FOOD GOOD FARMING
DAYS OF ACTION
1-31 OCTOBER



A GUIDE ON HOW TO RAISE THE ALARM
FOR #GOODFOODGOODFARMING

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, and disproportionately impact 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 fight for a world in which all people have the right to healthy, sustainable and culturally appropriate food. This is particularly pressing, as we face a global climate and extinction emergency. Food should be produced in farms not factories. Our food system should protect our soil, water, ecosystems and biodiversity. Small-scale farmers should be able to make a living off their produce. The seeds we plant and the food we eat should not be owned and controlled by big agri-businesses that prioritise profit over people.

The solutions to sustainable and fair farming already exist. Together, we have the power to change our food system to protect people and the planet.

EVERY OCTOBER WE INVITE PEOPLE FROM ACROSS EUROPE TO RAISE THEIR VOICES, GRAB POTS AND PANS AND TAKE PART IN ACTIONS FOR GOOD FOOD AND GOOD FARMING. LET'S MAKE SURE DECISION-MAKERS WILL HEAR OUR SUPPORT FOR PEASANT FARMERS, ENVIRONMENT AND CLIMATE FRIENDLY AGRICULTURE THAT IS TIED INTO LOCAL ECONOMIES RATHER THAN GLOBAL FOOD CHAINS.

The Europe-wide **#GoodFoodGoodFarming** days of action will take place between 1st and 31st October. After the successful launch in 2018, we will organise different events promoting good food and good farming in capital cities, towns and villages across Europe.

Here are some ideas on how you can join us to sound the alarm and demand a sustainable and socially just food system in October. In addition, you could join local food cooperatives, environmentalist groups, or get together with other activists, farmers and consumers to fight for change.

WHY NOW?

Year after year the EU subsidises the intensification of agriculture and the import/export-oriented trade in animal feed and food. This fuels climate change and has colossal impacts on nature, land use, soil fertility, water and air quality and the lives of millions across this continent and many other regions.

The EU is in the midst of agricultural reforms, which will determine farming practices for the coming decade. Without a U-turn in the negotiations, we stand to lose what is discernibly the last chance to begin the transformation of our farming and food policy towards a biodiversity and climate-proof farming system, which benefits rural communities and everyone else.

Recent European elections hold the biggest chance for a political shift in favour of more radical reforms. Landslide numbers of under-30-year-olds supported green and progressive left and centre-left parties. Now is the time to insist on good food and good farming.



Photo by Jan Ganschow www.derausloeser.net



Photo by © Tom Groves; Landworkers' Alliance

**NO MATTER WHAT
TYPE OF ACTION
YOU ORGANISE –**

ALWAYS REMEMBER:



- + Add your action to the #GoodFoodGoodFarming actions map on www.gfgf.eu and refer to the map in your own communication to show that you are part of a European-wide movement.
- + Put forward a clear demand that conveys the urgency and impact of the action you want to see. If you need inspiration, check our call to action on www.gfgf.eu/join-us.
- + Deliver your message directly to decision-makers or tag them in your communication and let your action/picture reinforce your message. Ultimately, we call for politicians to acknowledge the crisis and to back agricultural reforms.
- + A strong message and picture will travel furthest. If you share nice photos and video on social media with #GoodFoodGoodFarming you add your voice to a loud European chorus for change!
- + Ask people to bring pots, pans and spoons with them to sound 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.
- + Ask people to put their demand for better farming and some colour on the postcard (www.gfgf.eu/resources). Collect and send them back to us (to: Meine Landwirtschaft, Marienstr. 19-20, 10117 Berlin, Germany). We will deliver them to decision-makers in the European Parliament in Strasbourg on 22 October.
- + Offer to create a channel on social media, messenger services or prepare a good old-fashioned contact list, because you might want to stay in touch or plan the next action with the people that attended your event.



HERE ARE SOME IDEAS FOR WHAT YOU CAN DO
BEFORE, DURING & AFTER
TO CONTRIBUTE TO A EUROPEAN MOVEMENT FOR CHANGE!



BEFORE THE DAYS OF ACTION

Raise awareness, start the conversations about #GoodFoodGoodFarming and mobilise friends and colleagues to join the action days.

- + Share the call to action in your newsletter, emails, on facebook, twitter, instagram etc. - find different languages here: www.gfgf.eu/join-us.
- + Register your event on the map of the www.gfgf.eu website.
- + You can find banners, posters and other materials to use on social media and for printing on www.gfgf.eu/resources.
- + In your communication and mobilisation, make clear that you are part of a pan-European initiative and joining forces with thousands of other people concerned about our broken agricultural system – e.g. by using our common #GoodFoodGoodFarming, visual material and the symbol of pots and spoons.
- + Share our mobilisation video, shortlink: <https://bit.ly/2ET3ZtI>
- + Make your own video, using your phone or camera. Keep it short and powerful (max. 1 minute), make it personal and find an engaging background (e.g. a field or a farmers market). If you can, add English subtitles so it can be shared widely on #GoodFoodGoodFarming! If you want to make it more professional, you can get some pretty affordable microphones that work wonders on phone and camera for around 50€ (e.g. from Rode or PowerDeWise).

IDEA FOR A VIDEO



LINK WHAT'S ON YOUR PLATE WITH THE PERSPECTIVE OF A LOCAL FARMER OR PRODUCER.

Try interviewing people in a greengrocers, at a farmers market, or contact a peasant organisation to get in touch with farmers: [European Coordination Via Campesina](#) is a network of peasant organisations with members in many European countries.

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

1. Why are you interested in or what do you enjoy about food and farming, what do you produce?
2. Why did you decide to become a farmer?
3. What effect does the EU agriculture regulation (the Common Agricultural Policy) have on your work?
4. What would you need to change in order to produce healthy and sustainable food?

DURING THE DAYS OF ACTION

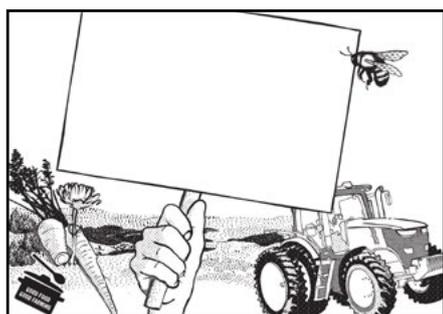
HERE ARE SOME IDEAS FOR ACTIONS YOU COULD TAKE TO DEMAND GOOD FOOD AND GOOD FARMING THIS OCTOBER!

COLLECT PROTEST CARDS

Help us collect thousands of demands for the future of food and farming! We are using the postcard to deliver messages from across Europe to the newly elected European Parliament in Strasbourg on 22 October 2019.

HOW TO DO IT:

Print copies of the postcards (A5 format - template here: www.gfgf.eu/resources). Print the introduction and prepare a collection box or hang them up on a washing line. Ask people to colour the illustrations and write their demands on the sign. Send them back to "Meine Landwirtschaft, Marienstraße 19/20, 10117 Berlin, Germany". If possible, send your postcards to us before 18 October 2019 so we can hand them over during our action on 22 October in Strasbourg. If your postcards arrive later in October, we will still make sure they get to the MEPs.



POTS AND PANS FLASHMOB

Flashmobs are a great way to organise spontaneous street actions or small civil disobedience without much preparation and legal difficulties.

HOW TO DO IT:

Get a group of people together in a public space or other location, mobilising on facebook and other social media. Choreograph a dance routine, script a play or write a song related to your issue or target. You could even get pots, pans and wooden spoons, and make some noise in a strategic location - maybe even think of a small melody, chorus or choreography. Make sure to have handouts or give a speech to explain your message!



Pots and Pans Flashmob
Photo by Nick Jaussi

HUMAN BANNER

A human banner can be done as a flashmob or combined with a picnic or other type of event.

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 prepare the letters with chalk on the ground. Take a photo from a high place or with a drone. Alternatively, you could use fairy lights, solar lights or candles to write your message and achieve the same at night.



Human Banner
Photo by Michiel Wijnbergh

MURALS OF RESISTANCE OR BANNER DROP

Murals and graffiti art are a social and political tool and can turn public spaces into a canvass for your messages, just as banners can!

HOW TO DO IT:

Make a stencil that conveys your message or project the image to draw the shape onto your chosen wall, pathway or other surface (you might not want to do this without permission). Use spray paint, chalk, tape or other materials to create your image! Or draw and drop a banner from a tree, building or bridge with the same effect / but be safe! You can use the icon of pot and spoon: www.gfgf.eu/resources.



Photo by Rod Long

PICNICS, PUBLIC DISCUSSIONS, EAT-INS AND DISCO-SOUPS

Because farmers are awesome and we want to celebrate their fantastic work, get together and eat-in with the people who feed the planet or chop up a meal to the sound of music and good food. Connect over the same kind of food, share different opinions and perspectives! Create a culinary protest and debates in public spaces, build bridges between people from the city and countryside, all in a fun atmosphere. Check out the [Slow Food Youth Network](#), who developed the idea of eat-ins and disco-soups!

HOW TO DO IT:

Serve up or ask people to bring homemade seasonal, regional and tasty food in unexpected spots in the city or the countryside: at a farm, urban garden, in the local metro, on a parking space in the city. Invite (young) producers who have grown and processed the products to exchange ideas or develop the next action. Engage people who pass by or attend your event by asking their opinion on a simple question around food or farming and display their thoughts and demands on ribbons or postcards on a tree or washing line, or by asking them to add a sticker or dot that visualises their opinion on the direction they think agriculture should take.



Disco-soup
Photo by Meng Landwirtschaft

ORGANISE A DEMONSTRATION OR ACT OF CIVIL DISOBEDIENCE

Demonstrations and acts of civil disobedience are good ways to mobilise people and express discontent with a given situation. However, they require you to either register your protest or you should seek some legal advice. There are also experienced activist networks that you might want to team up with.

HOW TO DO IT:

Protests need some preparation to ensure they are successful and that everyone is safe – check out activist guides e.g. from Friends of the Earth: [Guide for planning actions with impact](#) and Young Friends of the Earth [Activist Handbook](#), or the inspiring example of the [Break Free](#) mobilisation.



Wir haben es satt! - demonstration
Photo by Nick Jaussi / www.wir-haben-es-satt.de

MEET THE FARMER OR VISIT A FARM

A farmers market or urban garden is the perfect location to bring together farmers and citizens to discuss challenges and develop solutions. Alternatively, organise a farm visit.

HOW TO DO IT:

Pick a farmers market or farm or urban garden. Prepare your programme, speakers and invitations. And get ready to have an interesting and fruitful discussion: you might want to prepare some questions to encourage dialogue between participants, or organise a speed-dating-chair-row where participants each get to know each other in a short time. Being in a garden or on a farm you can also invite participants to do some practical work, yielding, harvesting etc.



Farm visit
Photo by FOE Spain

AFTER THE DAYS OF ACTION

DON'T FORGET TO SHARE YOUR PHOTOS AND VIDEOS

with #GoodFoodGoodFarming and send to info@goodfoodgoodfarming.eu. Follow #GoodFoodGoodFarming and our Twitter [@GFGFActionDays](https://twitter.com/GFGFActionDays)

DO A VIDEO BLOG ON WHY YOU JOINED #GOODFOODGOODFARMING

on your phone or camera (max. 2 min). You could also collect statements of activists explaining why they take part in the action and what demands they have for the future of food and farming. Share the video on social media and with us (info@goodfoodgoodfarming.eu).

GET IN TOUCH WITH YOUR LOCAL POLITICIAN

It's always good to keep them under pressure! E-mail your local councillor or newly elected Member of the European Parliament to let them know about your amazing action and to communicate your demands.

STAY IN TOUCH!

The action days are just the start, not the end. Make sure you stay in touch with people or other groups who joined you and continue your political action together. Continuing your action could be helping out a farmer you met, joining a Community Supported Agriculture initiative, get engaged in a food cooperative or local food policy council, join a campaigning group for climate justice and biodiversity.... The options to grow a different food and farming system are endless. Use them and don't forget to remind our elected decision makers that those options need also political support.

SIGN AN E-PETITION!

For updates see www.goodfoodgoodfarming.eu.



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WHO?

#GoodFoodGoodFarming is supported by a broad alliance of civil society organisations, uniting peasant and consumer organisations, environmental associations and global solidarity movements and many more. For details see here: www.gfgf.eu/about-us



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 and gender identity and orientation, abilities or any other characteristic.



Authors: Friends of the Earth, Meine Landwirtschaft, Slow Food Youth Network, Young Friends of the Earth



WWW.GOODFOODGOODFARMING.EU

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