



## This Is the Next American Revolution

"We are at a stage in human history that is as monumental as changing from a hunter/gatherer society to an agricultural society and from an agricultural society to an industrial society. Where we're headed now will be different because we have exhausted planetary space and human space for us to continue to look at things through the Cartesian measurement of material things. We need to face the way we used the world for our gains, pleasures, satisfactions. This is the way we evolve to a higher stage of humanity. And unless we want to live in terror for the rest of our lives, we need to change our view about acquiring things. We have the opportunity to take a great leap forward in these very challenging times. We need to change our institutions and ourselves. We need to seize opportunities. We need to launch our imaginations beyond the thinking of the past. We need to discern who we are and expand on our humanness and sacredness. That's how we change the world, which happens because WE will be the change." -Dr. Grace Lee Boggs, 93, a long-time Detroit political and labor activist, author, and philosopher.

## Tell Starbucks: Fair Trade, Not Greenwashing



Despite ten years of consumer pressure and small farmer pleading, Starbucks has stubbornly refused to increase their purchase of certified Fair Trade and Organic coffee to a respectable level. Although most Starbucks Customers (and many of their employees) believe the majority of Starbucks coffee is Fair Trade, to date, only 6% of Starbucks' coffee is certified Fair Trade. High quality certified Fair Trade and Organic coffee is readily available and is a concrete way

that large corporations like Starbucks can support small-scale organic and sustainable coffee farmers abroad.

Visit OCA's Starbucks Campaign at [organicconsumers.org/starbucks/](http://organicconsumers.org/starbucks/) where you will find links to take action:

- ▶ Sign OCA's 2008 petition to Starbucks demanding that all espresso drinks be both 100% certified Organic and Fair Trade.
- ▶ Read a Sample Script to use when making a toll-free call to Starbucks' Customer Service Line to let them know how you feel! (800-235-2883).
- ▶ Sound off on Starbucks' public forum.
- ▶ Find an independently owned café near you.

## Organic Voters Needed

The Organic Consumers Association has embarked on a new campaign to ensure that all of our supporters are educated about the importance of voting, registered to vote, and will show up to vote on election day in November. We just found out that an impressive 87% of Organic Consumers nationwide are registered to vote! That's great, but that means 13% of us aren't! We need your help! E-mail [alexis@organicconsumers.org](mailto:alexis@organicconsumers.org), and we'll hook you up with the forms and information you need to register, or help others to register.

Neither one of the 2004 major party platforms mentioned organic food or farming. Let's see if we can change that:

- ▶ To weigh in on the 2008 Democratic Platform: [www.backbonecampaign.org/page.cfm?id=139](http://www.backbonecampaign.org/page.cfm?id=139)
- ▶ To weigh in on the 2008 Republican Platform: [www.gopplatform2008.com/intro.aspx](http://www.gopplatform2008.com/intro.aspx)

## Stop Monsanto's GE Sugar - Boycott Kellogg's!

Thousands of OCA supporters have taken action, signing-on to our Boycott of Kellogg's and Morningstar Farms products, sending hundreds of letters to the editor to their local newspaper and making the news!

Ready to take it to the next level? Check out OCA's Boycott Kellogg's page, where you can find links to:

- ▶ Download OCA's new GE Sugar flier
- ▶ Download Kellogg's Boycott petition
- ▶ Spread the Word!



Attention Natural Food Stores & Coops:

Interested in getting involved in OCA's Kellogg's & Morningstar Farms boycott? Contact OCA coordinator Ryan Zinn: 818-659-1030 or email [ryan@organicconsumers.org](mailto:ryan@organicconsumers.org) for info.

## EPA Drops Value of American Life

The EPA has released new figures for what they consider the average American's life is worth. The amount, which is used to determine if the costs related to implementing various environmental policies are worth the amount of human life those policies save, has dropped one million dollars in just the last five years. Frankly stated, you're not worth nearly as much to the US Government as you used to be. Is this method of cost analysis and comparison a valid way of determining which environmental regulations are worth implementing and which are too expensive? Talk about it in OCA's web forum: [organicconsumers.org/forum/](http://organicconsumers.org/forum/)

## Organic Consumers in Your State

Through the Organic Consumers Fund's Grassroots Netroots Alliance project, voters are pressing the politicians to support strict organic standards, mandatory labels for genetically engineered food, and the conversion of us farmland to organic.

Find out who's answering the call in your state at:

[organicconsumers.org/articles/article\\_13672.cfm](http://organicconsumers.org/articles/article_13672.cfm)

On the same page, you'll find links to:

- ▶ State campaigns for health, justice, sustainability in all 50 states.
- ▶ Join state discussion groups in our forum
- ▶ Post events in your state on our community calendar

## Netroots Nation at the Crossroads

"Millions of Americans, especially the 'netroots,' those drawing their information and inspiration from the open sources of the internet, are finally connecting the dots between the burning issues, moving beyond limited concerns to radical awareness. A politicized new majority is waking up to the fact that the proverbial "end" is near. We must move beyond "business as usual" and tepid reform. We must link together our burning issues, unite our heretofore-fragmented forces and communities into a qualitatively more powerful current, and press and confront the Fortune 500 and the nation's thousands of elected public officials-before it's too late..." -OCA Director Ronnie Cummins

Read more: [organicconsumers.org/articles/article\\_13588.cfm](http://organicconsumers.org/articles/article_13588.cfm)

## Please Donate

We need your support today to continue to our work fighting for the rights of organic farmers and organic consumers!  
[organicconsumers.org/donations.htm](http://organicconsumers.org/donations.htm)