



## ‘True Power’

The best thing about the 2016 election, a contest between two of the most unpopular candidates in history, is that it's over.

Now, we get back to work. Back to our radical roots (it's never been lost on me that the word radical originates from the Latin word for root).

With this divisive and toxic election behind us, we can now get back to the grassroots work of regenerating our food and farming system, our health—even our democracy. Assuming, that is, we can set aside our differences long enough to focus on the root of our problems—corporate control over every aspect of our lives, including our political system.

As Dr. Joe Mercola wrote in an article that appeared just before the election, it's time to recognize where our “true power” lies. It lies in the choices we make every time we make a purchase, especially a food purchase.

Every consumer choice we make either supports the corporations that are writing the laws we oppose. Or doesn't. It's that simple. [orgcns.org/2ffTrse](http://orgcns.org/2ffTrse)

## Mis-Appropriation!

Big Biotech and Big Food think the only reason consumers don't like their GMO foods is because we are just too ignorant to “understand” their benefits. So to help “educate” us groups like the Grocery Manufacturers Association, the Biotechnology Innovation Organization, and the Corn Growers Association, among others, want Congress to give them some of our taxpayer money to help promote their toxic, unhealthy, environmentally unfriendly products.

As reported by *Farm Futures*, 56 groups, including biotech and food industry lobbying organizations, wrote a letter asking four members of the Ag Appropriations Committee to include \$3 million in the 2017 Agriculture, Rural Development, Food and Drug Administration, and Related Agencies Appropriations Act in order to “ensure key federal agencies responsible for the safety of our nation's food supply – the FDA and the USDA – are able to more easily convey to the public science- and fact-based information about food.”

The groups justify their request for consumers to foot the bill for industry's marketing campaign by stating that: “These benefits are passed on to consumers who reap the advantage of affordable food prices, greater access to nutritious food, an improved environment, a strengthened rural economy, and enhanced domestic and international food security.”

In their letter, the groups claim “there is a tremendous amount of misinformation about agricultural biotechnology in the public domain.”

We would argue, and a recent investigation by the New York Times confirms, that much of that “misinformation” comes from industry itself—in the form of false promises. Take Action: [orgcns.org/2fTfEhK](http://orgcns.org/2fTfEhK)

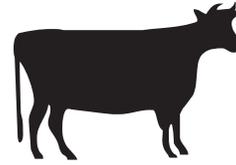
## Migration Magic!

Now you can combine international travel, adventure and organic food and agriculture education—with a 2-day trip to one of Mexico's monarch butterfly sanctuaries. For the additional cost of \$190, Via Orgánica's Nov. and Dec. eco tours will include a trip to the Monarch Butterfly Sanctuary in Sierra Chincua, an area within Mexico's Monarch Butterfly Biosphere Reserve, where one of the sanctuary's experts will guide you through the spectacular annual, 3,000-mile migration story of the majestic monarch. Cost for accommodations and all-organic meals is \$1250 per person. (Add \$190 if you want to take the 2-day monarch sanctuary trip). [viaorganica.org/ecotour/](http://viaorganica.org/ecotour/)

For more information: [tour@organicconsumers.org](mailto:tour@organicconsumers.org)

## Bullshit Alert

Get out your bullshit detectors. The term “Climate-Smart Agriculture” has a nice ring to it—until you learn that corporate agribusiness, including companies like Monsanto and Syngenta, claim to be “Climate-Smart.”



During a panel on what's commonly referred to as “CSA,” OCA's Ronnie Cummins said:

“World governments spend \$486 billion a year to subsidize an industrial food and farming model that the United Nations estimates, contributes 43-57% of total man-made greenhouse gas emissions. It's time to stop subsidizing agricultural practices that contribute to global warming, and start subsidizing food, farming and land-use practices that restore the soil's capacity to draw down and re-sequester excess carbon from the atmosphere and store it in the soil.”

Speaking to a panel hosted by the Social Innovation and Global Ethics Forum in conjunction with the COP22 Climate Summit, Ronnie told participants to beware of this popular term, that has now come to be associated with corporate greenwashing.

“Scientists tell us that even if we achieve zero emissions tomorrow, the planet would continue to heat up for another thousand years. Our best hope to avert a climate disaster, restore public health and revitalize rural economies must include a plan that not only achieves zero emissions, but also draws down the billions of tons of excess carbon already in the atmosphere. That plan exists. It's called regenerative agriculture, or agroecology.”

Regeneration International has organized and/or is participating in numerous events at the COP22 Climate Summit in Marrakech, with a focus on regenerative agriculture and land-use as a critical strategy to reduce greenhouse gas emissions and draw down excess carbon from the atmosphere. [orgcns.org/2ew2ovd](http://orgcns.org/2ew2ovd)

## Worth Repeating

As we listen to the speakers, weigh the options, evaluate the strategies and solutions here at the COP22 Climate Summit, we're encouraged that the role of regenerative agriculture and land use is at least finding its way into the climate change conversation. In a sobering news report today, scientists warn that global warming may be escalating so fast it could be “game over” soon: “New research suggests the Earth's climate could be more sensitive to greenhouse gases than thought, raising the spectre of an ‘apocalyptic side of bad’ temperature rise of more than 7C within a lifetime.”

This news will no doubt generate more talk about how we reduce fossil fuel emissions. If we don't focus at least that much attention, or more, on the other 50 percent of the solution—drawing down and sequestering carbon through regenerative agriculture and land-use practices, we're doomed. Simple as that.

On the other hand, if we wise up and start scaling up this shovel-ready solution, we have a chance to avert a climate disaster. At the same time, we'll also address the multiple, and inter-related problems of deteriorating public health, world hunger, water scarcity and water pollution, and broken local economies. [youtu.be/GjD8URaGe88](https://youtu.be/GjD8URaGe88)