



## Proof Positive

Ever since we announced in July that Ben & Jerry's ice cream contains glyphosate, hundreds of thousands of consumers—through petitions, protests, phone calls, social media messages—have joined in asking Unilever-owned Ben & Jerry's to live up to its claims of “social responsibility” and “natural, healthy products” by going 100% organic. You helped us get Ben & Jerry's attention in the U.S. Ben & Jerry's feigned “concern” about the problem, but didn't respond with a concrete plan to resolve it.

On October 10, we took the campaign to Unilever, by announcing, with help from the EU Parliament, Beyond GM, HRI Labs, and others, that Ben & Jerry's ice cream in The Netherlands, Germany, France and the UK also contained glyphosate. When word leaked in advance about the press conference, Unilever officials scrambled to preempt our news with news of their own—a plan to source ingredients not sprayed with glyphosate, and plans to go 6% organic. This latest announcement from Ben & Jerry's doesn't go far enough, so the campaign will continue.

This is big news. It proves that consumers have the power to help rid our food system of poisons like glyphosate by pressuring corporations like Unilever—the second largest in the world—to live up to their claims about caring about your health and the environment. This campaign isn't over, not by a long shot. The “glyphosate-free” ice cream Ben & Jerry's promises is a step in the right direction. But as long as Ben & Jerry's sources 94% of its dairy products from industrial “dirty dairy” factory farms, the company is supporting Monsanto (whose GMO crops are used to feed dairy cows on conventional farms). And it will continue to be a major polluter of waterways, and degrader of healthy soils. [orgcns.org/2xwL5an](http://orgcns.org/2xwL5an)

## You're Rockin' It!

On October 10, Ben and Jerry's announced that by 2020, the company will stop sourcing ingredients from crops that are chemically dried using glyphosate. (Many crops, even non-GMO, are sprayed pre-harvest with glyphosate to facilitate a uniform harvest time). Unilever-owned Ben & Jerry's also promised to introduce an organic line of ice cream that will account for 6 percent of its U.S. sales. (Interesting commitment to make at a European press conference where we announced that Ben & Jerry's ice cream in Germany, France, the UK and The Netherlands were contaminated. No organic for the EU?) Unilever's announcement, triggered by our press conference at the EU Parliament, is a good start. Our campaign to move Ben & Jerry's to 100% organic, worldwide, will continue until B&J signs a legally binding agreement to make the global transition to 100% organic over the next 3-5 years. That's why we need your help.

Can you find a local scoop shop or natural grocer that sells Ben and Jerry's and let us know when you plan to hand out leaflets and collect petition signatures? We'll send you leaflets, petitions, a poster and instructions. Please email us at [organize@organicconsumers.org](mailto:organize@organicconsumers.org) with the location of your local scoop shop or natural grocer that sells Ben and Jerry's, and your mailing address, so we can get your leaflets in the mail.

Can you also grab a friend so you've got someone to take a video or snap a picture, spend an hour or so handing out leaflets and collecting petition signatures and send us the picture or video documenting your action? (Want to partner up with someone? Let us know and we'll email our most active volunteers in your area).

Everyone who sends in a photo or video will get a coupon for free organic ice cream and will be entered into a drawing for a free OCA organic t-shirt. Email photos and videos to [photos@organicconsumers.org](mailto:photos@organicconsumers.org).

Sign up for more information on how to leaflet Ben & Jerry's so you can become part of the Consumer Revolution: [orgcns.org/2ujWsox](http://orgcns.org/2ujWsox)

Take Action: [orgcns.org/2wPoIWO](http://orgcns.org/2wPoIWO)

Support our 'Ben & Jerry's: Go Organic!' campaign (Donations to OCA, a 501(c)(3) nonprofit, are tax deductible): [orgcns.org/2ujbkha](http://orgcns.org/2ujbkha)

## What Better Way?

October 16 is World Food Day. It's also the day that Monsanto and its agrochemical cronies will be in Iowa, celebrating the bounties of industrial agriculture (in other words, their massive profits) at the corporation-run “World Food Prize” events. We think there are better ways to celebrate World Food Day.



Take Action: [orgcns.org/2gcy3nv](http://orgcns.org/2gcy3nv)

Join 4 per 1000, the global initiative to increase carbon sequestration in soils as a means of increasing global food security and reversing global warming:

[4p1000.org/act](http://4p1000.org/act)

Donate to Regeneration International, an independent 501(c)(3) nonprofit partially funded by OCA: [orgcns.org/1knve2W](http://orgcns.org/1knve2W)

Attend the Food Sovereignty Prize Live Ceremony online: [orgcns.org/2yAoBCc](http://orgcns.org/2yAoBCc)

Join the World Food Day Thunderclap for a global ban on Monsanto's Roundup: [orgcns.org/2yAfnJ7](http://orgcns.org/2yAfnJ7)

## The Lowdown on Dirt

“Dirt is not exciting to most people. But it is a no-risk climate solution with big co-benefits. Fostering soil health protects food security and builds resilience to droughts, floods and urbanization.” – Rob Jackson, Stanford researcher

More scientific evidence that healthy soil is the solution to global warming—this time, from researchers at Stanford University. The research, published in two overlapping papers, “Annual Review of Ecology, Evolution and Systematics” and “Global Change Biology,” says that soil rich in organic matter (decomposing plant and animal residue) can capture more carbon than plants and the atmosphere combined.

From the report: “The land under our feet and the plant matter it contains could offset a significant amount of carbon emissions if managed properly. More research is needed to unlock soil's potential to mitigate global warming, improve crop yields and increase resilience to extreme weather.”

According to the researchers, 70 percent of all sequestered carbon in the top meter of soil is in lands impacted by agriculture, grazing or forest management—reinforcing already existing evidence that organic and regenerative agriculture, land management and livestock grazing are key to restoring Earth's natural systems.

Read ‘Soil Holds Potential to Slow Global Warming, Stanford Researchers Find’: [orgcns.org/2yiNwvD](http://orgcns.org/2yiNwvD)

Support Regeneration International, an independent 501(c)(3) nonprofit partially funded by OCA: [orgcns.org/1knve2W](http://orgcns.org/1knve2W)

## Dark Place

*Whitewash: The Story of a Weed Killer, Cancer and the Corruption of Science*, by Carey Gilliam, is more than an exposé about the hazards of one chemical or the actions of one company, says author Carey Gilliam. It's also a call to remember the lessons of Rachel Carson and “Silent Spring,” as evidence mounts that the push for pesticide dependence and the drive for corporate profits is taking precedence over people's lives and our environment. [orgcns.org/2xG1Wai](http://orgcns.org/2xG1Wai)