



First Steps

The paradigm shift from degenerative food, farming and land-use practices toward regenerative practices—those that regenerate soil, biodiversity, health, local economies and climate stability—is arguably the most critical transformation occurring throughout the world today.

But that transformation won't happen fast enough, unless we all step up. And the best place to take that first step is in our own communities.

In "First Steps: Build a Regeneration Movement in Your Local Community," OCA's Ronnie Cummins offers suggestions for how to build a local core group to advance the regeneration movement. orgcns.org/2yszfNu

Big, Bad Chicken

Costco is a leading seller of organic produce. Yet when it comes to meat, the retail giant is big on cheap chicken. Costco's \$4.99 rotisserie chickens are bad for the environment, bad for farmers, bad for chickens and bad for your health. Costco wants to build the largest factory farm chicken operation in the U.S., in Fremont, Nebraska (population under 26,500). The project has the support of a majority of Fremont's city council members.

But a group of citizens representing the millions of people in surrounding towns say it's their waterways that will be polluted by Costco's cheap chicken farms. They point out that the majority of Nebraskans, approximately one million, will see water quality decline as a result of poultry litter runoff from the 100 chicken barns that will raise birds for Costco.

Equally important, the group says, is this: Nebraska should invest in family farms that support local economies and use responsible farming practices—not corporate-owned factory farms. Take Action:

Call Costco's customer service line at 800-774-2678. If you're a member, tell them you'll cancel your membership unless Costco halts its factory farm project. Take Action: orgcns.org/2z1oWF5

Upping the Volume

Last week, we announced that Ben & Jerry's ice cream in France, Germany, the Netherlands and the UK is contaminated with Monsanto's Roundup weedkiller. Unilever (Ben & Jerry's London- and Rotterdam-based parent company) shot back with an announcement of its own: a plan to stop sourcing ingredients sprayed with glyphosate (many crops, even non-GMO, are sprayed pre-harvest with glyphosate to facilitate a uniform harvest time), and a plan to launch an organic line of ice cream in the U.S., representing six% of the company's total sales. That's progress, assuming Unilever follows through on those promises—which remains to be seen.

But there's progress. And then there's real progress. We're aiming for the real kind. That means we need your help making sure that Ben & Jerry's hears from us that six% organic is, well, about 94% short of acceptable. Ben & Jerry's could announce tomorrow that the company has a plan to begin, immediately, a transition to a 100% organic dairy supply. Can you let them know that that's what consumers want? 'Cause if they don't hear from us, they'll think they're off the hook.

Please take a minute this week to tweet, post on facebook, call or fill out a customer comment online form to let Ben & Jerry's know that organic is where it's at—and they aren't there yet. Call Ben & Jerry's customer service at 802-846-2413. Post on Ben & Jerry's Facebook page: fb.com/benandjerrysUS

Use Ben & Jerry's online form to leave a comment: orgcns.org/2z5KnAQ

Take Action: orgcns.org/2voBgQ8

Support our 'Ben & Jerry's: Go Organic!' campaign: orgcns.org/2ujbkha

No Prize

On October 19, the World Food Prize was ceremoniously bestowed on yet another cheerleader for degenerative agriculture. This year's award went to Dr. Akinwumi Ayodeji Adesina of Nigeria, president of the African Development Bank, and a proud supporter of Big Ag and Biotech. In his words, Adesina says he works to "help farmers rise to the top of the value chain by industrializing agriculture."

In the lead-up to World Food Day and the prize ceremony, I've received, from an enthusiastic marketing person who mistakenly thinks I'd be interested in attending tonight's events, a series of emails all with the subject line "How Iowa is feeding the world." The email invitations contain glowing praise for industrial, degenerative agriculture—the type that kills healthy soil

life, has ruined Iowa's water and produces pesticide-contaminated food. In one email, she wrote:

"But in Iowa, solving global hunger is business as usual, from being the #1 producer of pork, soy beans and eggs, to the cutting-edge bioscience research being conducted at the state's universities, to groundbreaking technological innovations applied in the farms and fields— Iowa has a long legacy of feeding the world."

Iowa is indeed home to many good farmers. Farmers who work with nature, not against it. Farmers who—without benefit of the huge taxpayer-funded subsidies granted to their GMO monoculture counterparts—steward their lands, and grow nutrient-rich, uncontaminated food.

But those aren't the farmers who are ever awarded a \$250,000 World Food Prize. Because those farmers aren't generating big profits for corporations like Monsanto.

The farmers and "thinkers, scientists and advocates of global food security" who are gathered in Des Moines this week aren't so interested in organic or regenerative agriculture. And, as one new report after another reveal, the only thing they're feeding the world is a slick PR campaign, founded in lies. The truth about who's really feeding the world (spoiler alert: it's not industrial ag) was published this week by the nonprofit ETC Group in its latest edition of "Who will Feed us?" orgcns.org/2z4eNDx

Persistently Toxic

For decades, Monsanto has claimed that the glyphosate in its Roundup herbicide breaks down so quickly that we shouldn't worry about the chemical's impact on soils. Independent scientists (i.e., scientists not funded by the chemical industry) have disagreed.

Now, a new study by the European Commission's Joint Research Centre and two Dutch laboratories confirms: Contrary to manufacturers' claims, glyphosate persists in soils, not only affecting soil fertility and crop quality, but also posing risks to human and environmental health.

According to the study, 45% of Europe's topsoil contains glyphosate residues. The study was conducted in six crop systems in 11 EU member states on soils in different geographical and climatic conditions. According to 2015 figures, 440 million acres of farmland are planted in GMO crops, worldwide.

Given that the quality and health of soil is directly related to the quality of our own health, isn't it time to get glyphosate out of our soils? orgcns.org/2ysy6WL

