

CONSUMER CHOICES

BOOKS, ARTICLES, FILMS, & WEBSITES FOR CONSCIENTIOUS CONSUMPTION



CC1: FAIR TRADE

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The movement for Fair Trade recognizes that economic globalization perpetuates economic inequality, as well as systems of oppression such as racism, classism and colonialism. **Proponents of Fair Trade seek to incorporate guarantees of both economic and social equity into systems of trade.** According to the International Fair Trade Association (IFAT), Fair Trade “contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers...” <<http://www.ifat.org>>.

As a movement, “Fair Trade” is often put in opposition to “Free Trade,” which refers to unregulated (“Free”) trade practices. The details of Free Trade and Fair Trade economic, ethical, and social foundations are introduced above; see page 32.

Although the Fair Trade movement is alive and well at the level of international policy, many UUs have their first exposure to fair trade practices during their congregation’s “coffee hour.” Hundreds of UU congregations serve Fair Trade Certified coffee and tea during the social hour, and some also sell Fair Trade coffee, tea and chocolate for use at home. If you find the right vendor, you can even find sources for Fair Trade fruits, herbs, flowers, rice, and sugar!



HIGHLY RECOMMENDED

Decarlo, Jacqueline. *Fair Trade: A Beginner's Guide*. Oneworld Publications (May 12, 2007). 192 pages. From the book: “What impact can the average consumer have on global economics? Author and activist Jacqueline DeCarlo reveals why the movement has come to mean far more than just bananas, coffee, and chocolate. Grounded in the inspiring power of Fair Trade as a positive alternative to poverty, environmental destruction, and human exploitation...explains how we can make a difference. Providing an accessible explanation of the principles behind the movement and tracing its development into the powerful economic and social justice tool it is today.

The Unitarian Universalist Service Committee <<http://www.uusc.org>> has made fair trade practices a centerpiece of their economic justice work, and has created a number of resources, activities and programs addressing fair trade practices and living wage. See “Promoting Fair Trade,” which describes UUSC’s three-pronged effort to promote and strengthen Fair Trade <<http://tinyurl.com/6rhbb>>

RECOMMENDED SUPPORTING RESOURCES

International Fair Trade Association <<http://tinyurl.com/6er6v9>> Defines fair trade; reviews history and standards. Particularly helpful: identifies registered Fair Trade Organizations around the world.

Global Exchange Fair Trade Campaign <<http://www.globalexchange.org/campaigns/fairtrade/>> Discusses fair trade principles, challenges, and benefits to over 800,000 farmers and cooperatives and unions in 48 countries.

TransFair USA <http://www.transfairusa.org/> Resources and information about supporting and organizing fair trade efforts in the United States.

Fair Trade Labeling Organizations International <http://www.fairtrade.net/labelling_initiatives.html> , The umbrella association of Labeling Initiatives known as Max Havelaar, TransFair, Fairtrade Foundation, and by other national names, licenses the Certification Mark onto consumer products and promote Fairtrade in their country.

Equal Exchange <<http://www.equalexchange.com>> , Fair Trade program used by many Unitarian Universalist Congregations partners with co-operatives of farmers all over the world who provide high-quality organic coffees, teas, chocolates and snacks. Resource for congregational fundraising. Global Exchange.

“Fair Trade Coffee” <<http://preview.tinyurl.com/ftcoffee>>. Support for fair trade coffee growers.

Locavores center their diets on food grown within a 100-mile radius of where it is sold and consumed. “Eating local” keeps consumer dollars in the local community, which strengthens not only the local economy but also relationships among neighbors. Eating local channels more money directly to farmers, as (generally) less money is spent on processing, transport, marketing, and intermediaries along vegetable’s typically 1500-mile supply chains. Many locavores believe that short “food routes” contribute less to climate change than the transcontinental journeys of conventional food.

The ethics of eating local are complex. Factory farms, pesticide-intensive crops, and farms with exploitative labor practices can all be local. Even organic tomatoes raised in a local greenhouse can use up twenty percent more resources than a tomato shipped from a distant area with a warm climate, because of the energy inputs the greenhouse requires. Driving an average car just three miles to and from a farmers’ market releases as much carbon dioxide as would shipping 17 pounds of onions halfway around the world. (Andy Jones, *Eating Oil*, Sustain & Elm Farm Research Center, London, 2001, Case Study 2. <http://www.sustainweb.org/chain_fm_eat.asp> . According to a 2008 Carnegie Mellon study, trips from producer to distributor account for just four percent of all food-related greenhouse gas emissions. Though the issues are complex, many are exploring the benefits of eating local. The following resources will help get you started.

HIGHLY RECOMMENDED RESOURCES

Yes! (magazine): “**Go Local: Declare Independence from the Corporate Global Economy**,” Winter 2007. This issue of the magazine whose mission is “Building a Just and Sustainable World” focuses on supporting local markets and businesses. “Food to Stay” (p. 30) advocates for local food systems that make consumers healthier, are more profitable for producers, and build stronger communities. Almost all issues of *Yes! Magazine* have articles/local stories on agriculture, corporate responsibility, voluntary simplicity. Subscriptions and back copies from <<http://www.yesmagazine.org>> or 800-937-4451.

Cloud, John. “**Eating Better Than Organic**” *Time Magazine*, Friday, Mar. 02, 2007 <<http://www.time.com/time/magazine/article/0,9171,1595245,00.html>>

In this highly readable and entertaining article, the author personalizes the organic-versus-local-versus conventional debate, and opts for local.

Singer, Peter, and Jim Mason. “**Eating Locally**.” Chapter 10 of *The Ethics of What We Eat: Why Our Food Choices Matter*. New York: St. Martin’s Press, 2007, pages 135-150. Available for preview on Amazon.com at <<http://tinyurl.com/EthicsOfWhatWeEat>>. Compares eating local with eating organically, and with eating food imported through Fair Trade. Argues that many of the well-meaning principles undergirding “buying local” are problematic at best, unethical at worst, and can usually be better served through other means.

Taylor, Tess. “**Is Local Always Better?**” *New York Times Magazine Green Issue: April 20 2008*. <<http://tinyurl.com/islocalbetter>>. Brief but powerful. Points out the problems of using “food miles” to evaluate food’s environmental impact .

Norberg-Hodge, Helena, Merrifield, Todd, and Gorelick, Steven, *Bringing the Food Economy Home*, Zed Books, 2002. States the case for localizing our food economies as a “solution-multiplier” that will reduce the negative impacts of globalization.



RECOMMENDED SUPPORTING RESOURCES

Berry, Wendell. *The Art of the Common Place: The Agrarian Essays*. Washington DC: Counterpoint, 2002. This contains a short, good introductory essay to many fair food issues. “The Pleasures of Eating,” pp. 321-327, could be included in a study packet.

Kingsolver, Barbara with Steven L. Hopp and Camille Kingsolver. *Animal, Vegetable, Mineral*.

Harper Perennial, NY, 2008. A story-filled and research and recipe-augmented book of the life of one family committed to living one year eating only farm-raised and local produce as “locavores.” Excellent reference list.

Shuman, Michael H. *Going Local: Creating Self-Reliant Communities in a Global Age*. New York: The Free Press. 1998.

Science Daily. “**Organic Food Miles Take Toll On Environment**.” 7 June 2007. <http://www.sciencedaily.com/releases/2007/06/070606113311.htm>> Article indicates “organically grown is not the only consideration when choosing just, sustainable food. Sometimes local” food is best .

Sustainable Table. “**Buy Local**.” <<http://www.sustainabletable.org/issues/buylocal/>>. Information on significant advantages to eating local as well as links to other pages on the topic

Sustainable Table. “**Family Farms**.” <<http://www.sustainabletable.org/issues/familyfarms/>>. Discusses advantages of supporting family farms (small/local farmers) and its advantages of these over factory farming.

“**100 mile diet**.” <<http://www.100milediet.org/map/>>. Find your 100-mile food mile radius, by zip code.

“**Eat Well Guide**” <<http://eatwellguide.com>> and “**Local Harvest**.” <http://www.localharvest.org> Two more ways to find wholesome, fresh, sustainable food in the US and Canada by zip code, plus lots of info about eating local.

“**Eat Local Challenge**.” <<http://www.eatlocalchallenge.com>>. A nationwide blog of local eaters.

By rejecting the deterioration of the quality and variety of food, localization creates food webs that produce fresher, higher quality food, and provides food security, because it lessens dependence on distant sources. It reduces shipping, energy, and packaging and engenders farmer’s markets, festivals, and engagement. Localization strengthens the economy, as money circulates when spent on locally produced items. It also functions as a response to climate change. A growing post-carbon movement is trying to organize communities to reduce their energy use and, as with food, reduce their dependency on imported energy. To do this means rethinking the entire system of a community, from transport to food to housing. Proponents do not dispute that globalization is a fact, but are simply going in another direction. - Paul Hawken, *Blessed Unrest*, p. 157

Animal agriculture practices have changed dramatically over the past fifty years. Technological innovations dramatically increased operational efficiency, and dramatically decreased the wellbeing of farmed animals. The farmyards of yesteryear are largely gone. Most animals raised for food never see a green field, rest in the shade of a tree, or play with another of their kind. IN their entire lives, most animals raised for food will experience direct sunlight for just a few seconds, as they are moved in and out of trucks on the way to the slaughterhouse.

As scientists have learned more about the inner depths and dimensions of the lives of animals, they have recognized intricate social structures and deep ties to others of their species – especially their families. Scientists confirm that animals have emotions; for example, when cow is separated from her calf, she moans and paces for days in a visible behavior pattern scientists call mourning. Interest in these issues has generated consumer demand for more information about their food: where it comes from, how animals live, and how they die. In response, producers market “humane” labels designed to appeal to consumers.

At the grocery store, we are confronted by a maze of labels that appear to indicate how animals were raised or killed. The federal government does not regulate most of these claims, and those that are regulated may be mostly unenforced. **What do these “humane labels” mean? Some indicate true conditions under which animals are raised or slaughtered. Some are misleading. Some are pure marketing, and have no meaning at all.**

How do we sort these out and bring our values to the table? The guides excerpted on the right, and cited below, can help.

The greatness of a nation and its moral progress can be judged by the way its animals are treated.
–Mahatma Gandhi

RECOMMENDED SUPPORTING RESOURCES

“**Meat & Poultry Labeling Terms**” <http://www.fsis.usda.gov/Factsheets/Meat_Poultry_Labeling_Terms/index.asp>. USDA addresses meat and poultry labeling.

Midwest High Plains Journal “**Farm groups worried about meat.**” <<http://www.hpj.com/archives/2008/oct08/oct6/Farmgroupsworriedaboutmeatl.cfm>>. 2008. Discusses farmers’ concerns about labeling and consumer confusion.

“**The Humane Myth**” <<http://www.humanemyth.org/mediabase/1016.htm>>. 2008. Discusses troubling issues related to the promotion of humane animal products

Martin, Andrew. “**Meat Labels Hope to Lure the Sensitive Carnivore**” *New York Times*, October 24, 2006. <<http://tinyurl.com/meatlabels>>. Discusses marketing efforts to attract the “sensitive carnivore.”

World Society for the Protection of Animals. “**Eat Humane: Frequently Asked Questions.**” <<http://tinyurl.com/EatHumaneFAQ>>. The Eat Humane website asks and answers questions related to compassionate food choices.

Nestle, Marion. *What to Eat*. New York: North Point Press, 2006. 624 pages. A nutritionist guides the reader through the labeling labyrinth and addresses many of the practical conundrums we face when trying to make healthy, sustainable and compassionate food choices.

HIGHLY RECOMMENDED RESOURCES

Humane Society of the United States. “**A Brief Guide to Meat and Dairy Labels and Their Relevance to Animal Welfare.**” 2008. Washington. 18 Oct. 2008 <<http://tinyurl.com/meatdairy>> At this website, the Humane Society of the United States defines the most commonly used labels for meat and dairy (not eggs). Excerpts below, reproduced with permission. See the website for full information.

Cage-Free: As birds raised for meat, unlike those raised for eggs, are rarely caged prior to transport, this label on poultry products has virtually no relevance to animal welfare...

Natural: This claim has no relevance to animal welfare.

Grain-Fed: This claim has little relevance to animal welfare, but feeding ruminants—cows, sheep, and goats—high levels of grain can cause liver abscesses and problems with lameness...[Beef] labeled “grain-fed” most likely come from animals who suffered lower welfare than...“grass-fed.”

No label: Most likely, the absence of a label means animals are raised in factory farm conditions that significantly reduce their welfare.

Humane Society of the United States. “**A Brief Guide to Egg Carton Labels and Their Relevance to Animal Welfare.**” 2 April 2008. <<http://tinyurl.com/egglabels>>. Most labels on egg cartons are marketing devices with no legal meaning for animal welfare. Excerpts below, reproduced with permission. See the website for full information on making more humane choices than factory farmed eggs.

Certified Organic*: ...They are fed an organic, all-vegetarian diet free of antibiotics and pesticides...Beak cutting and forced molting through starvation are permitted.

Free-Range: ... They can engage in many natural behaviors such as nesting and foraging. .. Beak cutting and forced molting through starvation are permitted. There is no third-party auditing.

Certified Humane*: The birds are uncaged inside barns or warehouses, but may be kept indoors at all times...Beak cutting is allowed...

Cage-Free: As the term implies, hens laying eggs labeled as “cage-free” are uncaged inside barns or warehouses, but generally do not have access to the outdoors...

United Egg Producers Certified: The overwhelming majority of the U.S. egg industry complies with this voluntary program, which permits routine cruel and inhumane factory farm practices. By 2008, hens laying these eggs will be afforded 67 square inches of cage space per bird, less area than a sheet of paper. The hens are confined in restrictive, barren cages and cannot perform many of their natural behaviors, including perching, nesting, foraging or even spreading their wings...



Organic farming is a form of agriculture that seeks to **protect ecosystems and human health by conserving and improving soils, minimizing energy use, and raising animals and plants through natural means such as plant-based feeds, composting, crop rotation, use of manure as fertilizer, and careful use of water.** Organic farming does not use commercial oil-based fertilizers and chemical pesticides. Organic farming seeks to protect native plants and animals and preserve a wide variety of “heritage” seeds and stock. To be labeled “organic” vegetables and animals must have been raised under a code of procedures and thus certified.

In contrast, industrial agriculture typically raises monoculture crops, which are “resource intense,” requiring vast quantities of fossil fuels and water. Because monoculture leads to nutrient depletion of the soil and extreme vulnerability to blight, chemical fertilizers, pesticides, herbicides, and fungicides are to produce in bulk for the market. These run off into the waterways, often poison the workers in the fields, and leave residues in the plants and animals that humans consume. Industrial agriculture uses vast quantities of oil and water. While industrial agriculture has been touted as furthering a “green revolution,” able to feed the multiplying global population, some studies have suggested that organic farms using modern and traditional techniques are actually more productive once the land has been restored.

Research into plant and animal genes has created a new phenomenon called genetically modified organisms (GMOs), which bring both benefits and risks. New plants have been created to withstand droughts, survive floods, repel pests, and flourish in difficult climates. On the other hand, genetically modified pollen fertilizing neighboring plants changes ecosystems, not to mention neighboring crops. Further, some are concerned about the long-term effects on humans and other animals consuming GMOs. Many European countries created laws to ban or severely restrict GMOs in their countries. Movements in the US insisting that GMO foods be labeled have met with little success.

HIGHLY RECOMMENDED RESOURCE

Ronald, Pamela C. with Adamchak, Raoul W. *Tomorrow's Table*. Oxford: Oxford University Press. 2008. In this well-reviewed book, an organic farmer and a genetic engineer examine how the principles of organic farming and genetic engineering might merge to create a sustainable system of food production to feed Earth's rapidly expanding population. Useful for congregations wishing to delve deeply into issues. Includes recommendations for consumers.

RECOMMENDED SUPPORTING RESOURCES

Books

Cummings, Claire Hope. *Uncertain Peril: Genetic Engineering and the Future of Seeds*. Boston: Beacon Press, 2008. A former environmental lawyer discusses the threat to biodiversity, food security, and the world's food supply from privatization of the world's seed stock.

Cummins, Ronnie and Lilliston, Ben. *Genetically Engineered Food: A Self-Defense Guide for Consumers*. New York: Marlowe and Company. 2000. Frances Moore Lappé writes the forward to this book in which food safety proponents examine the scientific, political, economic, and health issues of bio-engineered and genetically modified foods.

Kingsolver, Barbara with Steven L. Hopp and Camille Kingsolver. *Animal, Vegetable, Mineral*. New York: Harper Perennial, 2008. A story-filled and research and recipe-augmented book of the life of one family committed to living one year eating only farm-raised, organic, local produce as “locavores.” Excellent reference list.

Lerner, Steve and Jonathon Lash. *Eco-Pioneers: Practical Visionaries Solving Today's Environmental Problems*. Cambridge, MA: The MIT Press, 1997. Many of the practical examples in this

Far from being a quaint throwback to an earlier time, organic agriculture is proving to be a serious contender in modern farming and a more environmentally sustainable system over the long term.-

David Suzuki

older book are applicable today as the authors make the interconnection of social and environmental problems. They present case studies of sustainable development in diverse settings across the country as people from inner cities to rural communities grow food, build houses, treat wastes, and generate power in sustainable ways.

Websites

Consumer Reports. “**When it Pays to Buy Organic.**” <<http://www.consumerreports.org/cro/food/diet-nutrition/organic-products/organic-products-206/overview/>>. Timely article address when it pays to buy organic, threats to the integrity of organic food from “big players” and suggestions for purchasing low cost organic food.

USDA National Organic Program. <<http://www.ams.usda.gov/nop/indexIE.htm>>. The federal program addresses national production, handling, and labeling standards for organic agricultural products and accredits the certifying agents.

Local Harvest. <<http://www.localharvest.org/>>. Helps consumers find locally and sustainably grown produce, anywhere in the country from small farms, farmers markets, and other local food sources.

Maine Organic Farmers and Gardeners Association. “**Why Certified Organic Food is Better Food**” <<http://www.mofga.org/food.html>>. The oldest state organic farming organization provides information to help farmers and gardeners grow organic food, protect the environment, recycle natural resources, increase local food production, support rural communities, and make the connection for consumers between healthful food and environmentally sound growing practices.

North Carolina Cooperative Extension. **What Does the “Organic” Label Really Mean?** <[http://www.adajournal.org/article/S0002-8223\(03\)00294-3/abstract](http://www.adajournal.org/article/S0002-8223(03)00294-3/abstract)>. Describes the United States Department of Agriculture (USDA) national standards for the use of the word “organic.”

The Organic Consumers Association (OCA) <<http://www.organicconsumers.org>>. OCA is a public interest organization campaigning for health, justice and sustainability. 6771 South Silver Hill Dr., Finland, MN 55603.

Rodale Institute <<http://newfarm.org>>. Based on 60 years of sustainable farming experience and extensive research, the institute provides farmers with the information and resources they need to succeed; policy-makers the information they need to best support our farmers; and consumers with the resources they need to make informed decisions about the food they buy and eat.

Video

Future of Food <<https://www.futureoffoodstore.com/>>. In this excellent discussion starter, Michael Pollan discusses “The Cost of Food”, Erica Filanc presents information about Community Supported Agriculture, and two experts discuss seeds – seed planting and seed saving. Renowned cooks Deborah Madison, Molly Katzen and others offer GE (genetically engineered) free recipes. Taking Action Tool Kit and web resources also offered.

Good Food. <<http://www.goodfoodthemovie.org>>. 2008. Released in fall of 2008; showing in theaters and film festivals. “This lively tour of various Washington state farms and ranches that have adopted healthier organic methods in raising their products offers several lucid arguments in favor of smaller, more efficient farms, and purchasing locally grown crops. Still, none are as convincing as the marvelous bounty laid before our eyes in this film.”



The Slow Food movement is a cultural movement to preserve traditional social customs around food and eating, including preserving regional cuisines and cultural diversity. Cultural practices emphasized by the Slow Food movement include **sitting down to relax** while eating, eating with friends and family, and enjoying meals that have been prepared with fresh, locally grown ingredients produced using sustainable agricultural practices that do not exploit labor. Proponents of the Slow Food movement emphasize that the enjoyment of food, eating, and the social (and spiritual) rituals tied to meals are intimately connected with an awareness of the ethics of food production, including **human rights and environmental sustainability**.

“Slow Food” is also a resistance movement to what is termed “Fast Food” in the United States, typified by highly-processed mass-produced food, devoid of regional or cultural variation and individual attention to detail, selected for efficiency and broad taste appeal, thus often high in fats and sodium and of low or poor nutrition. Drive-through windows and eating “on the run” or at desks while working typify a Fast Food approach to eating. The intensive high-yield farming is generally not sustainable, but depends on extraordinary levels of fossil fuels, water, and chemicals that lead to environmental degradation. Fast Food is also characterized by low-paid employees from farm to market, with exploitative labor practices in production and employees at restaurants paid less than a living wage.

The Slow Food movement is tied to other trends in ethical eating, including Fair Trade (see pg. 53) and consuming locally-grown and locally-raised food products (see pg. 54) as well as trends towards preserving biodiversity such as heirloom plants and animals. Slow Food advocates prize knowing where one’s food comes from, which often includes developing direct relationships with farmers and other food suppliers.



RECOMMENDED SUPPORTING RESOURCES

Books and Articles

Pollan, Michael. *In Defense of Food: An Eater's Manifesto*. East Rutherford, N.J. Penguin Press. 2008. The author’s newest book looks at food from the perspective of health and offers this advice: Eat food, not too much, mostly plants. In this well-researched book, Pollan examines the Western diet and discusses the power of marketing and the intersection of manufacturers of processed foods, those who sell them, and nutritional scientists.

Schlosser, Eric and Charles Wilson. *Chew On This: Everything You Don't Want to Know About Fast Food*. Boston. Houghton Mifflin. 2007. Written for ages 9-12, this book is somewhat less graphic than “Fast Food Nation” as it examines the fast-food industry’s growth, practices, and effects on public health.

Waters, Alice. *The Art of Simple Food: Notes, Lessons and Recipes from a Delicious Revolution*. Westminster, MD. Clarkson Potter. 2007. With the tenets of eat locally, eat simply, eat sustainably, the well-known restaurateur and “slow food” proponent offers simple, delicious recipes and her philosophy of food.

Websites

Slow Food USA. <<http://www.slowfoodusa.org/>>. General site describing the “Slow Food Movement”, educational resources, local chapters, events and recent news. The organization sponsors the “**Food Declaration**” site <<http://fooddeclaration.org/>> where consumers can review “Slow Food” principles and sign a supporting declaration.

La Fondazione. <www.slowfoodfoundation.org>. International organization that defends food biodiversity, safeguards the environment and the land, endorses sustainable agriculture, protects small producers and their communities, and promotes gastronomic traditions.

Slow Food Nation <http://slowfoodnation.org>. holds an annual event to raise awareness of the growing food crisis. The website features resources, videos, panel discussions from the event, including the following: A New, Fair Food System, Building A New Food System, Policy and Planning, Climate Change and Food.

Cultivating the Web: High Tech Tools for the Sustainable Food Movement <http://www.eatwellguide.org/downloads/pubs/080811_CultivatingTheWeb.pdf>. The “Eat Well Guide” to using the internet to promote sustainable eating. It includes a guide to food-related blogs.

Movies / Videos

Fast Food Nation. 2006. 114 min. A fictionalized account of Eric Schlosser’s book, starring Wilmer Valderrama (*That ‘70’s Show*) and Catalina Sandino Moreno (*Maria Full of Grace*).

Super Size Me. 2004. 100 min. This documentary follows Morgan Spurlock as he embarks on a 30 day diet of McDonald. An intriguing look at obesity and one of its primary causes – fast food.

HIGHLY RECOMMENDED

Petrini, Carlo. *Slow Food Nation: Why Our Food Should Be Good, Clean and Fair*. New York. Rizzoli Ex Libris. 2007. The leader of the Slow Food movement describes ways by which we may regain control of our food. Core principles include sustainable and environmentally sound production, fair treatment of the food producers, and healthy, tasty food. Alice Waters writes the forward.

Schlosser, Eric. *Fast Food Nation*. New York. Harper Perennial. 2005. This recent bestseller urges us to take a closer look at where our food comes from and how we eat. Reviews the history and development of the “fast food” movement, exploring terrible working conditions, union busting, unsanitary practices, and slaughterhouse horrors as it calls for an end to the “high risk behavior” of United States fast food.

“At the checkout aisle, we’re not paying the real cost of food...the real costs of your food are being paid in environmental costs and healthcare costs. And who pays... We all do. We just pay it under the radar...To say that good food is for the elite is preposterous, like saying that Chinese peasants who talk about and revolve their day around food are elitist, or the Peruvian mountain farmers who grow dozens of different types of potatoes are elitist.”
-Dan Barber, chef & longtime sustainable farming advocate, in 2007 *Salon*