

Good afternoon, I am Dina Clingman-Bell, of InterNatural Marketing.

Today there are many people that **know** we have to create change to head off the **dangers** facing our environment. Those of you **here** are familiar with matters of sustainability in many areas. In **our** business I research **upcoming** trends and developments in the world of **organic agriculture**. So with several **eminent** crisis facing our planet **why** am I asking you to focus on **urban agriculture**?

Well I will start with a quote by Eleanor Roosevelt:

“You can't move so fast that you try to change the mores faster than people can accept it. That doesn't mean you do nothing, but it means that you do the things that need to be done according to **priority**.” (1)

Well food is most **certainly** a priority and today **nutritious** food that does not leave a **significant** carbon footprint is **also** a priority, food we **can not** survive without!

By definition Sustainability is the capacity to **endure**, (2)

So we **must** pay attention to the fact that we are facing a **Global** food shortage **crisis** which is soon becoming our **national** crisis. We have been **fooled** into thinking that we can survive this with greater food production on a large scale level but there is now much evidence to the contrary. Wes Jackson, founder and current president of **The Land Institute** states that

“For the past 50 or 60 years, we have followed industrialized **agricultural** policies that have **increased** the rate of **destruction** of **productive** farmland. For those 50 or 60 years, we have let ourselves believe the absurd notion that as long as we have money we will have food. If we continue our offenses against **the land and the labor** by which we are **fed**, the food supply **will** decline, and we **will** have a problem far more complex than the failure of our paper economy.” (3)

“The Nation that destroys its soil destroys itself.” (4) Franklin D. Roosevelt said this in 1937.

Recent studies have shown that nutritional values are decreasing in **mass produced** and conventionally treated produce. We are in **need** of food **security**.

According to the UN's Food and **Agriculture** Organization:

- Food security exists when all people, **at all times**, have physical and economic **access** to sufficient, safe and **nutritious** food to meet their dietary needs and food preferences for an active and healthy life.

According to the USDA

- Food security for a household means **access** by all members **at all times** to enough food for an active, healthy life. Food security includes at a **minimum** the ready availability of **nutritionally adequate** and safe foods, and an **assured** ability to acquire **acceptable** foods in socially acceptable ways (that is, without resorting to emergency food supplies, scavenging, stealing, or other coping strategies). (5)

So one **very possible** solution to these problems? Urban Agriculture!

There are many **innovative** areas in the Urban **Agriculture** sector but the **idea is tried and true. I believe** if you look to the future you **learn** to take from the past.

Composted **wastes** in ancient **Persia**-used to feed urban farming, vegetable beds on stepped **architecture** in Machu Picchu, 19th century allotment gardens in Germany-as a response to poverty and food insecurity.

In an attempt to reduce pressure on food production Victory gardens **sprouted** during world wars I and II in the US, UK, and Canada. These gardens produced up to **40 percent** of vegetable **produce** that was consumed **nationally**. This effort was taken on by the **public** in an attempt to keep food production costs to a minimum. (6)

Today **community gardening** in most cities is open to the public and provides space for citizens to **cultivate** plants for food or recreation.

Many urban food projects are **small-scale neighborhood** programs that **convert** vacant lots **into** private or **shared** gardens. One example on a **much larger scale** is City Farm in Chicago. The **sustainable, organic farm** uses **large, vacant** properties to grow vegetables and make compost. The farm produces **20 varieties** of tomatoes as well as other fruits and vegetables that are **sold** to local restaurants and the public.

In **addition** to growing **fresh food**, the farm helps **create jobs**. They found that by **planning** and **planting** carefully, they could **create a job** for an individual on about 10,000 square feet, or about four lots. In Chicago, that could mean **20,000 jobs** to revitalize and farm **80,000 vacant lots** across the city.

Urban agriculture as an **industry** is one that responds to the **nutritional** demands of a city, from **within** that city, with the use and **reuse** of that city's **resources** while acknowledging economic and **resource use** does not reconcile **aspects** of regional health, food security, and application of grassroots organizations.(6)

To date:

800 million people are involved in urban **agriculture** world-wide and **contribute** to **feeding** urban residents.^[8] Low income urban dwellers spend between **40% and 60% of their income** on food each year.^[9] 50% of the world's population lives in cities.- According to the USDA Consumer **demand** for **locally** grown food in the United States is expected to rise from an estimated \$4 billion in 2002 to as much as **\$7 billion** by 2012.(6)

Growing food in cities **shortens** the distance food has to travel, **reduces** transportation costs and **increases** the amount of green space in urban areas it also **reconnects** city residents with **where and how their food is grown**.

In 1995, Alice Waters of Chez Panisse fame, successfully **implemented** an "Edible Schoolyard **Garden**" in Berkeley, California. Built on an **abandoned** lot adjacent to the Martin Luther King **middle** school; landscape **architects**, chefs, gardeners, and teachers have shared their vision of a garden where students participate in **hands-on** learning. Teachers and garden staff work **together** to link garden experiences with **students'** science lessons for truly integrated **experiential** learning. These students are some of the **lucky children** that are learning and experiencing **where their food comes from**. (7)

At this **very moment** Deputy Secretary of Agriculture Kathleen Merrigan is hosting a facebook chat that will **introduce** a new **initiative** that was announced on September 15, 2009 by **herself** and **Agriculture** Secretary Tom **Vilsack**.

With hope the '**Know Your Farmer, Know Your Food**' campaign will begin a **national** conversation to help develop **local and regional** food systems

"An American people that is more **engaged** with their food supply will **create** new **income** opportunities for American **agriculture**," said **Vilsack**.

"Reconnecting consumers and **institutions** with local producers will **stimulate** economies in rural communities, **improve** access to healthy, **nutritious** food for our families, and **decrease** the amount of resources to transport our food."(8)

President Obama states “what we've got to do is to change how we think about, for example, getting local farmers connected to **school districts**, because that would benefit the farmers delivering fresh produce, but right now they just don't have the **distribution mechanisms** set up.” (9)

That problem is what we are trying to change; to be able to provide the West Palm Beach community a **local reliable source for nutritious food supply**.

Locally produced foods require **less packaging** and **refrigeration** and other **preservation** measures. This reduces packaging waste, energy use, and the chemical load in our food. **Decreasing** distance between producer and consumer will lessen cost of **fossil fuel consumption** which equals **reduction** in food cost and **increases** nutrient values.

(**One fifth** of fossil fuel use comes from **agriculture**, to cultivate, store, process and ship crops)

By making available locally grown foods, urban **agriculture** can be of **benefit**; from **real estate** usage to creating **green employment** opportunities, **school food production**, bringing “**Farm to School**” through offering **many** educational opportunities for **students** from primary level to university level.

The City of West Palm Beach can be a **shining** example in the **growing** movement of urban agriculture **and** as stated by **Albert Einstein**:

“Setting an example is **not** the **main** means of influencing others; it is the **only means**.” (10)

I will now turn you over to Chris who will give you an idea of what our vision of Urban agriculture can entail.

(1) http://www.google.com/search?hl=en&rlz=1G1TSHB_ENUS348&q=eleanor+roosevelt+quotes+you+can%27t+move+so+fast&btnG=Search&aq=f&oq=&aqi=

(2) <http://en.wikipedia.org/wiki/Sustainability>

(3) http://www.postcarbon.org/article/future_farming_50_year_perspective

(4) http://soils.usda.gov/education/resources/k_12/quotes/

(5) http://en.wikipedia.org/wiki/Food_security

(6) http://en.wikipedia.org/wiki/Urban_agriculture

(7) <http://www.edibleschoolyard.org/>

(8) http://www.usda.gov/wps/portal/!ut/p/_s.7_0_A/7_0_1OB?contentidonly=true&contentid=2009/09/0440.xml

(9) <http://obamafoodorama.blogspot.com/>

(10) <http://thinkexist.com/quotes/with/keyword/influencing/>