



An NGFN Webinar



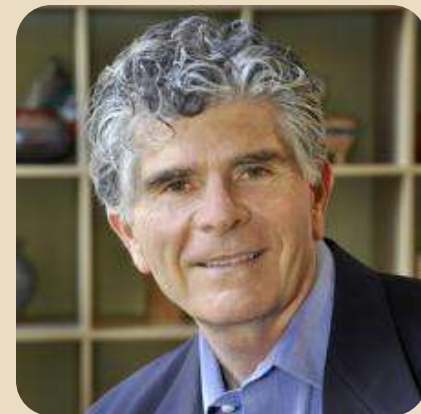
**FAIR FOOD
GROWING A HEALTHY, SUSTAINABLE
FOOD SYSTEM FOR ALL**



Presentation Outline



- Welcome
- NGFN Overview
- **Fair Food**
Oran Hesterman
Fair Food Network
- Questions and Answers
- Upcoming Opportunities, etc.





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**GROWING A HEALTHY,
SUSTAINABLE
FOOD SYSTEM FOR ALL**



ORAN B. HESTERMAN Ph.D.

FOUNDER, FAIR FOOD NETWORK

National Good Food Network Webinar

Oran B. Hesterman, Ph.D.

May 5, 2011



“You never change things by fighting existing reality.
To change things, build a new model
that makes the existing model obsolete.”

Buckminster Fuller

New York Times
BESTSELLER

Fast Food
NATION

Eric Schlosser

The Dark Side of the All-American Meal

"This year, Americans will spend more money on fast food than on higher education. . . . Schlosser shows how the fast food industry conquered both appetite and landscape." —*The New Yorker*

P.S.
INSIGHTS,
INTERVIEWS
& MORE...

"More than a terrific movie—it's an important movie."
—Chris Gleberman, *Entertainment Weekly*

YOU'LL NEVER LOOK AT DINNER
THE SAME WAY AGAIN

FOOD, INC.
A ROBERT KIPNER FILM

The
**Omnivore's
Dilemma**

A NATURAL HISTORY OF FOUR MEALS

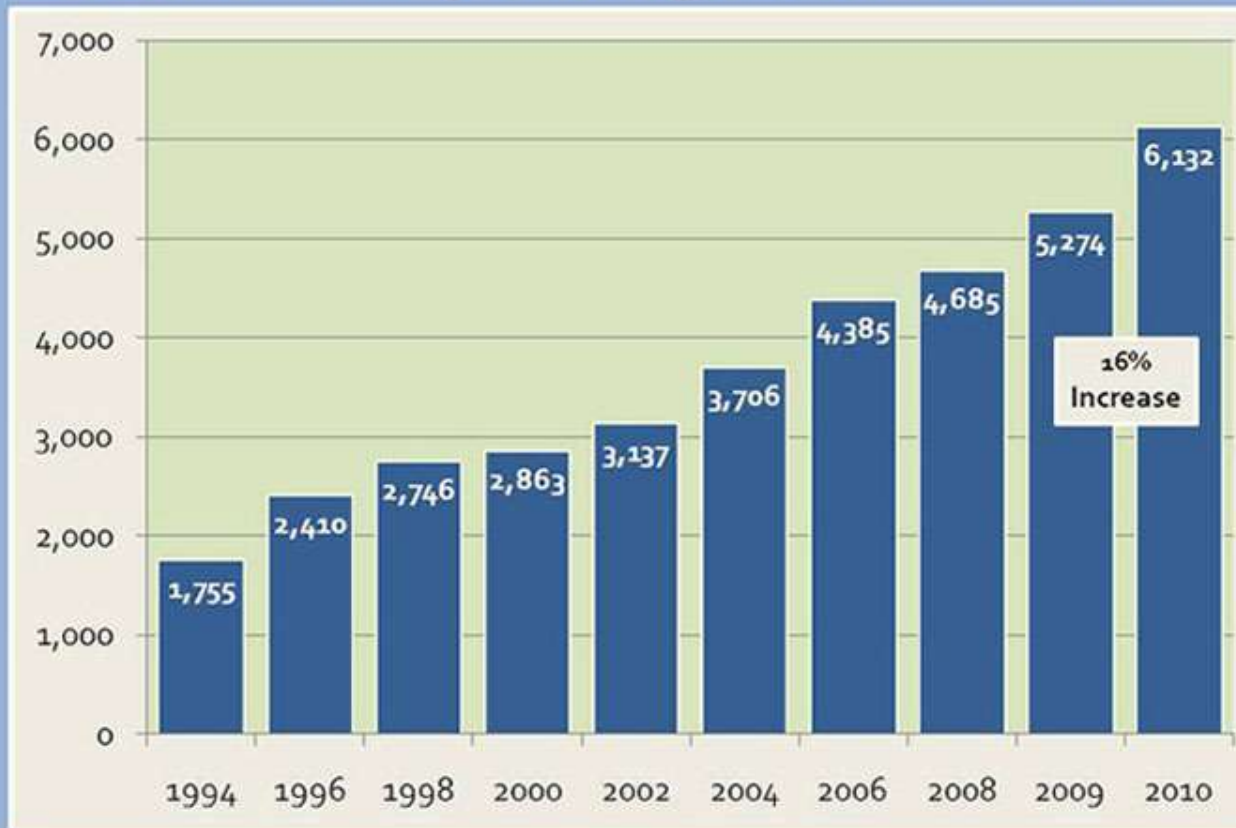
MICHAEL POLLAN

Author of
THE BOTANY OF DESIRE



Farmers' Market Growth

Number of Operating Farmers Markets



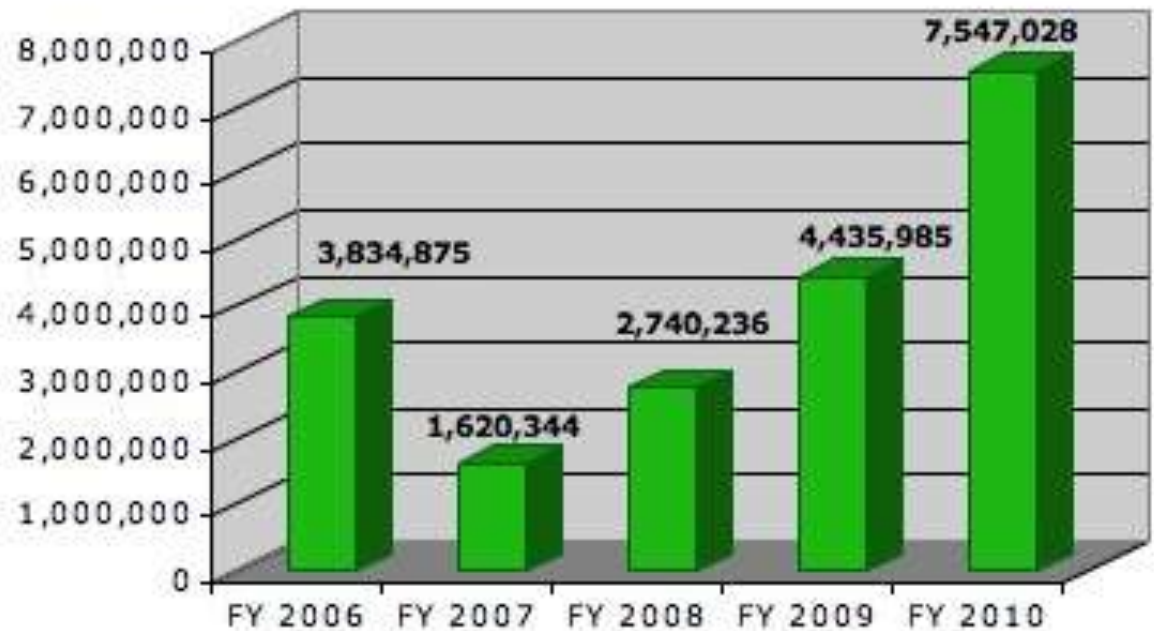
Source: USDA-AMS-Marketing Services Division

SNAP Sales Increases at Farmers' Markets



Michelle D'Auria

Value of Farmers' Market SNAP Redemptions

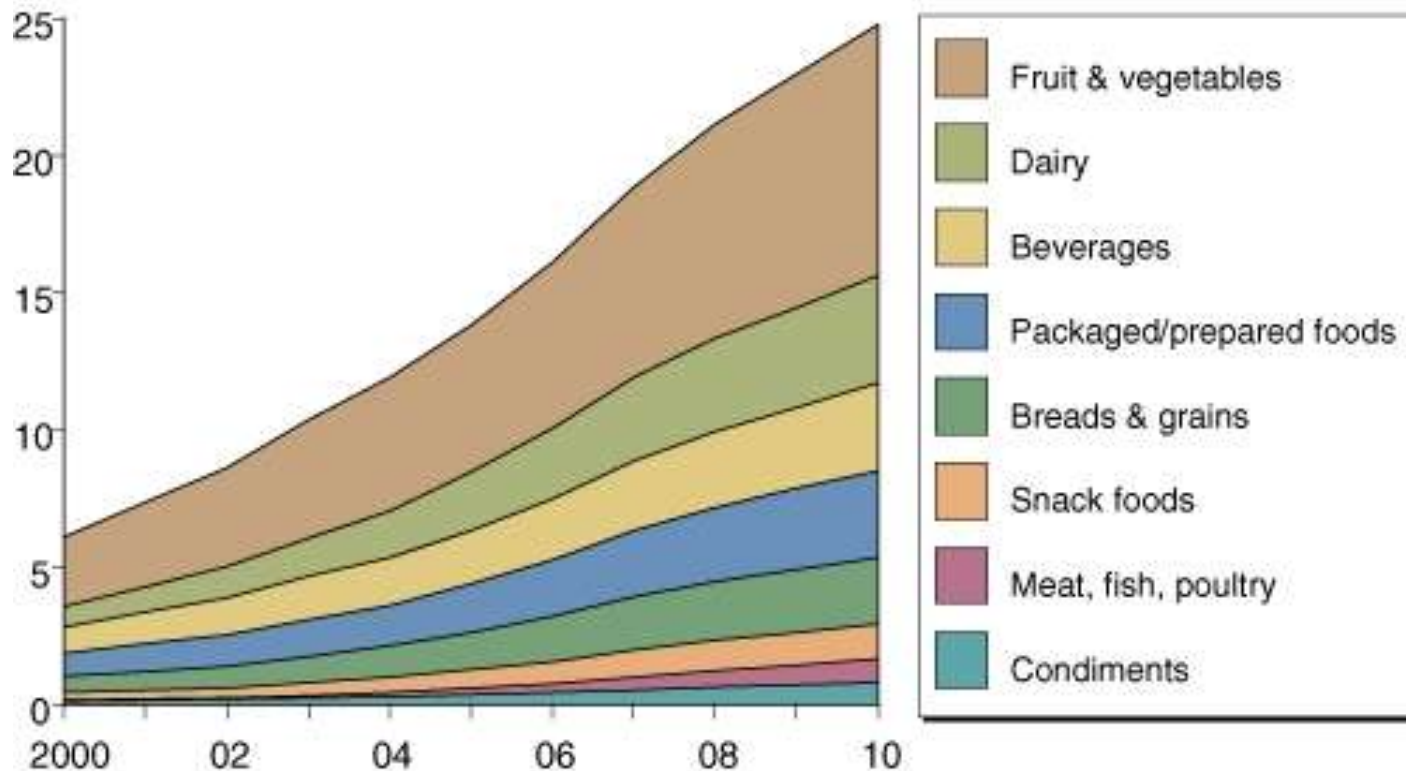


Farmers Market Coalition

Organic Fruits & Vegetables Lead Organic Sales

U.S. organic food sales estimated to reach nearly \$25 billion in 2010

Billion dollars

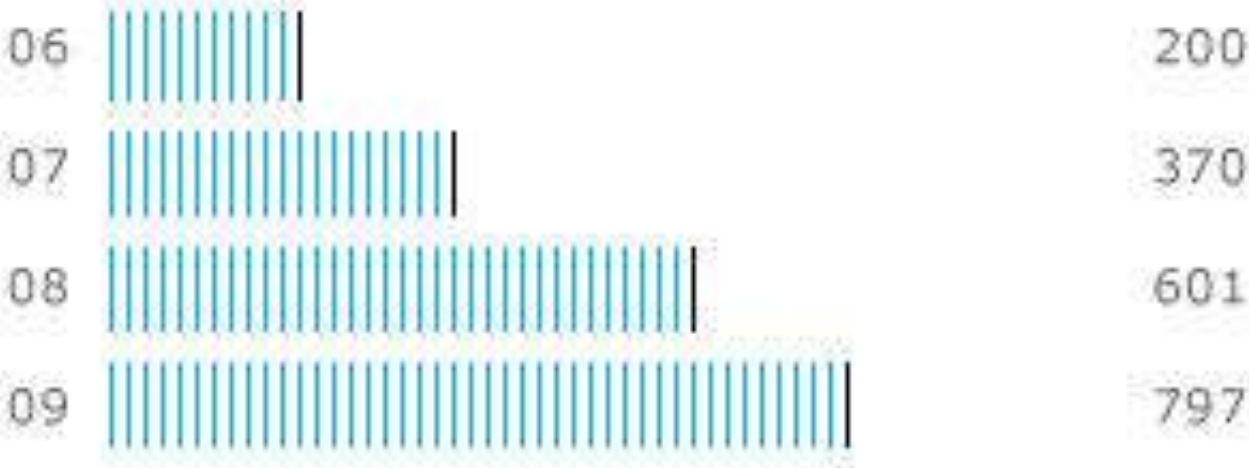


Source: USDA, Economic Research Service using data from the *Nutrition Business Journal*.

Estimate of Pesticides Avoided

ESTIMATE OF PESTICIDES AVOIDED†

in thousands of pounds of active ingredients



Expanding Models

- Farm to School
- College Food Service
- Regional Food Hubs

Double Up Food Bucks



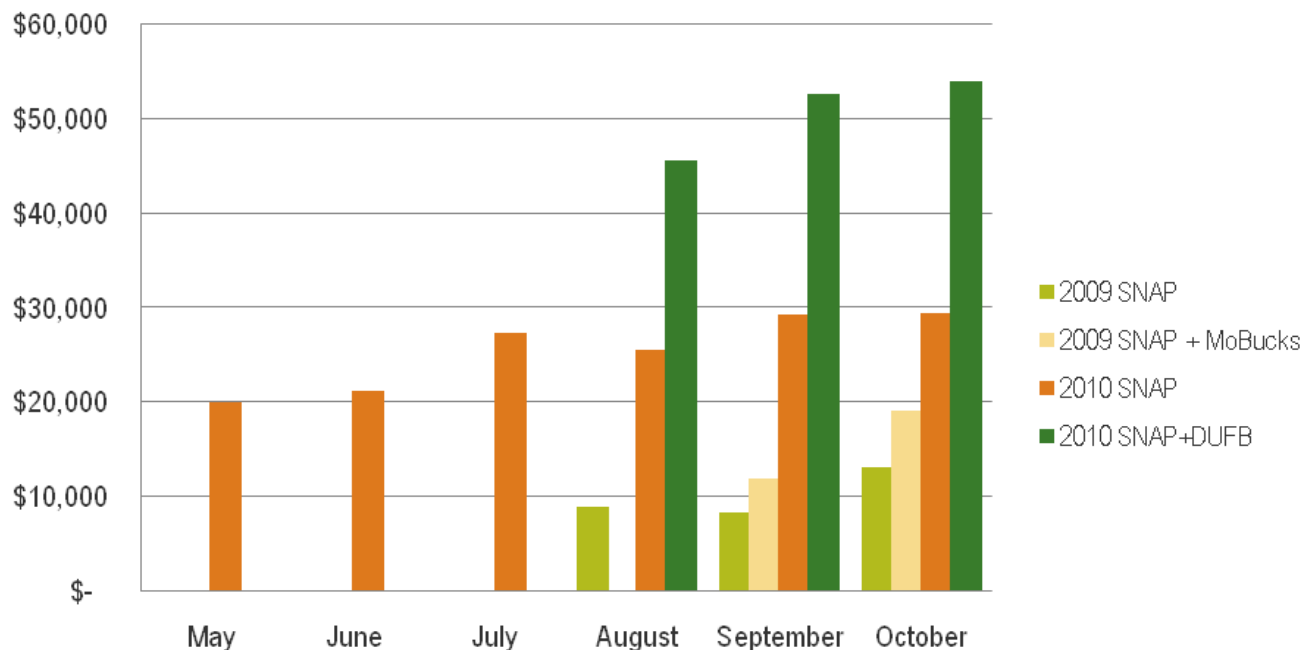
DOUBLE UP
FOOD BUCKS



www.doubleupfoodbucks.org / home / index / video

DUFB 2010 Results

SNAP and DUFB at Eastern Market

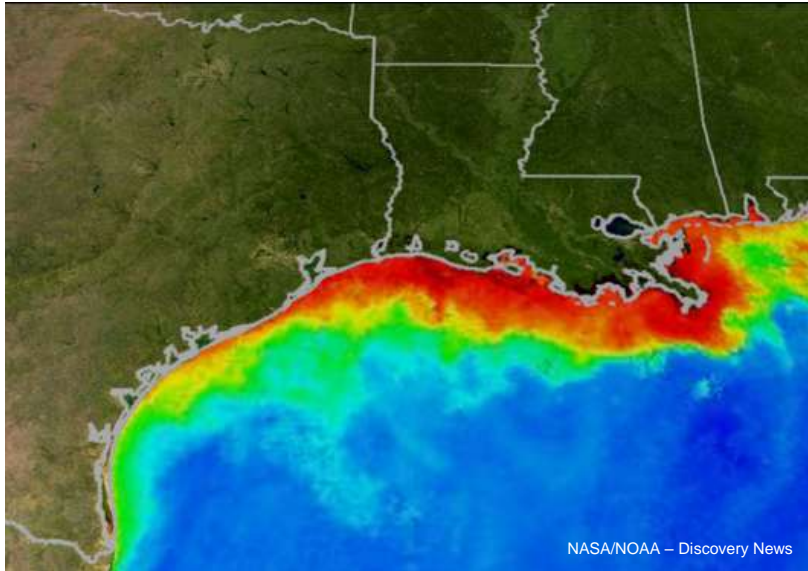


At Detroit's Eastern Market, our largest DUFB site, **\$152,365** in combined SNAP and DUFB tokens were distributed between August 7 and October 30, 2010 – a **368% increase** in food assistance buying power over the same period in 2009.

WHY CARE?



Symptoms of a Broken Food System



Pat Doyle/Corbis



Focus on Solutions &
“SOLUTIONARIES”

“How to” Guide

- **In your home/community:**
buying clubs to community gardens
- **Institutional change:**
school food to health care
- **Public policy:**
food policy councils to Farm Bill

Solutionary Resources



Dedicated to building a more just and sustainable food system

Contact |   

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[Home](#) > [The Fair Food Network Directory](#) >

The Fair Food Network Directory

SEARCH

search by keyword, state, or topic

Keyword

State -- or --

Topic -- or --

READ THE BOOK

Maecenas eu ligula tortor, non aliquet lectus. Nulla placerat consectetur libero sit amet vestibulum.



LATEST LISTINGS



Basis
Category: Conscious Consumers
420 W. 14th St., Suite 2NE
New York, New York 10014
[Website](#) 
[Read more >](#)



Civil Eats
Category: Conscious Consumers
[Website](#) 
[Read more >](#)





FAIR FOOD

GROWING A HEALTHY, SUSTAINABLE FOOD SYSTEM FOR ALL

SIGN UP FOR UPDATES

Email Address

GO

HOME

MEET ORAN

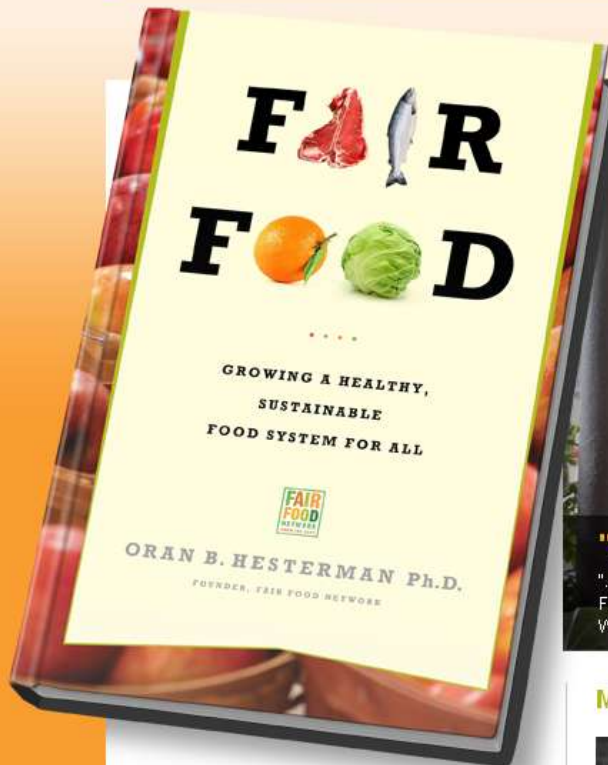
ABOUT THE BOOK

MEDIA

EVENTS

PRE-ORDER NOW

STAY CONNECTED!



PRE-ORDER NOW!



FAIR FOOD is an enlightening and inspiring guide to changing not only what we eat, but how food is grown, packaged, delivered, and sold. Pre-order



"A MUST READ"

"... Nobody has worked harder or thought more deeply about these issues than Dr. Hesterman. His book, FAIR FOOD, is a must read." — Robert F. Kennedy, Jr. | Founder and Chairman, Waterkeeper Alliance. Watch the Fair Food Trailer >>

MEET ORAN



Dr. Oran Hesterman is the president and CEO of Fair Food Network and a national leader in sustainable agriculture and food systems.

LATEST NEWS

READ ADVANCED PRAISE FOR FAIR FOOD! >>

Watch the FAIR FOOD book trailer!



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- Welcome
- NGFN Overview
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- Questions and Answers



Oran Hesterman
Fair Food Network

Moderator:
John Fisk
Wallace Center at Winrock International



- Upcoming Opportunities, etc.

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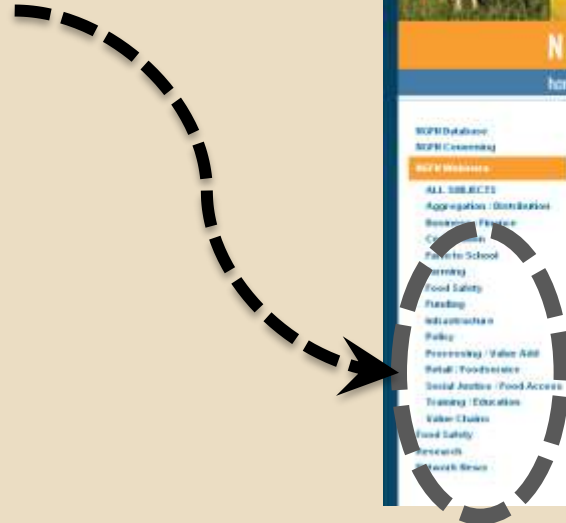
- **Upcoming Opportunities, etc.**
Jeff Farbman
Wallace Center at Winrock International



Webinars are Archived



TOPICS!

A screenshot of the National Good Food Network website. The header includes the logo and navigation links: home, resources, regional lead teams, news, events, about, and a search bar. The main content area is titled 'NGFN Webinars' and contains the following text:

Our monthly NGFN interactive webinars give you the opportunity to learn and connect with on-the-ground practitioners and experts. Below you'll find archives of past webinars available for viewing, and information and registration for upcoming webinars.

Please note: NGFN webinars take place the 3rd Thursday of each month, 1:30-4:45 ET (unless otherwise noted).

Have a suggestion for an NGFN webinar topic?
Email us at info@ngfn.org

Would you like to receive an email notification for upcoming calls?
Click [here](#) for NGFN Updates

Coming Up ...

- January 20, 2011: [Wanted: Get Results? You Can't Find the Help? - @ Heather Reed](#)
- December 16, 2010: [Get the Goods to "Go" with Social, Dispersed Farms - @ Rosalyn Reed](#)

Archives

2010

- November: [Leveraging Existing Infrastructure for Standard Food System Change, East Hills, Regional](#)

<http://ngfn.org/webinars>

NGFN Webinars



- 3rd Thursday of each month
3:30p EST (12:30p PST)

<http://ngfn.org/webinars>

- May 19
Food Hubs:
Viable Regional Distribution Solutions
- June 16
Retail in Underserved Neighborhoods (tentative title)



Regional Meat Opportunities



- NMPAN Publication

“Small Meat Processors Business Planning Guidebook”

<http://www.extension.org/pages/17166/meat-processor-business-development>

- NMPAN Webinar:
The Business of Meat Processing: Planning and Profitability

June 2, 2011

1pm Eastern/noon Central/11am Mountain/10am Pacific

The webinar is free and open to the public.

To attend, go to <http://connect.extension.iastate.edu/nichemeat> a few minutes before start time and log in as a guest.

Upcoming Webinars



Please let us know about your Food Hub!

<http://bit.ly/myfoodhub>

(or look on the home page of ngfn.org)



Get Connected, Stay Connected

<http://ngfn.org/database>

New!

National Good Food Network Database

Click to learn more

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for:
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