

Building Food Systems: Improving Public Health in Rural and Urban Communities

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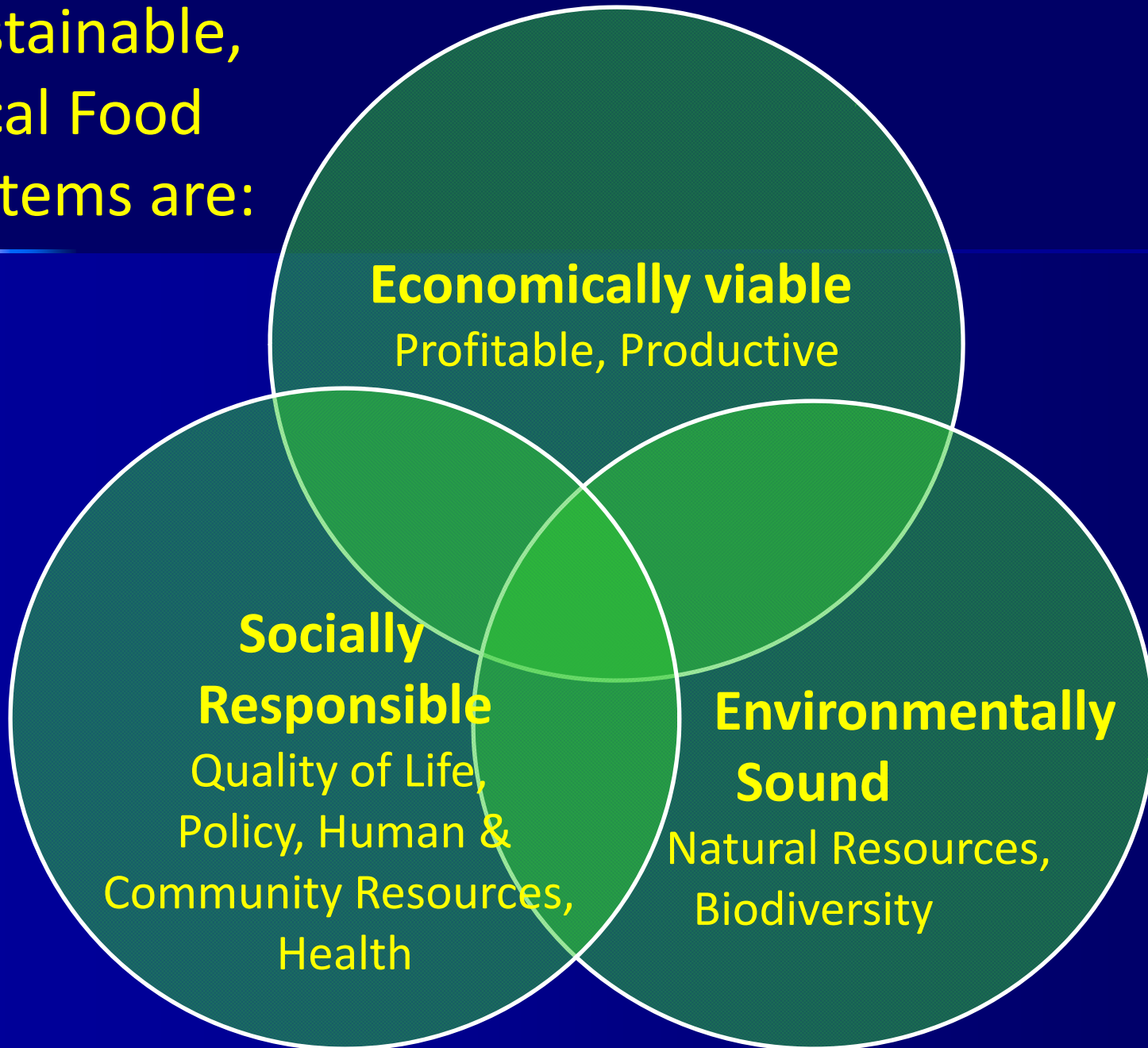
Ron Storchlic, Food systems consultant

Paula Jones, SF Public Health Dept.

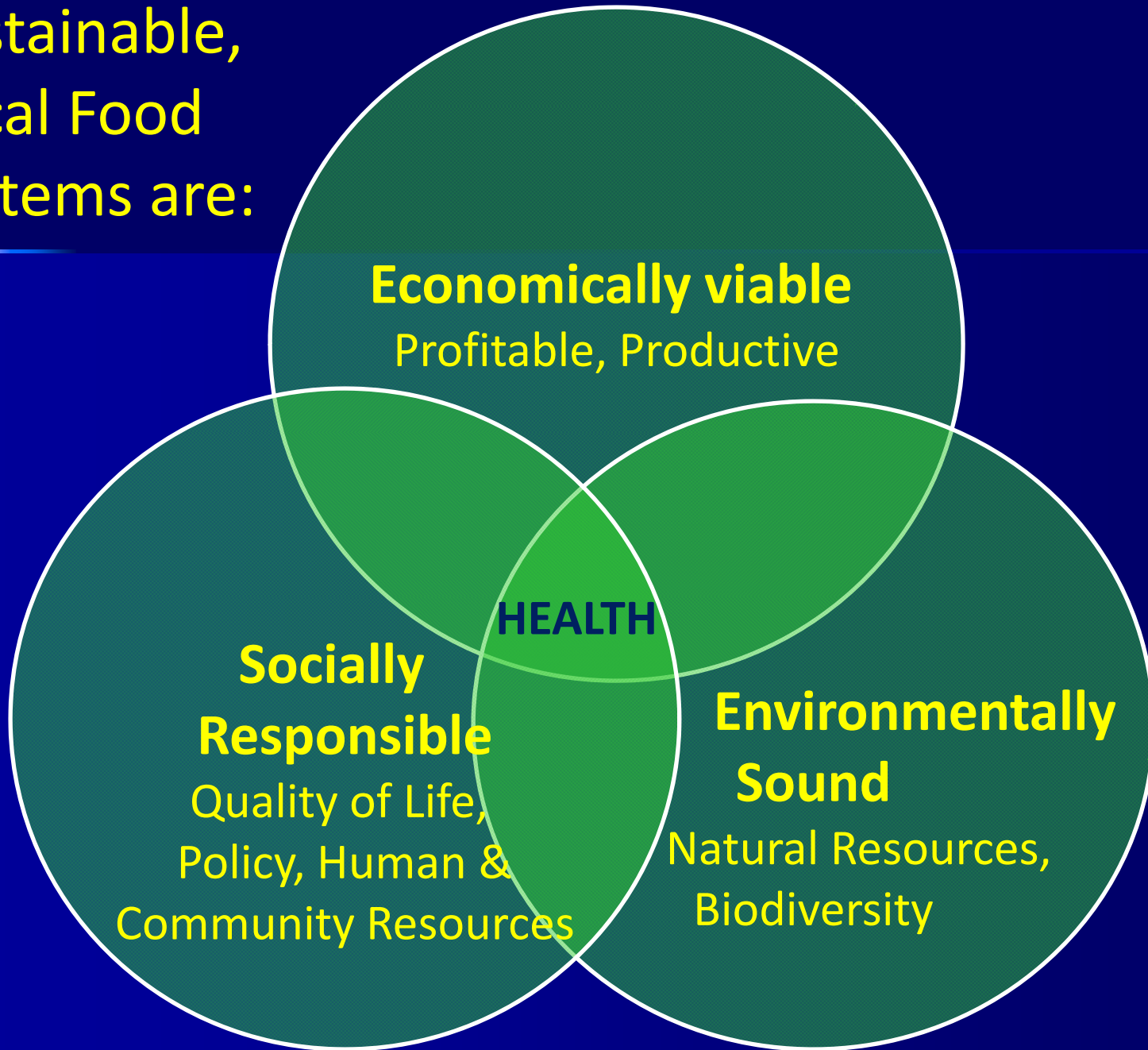
Overview

- What is a sustainable food system?
- Why interest in sustainable food?
- Food security & sustainable food systems
 - Immigrant/ rural communities (Strochlic)
 - Urban communities (Jones)
- Engaging communities in local policy
- Roles for nutrition/public health professionals

Sustainable,
Local Food
Systems are:



Sustainable,
Local Food
Systems are:



Why is there growing interest in sustainable food systems?

- Trends in our current food system
 - New strategies, models address negative consequences of our current food system
 - Communities are looking for solutions

Food & Agriculture:

Three major trends

Industrialization

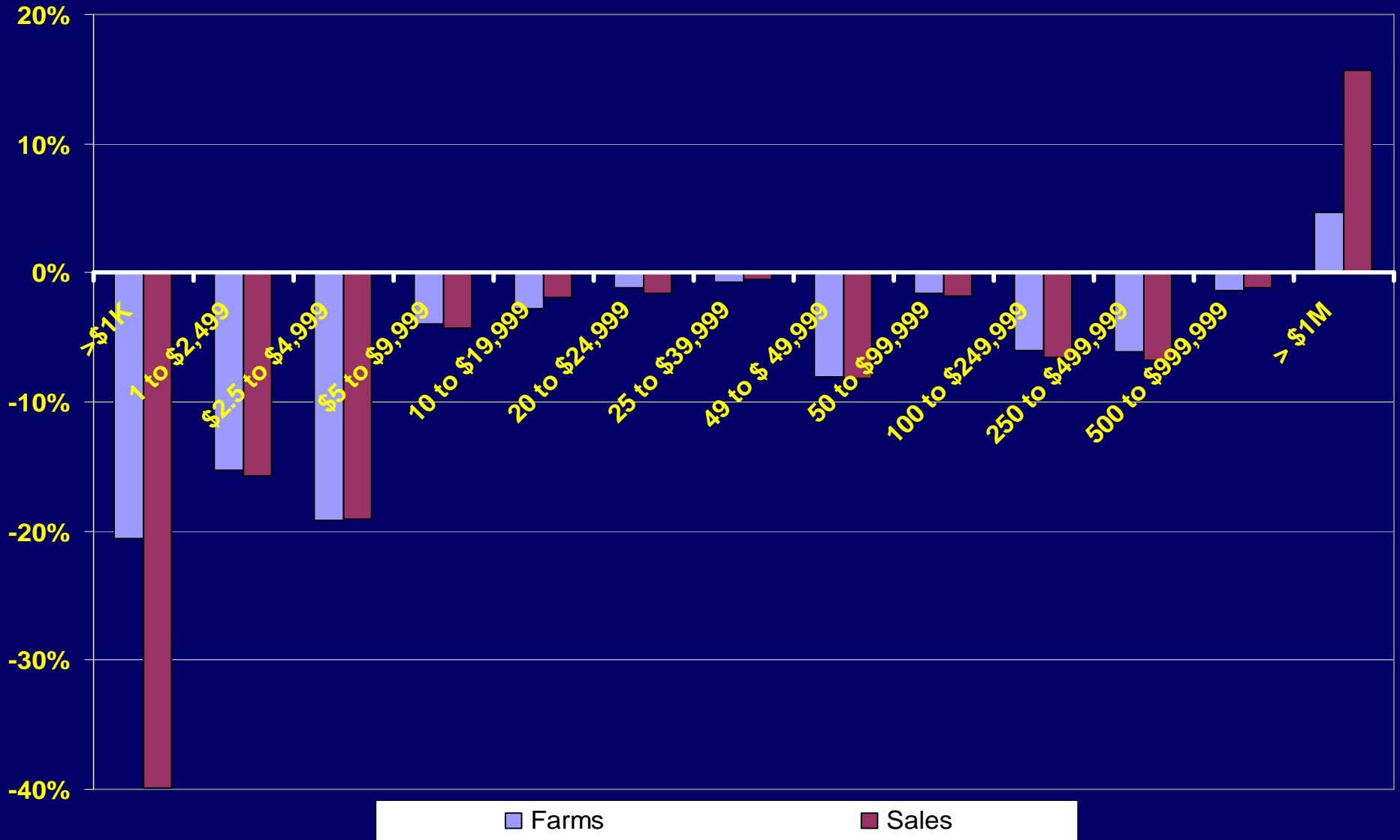
Globalization

Economic concentration





Percent Change in California Farms and Sales by Sales Class, 1997-2002







Economic Consolidation

- 5 firms: dominate genetics
- 9 firms: sell 90% of pesticides
- 4 firms: slaughter 80% of cattle
- 5-6 retailing firms: ~ 50% sales

The Consequences

The Consequences

- Crisis in human health

NEW!

Microwavable...
IncrEdibles®

Great Tasting Food...Anytime, Anywhere!™

**2 MACARONI & CHEESE
IN CHILI SAUCE WITH BEEF**

Just Push n' Eat™



Patent Pending
Microwaveable!
Simply Thaw & Heat for about a Minute

Keep Frozen • Serving Suggestion

NET WT. 9 OZ. (255g)

The Consequences

- Crisis in human health
- Concerns about social justice, equity



8284

NEW YORK DELI

GROCERY

COLD CUTS - FROZEN F
FRESH MEATS - BEER - S

SANDWICH

COFFEE

ATM

WILD LIGHT

GET CAUGHT
HOOKER

GROCERY

ATM

CAMEL
MISTHO

CHIMAY

WILD LIGHT

WILD LIGHT

WILD LIGHT



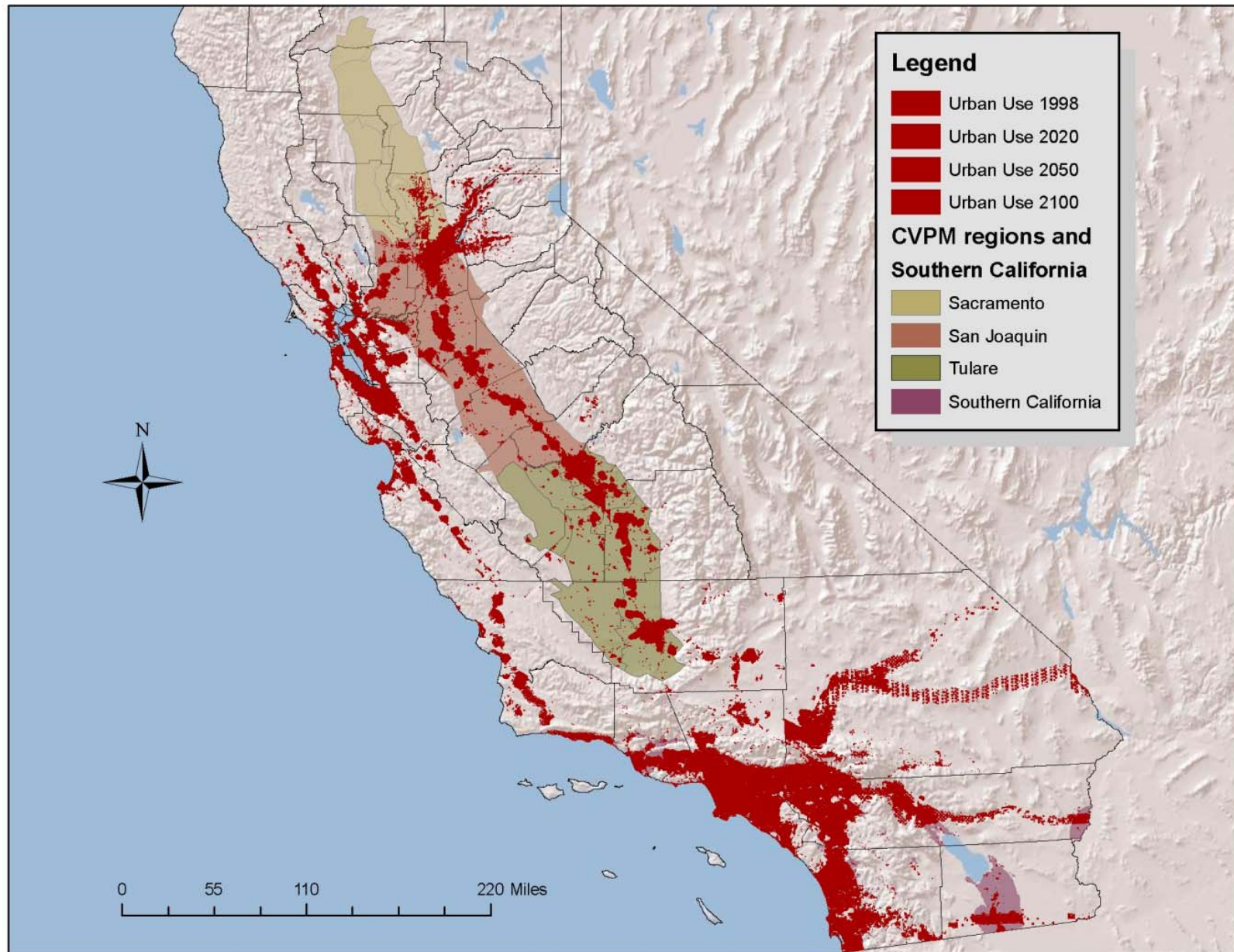


The Consequences

- Crisis in human health
- Concerns about social justice
- Limits to natural resources
 - Land
 - Water



Urbanization: Land use year 2100



The Consequences

- Crisis in human health
- Concerns about social justice
- Limits to natural resources
 - Land
 - Water
- Energy/ carbon emissions



**10 calories of fossil fuel energy
for
1 calorie of food energy**

Refocus attention on...

- Food production systems
- Distribution systems
- Consumption patterns



CADENA FARM
ESPARTO, CA
NO PESTICIDES • NO CHEMICALS

ORANGES
50¢

40¢
EA

PRODUCED ON A
FINE FARM IN
CALIFORNIA