

1999 Progress Report

Seattle and the New Food Movement

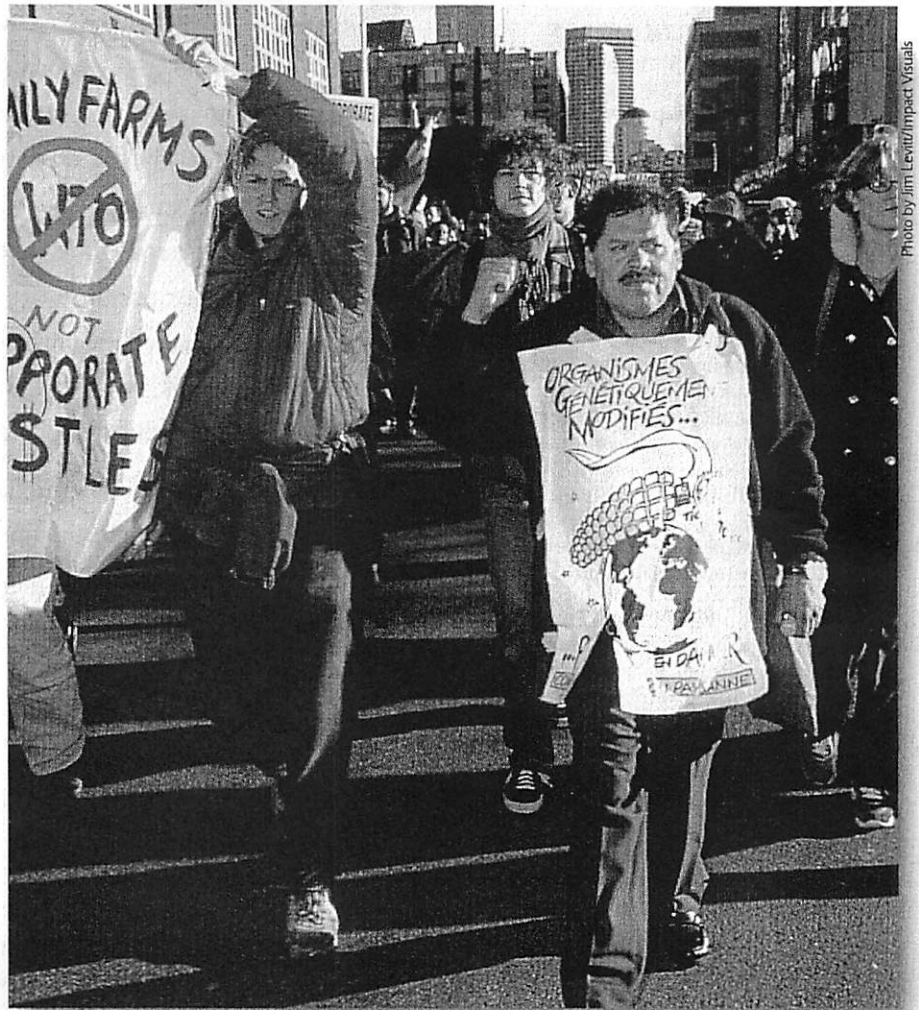
Food—which in its progress from seed to stomach links ecology, labor, poverty, trade, culture, and health—will be a key item on the menu of the next century's struggles for democracy against the arbitrary power of giant corporations.

—The Nation, December 27, 1999

LETTER FROM

PETER ROSSET,

EXECUTIVE DIRECTOR



Family farmers and opponents of genetically modified seeds march in Seattle during the WTO meeting.

The week-long “Battle of Seattle” during the failed World Trade Organization (WTO) talks, was a watershed event for the world’s citizenry. We demonstrated our collective ability to be heard and to change the agenda. When before in American history have students, consumers, labor and women’s movements, farmers, environmentalists, faith-based groups, human rights activists, and representatives from more than 100 countries marched hand in hand?

Said one Wisconsin farmer, “The WTO fight in Seattle woke a lot of American farmers up to the fact that their fight isn’t with farmers in France or India. The fight’s with agribusiness and the whole corporate vision of forcing small farmers off the land.”

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DEVELOPMENT POLICY

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SISTER INSTITUTE

Focus on the Global South,
Bangkok, Thailand

FOOD FIRST empowers citizens to address the root cause of hunger, poverty, and environmental decline. Our research and educational materials reveal how anti-democratic institutions and belief systems promote hunger and environmental destruction.

Seattle and the New Food Movement...

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Photo by Bill Schwob



Ten years ago the debate in the media would have been over how best to facilitate free trade. What an enormous change then, for the very existence of the WTO—with its secretive and binding mechanisms placing corporate profits over human need—to be openly questioned in the mainstream media.

Those of us who make up what *The Nation* calls, "The New Food Movement" played a key role in the global coalition that made Seattle possible. Opposition to genetic engineering, and the control over our food supply by a handful of corporations, brought farmers from France, India, Brazil, and America's heartland together with consumers and environmentalists. The United Farm Workers came from California, the Landless Workers (MST) from Brazil, and the Kensington Welfare Rights Union from Philadelphia, to challenge a corporate controlled global food system that leaves out so many. Visitors from Canada, the Congo, Mexico, and India spoke eloquently of the devastation free trade has meant for local food systems.

At Food First we make a solemn pledge to carry the fight for a socially just food system forward into our 25th anniversary year and the new millennium, forging and strengthening the new global food movement under the banner of the fundamental human right to food.

Peter Rosset, Ph.D., Executive Director



Photo by Bill Schwob

FOOD FIRST STAFF

From left to right: Dean Royer, Martin Bourque, Tristi Tanaka, Peter Rosset, Marilyn Borchardt, Sal Glynn, Sanae Miyaji, Anuradha Mittal, Martha Katigbak-Fernandez. Not pictured: Kristina Cañizares.



The Lecture Circuit

- Bay Area Nursing Forum
- Bringing Food Home: Getting Healthy Food into Our Communities, Women's Cancer Resource Center
- California Farm Conference, Berkeley
- Challenges of a Globalized World: Finding New Directions, United Nations, New York
- Dominican College
- Fort Lewis College, Durango, Colorado
- Freedom to Trade versus Freedom from Hunger, Speaking Tour of the Philippines
- From the Ground Up: National Black Farmers Conference, New Orleans
- Growing Cities Growing Food, GTZ, Havana
- Hunger and Living Wage, City Hall Hearing, San Francisco
- International Food Policy Research Institute
- International Forum on Agriculture, Mexico
- International Forum on Globalization Teach-in, Seattle
- Laney College of Oakland, California
- May 1st Conference on Cuba: 40 Years of Revolution, IFCO, San Francisco
- Peoples Response to the Food Security Crisis in Asia, Kuala Lumpur
- Pontifical Academy of Sciences, The Vatican
- Rainbow Grocery Biotech Evening, San Francisco
- Rethinking Agriculture Conference, San Francisco
- San Francisco State University
- Stanford University
- Sustainable Agriculture Forum, Laos
- Toward a Democratic and Just Food System, CFSC Conference, Chicago
- University of California at Berkeley
- What Does God Require of Us: A Conference on Global Economic Justice, Seattle



Food First in the Media

Television and Radio Appearances

- | | |
|---|---------------------------------|
| ABC-TV <i>Good Morning America</i> | KKUP, California |
| CNN-TV <i>Early Edition</i> | KPCC, California |
| CNN-TV <i>Talkback Live</i> | KPFA (Morning Show), California |
| WXIA-TV, Georgia | KSCO, California |
| WAGA-TV, Georgia | KSRO, California |
| WGNX-TV, Georgia | KSRO, California |
| Telemundo-TV | KVMR, California |
| <i>Making Contact</i>
(nationally syndicated radio show) | KYNN, Colorado |
| <i>Seven Generations</i> (KPFA, California) | KZYZ, California |
| <i>Forum</i> (KQED, California) | WBUR, Massachusetts |
| <i>Flash Points</i> (KPFA, California) | WJR, Michigan |
| KALW, California | WOR, New York |
| KALX, California | WORT, Wisconsin |
| KBOO, Oregon | WPKN, Connecticut |
| KCBS, California | WYLL, Michigan |
| KGNU, Colorado | Radio Havana, Cuba |
| | Radio Switzerland, Switzerland |

Print

- | | |
|---|---|
| Associated Press (wire) | Macon Telegraph, Georgia |
| Inter Press Service (wire) | Merced Sun Star, California |
| Pacific News Service (wire) | Milwaukee Journal, Wisconsin |
| Albany Journal, California | Montclair, California |
| Amarillo Globe-Times, Texas | The Monthly, California |
| Argus, California | The Nation |
| Atlanta Journal and Constitution, Georgia | New Straits Times, Malaysia |
| Bangkok Post, Thailand | New Times, Connecticut |
| Berkeley Voice, California | The New York Times |
| Birmingham News, Alabama | Oakland Post, California |
| Bohemia, Cuba | Oakland Tribune, California |
| Bradenton Herald, Florida | Onze Wereld, The Netherlands |
| Clarion Ledger, Missouri | Oregonian, Oregon |
| Coastal Post, California | Philippines Daily Inquirer, Philippines |
| Columbus Dispatch, Ohio | Philippines Post, Philippines |
| Connecticut Post, Connecticut | Post Standard, New York |
| Cuba Juventud Rebelde, Cuba | The Progressive |
| Cuba News | Sacramento Bee, California |
| Daily Californian, California | Sacramento News and Review, California |
| Davis Enterprise, California | San Francisco Bay View, California |
| Dayton Daily News, Ohio | San Francisco Chronicle, California |
| Earth Island Journal | Seattle Post Intelligencer, Washington |
| East Bay Express, California | Seattle Times, Washington |
| The Ecologist | Share International Magazine |
| Environmental Science and Technology Magazine | Sun Herald (North Port and Charlotte Editions), Florida |
| Gainesville Sun, Florida | Sustainable Times |
| Granma International, Cuba | TriContinental, Cuba |
| The Hill, Washington, DC | Village Voice, New York |
| International Herald Tribune | Washington Post |
| Karachi Financial Post, Pakistan | WHY |
| Las Vegas Journal, Nevada | |
| Ledger, Florida | |



Photo by Anuradha Mitta

About Food First

The Institute for Food and Development Policy—known as Food First—is a member-supported, nonprofit ‘peoples’ think tank and education-for-action center. Our work highlights the root causes and value-based solutions to hunger and poverty around the world, with a commitment to establishing food as a fundamental human right.

As a progressive think tank, Food First produces books, reports, articles, and videos, plus interviews, lectures, workshops, and academic courses for the public, policy makers, activists, the media, students, educators, and researchers. We participate in activist coalitions and furnish clearly written and carefully researched analyses, arguments, and action plans for people who want to help change the world.

Food First provides leadership to the struggle for reforming the global food system from the bottom up, offering an antidote to the myths and obfuscation that make change seem difficult to achieve.

Food First was founded in 1975 by Frances Moore Lappé and Joseph Collins, following the international success of the book, *Diet For a Small Planet*.

Individual contributions provide half of our income, and volunteers and interns carry out a substantial part of our work. As a largely member-supported organization, Food First has independence, objectivity, and commitment to the struggles of common people all over the world.

Food First Program Highlights

Ending hunger requires addressing its roots in persistent and growing inequality, and doing so requires broad structural changes in access to food, jobs that pay a living wage, and land and other resources sufficient to produce food. Changes that could end hunger can only come through mobilizing large numbers of people and to do this we need to change the way we think.

Powerful misconceptions—what we call myths—confuse the real causes and solutions to hunger, either leading us down the wrong path or leaving us feeling powerless to achieve meaningful change. We hear these myths daily in the news media, and in statements from agribusiness, biotech companies, the World Bank, and our own government.

Myths blind us to the real, proven promise of alternatives: different ways to grow food, the potential of small farmers and land reforms that can boost food production, and above all, the strength of social movements to improve lives through greater social justice.

Our work is dedicated to realizing the human right to feed oneself by fighting the myths with facts, changing the way we think in ways that empower us to take effective action. By doing so in coalitions and alliances with activist movements, we help these movements grow in numbers, clarity, and strength.

Economic and Social Human Rights

Economic Human Rights: The Time Has Come! Campaign

In our national campaign, *Economic Human Rights: The Time Has Come!*, we fight to place fundamental human rights at the center of the policy agenda on social and economic issues, and build a national movement to implement the right to food and a minimum standard of living here in America.

In November 1999 we co-sponsored the Georgia leg of the Congressional Progressive Caucus' "Economic Human Rights Bus Tour," together with the Institute for Policy Studies. The tour began at the food pantry of the Antioch Baptist Church, immortalized in the song "Birmingham Sunday." One by one, ordinary people came forward to tell emotion-filled stories of the plight of poor people in the world's most affluent society. At other stops on the tour, including Grady Memorial Hospital and the Georgia Citizen's Coalition on Hunger, South West Dekalb High School in Dekatur, and a dairy farm in Eatonton, we heard similar stories about economic injustice in America.



Listening and riding the bus were Reps. Barbara Lee (D-CA) and John Conyers (D-MI), and entertainer/activists Danny Glover and Harry Belafonte. Rep. Conyers called the tour the "most important thing I've done this year," adding that more of his colleagues need to hear firsthand the stories of the poverty-stricken. The tour put a human face on public policy, and the Congressional Progressive Caucus released its official position papers on health care and income inequality in America.

The bus tour generated tremendous media attention, including ABC-TV's *Good Morning America* and two CNN programs. Regional coverage was extensive and included the Associated Press, the *Atlanta Journal Constitution*, and most local television and radio networks affiliates. It was also covered in *The Progressive* and *The Nation*. During the lead-up we ran a full-page advertisement in *The Nation*, with a great response from readers, and released *America Needs Human Rights*, the official book of the tour.



Sarah Weiner-Boone, Anuradha Mittal, Harry Belafonte, and Peter Rosset on the Economic Human Rights Bus Tour.



Books

Three books were issued by Food First Books in 1999, *The Paradox of Plenty: Hunger in a Bountiful World*, a new revised edition of *Basta! Land and the Zapatista Rebellion in Chiapas*, and *America Needs Human Rights*.

Douglas H. Boucher's *The Paradox of Plenty* is an anthology of Food First's best writings, examining the basic issues of world hunger and dispelling the myths of hunger. *America Needs Human Rights* was released in time for the Economic Human Rights bus

tour. Editors Anuradha Mittal and Peter Rosset gathered together the best writings on hunger and poverty in America, and cogently placed them in the context of human rights violations here at home. George A. Collier and Elizabeth Lowery Quaratiello returned to *Basta!* for a masterful revision. Included in this edition is the preface to the Spanish edition by Rodolfo Stavenhagen, a new epilogue bringing the reader up to date on the continuing Zapatista struggle in Chiapas, and an updated bibliography.

For more information about the Campaign, or to participate in our year 2000 West Coast Economic Human Rights Tour, please visit our website at www.foodfirst.org

Food Rights Watch and Food First Action Alerts

We mobilize support for international struggles for the right to feed oneself by circulating urgent actions and news briefs via our internet list-serve newsletter, *Food Rights Watch*, and through Food First *Action Alerts*. To sign up, send an e-mail to foodfirst@foodfirst.org and say "Subscribe."

International Food Rights

In 1999 our Policy Director, Anuradha Mittal, was hosted by the South East Asia Food Security and Fair Trade Council on a food rights speaking tour of the Philippines, and gave the keynote speech on "Freedom to Trade versus Freedom from Hunger" at their Kuala Lumpur conference on Civil Society and the Crisis of Food Security. In our Development Report "Manufacturing a Food Crisis in Indonesia," we reported that the sharp upturn in hunger there was caused by growing poverty—a product of the Asian financial crisis—and not by a food shortage as reported in the media.

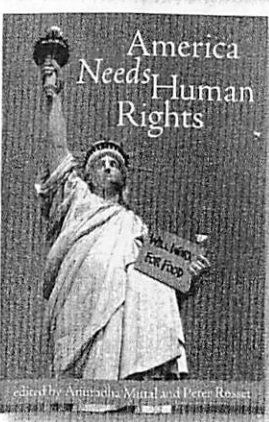
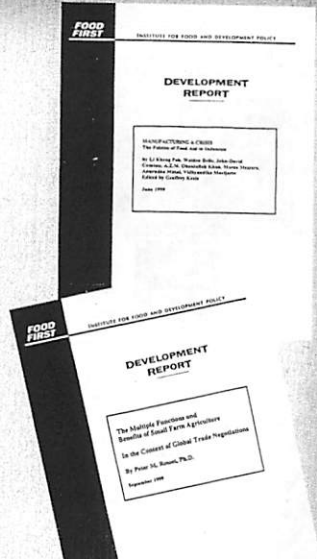
Reshaping the Global Food System

A highlight in 1999 was a series of full-page ads in *The New York Times* that Food First and other non-profits ran as part of The Turning Point Project. Speaking out on industrial agriculture, genetically-engineered food, globalization and the WTO, the ads played a significant role leading to Seattle.

Restructuring Global Trade and Agriculture Policy

During 1999, Food First was a global leader in the struggle to turn the tide against free trade policies which imperil small farmers and local food systems everywhere. In January, Executive Director Peter Rosset and Board Member Miguel Altieri were called to the Vatican to consult on global food policy. Later we released an internationally acclaimed Policy Brief, "The Multiple Functions and Benefits of Small Farm Agriculture," at the Maastricht UN Food and Agriculture Organization preparatory for Seattle, and a Backgrounder "On the Benefits of Small Farms" for the WTO meetings, where we played a key role at numerous teach-ins and on the picket lines.

In a second Backgrounder prepared for Seattle, "Food First Trade Principles," we laid out our vision of what a truly socially just trade policy might look like. In our Backgrounder "Asian Financial Crisis: The Movie," Board Member Walden Bello outlined the ways in which forced financial liberalization precipitated that crisis. In the year 2000 we will take a leadership role in the New Food Movement follow-up to Seattle, and launch an international program on land reform.



Challenging Industrial Agriculture

Genetic engineering of food represents the newest stage of the industrialization of agriculture, and threatens to increase the corporate domination of our food supply, even as the environment, our health, and the rights of farmers and indigenous peoples are placed in jeopardy. In 1999 Food First took the lead in exploding the biotech industry myth that new technologies are needed to end hunger. We spoke at dozens of events, had editorials published in the *New York Times*, *Seattle Post-Intelligencer*, *San Francisco Chronicle*, *The Nation*, and elsewhere, and debated Monsanto on public radio. In our Backgrounder, "Monsanto: Food, Health, Hope™," agribusiness historian Al Krebs surveyed the often ugly past and present of this leading food biotech company.

Promoting Alternative Food Systems

In 1999 our Cuban partner organization, the Organic Farming Group (GAO), won the Right Livelihood Award, also known as the "alternative Nobel prize." Through our Cuban Organic Farming Exchange Program we have helped hundreds of farmers, researchers, and specialists reach Cuba and see first hand what a food system looks like when government supports organic farming and urban agriculture. We brought two delegations of leaders from the U.S. sustainable agriculture movement to Cuba, and sent Cubans to the International Federation of Organic Agriculture Movements (IFOAM) congress in Argentina.

We are also helping Iowa State, and the Universities of Minnesota, Massachusetts, and Wisconsin establish firm relationships with Cuban institutions. In our Development Report, "Cultivating Havana: Urban Agriculture and Food Security in the Years of Crisis," we outlined the key role that urban farmers have played in helping Cuba overcome its food crisis. We continue to build links between Cuban organic farming experts and other countries, including Laos and Haiti.

Food First plays a leadership role in the 150-member Californians for Pesticide Reform (CPR) coalition, which has already won improved enforcement of existing laws in the area of worker safety. In 1999 CPR reports on the ecological impacts of pesticides and on farm worker health received major media attention. We are developing a book with CPR to tell the personal stories of California farmers who farm successfully with little or no use of pesticides.



Photo by Catherine Murphy

Dr. Fernando Funes and Maria del Carmen Pérez of GAO receive Right Livelihood Award from Jakob von Uexkull.



Photo by Karl Gabor

CSARE delegation members in Cuba, January 1999. Sam Bass, CSARE Council President, Fernando Funes, GAO President, Elizabeth Bird, CSARE Executive Director, and Martin Bourque of Food First.



Photo courtesy of Pontifical Academy of Sciences

Food First Executive Director Peter Rosset among delegates to the Vatican food consultation.

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Rockefeller Brothers Fund
Swig Foundation
Tides Foundation (Underdog Fund)
United Methodist Church
Vanguard Public Foundation (Domitila Barrios de Chungara Fund)

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UNITED STATES

Antioch Baptist Church
Atlanta Community Food Bank
Bay Area Coalition for Urban Agriculture (BACUA)
Black Farmers Agriculturists Association (BFAA)
Breast Cancer Action
Building Opportunities for Self Sufficiency (BOSS)
California Fair Trade Campaign
Californians for Pesticide Reform (CPR)
CalPIRG
Chiapas Support Committee
Community Food Security Coalition
Consortium for Sustainable Agriculture Research and Education
The Data Center
Delta Land and Community, Inc.
Dominican College of San Rafael
Emiliano Zapata Committee of the Bay Area
Federation of Southern Cooperatives
Food Not Bombs
Fulton-Atlanta Community Action Authority
Georgia Citizen's Coalition on Hunger
Georgia Taskforce for the Homeless
Global Exchange
Grady Coalition for Healthcare
Institute for Agriculture and Trade Policy
Institute for Policy Studies
Interhemispheric Resource Center
International Forum on Agriculture, Food, and Health
International Forum on Globalization

We are most appreciative of the generosity of our more than 8,000 members who made financial contributions to Food First in 1999. Due to space constraints, we cannot list every one of you, but please know that we couldn't do all that we do without your generous support.

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Travis • William Treacy • Helen & Avery Tucker • Vic & Barb Uilmer • Iwata Vutaka • Marjorie P. & Walter Wade • Joseph & Nancy Waldstein • Bruce L. Wain • Tze K. Wang • Robert Warren • Richard F. Watt • Sally Weaver-Sommer • Ron Webb & Jan Wallinder • Susan A. Weber • Stanley & Mikki Weithorn • Thomas L. Wentworth • Barbara West-er • Haskell Wexler • Joan R. Wheelwright • Mike Wiecek • Gregg Wiesbrook • John Wilborn • Larry Wilgers • Martha S. Williams • Martha Wizard • Mary G. Woltz • Ron & Melissa Woodbury • Gordon & Linda White Woodcock • Medora Woods • Dave Woolsey • Larry Yarak • David Yetman • Richard Yetman

UNITED STATES, CONTINUED

Inter-Religious Foundation for Community Organization (IFCO)
Kensington Welfare Rights Union
Land Loss Prevention Project
National Organization of Black Farmers
Neighbor to Neighbor
Northland Sheep Dairy
Pesticide Action Network, North America
Pesticide Watch
Physicians for Social Responsibility
SANE/United Nations Development Program
San Francisco State University
Smithsonian Institution
Stanford University
Turning Point Project
United Food and Commercial Workers Union
University of California, Berkeley
Women's Cancer Resource Center

ABROAD

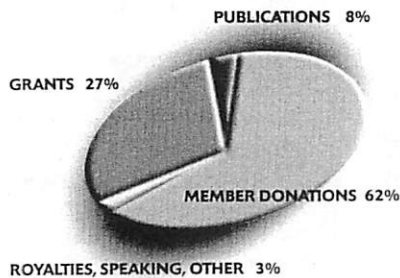
Agricultura Urbana de la Ciudad de la Habana, Cuba
AGUILA, Ecuador
Asociación Cubana de Técnicos Agrícolas y Forestales (ACTAF), Cuba
Coalition of African Organizations for Food Security and Sustainable Development
Community Aid Abroad, Laos
CGIAR-NGO Committee, Berkeley, California
Desarollo Alternativo, Mexico
El Colegio de la Frontera Sur, Chiapas, Mexico
ERA Consumer, Malaysia
Focus on the Global South, Thailand
FoodFirst Information and Action Network (FIAN) International, Germany
Grupo de Desarrollo Integral de la Capital (GDIC), Cuba
Isis, Philippines
Management and Organizational Development for Empowerment (MODE), Philippines
Movimento Sem Terra (MST)
Oxfam America
Oxfam Belgium
Research Foundation for Science, Technology and Natural Resource Policy, India
Right Livelihood Award Foundation
South East Asia Food Security and Fair Trade Council, Bangkok, Thailand
Sustainable Agriculture Forum, Laos
Universidad Agraria de la Habana, Cuba
Universidad de Córdoba, Spain
Universidad Internacional de Andalucía, Spain
World Neighbors, Guatemala

FINANCIAL REPORT

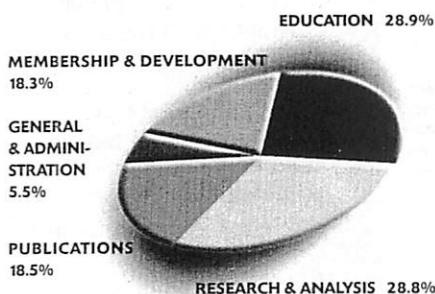
Fiscal year 1999

Total Revenue & Support	\$722,477
Total Expenses	\$708,438

REVENUE + SUPPORT



EXPENSES



You Make a Difference

Building a hunger-free world is a job for all of us. With your help, Food First is now a major force the world over for a future where all people will have the means to feed themselves and their families. You help us shatter the myths of hunger, and get the message out that there's no shortage of food, but rather an unequal access to it.

Please share this progress report with friends and family and tell them about the importance of our work. Our goal is to maintain an independent voice for economic human rights by receiving over half of our support from donations by members like you.

Tax Deductible Membership/Gifts

Food First's experienced development department has many creative ways for friends like you to help. Many are tax deductible. Please check whatever category you're interested in and our Development Director, Marilyn Borchardt, will contact you and help you choose what's best for you.

- Stay involved.
- Organize an event.
- Host a Food First speaker.
- Order a book, video, or report from our website: www.foodfirst.org
- Make a special donation.
- Or take advantage of one of the many ways detailed below to keep Food First's vision vibrant and strong in the coming years.

I want more information on

- **Leaving a Living Legacy.** When you draw up your will, remember Food First. This is how most people give a substantially larger gift than they can afford in their lifetime for our important work fighting of hunger and poverty.
- **The Pooled Income Fund.** A gift of \$5,000 or more to the Institute's Pooled Income Fund allows you to take a tax deduction based on your age in the year of your gift, and to receive interest income from that gift each year for the rest of your life. It's a great way to give ... and get something in return.
- **Stocks, Bonds, Property.** Highly appreciated stocks can allow you to give substantially more than you could in cash, with no added cost to you. Donating a stock you bought at \$10 a share that now sells for \$100 allows you a tax deduction on \$100 instead of just \$10. We'll be glad to help you with more details.
- **Become a Member of Food First.** If you are already a member, please share this Progress Report with family, friends, and associates and talk to them about the importance of Food First's work and why they should join. Members are the lifeblood of this organization. Membership benefits include quarterly *Food First News & Views* and *Backgrounders*, plus a twenty percent discount on all books published in-house (beginning today if you join).

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\$140/year* or \$13/month \$500 Patron \$1000 Major Donor

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