

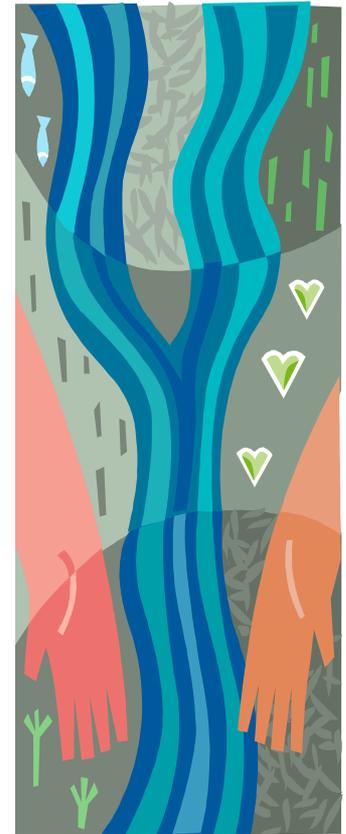
# Sustainability: It's In Everyone's Interest

## **Energizing Stakeholders For Change**

**Katie McKibben, Ohio EPA  
January 23-24, 2006**

# Today's Discussion

- **Changing Food for a Changing Environment**
  - What's on your plate?
- **Educate your stakeholders**
  - What is sustainable agriculture?
- **Research and Policy Development**
  - How will it be successful?
- **Social Indicators for Change**
  - Who decides what and when to change?



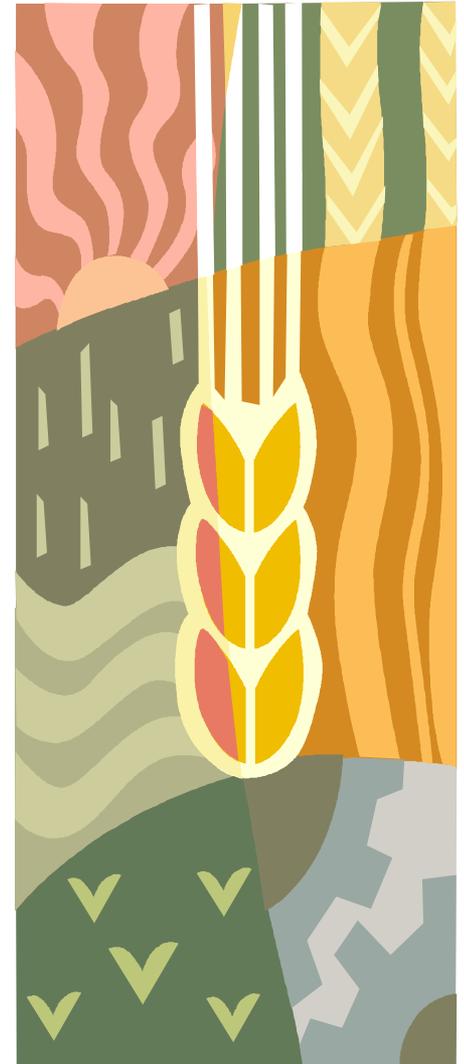
# Changing Food for a Changing Environment

- How has food production changed?
  - Industrial farms and globalization
- What does sustainable mean
- Changing “climate”



# Changing Food for a Changing Environment

- Trends in healthy food choices
  - Natural foods
  - Heritage foods
  - Place-based foods



# Changing Food for a Changing Environment

- Benefits of Local Food Networks
- Economic
  - Transportation cost
  - Distinct regional food
  - Preserve seeds and breeds
- Environmental
  - Reduce fuel/carbon emissions
  - Pesticides, hormones, fertilizers
  - Farm land preservation



# Educate Your Stakeholders

- Goal: Develop sustainable economies and livelihoods

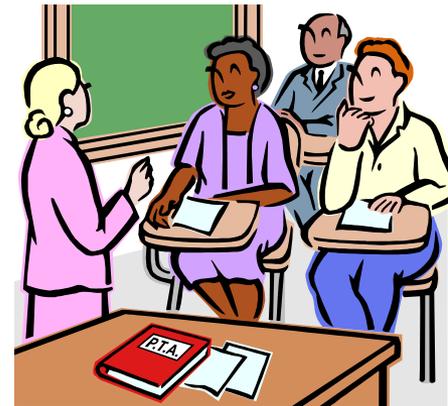


*Well educated consumers making choices  
In a free market have tremendous potential  
to transform the U.S. food system*

# Educate Your Stakeholders

- Develop appropriate environmental education programs

- Understand local culture
- Adapt to age and social condition

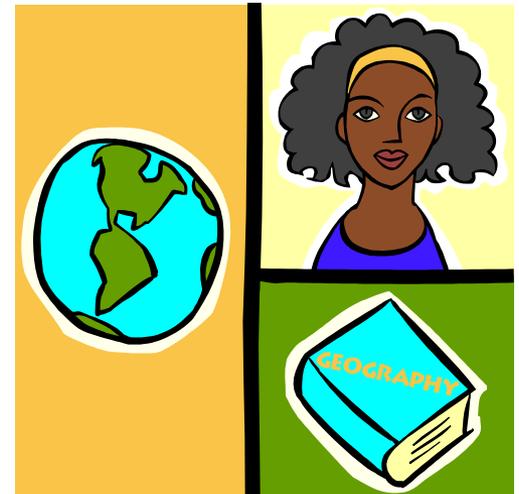


- Foster critical awareness and action toward a healthy environment

# Educate Your Stakeholders

## ■ Cultivate respect for ALL people

- Current and future generations
- Indigenous populations
- Vulnerable (poor, disabled...)



## ■ Find and support committed, open-minded people who will work together to bring about sustainable change

# Research and Policy Development

- Goal: Transition to practices that combine high productivity with protection of the natural resources on which future production depends.

*“Link practice to policy”  
- Live & Learn Environmental Education*



# Research and Policy Development

- National Campaign for Sustainable Agriculture

- Coalition of:

- farmers
- researchers
- environmentalists
- consumers



- Committed to an “agro system” that is:

- Environmentally sound
- Economically viable
- Socially just

# Research and Policy Development

- The Campaign has become an important force in shaping agricultural policy into the 21<sup>st</sup> century



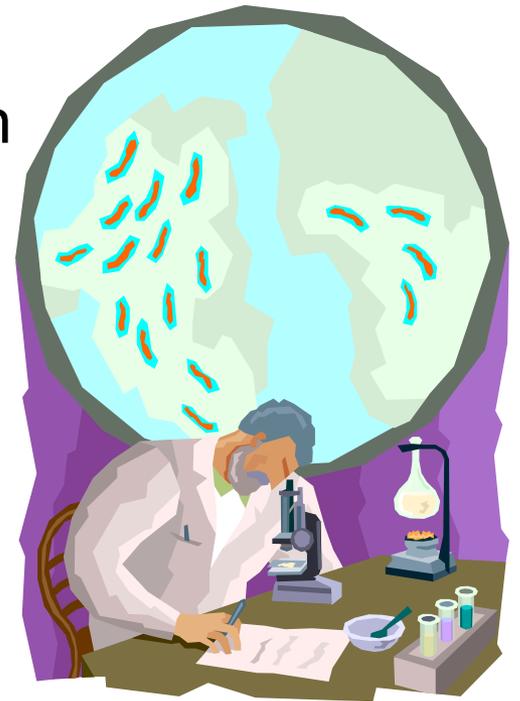
*We undervalue our scientists and farmers if we accept today's productive but highly polluting agriculture as the best this country can do.*

*- Union of Concerned Scientists*

# Research and Policy Development

## ■ Develop policies competitive with Industrial Agriculture

- Funding for Interdisciplinary research
- Outreach to producers and consumers
- Subsidies for environmental gains
- Strategies for local and regional marketing



# Social Indicators For Change

- Social science is often neglected by “pure” science in our water quality improvement programs.
- Decision process considers:
  - Cultural diversity
  - Economic stability
  - Spiritual values



# Cultural Social Indicators

- Develop goals that honor cultural heritage
- Sugar Creek Method (Amish)
- Coming Home to Eat (Native American)
- Summer Solstice Celebration



# Economic Social Indicators

- Balance economic growth with human development, and support of local agriculture
- Whole Food Markets
- Maine Potato Project



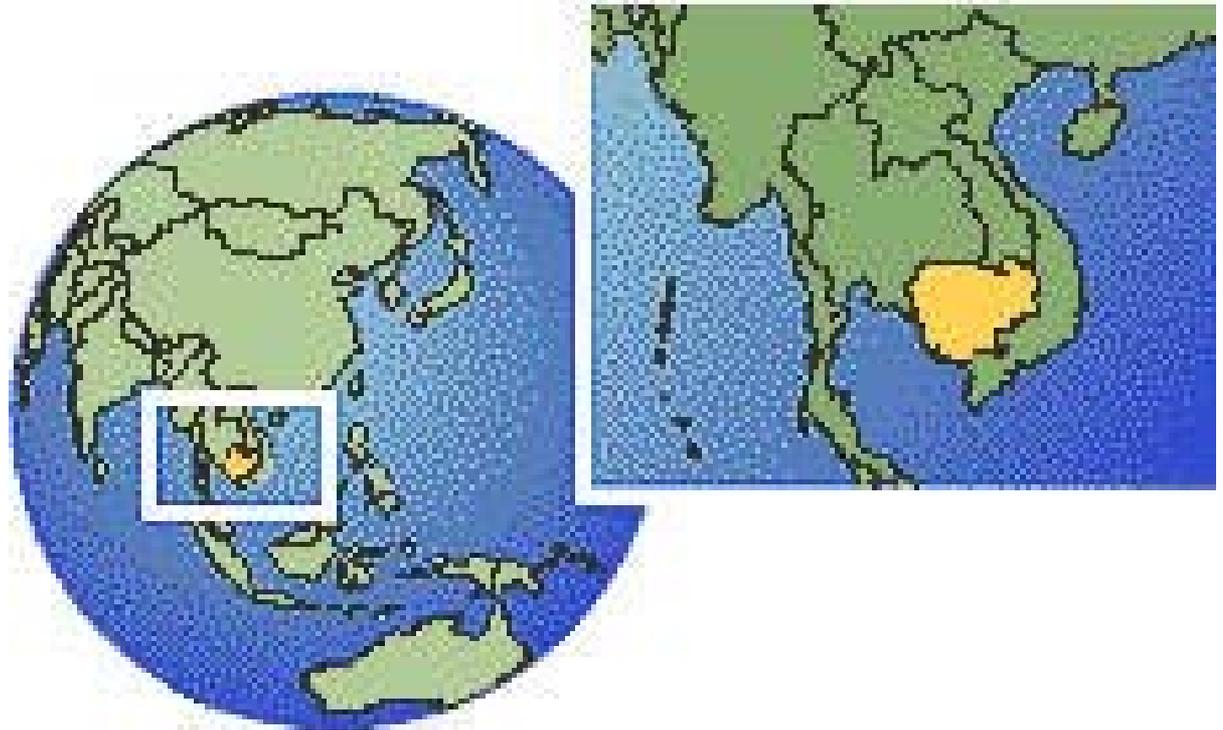
# Spiritual Social Indicators

- Environmental stewardship of natural resources is a basic tenet of many faith communities
  - Reduces poverty
  - Preserves human rights
  - Promotes peace



# Spiritual Social Indicators

- Tonle Sap region of Cambodia  
New Life in the “Killing Fields”



# Contact information

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# Website Resources



- Union of Concerned Scientists

[http://www.ucsus.org/food\\_and\\_environment/](http://www.ucsus.org/food_and_environment/)

- NRDC's OnEarth Magazine

<http://www.nrdc.org/onearth/05spr/livgreen.asp>

- Sugar Creek Method

<http://sugarcreekmethod.osu.edu/downstream.html>

- Grist Magazine

<http://www.grist.org/news/daily/2006/01/11/1/1/index.html>

# Website Resources



- Heifer International

World Ark Magazine

Sep-Oct 2005 issue

<http://www.heifer.org/site/c.edJRKQNiFiG/b.201502/>

- Asian Development Bank

[http://www.adb.org/Projects/Tonle\\_Sap/project-reports.asp](http://www.adb.org/Projects/Tonle_Sap/project-reports.asp)

- SARE - Maine Potato Project

[http://www.sare.org/reporting/report\\_viewer.asp?pn=LN E02-166&ry=2004&rf=0](http://www.sare.org/reporting/report_viewer.asp?pn=LN E02-166&ry=2004&rf=0)

# Additional Websites Sources

- Re-Powering the Midwest  
<http://www.repowermidwest.org/ohio.php>
- Environmental Law and Policy Center  
<http://www.elpc.org/polCalc/index.htm>
- Co-Op America  
<http://www.coopamerica.org/pubs/greenpages/>  
<http://www.coopamerica.org/pubs/greenpages/>

