

Liberation from the Industrial Food System



Photo credit: Paul Cary Goldberg

The Paleo Movement

- Beyond optimal human nutrition, the Paleo *can* involve supporting:
 - Local communities
 - Animal welfare
 - Biodiversity
 - Social justice
 - Environmental
 - Global hunger issues
 - Giving back to the community

The Multiplier Effect

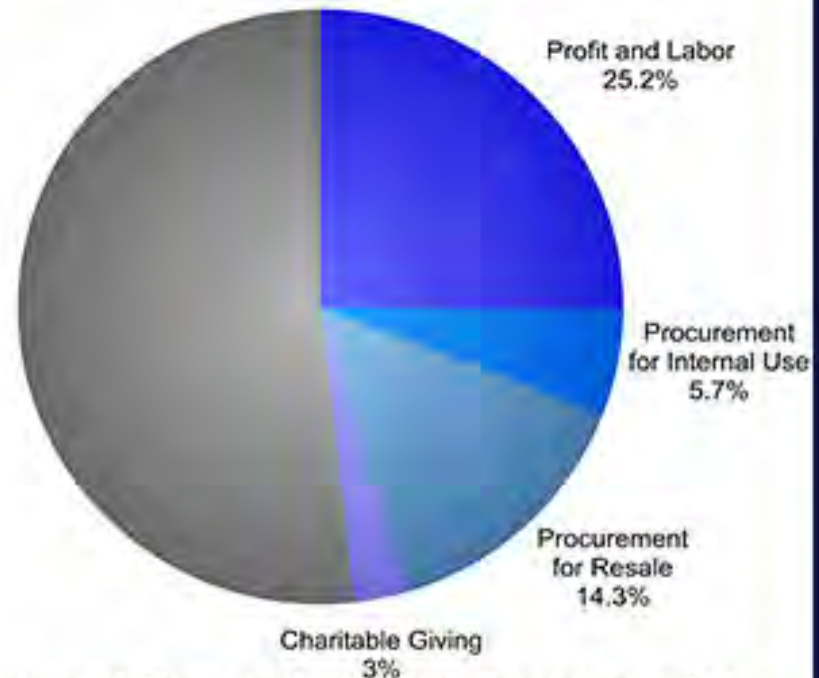
Local Economic Return of Indies Versus Chains

Chain Retailers



Local Recirculation of Revenue: 13.6%

Independents



Local Recirculation of Revenue: 48%

Small Scale Financials

More likely to spend their dollars in the community on farm-related inputs (*e.g.*, machinery, seeds, farm supplies, etc.)
Food grown locally, processed locally, and distributed locally (for example, to local restaurants) generates jobs and subsequently helps stimulate local economies

Plus, local produce is fresher, lasts longer, and has a higher nutrient value than shipped produce.

Source: Halweil, B. (2002). Home Grown: The case for local food. *Worldwatch Paper* 163. Retrieved Sept. 20, 2012

Animals on Sustainable Farms

- Animals are subjected to less stress
- Less chemicals, antibiotics
- Happier conditions
- More peaceful slaughter



Small scale farms are more likely to raise animals that will thrive in heartier conditions (not your typical CAFO breeds) preserving old breeds.

Plant Diversity

- CSAs strive to grow a wide variety of plants for their members instead of a monocrop of organic spinach, which is much healthier for the soil.
- They practice vegetable crop rotation and enrich their soil with minerals.
- Truly sustainable farms incorporate animals for a complete biological circle.
- Learn to eat what thrives around you, instead of just following a recipe and buying the ingredients.



Eat Wild Foods, Sustainably



FA Composition of Purslane

Fatty Acid	Purslane	Spinach	Buttercrunch Lettuce	Red Leaf Lettuce	Mustard
14:00	0.16	0.03	0.01	0.03	0.02
16:00	0.81	0.16	0.07	0.1	0.13
18:00	0.2	0.01	0.02	0.01	0.02
18:1 ω 9	0.43	0.04	0.03	0.01	0.01
18:2 ω 6	0.89	0.14	0.1	0.12	0.12
18:3 ω 3	4.05	0.89	0.26	0.31	0.48
20:5 ω 3	0.01	0	0	0	0
22:6 ω 3	0	0	0.001	0.002	0.001
Other	1.95	0.43	0.001	0.12	0.32
Total FA	8.5	1.7	0.601	0.702	1.101

Social Justice

- Average income of crop workers is between \$10,000 to \$12,499 for individuals and \$15,000 to \$17,499 for a family.
- To give you an idea, the federal poverty line is \$10,830 for an individual or \$22,050 for a family of four (in 2009).



US Farm Workers

- “Piece rate” wages - based on how much is picked
- The piece rate for orange juice in Florida is 85 cents per 90-pound box of oranges.
- Average productivity for a worker is 8 boxes per hour, which means that during an 8-hour workday, a worker will produce 64 boxes of oranges (or 5,760 pounds of oranges!).
- According to the 85 cents piece rate, a worker would receive only \$6.80 an hour, which is significantly less than Florida’s \$7.31 minimum wage (as of 2011).

Children in the Fields

- Estimated 500,000 farm workers under the age of 18
- Exempt from most labor laws
- Extreme working conditions
- Exposed to chemical pesticides
- 70% of all injuries with tractors are children
- Emotional strain on kids (unstable home life)
- Sexual abuse



Source: National Farm Workers Ministry, Photo: "The Harvest: The Story of Children Who Feed America."

Farm Worker Housing



[Photo source: nfwm-yaya.org](http://nfwm-yaya.org)

Farm Worker Housing



The Problem is Worse in Other Countries



Small Scale, Sustainable & Socially Just

- Small farms and CSAs more likely to pay a living wage.
- More likely to have multiple tasks, healthcare, days off, and advancement opportunities for workers.
- Sustainable farmers are more likely to have an open door policy, education and apprentice programs – supporting the future generation.

Farm Based Education



Image: Paul Cary Goldberg, Clark Farm, Carlisle, MA

Once it's gone, it's gone

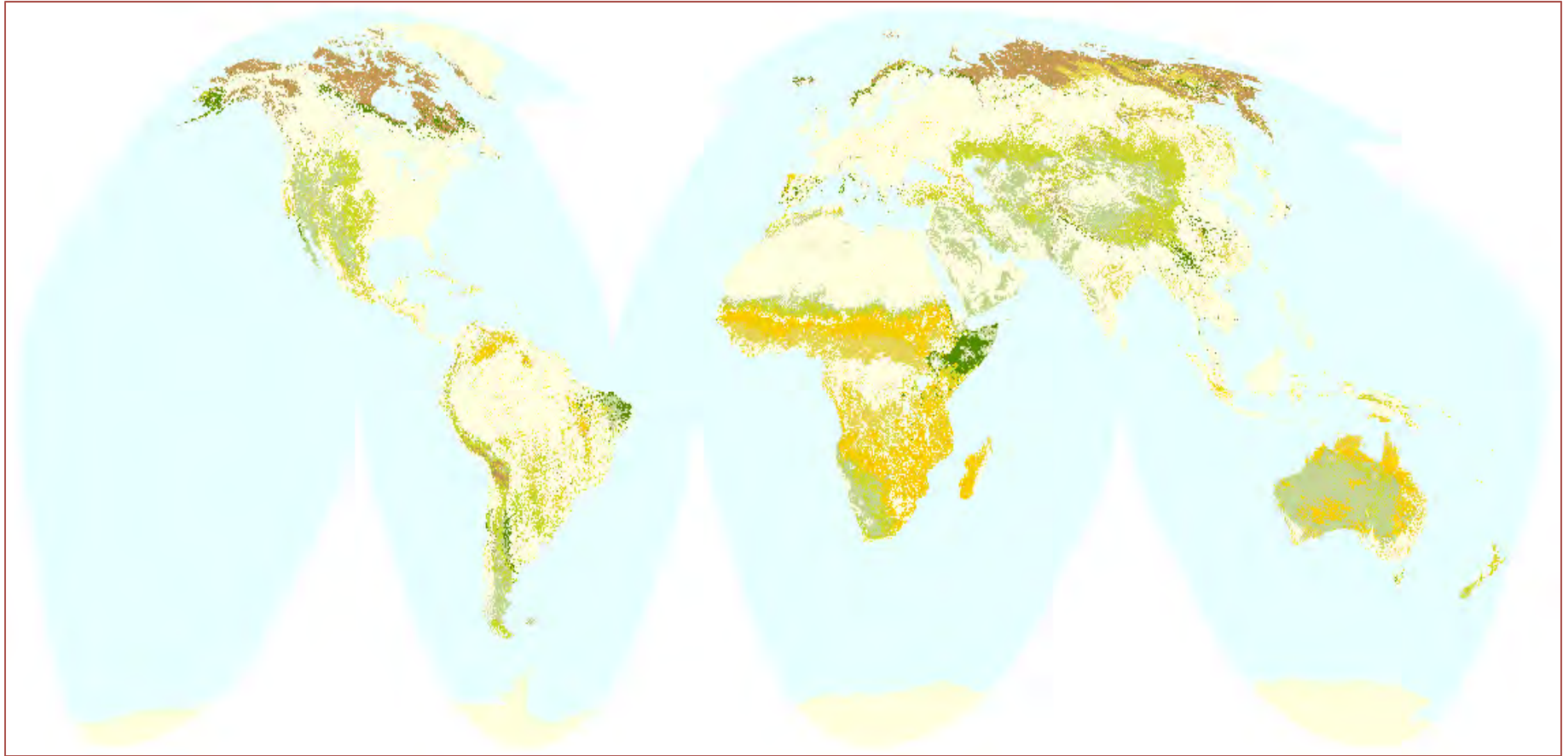


Image: Alex S. MacLean: Circular Housing Development, Sun City, Arizona

Can We Feed the Planet on Paleo?



Grasslands of the World



5 Billion Hectares of Hope
Seasonally Dry Grasslands of our Planet

Data Courtesy of WRI

Image: Savory Institute

Nature's Model



Biological Breakdown



Reviving Soils



Before and After 3 Years



Photo of Exact Location - Zimbabwe After 2 Growing Seasons

Left: Late 2006 - Low numbers of mismanaged livestock

*Right: Early 2009 - Properly managed using Holistic Management
(400% increase in livestock numbers)*

What about all that Methane?

The majority of methane production comes:

- Manure lagoons
- Conversion of forest to croplands for animal feed
- Market-related transportation
- Melting of permafrost and seabed methane sinks

Source: The Savory Institute



The benefits of eco-restoration through Holistic Management of Livestock far outweigh any net positive methane balance (if there is any) resulting from Holistic Planned Grazing.

But, I Buy Grass Fed Meat!



What You Can Do

- Grow it yourself (no space? Containers, Community gardens)
- Hunt it yourself
- Roadkill (seriously)
- Join a CSA
- Farmers Markets
- **Agriculture Aggregation**

The Next Big Thing



Private Food Donations

- Private business can help food insecure populations.



Farm to Gym Challenge

- There are approximately 8,000 CrossFit Gyms across the world
- Every gym select a local food ambassador
- Educate:
 - Plan events “Meet the Farmer Day”
 - Start a buying club for dry goods
 - Meat shares
 - On farm events (Gym to Farm)

Make It Happen

- Visit Robb's site for info on how to get started:
 - book suggestions
 - resources
 - inspiration
- Post your farm to gym stories
- September is "local food month"
- Liberate yourself from the industrial food system!
- www.robbswolf.com/sustainable

Win a cow for your gym??

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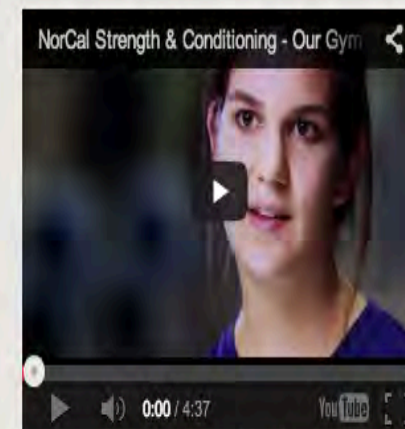
Who's Who: Diana S.

Posted by Chrissy on Jul 22, 2013 in Featured Clients, In The Gym, Nutrition & Health | 2 comments

I'm pretty sure I have one of the best jobs ever. Not only do I work with some pretty amazing and funny people, but I am surrounded by people that want to make changes in their lives. To be healthier, stronger, and faster. To overcome obstacles maybe they never thought possible. To be successful...and put the time in the gym and out of the gym to be the healthiest you possible and Diana...

[read more](#)

Welcome



No excuses. No barriers. Just results.

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Panel debates whether food co-op should sell meat

By *STEVE BROWN - Staff Writer*

POSTED: 09/13/2006 12:00:00 AM PDT

"If yer don't eat yer meat,
how can you have any pud-
ding? How can you have
any pudding if yer don't
eat your meat?"

— from "The Wall"

by Pink Floyd

"Hoifer whines

[Click photo to enlarge](#)



Chico Natural Foods General Manager Rachel Oriana Schraeder welcomes the audience to a panel...

1 2 »

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& THE FARMER

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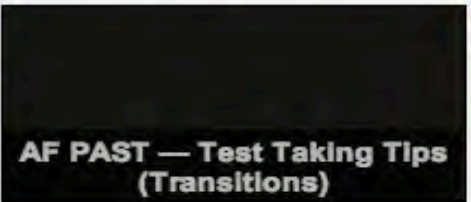
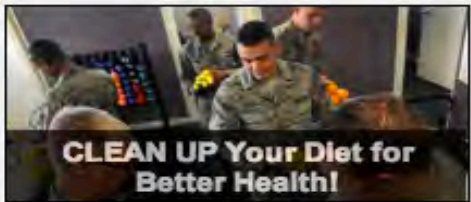
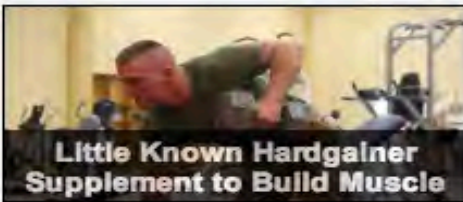
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OUR FRIENDS



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MEET ROOSEVELT

Replay

Archive For: Robb Wolf

Health Screening 101 (Part 3 of 3)

 FEBRUARY 22, 2013
  AIR FORCE FITNESS
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This is **article 3 of the 3 part** series of [Health Screening 101](#). The first two articles in the series of Health Screening 101 are the following:

Health Screening 101 – Part 1: Introduction to Blood Tests / Insulin Resistance / Cholesterol Education

Health Screening 101 – part 2: Courses of Action to Follow: Diet, Exercise, Medications

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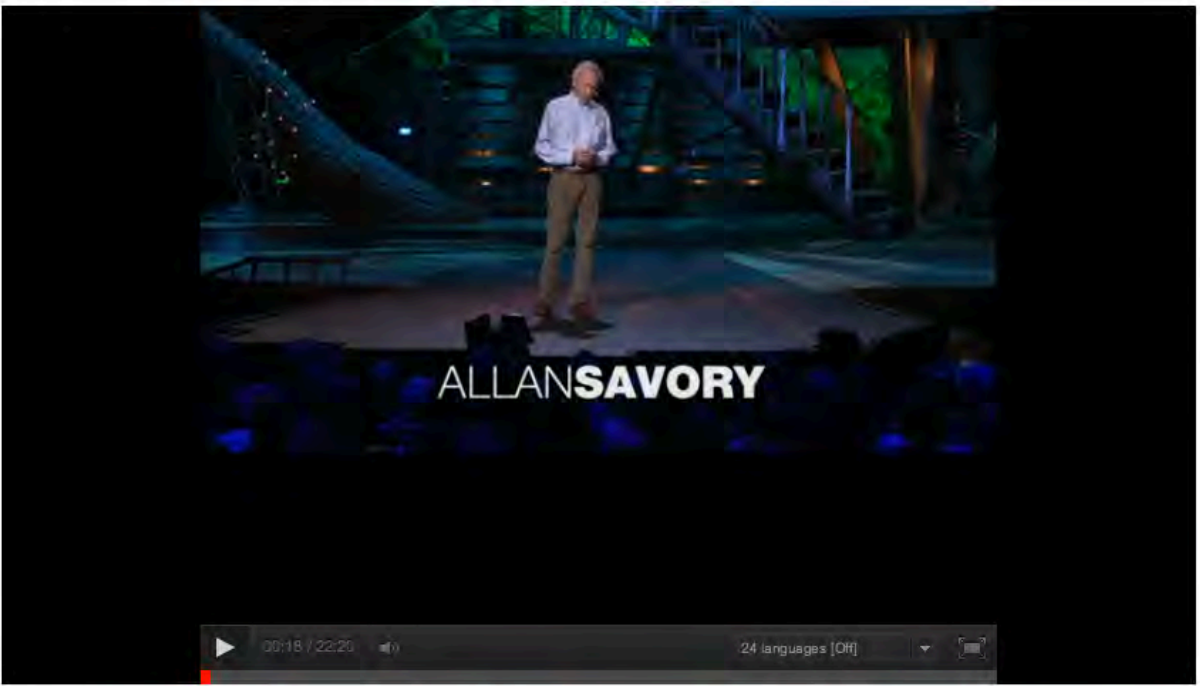
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TALKS

Allan Savory: How to fight desertification and reverse climate change

FILMED FEB 2013 • POSTED MAR 2013 • TED2013



1,422,257 Views Like 110k

"Desertification is a fancy word for land that is turning to desert," begins Allan Savory in this quietly powerful talk. And it's happening to about two-thirds of the world's grasslands, accelerating climate change and causing traditional grazing societies to descend into social chaos. Savory has devoted his life to stopping it. He now believes -- and his work so far shows -- that a surprising factor can protect grasslands and even reclaim degraded land that was once desert.

Allan Savory works to promote holistic management in the grasslands of the world. [Full bio »](#)

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