



# Curing the global eating and farming disorder

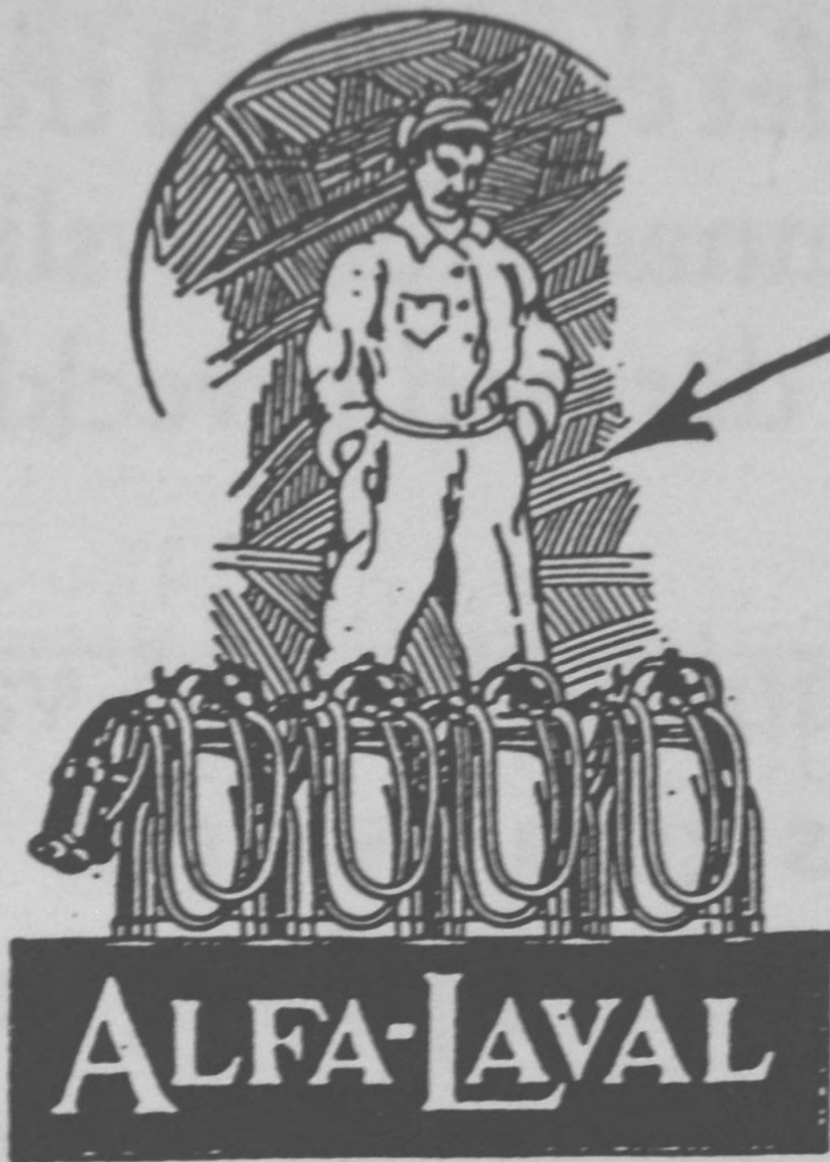
Gunnar Rundgren



Market data display showing various financial instruments and their prices. The data is organized into columns and rows, with colors (green and red) indicating price changes. Labels include "TOP CALLS", "NEW CALLS", "NEW PUTS", "JAN CALLS", "JAN PUTS", "FASB2", and "FASB3".

Instrument	Price	Change
TOP CALLS	100	0.50
NEW CALLS	150	0.25
NEW PUTS	200	0.10
JAN CALLS	300	0.75
JAN PUTS	400	0.30





"En man  
med 4 maskiner mot-  
svarade 5 mjölkerskor"



In the future, the food chain  
and the supply chain will merge.



HSBC 

# Organic is also subject to market imperatives

*"in the beginning i carried out experimental cultivation of heirloom grain varieties. But then i gave up everything that didn't bring in money, because when the business is in the red it doesn't make much sense"*

# Carbon Payments







£200/ha



£.06/item



£18/item



£6/item

# To "sell" the environment

...to use market mechanisms to take care of nature resources and ecosystem services, e.g. carbon credits, payment for ecosystem services

In the **short term** *perhaps* an efficient way to manage some environmental problems

But...

- Leads easily to a *very bureaucratic* system of subsidies and controls
- Eco system services are very complex and sometimes competing
- Should farmers in poor countries bind "our carbon" to allow us to continue our life style?
- A monetary valuation of nature
  - Only what is useful for us and is scarce will be valued
  - Leads our minds and deed even more into the capitalist model
  - Most worrying is the long term perspective of *privatization* of nature.



Is there willingness to pay?



# The "Opposition"

- Organic
- Humane livestock - or veganism
- Direct marketing
- Local food
- Food Artisans & Slow Food
- Transition
- Fair & Ethical trade
- 1,000 diets
- "Right to food" and "food sovereignty"
- Increasing resistance to free trade policies

"To make the bread I wanted, I didn't just need a better recipe, I needed a whole different civilization"

(Michael Pollan)

# Regenerative food system

- Regeneration of resources
    - Land, biodiversity, inputs, labour and meaning
  - Cooperation and co-production
  - Integration food, farming, people, landscape and culture
  - Communication and dialogue
- "Touch the hand that feeds you"*



Gunnar Rundgre



**RWAG**  
**Frieburg**  
15 operations  
2.2 million €  
Winery  
2 vegetables  
Box scheme  
Catering  
Wholesalers  
Cheese farm  
Fruit farm  
2 shops



# Aus der Region Für die Region

Mit dem Einkauf der Netzwerk-Produkte unterstützen Sie die landwirtschaftlichen Partnerbetriebe der Regionalwert AG.



Die Regionalwert AG ist eine Bürgeraktiengesellschaft, durch die wir Landwirtschaft und Regionalwirtschaft rund um Freiburg nachhaltig gestalten.





Gunnar Rundgren, ORC Conference 2014