

# Accelerating Food Systems Change in Northland

Peter Bruce-Iri





image credit: <http://jenniferwoodley.com/short-creative-works/in-hot-water/>



“To be a person of any special kind is a social achievement and requires continual conversational attention”

(Gergen, 1994:205)

Through the stories we tell, we will provoke conversations and earn a disproportionate share of popular culture.

Coca Cola's Marketing Strategy  
(Forward Marketing, 2012)



FROM  
UNIFORMITY  
TO  
DIVERSITY

A paradigm shift from industrial agriculture  
to diversified agroecological systems

from

industrial  
food systems

to

sustainable  
food systems



Soybean harvest in the Matto Grosso, Brazil





HUNGER

**795**  
million people



MICRONUTRIENT  
DEFICIENCIES

**2**  
billion people



OBESEITY AND  
OVERWEIGHT

**1.9**  
billion people

NCDs ARE THE NUMBER ONE CAUSE  
OF GLOBAL MORTALITY



**19 - 29%**  
of anthropogenic  
greenhouse gas  
emissions come  
from food systems



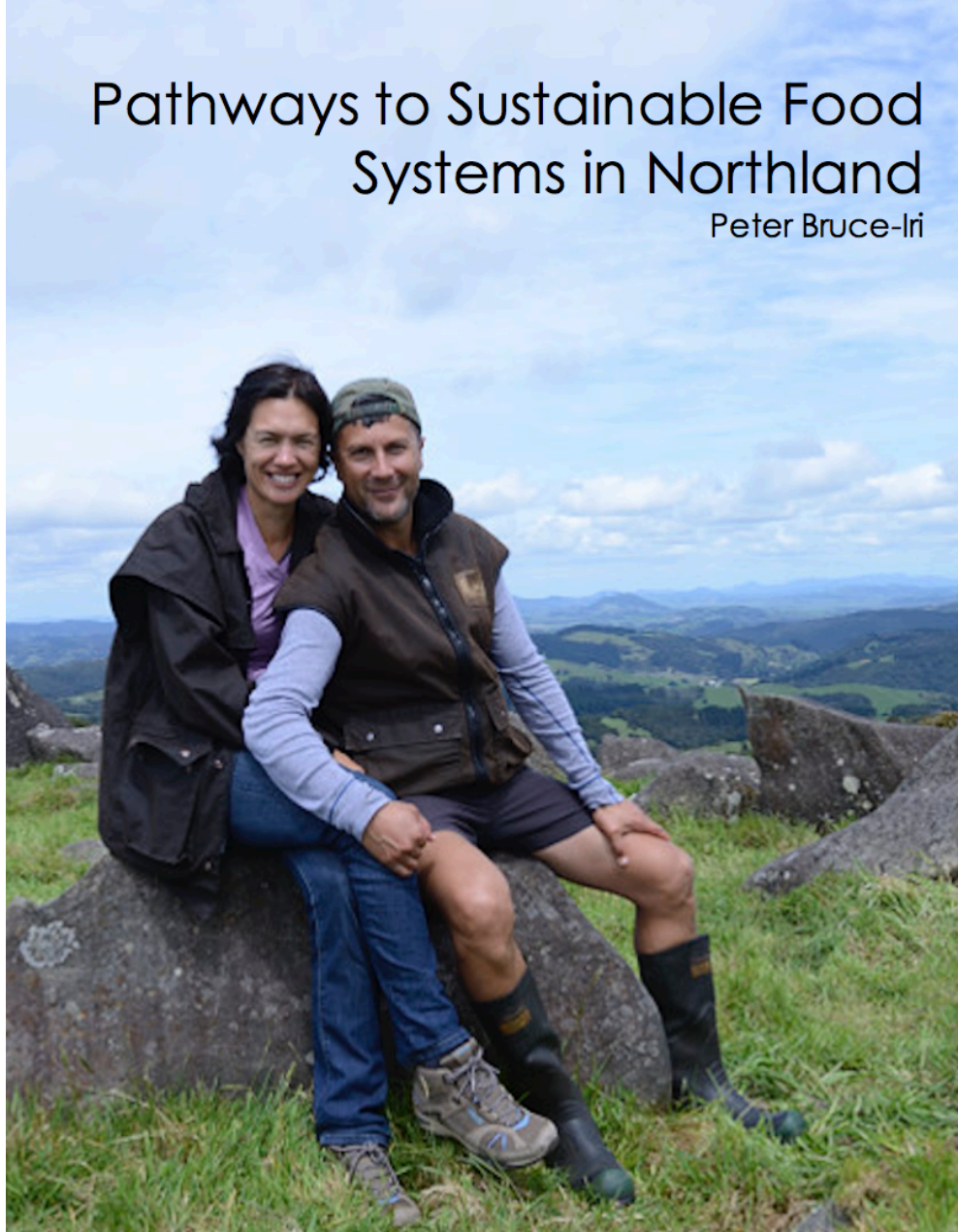
**70%** of all water  
withdrawn from  
aquifers, streams  
and lakes is used  
for agriculture



**50%** of the hungry  
are small scale farmers

# Pathways to Sustainable Food Systems in Northland

Peter Bruce-Iri



KAI Ā-ROHE O TE TAITOKERAU  
LOCAL FOOD NORTHLAND



**North Tec**  
TAI TOKERAU WĀNANGA

compelling  
vision

shared  
values

reflexivity

policy  
change

strategic co-  
ordination

tangible  
actions



Effective systems change will happen when a critical mass of  
Northlanders deliberately pursue change.

compelling  
vision

shared  
values

reflexivity

policy  
change

strategic co-  
ordination

tangible  
actions

+2

+1

0

-1

-2

On this scale where how would you rate Northland's progress in achieving critical mass?  
(+2 = strong and irresistible progress, -2 = an entrenched industrial food system)



compelling  
vision

shared  
values

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policy  
change

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ordination

tangible  
actions

+2

+1

0

-1

-2





# 1. Reflexivity



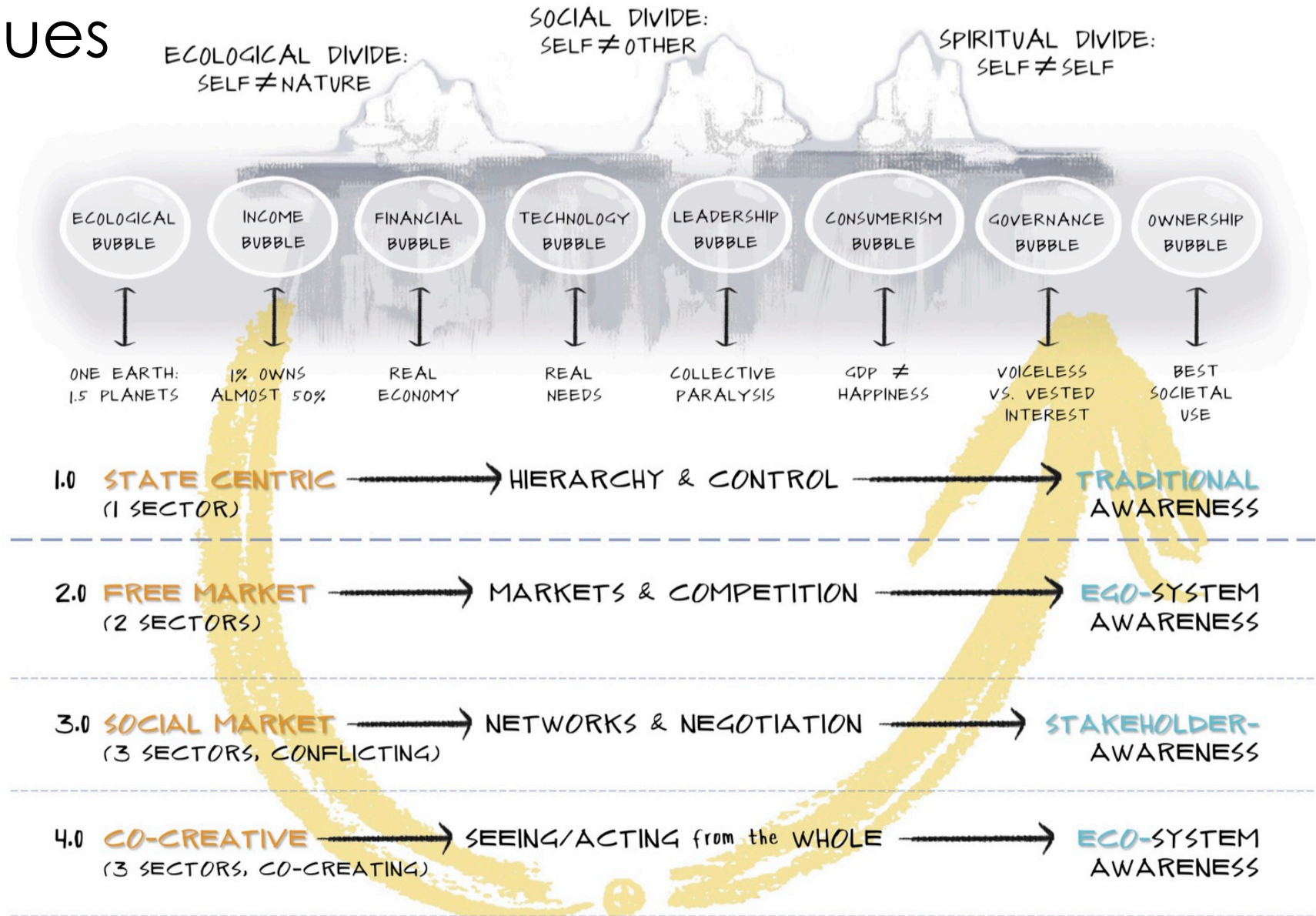
image credit: <https://twistedsifter.files.wordpress.com/2015/04/nasa-earth-day-gallery-6.jpg>

The best beloved of all things  
in My sight is Justice... By its aid thou  
shalt see with thine own eyes and not  
through the eyes of others, and shalt  
know of thine own knowledge and not  
through the knowledge of  
thy neighbor.

*Bahá'u'lláh, The Hidden Words*

Sustainability is..  
environmental justice  
social justice  
economic justice

# 2. Values





### 3. Policy in New Zealand

Who is this for  
you in your  
food systems  
world?

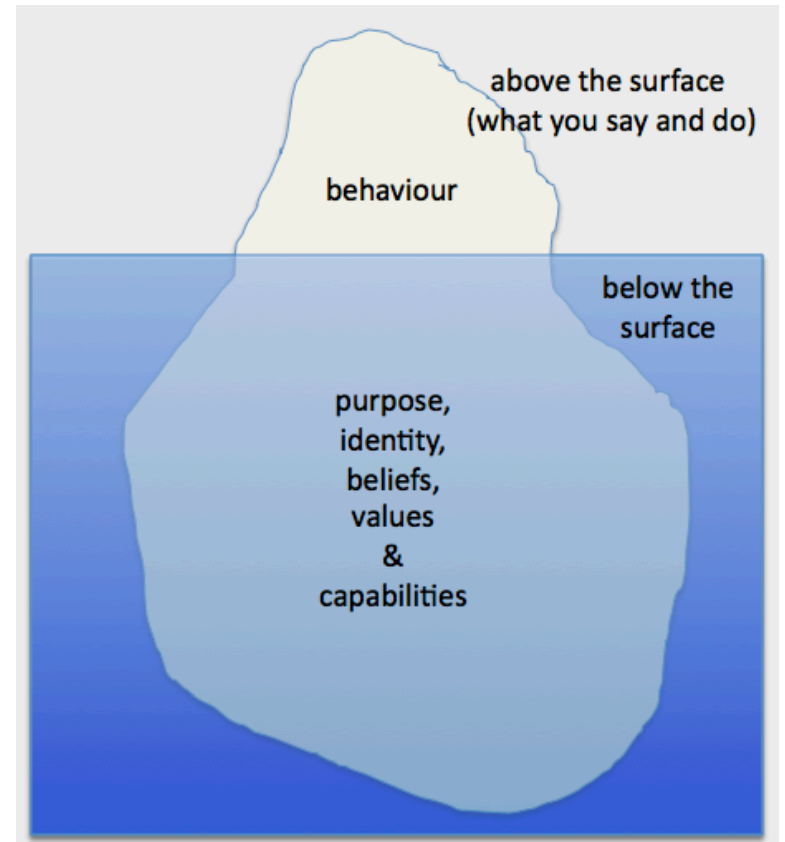


balanced regulations?



# Policy action?

1. food safety
2. mass medication
3. environmental protection
4. energy
5. children's diet/advertising
6. protecting the commons (e.g. water)



## Policy - food safety

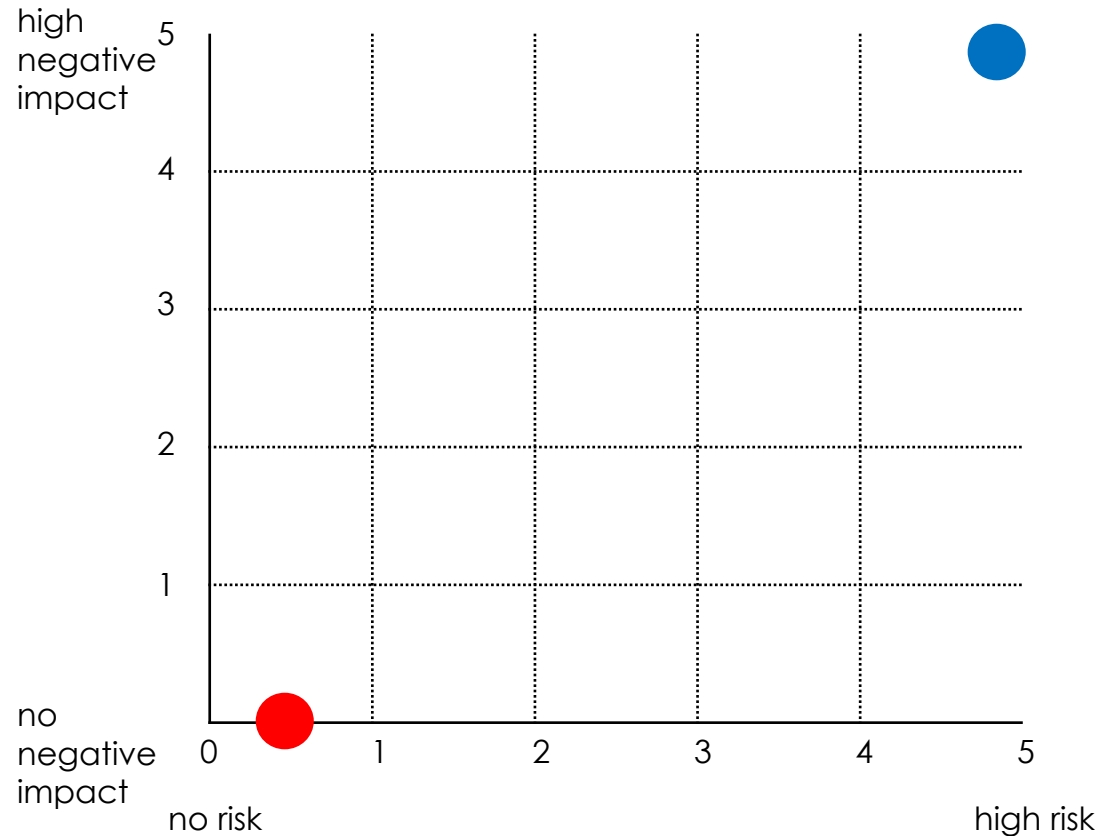
*“If I am forced to wash my greens in chlorine and use fungicide like the big producers I will simply close my business.” Murray Burns*



## Policy - food safety



*“Regulations and enforcement capacity will ensure food safety, be **scale appropriate**, and allow Vermont food enterprises to increase production and expand their market outlets”.*



What is the risk posed by continued consumption of sugar at current levels, and what is the level of impact on the health system?

What is the risk posed by consumption of raw milk at current (or increased) levels, and what is the level of impact on the health system?



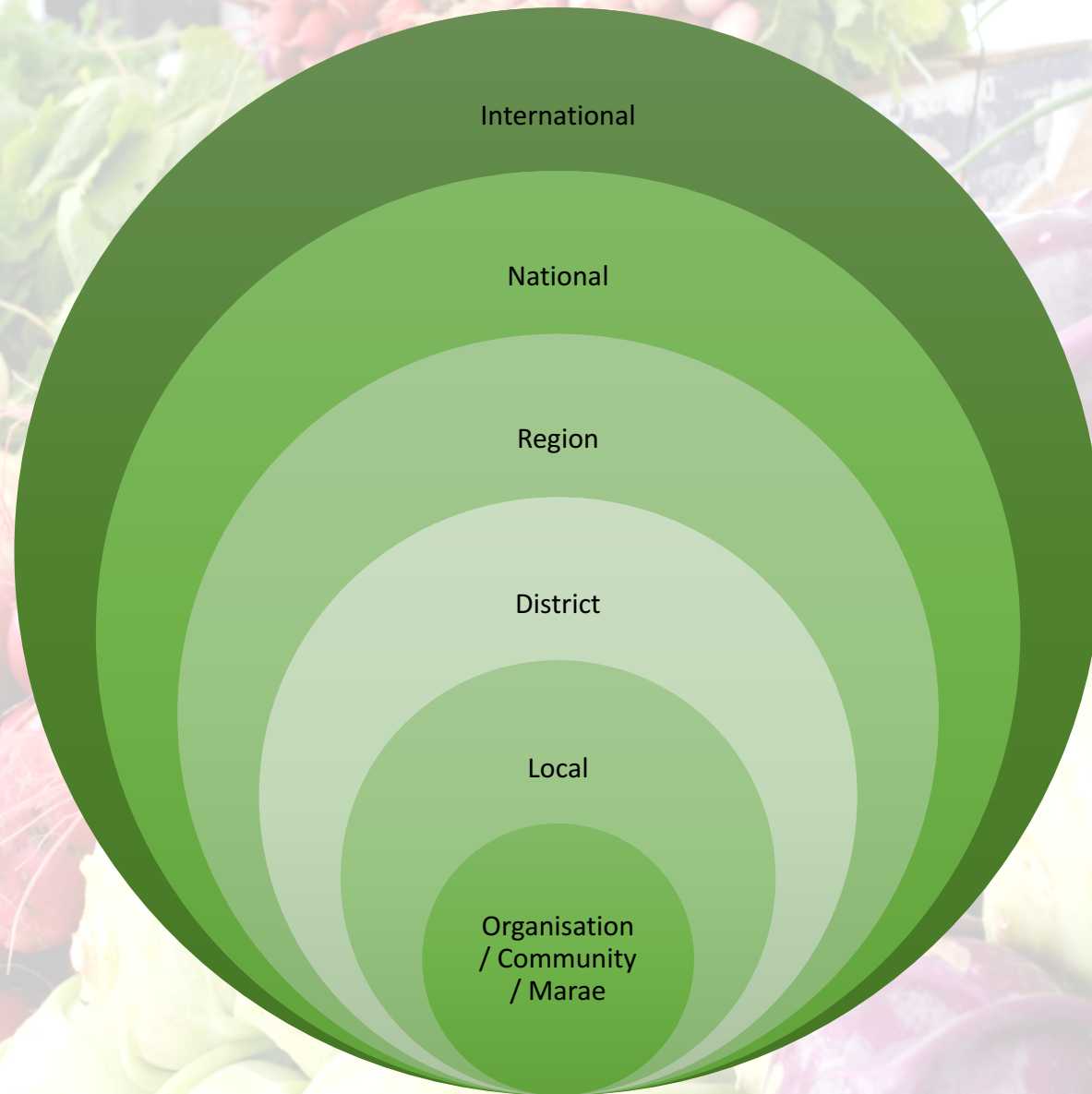
# Democracy...

...is an every day pursuit – it not a triennial event.

...can be a close call. (Hamilton Mayor elected with a 9 vote majority)



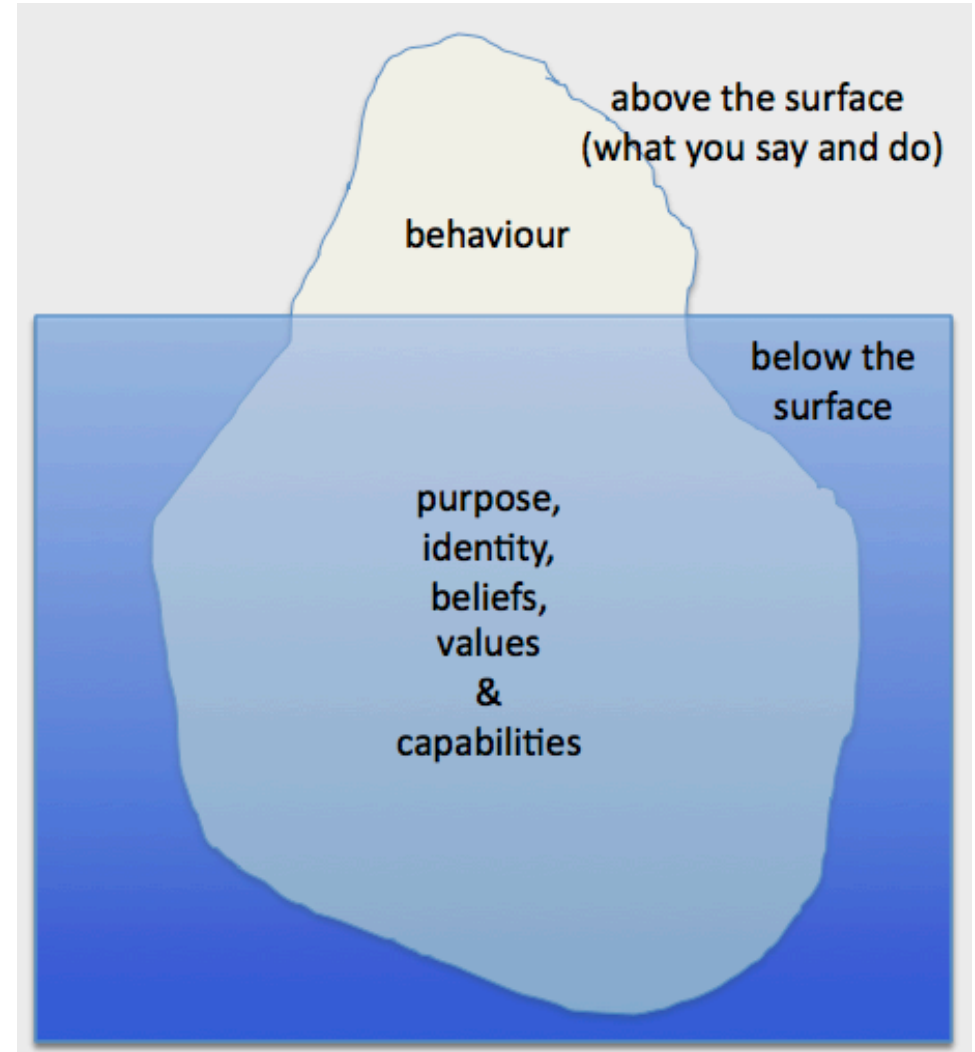
# Different Levels of Policy





## Firm foundations for a food policy council

- collaborative
- democratic
- crowd-sourced
- in partnership
- transparent
- guided by a reference group
- founded on environmental, social and economic justice



What are the policy reforms that you would like to see?

How would you like to see us create a Northland food policy council?

# Joining the dots – what can you do?

- engage
- network and work together
- write for our blog/website
- register in our database
- sign up for our monthly newsletter

# E te Atua

E te Atua!  
Arahina i ahau.  
Tiakina ahau whakamaramatia  
te rama o toku Manawa.  
Kia meinga ahau hei whetu  
tiahoaho.  
Ko Koe te Kaharawa, me te Mana.  
Ko Koe te Kaharawa, me te Mana.

O God, guide me, protect me.  
Illumine the lamp of my heart  
and make me a brilliant star.  
Thou art the mighty and powerful.