

Rooted Wellbeing: Food for Good



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What Lessons Have We Learned from Smoking?

What if doctors still promoted smoking?

- ▶ https://www.youtube.com/watch?v=D-y_N4u0uRQ

Mindmaps

► Reasons for choosing smoking





While we may miss great airline service,
would it rational to promote smoking and make it widely available?

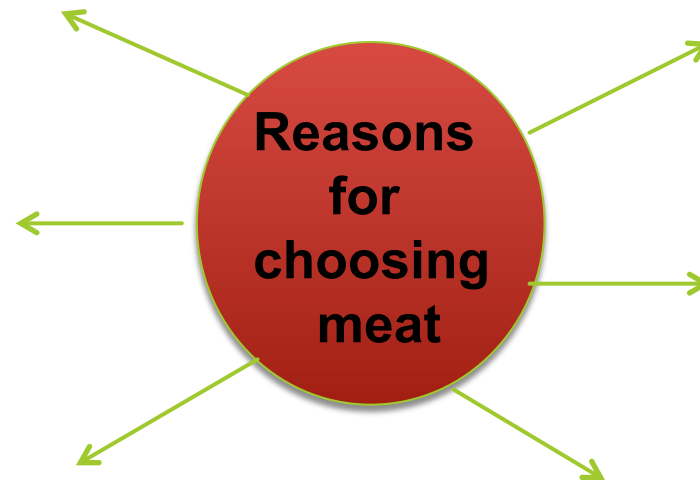
Lessons Learned?

- ▶ Lessons learned from Smoking and what caused the delays for us to *kick the habit*?



Examining Common Practices

- Reasons for choosing meat and dairy



Food systems check-up

- ▶ 1) preventative health and disease reduction,
- ▶ 2) equitable and ethical human and non-human relations,
- ▶ 3) environmental stewardship and sustainable practices,
- ▶ 4) economic prosperity through multi-sectoral collaboration.

Nutrition Transitions

- ▶ **Less than optimal dietary patterns in most countries**
- ▶ Growing levels of poor population health and high chronic diseases (WHO, 2015; Campbell, 2006; Ornish, Scherwitz, Billings, et al., 1998).
- ▶ Current dietary patterns are too low in vegetables, fruit, whole grains, and seeds, and too high in saturated fat, refined

Societal Challenges

- ▶ Let Thy Food be Thy Medicine?
- ▶ 30% on food, 10% on health
- ▶ 10% on food, 30% on health
(Pollan, 2006; Bureau of Labor Statistics, 1999)
- ▶ Shifting perception of food value relative to income
- ▶ Also shifting appreciation of food functions -
“*nutrition transition*” –diets inappropriate for health
are normalized

Wiser & Healthier with Science?

- ▶ ...dietary changes represent as great a threat to public health as smoking. Too much fat, too much sugar or salt...are linked directly to heart disease, cancer, obesity, and stroke, among other killer diseases... (Government Report, 1977)
- ▶ ... levels of obesity, diabetes, and cancers have been rising to epidemic proportions (Ornish, Scherwitz, Billings, et al., 1998; Campbell, 2006; Esselstyn 2007; Grant, 2012).



SAD and Getting SADDER

- ▶ The Standard American Diet (SAD)
- ▶ Costs expected to rise to 80% of budget due to increases in the use of drugs, medical technology and human resources to treat a growing burden of largely *preventable* diseases such as diabetes, hypertension, heart disease, stroke, cancer, mental illness and musculoskeletal conditions (Dodge, 2011).
- ▶ In 2012, the estimate for costs in Canada for tobacco smoking, excess weight, and physical inactivity were \$50.3 billion (Krueger, Kueger, Koot, 2012).



Comfort
Familiarity
Taste Appeal
Pleasure
Efficient Nutritious
Vitality Health
Affordable
Responsibility
Hospitality
Convenience

Rural Challenges & Opportunities

- ▶ Fewer rural residents so more “space” to do things in agriculture and rural life.
- ▶ Decline in agricultural training suggests this specialty will become of great value
- ▶ Canada leads in pace towards urbanization and busy lives – many business opportunities to help time deprived families
- ▶ Less SKAs in food preparation that is affecting lifestyles and health habits – again business opportunities

Climate Change & Food

- ▶ Increasing global warming, greenhouse gas emissions and climate change are closely connected with dietary choices (Story, Hamm, & Wallinga, 2009).
- ▶ Members of the livestock sector acknowledge that this “sector has a severe environmental impact on air, water and soil” (Djeki, 2015, p. 61).

Climate Change and Meat Production

- ▶ Growing evidence that livestock production and consumption contribute significantly to GHG, climate change and global warming (FAO 2006; Nestle 2013).
- ▶ Ruminant production uses ten times the resources as crop production to yield the same amount of food - inefficient and inequitable (Matheny, 2003; Weis, 2015)
- ▶ Approximately 12 billion land animals are raised and slaughtered annually
- ▶ Greater affluence is leading to greater meat consumption (Matheny, 2003; Baur, 2013; Baur, 2015).
- ▶ To feed the growing population we'll have to spread food around by raising less meat (Wright, 2004),

Food Industry Practices

- ▶ “Advice to eat less often, eat foods in smaller portions, and avoid high-calorie foods of low-nutritional quality undermines the fundamental business model of many companies” (Ludwig & Nestle 2008, 1809).
- ▶ Decades of industrial practices in Big Tobacco and Big Food may be summed up by Judge Sarokin, “All too often in the choice between the physical health of consumers and the financial well-being of business, concealment is chosen over disclosure, sales over safety, and money over morality” (as cited Brownell & Warner 2009, 286).

Governments' Roles

- ▶ Agricultural research and development were more widely supported 1960 - 1980s than in 2005 (Southgate, Graham, Southgate, 2007).
- ▶ New science & industry led food policy in a neo-liberal welfare state, where government departments, directly or indirectly, ensure that businesses operate 'freely' (Alvaro et al., 2010; Lang 2009).

Government Accountability

- ▶ Within food systems, many argue that government is abdicating its' responsibility to the private sector (Jackson et al. 2010; Story, Hamm & Hallinga 2009).
- ▶ Even with sound science and analyses of huge data sets governments ignored pressing issues and needed changes to food policies (Lang 2009, CAPI 2009).
- ▶ Governments are criticized for not adequately considering “climate change, water stress, energy pressures, demographic change, the *nutrition transition*, and a host of societal and environmental considerations” (Lang 2009, 317).

Community Issues

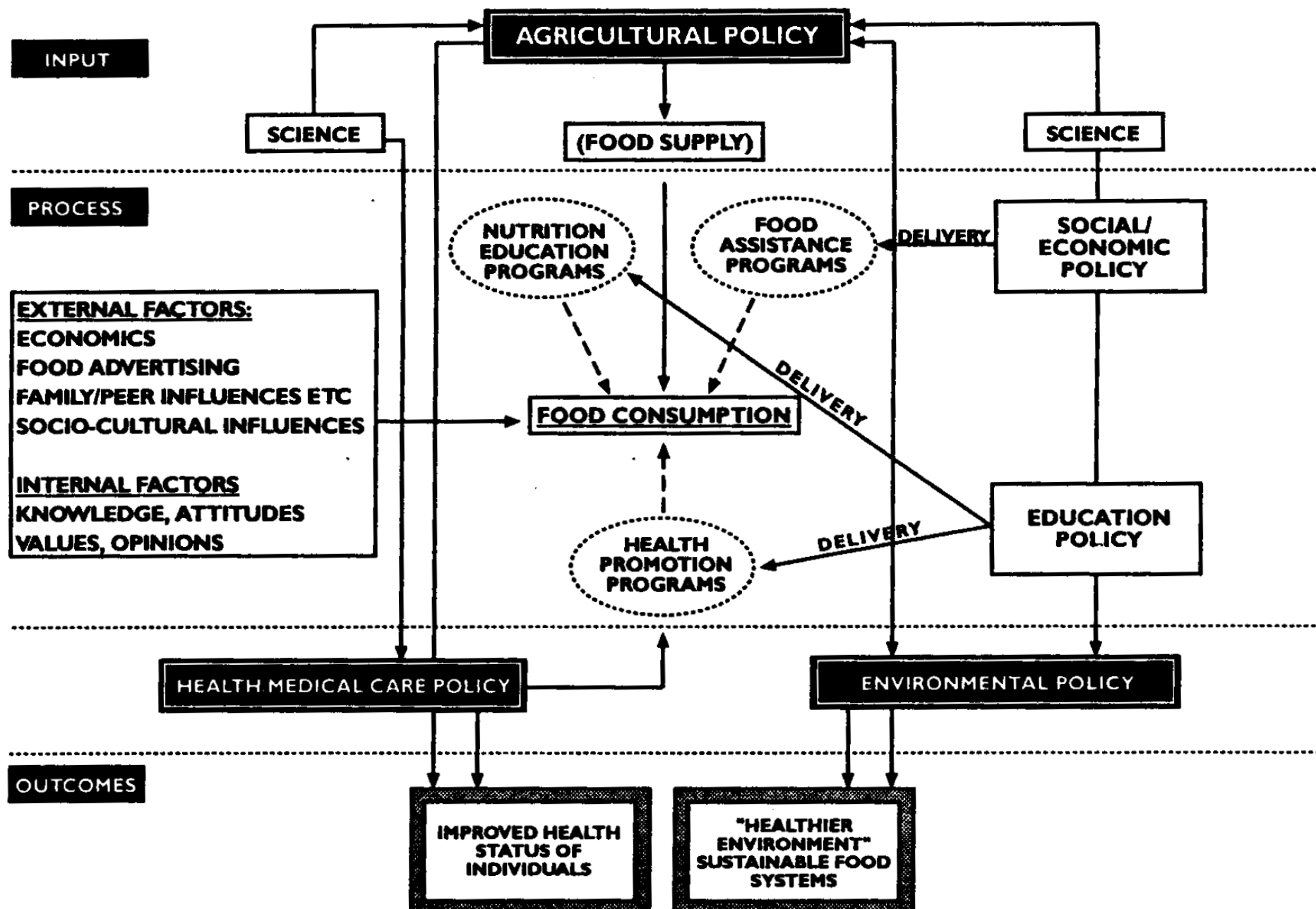
- ▶ World water scarcity will undermine harvest levels, contribute to escalating prices and community unrest (Kevany and Huisingh 2012).
- ▶ Citizens can become complacent or complicate with dysfunctional systems and neglect to hold their officials to account when they fail to protect the public good or the global commons.
- ▶ Citizens not being as active agents in their own lives to bolster health

Civil Society Organizations

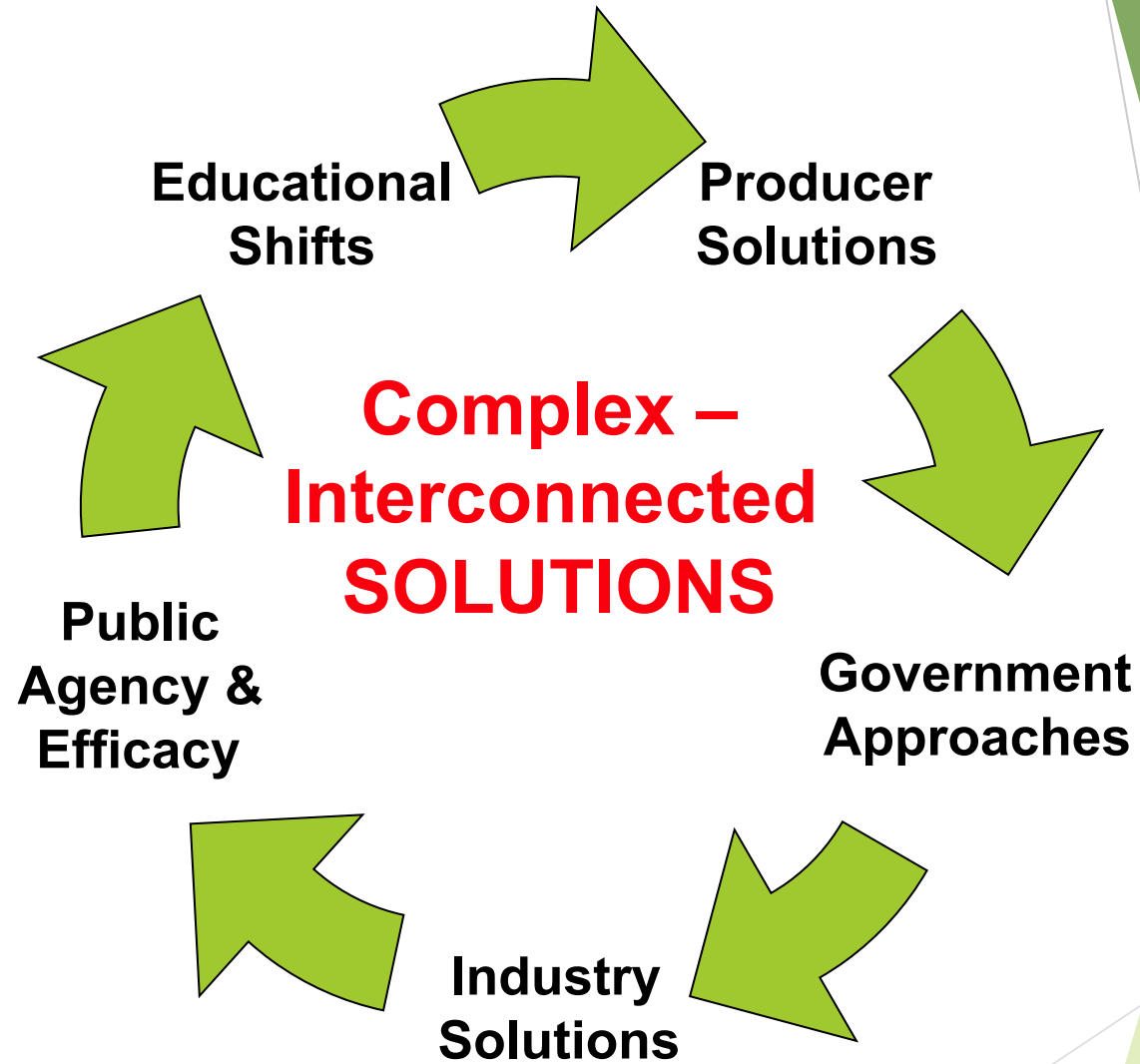
- ▶ “The public health community has been slow to examine the link between food policy and public health” (Jackson et al. 2009, 395).
- ▶ Free, democratic societies are hesitant to interfere in citizens’ freedoms – conflicts exposed between individual choice and collective well-being.
- ▶ Food movements seek transformation
- ▶ alternative agri-food initiatives (Scrinis, 2007)
alternative food initiatives (Levkoe, 2011)
alternative food networks (Goodman, Dupuis, Goodman, 2015)

Policy Approaches

- ▶ Resounding calls for coherent policies that align agricultural, social, economic and health outcomes.
- ▶ The Canadian Faculties of Agriculture and Veterinary Medicine recommend that governments support research to improve nutritional quality of agricultural products to prevent ill health and to address gaps in the fields of agriculture, food, and well-being (MacLaren & Hedley 2011).



Coherence Needed in Ag & Food, Health and Environmental Policies, (Sims 1998)



Food Movements

- ▶ Addressing agricultural issues is of such broad importance and influence that it “requires that those concerned about health and well-being become involved in this issue...” of agriculture (Jackson et al. 2010, 394).

Creative and Collaborative Movements

- ▶ Know about Food campaigns

Farmers Feed Cities

Meet Your Famers

Open Farm Day

- ▶ Collaborative health campaign-

“Did you get 5-10 today?”

- ▶ Community Supported Agriculture – CSAs
- ▶ Farmers’ Markets
- ▶ Cooperatives
- ▶ Fairtrade Networks

Food for Good

- ▶ Evidence for the optimal diet with environmental, health, and ethical considerations?
- ▶ Growing body of evidence that dietary interventions- plant-based, whole-foods diets can prevent modern lifestyle diseases, reduce GHG and remove harm and death to animals (Cash et al., 2004; Baur, 2015; Segasothy & Phillips, 1999; Ornish, et al. 2005).

Less harm, more health

Policy Tools

- ▶ Strategists can make use of:

mandates	taxes	incentives	regulation
subsidies	education	research	legislation

- ▶ View food policy through an ecological public health lens
- ▶ Build ecological public health into the business model
- ▶ Tackle inequities of power
- ▶ Help consumer rethink and deemphasize choice
- ▶ Use or create the appropriate policy architecture
- ▶ Inject health and social justice more effectively into the sustainability agenda
- ▶ Research the right questions (Lang 2009).

Strategies Continue...

- ▶ “Governments should be encouraged to re-orient agricultural subsidies, research, extension, and other supports towards the most ecologically efficient and sustainable ways of generating sufficient supplies of macro- and micro-nutrients, and to enhance the marketing infrastructure for the distribution of fresh and minimally processed plant-based foods” (Weis, 2015, p. 300).
- ▶ Reductions in government subsidies of animal-sourced foods would seem to be a rational policy approach (Joyce, Hallett, Hannelly, & Carey, 2014)
- ▶ Facilitate structural changes that make plant-based foods more accessible and normal

Form Industry Partnerships

- ▶ Engage industry and restaurants in promoting healthy options
- ▶ The food industry must be held to high standards and objective evaluations of the wide and lingering impact of their practices (Ludwig & Nestle, 2008).
- ▶ Mandatory, not voluntary, labeling for industry to warn consumers about likely consequences of consuming saturated fat, added salt and sugar.

“It does no good to leave a dragon out of your calculations if you live near one.”

Tolkien



Food-System Literacy

- ▶ includes “amassing the knowledge and the abilities, individually and collectively, to navigate the food system to achieve distributed positive outcomes, including ethical, environmental, economic, social, and spiritual benefits. Literacy means being prepared and positioned to contribute to decisions that impact the food system and its’ arising consequences in partnerships with government, corporations, producers and civil society. Systems-literacy involves knowing where to invest for personal well-being and how to intervene politically, socially, and economically to support ethical, sustainable, and rational food systems.”

Rural contexts ideally positioned

- ▶ Calls for greater transparency and accountability must replace the opacity of the food system and reverse the adverse results
- ▶ Rural advantages to be harvested in the growing food movements like “going green” and “Food for Good”.
- ▶ ...a fresh direction for change where Farming and Food Policy take full account of population health, tackle health inequalities and advance sustainable development (Lang and Rayner, 2009)
- ▶ Goodman, DuPuis and Goodman (2012) suggest the concentration of political power requires reformation and transformation of consumer-producer relationships

Rural Advantage

1. Address growing need for smaller, differentiated and evolving consumer markets
2. Foster familiar and friendly associations through direct contact - consumers can and want to know the producers of their food.
3. Be attentive to time and space through encouraging seasonality and locality (Hendrickson and Heffernan, 2002).
4. Contribute to sustainability through production methods, waste management practices, delivery systems, and community engagement (Link, A., & Ling, C. 2007; Abelló, Palma, Waller, & Anderson).
5. Proactively respond “to consumers’ demands for trust, transparency, and social and environmental concerns” (Scrinis, 2007, p.126).

Food for Good Movement

- ▶ This movement may engage with unexamined understandings by opening up ways that previously were inaccessible and thinking about something from a new perspective.
- ▶ It would engage us more intellectually and emotionally, with transformed thoughts, and move us to a transfiguration of identity and an extended discourse of what is acceptable in society (Meyer & Land, 2005).

The slide features abstract green geometric shapes. On the right side, there is a large, complex shape composed of several overlapping triangles and polygons in various shades of green, ranging from light lime to dark forest green. On the left side, there is a smaller, solid green triangle pointing upwards. A thin, light gray line extends from the bottom left towards the right side of the slide, passing behind the green shapes.

► For our own health and societal well-being:

Food that does Good

Food that is Good

Food for Good

Thank you for your attention
Questions and Discussion

References and presentation supplied upon request