Advocacy, social movements, short distribution chains and policy: an illustrated analytical approach.

Judith Hitchman
hitchman@club-internet.fr

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## Glossary of abbreviations used in this article

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<tr>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>AFDS</td>
<td>Alternative Food Distribution Systems</td>
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<td>CFS</td>
<td>Committee on World Food Security</td>
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<td>CLT</td>
<td>Community Land Trust</td>
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<td>CSA</td>
<td>Community Supported Agriculture</td>
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<td>CSM</td>
<td>Civil Society Mechanism</td>
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<td>FAO</td>
<td>Food and Agriculture Organisation</td>
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<td>FPH</td>
<td>Foundation for the Progress of Humankind</td>
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<td>IFOAM</td>
<td>International Federation of Organic Agriculture Movements</td>
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<td>ILO</td>
<td>International Labour Organisation</td>
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<td>IPC</td>
<td>International Planning Committee for Food Sovereignty</td>
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<td>ITPGRFA</td>
<td>International Treaty on Plant Genetic Resources for Food And Agriculture</td>
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<td>LVC</td>
<td>La Via Campesina</td>
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<td>RIPESS</td>
<td>Réseau Intercontinental pour la Promotion de l’Économie Social Solidaire</td>
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<td>UN</td>
<td>United Nations</td>
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<td>UNDP</td>
<td>United Nations Development Programme</td>
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<td>UNRISD</td>
<td>United Nations Research Institute for Social Development</td>
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<td>UNTFSSE</td>
<td>United Nations Inter-agency Task Force for Social Solidarity Economy</td>
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The emergence of social movements: Community Supported Agriculture, between Food Sovereignty and Solidarity Economy.

The end of the 20th century can be characterised by the emergence of both extreme forms of globalisation of trade and of social movements. The spaces in which the latter emerged were not only the World Social Forum, but most specifically the thematic movements that were born from the issues on the ground that resulted from some of the most extreme and negative impacts of globalisation and industrialisation of the 1970s-1990s. Many of these movements focussed on human rights, including the right to healthy, safe food.

Teikei, the Japanese-born Community Supported Agriculture (CSA) movement was born in the 1970s1. It was the response of Japanese housewives desire to ensure that they could feed their families safe, healthy food, and avoid the terrible impacts of Minemata disease caused by industrial mercury poisoning. It was defined by the Japanese Organic Agriculture Association as follows: "An idea to create an alternative distribution system, not depending on the conventional market. Though the forms of Teikei vary, it is basically a direct distribution system. To carry it out, the producer(s) and the consumer(s) have talks and contact to deepen their mutual understanding: both of them provide labour and capital to support their own delivery system..... Teikei is not only a practical idea but also a dynamic philosophy to make people think of a better way of life either as a producer or as a consumer through their interaction."2

It spread to both the USA and Europe at the beginning of the 21st century, and Urgenci, the International Network of Community Supported Agriculture was founded in Aubagne, in France in 2004. According to the association’s Bye-laws, Urgenci’s mission is “… to further at international level, local solidarity-based partnerships between producers and consumers. We define the solidarity-based partnership as an equitable commitment between farmers and consumers, where farmers receive fair remuneration, and consumers share the risks and rewards of sustainable agriculture”. Today there are CSAs and networks in most countries, and on all continents, with Asia, Europe and North America as the strongest.

By definition, such a network has a dual affiliation, the primary being to the food sovereignty movement. Food sovereignty is a term coined by members of the Via Campesina (LVC) in 1996, and asserts the right of people to define their own food systems. The best definition is that of the global forum that was held in Nyéléni, in Mali in 2007: “Food sovereignty is the right of peoples to healthy and culturally appropriate food produced through ecologically sound and sustainable methods, and their right to define their own food and agriculture systems. It puts those who produce, distribute and consume food at the heart of food systems and policies rather than the demands of markets and corporations”3. Urgenci therefore considers itself as a social movement, and part of the Food Sovereignty “family”. We have been

1 http://www.joaa.net/english/teikei.htm
2 Japan Organic Agriculture Association In the beginning there was "teikei"
3 http://nyeleni.org/spip.php?article290
The idea and practice of "solidarity economics" emerged in Latin America in the mid-1980s and blossomed in the mid to late 90s, as a convergence of at least three social trends. First, the economic exclusion experienced by growing segments of society, generated by deepening debt and the ensuing structural adjustment programs imposed by the International Monetary Fund, forced many communities to develop and strengthen creative, autonomous and locally-rooted ways of meeting basic needs. These included initiatives such as worker and producer cooperatives, neighbourhood and community associations, savings and credit associations, collective kitchens, and unemployed or landless worker mutual-aid organizations. Many of these, such as cooperatives have existed for over 100 years. However, in response to the economic crises, a whole set of new, transformative initiatives have emerged in most countries.

Second, growing dissatisfaction with the culture of the dominant market economy led groups of more economically privileged people to seek new ways of generating livelihoods and providing services. From largely a middle-class "counter-culture"- similar to that in the Unites States since the 1960's - emerged projects such as consumer cooperatives, cooperative childcare and people’s health care initiatives that are complementary to existing national health systems currently becoming eroded by the crisis, housing cooperatives, intentional communities, and eco-villages. There were often significant class and cultural differences between these two groups. Nevertheless, the initiatives they generated all shared a common set of operate

4 http://vimeo.com/37734507
5 http://www.nyelenieurope.net/en/
7 http://www.fph.ch/?lang=en
8 http://www.urgenci.net/en-gb/content/2nd-european-meeting
9 http://blog.urgenci.net/?p=1139
values: cooperation, autonomy from centralized authorities, and participatory selfmanagement by their members.

A third trend worked to link the two grassroots upsurges of economic solidarity to each other and to the larger socioeconomic context: emerging local and regional movements were beginning to forge global connections in opposition to the forces of neoliberal and neo-colonial globalization. Seeking a democratic alternative to both capitalist globalization and state socialism, these movements identified community-based economic projects as key elements of alternative social organization10. The FPH – Foundation for the Progress of Humankind – has supported the Alliance for a Responsible, Plural and United World (also known as Alliance 21) in its research and development of these aspects.

The RIPESS – Réseau Intercontinental pour la Promotion de l'Économie Sociale Solidaire – Intercontinental Network for the Promotion of Social Solidarity Economy11 - was founded in Lima in Peru in 1997, and is today the leading global network of the solidarity economy movement, with United Nations (UN) recognition as such.

10 "Other Economies Are Possible!": Building a Solidarity Economy
By Ethan Miller, GEO Collective

11 http://www.ripess.org/?lang=en
Community Supported Agriculture therefore clearly falls into the spheres of both the Food Sovereignty and the Solidarity Economy social movements. And while some aspects of the work of these social movements are separate, there are also significant overlaps (red zone in the middle of the diagram).

The above diagram is from a background paper written by the author in 2012 to support the FAO Consultations with civil society in Baku, Azerbaijan, in 2012 The full document can be found as an attachment at the address below.\textsuperscript{12}

Although both Food Sovereignty and Solidarity Economy are social movements, the Food Sovereignty movement has a far more clearly historically delineated profile; it concentrates on a well-defined area, is highly organised, has very clear communication strategies, and is therefore highly visible and coherent at global level. The Via Campesina (LVC), the global peasants union that is the core of this movement now estimates that it represents 300 million members worldwide, something that goes a long to explaining this phenomenon, and results in a very high impact internationally. Urgenci is a close ally of the Via Campesina, and many Urgenci producers are members of the LVC.

The profile of solidarity economy or even the RIPESS network is more diffuse, and the various strands have not always come together in a coherent national or international framework, with perhaps the exception of Latin America, Quebec and some southern European countries (essentially France and Italy). 

The recent financial and economic crises have however considerably changed perceptions. Whereas solidarity economy was (wrongly) hitherto perceived as a marginal niche, it is increasingly now considered to have the potential to provide a

\textsuperscript{12} http://www.eurovia.org/spip.php?article580
range of truly transformative solutions to the current crises in terms of all three key pillars: economic, social and environmental. Ecuador and Bolivia have included Solidarity Economy and Food sovereignty in their constitutions. An excellent interview by Anne-Marie Thomazeau on this subject with Jean-Louis Laville, one of the leading figures in the French solidarity economy movement can be read at www.viva.presse.fr/La-Bolivie-et-l-Equatoeyont_16297.html. France and Brazil also now have framework laws on solidarity economy. This has helped RIPESS to raise their profile, and indeed to use the work resulting from a year-long global survey to be a lead discussant in the United Nations Assembly High Level Political Forum in New York on the post-2015 agenda13. This level of advocacy would have been unheard of 15 years ago, and perfectly illustrates how civil society movements have matured, and how the advocacy has become organised, allowing civil society to be recognised as legitimate and indeed essential actors in defining global policies for the future.

The development of local solidarity-based partnerships involves many different aspects. The initial 6-7 years following the creation of the network by Daniel Vuillon, a French farmer CSA farmer in the South of France with a dynamic and far-sighted vision, were spent working mainly on dissemination of Community Supported Agriculture and best practice, linking Europe, Japan and North America, and building the network. One of the most significant publications that is the fruit of the prolonged and sustained efforts in dissemination is the recently published European Handbook on Community Supported Agriculture. It is available for free downloading on the Urgenci website14. It has been translated into Chinese by our Chinese network, and is available from Shi Yan, vice-president of Urgenci.

Because the approach of local solidarity-based partnerships is based on organic agriculture, in the true spirit of Teikei, much important work has been and continues to be done together with the International Federation of Organic Agriculture Movements (IFOAM)15. This ranges from exchanging on small-scale peasant organic agriculture practice and agroecology to more formal training in PGS (Participatory Guarantee Systems) that allow public recognition of a participatory certification process. IFOAM have included a CSA track organised by Urgenci in their conferences for several years. PGS is valued over third-party certification by bodies such as ECOCERT16, as it not only participatory, therefore raising both producers’ and consumers’ awareness, but also because the costs are minimal compared with the heavier third party approach. Most consumers sign up to CSAs on the basis of trust: they know where their food is coming from, and how it is produced, so require little if any formal guarantee. This is less true for those producers who sell outside the CSA system, be it through farmers markets, collective farm shops or other outlets.

Mapping a complex system of interrelated communication

14 http://www.urgenci.net/en-gb/content/european-handbook-csa
15 http://www.ifoam.org/
16 http://www.ecocert.com/en
In the last 5 years, the combined global impact of the global crisis and the resulting response and rise of social movements has opened up new vistas and recognition of the important role that organised civil society can play in a more participatory approach to sustainable governance of our planet. These evolutions have progressively taken Urgenci into the field of advocacy at various levels, especially within the United Nations, on both the Food Sovereignty and Solidarity Economy fronts, as explained below. And because systems are highly complex, the next section of this article will attempt to chart the complexities of how Urgenci has been contributing to global policy-making through our advocacy and concrete input.

Nowhere have the societal evolutions mentioned previously in this article above been more strongly reflected than in the Committee for World Food Security and Nutrition, the United Nations agency that is based in Rome, housed in the FAO building, but that answers directly to the Secretary General of the United Nations through ECOSOC, the Economic and Social Council of the United Nations17.

"In 2009, the CFS underwent a major structural reform, based on the full inclusion of all major constituencies of civil society. "The vision of the reformed CFS is to be the most inclusive international and intergovernmental platform for all stakeholders to work together in a coordinated way to ensure food security and nutrition for all. CFS was reformed to address short-term crises but also long term structural issues. The

Committee reports annually to Economic and Social Council of the United Nations (ECOSOC).”

Much of the behind-the-scenes (and also indeed public) impetus for this reform has been the result of the work carried out by the IPC, the International Planning Committee for Food Sovereignty19, of which Urgenci is a member, representing the Consumer Constituency.

Urgenci is also currently a member of the most unique aspect of the CFS: the Civil Society Mechanism. This mechanism, with a full matrix representation based on all 11 constituencies and geographical regions, “(The CSM) is the largest international mechanism of civil society organisations (CSOs) seeking to influence agriculture, food security and nutrition policies and actions - nationally, regionally and globally.

In the reform process the UN Committee on World Food Security (CFS) in 2009, Member States recognised the right of CSOs to “autonomously establish a global mechanism for food security and nutrition which will function as a facilitating body for CSO/NGOs consultation and participation in the CFS”.

A proposal for the establishment of the CSM was endorsed by CSOs at the Civil Society Consultation held in Rome in October 20102 and acknowledged by CFS Member States during the 36th Session of the CFS in the same month3. The CSM proposal had three drafts, each of which went through a thorough consultation process, receiving contributions from a broad range of civil society actors. The results of those consultations and submitted contributions are available if you scroll down to the end of the page.

The CSM reaches out to hundreds of CSOs in all continents, sharing information with them on global policy debates and processes, promoting civil society consultations and dialogue, supporting national and regional advocacy and facilitating the participation of a diverse range of CSOs at the global level, in the context of the CFS”. 20

The most significant work of the CSM to date has been that on the Global Strategic Framework (GSF) 21. The purpose of the GSF is to improve coordination and guide synchronized action by a wide range of stakeholders in support of global, regional and country-led actions to prevent future food crises, eliminate hunger and ensure food security and nutrition for all human beings. The GSF offers guidelines and recommendations for coherent action at the global, regional and country levels by the full range of stakeholders, while emphasizing the central role of country ownership of programmes to combat food insecurity and malnutrition.

The principal users of the GSF are decision-makers and policymakers in countries responsible for the development and implementation of policies and programmes for delivering food security and nutrition and the progressive realization of the right of

19 http://www.foodsovereignty.org/
20 http://www.csm4cfs.org/
adequate food. The GSF is also intended to be a tool for policymakers and decision-makers in donor countries and development agencies responsible for development cooperation programmes.

The GSF is designed to be a dynamic document to be updated by the CFS Plenary on the basis of regular CFS processes and policy debates. It is available in Chinese on the FAO website. It can now be used by all civil society organisations at national and indeed local level to lobby for relevant implementation of any specific aspect contained in the growing body of legislation.

The other major document co-produced by CSM and CSF is that of the Voluntary Guidelines on Land Tenure, Fisheries and Forests that was endorsed in May 2012. This policy document is of great importance in the on-going discussion at all levels, from global to local, and can also provide help in the all-important aspects of protective land zoning for agricultural production in urban and peri-urban areas, something that is of essential value in the preservation of agricultural land for feeding cities through local short supply chains in general, and Community Supported Agriculture in particular. A Chinese version of the Voluntary Guidelines is available on the FAO website. Again, this document can and is used by social movements to fight their cause, particularly on issues of land-grabbing and zoning, to preserve traditional land used for agricultural purposes. This is a vital element in feeding cities, and bridging the urban-rural divide.

In the field of solidarity economy, Urgenci has also been working deeply with the United Nations in recent years, mainly through the channel of RIPESS. In May 2012, Peter Utting, former Deputy Director of UNRISD, the United Nations Research Institute for Social Development, launched a major conference on Social and Solidarity Economy. This led to the creation of a United Nations Task Force on Social and Solidarity Economy (UNTF SSE). RIPESS has been a key civil society observer with participatory status in this approach, and the subsequent publication of the recent paper authored by Peter Utting and others: “Social and Solidarity Economy: Is there a new economy in the making?” to which RIPESS (and Urgenci through its active membership of RIPESS) has made many contributions, ensuring that such essential aspects as food sovereignty, and seed sovereignty are included. The UNTFSSE is now under the joint auspices of UNRISD and the International Labour Organisation (ILO). One of the outcomes of this work bridging food sovereignty and solidarity economy will be the side event that is scheduled to be held at CFS41 in October 2014, where the clear connections between these two social movements will be presented.

The participatory, horizontal nature of the process of contributing to policy is complex, to say the least. It is important to try to bring the dialogue back to grass-roots level and get input for the various policies under discussion each year, and also to bring the issues considered most important at grassroots level up to the CFS for inclusion.

in policy. It involves much work by many people and interconnections between different silos or sectors of the social movements across the globe, and also reconciling cultural and political differences in the greater interest of the common good of society and our planet. This is no easy task! A particular on-going challenge is how best to connect these grassroots and policy-making levels, so that there is both outreach and feedback in an on-going way and commitment to the process. Many local and national networks are so concerned and involved with their local and national issues (understandably) that they fail to see the relevance of working at meta-level. Yet the meta-level work can only be of true value if it is based on the genuine participatory outreach to, involvement with and feedback from the local level! This without a show of doubt is the single biggest challenge facing most social movements today, as they are all under-resourced and over committed.

**Many different actors in a complex system.**

An important part of the overall dynamic and process of contributing to food policy that will ensure both food security and food sovereignty in the years to come, has been the Nyeleni Europe process, where Urgenci has been playing a very active role, as stated earlier in this article. The first Nyeleni Europe forum in Krems, in Austria in August 2011, brought together over 400 participants. The strand on Alternative Food Distribution Systems (AFDS) - short production/distribution chains - was, and continues to be moderated by Urgenci. The average age of the network members is about 30, which is in stark contrast with the general aging farming population in Europe (and in most parts of the world). It is the reflection of a return to the land and installation of young neo-rural farmers who want to get back to their roots, to the essential human-rights-based values of healthy food production and collective work. This trend appears to be echoed in the CSA farms we have visited in China, and indeed in most other countries around the world. It is a significant change in lifestyle and a move away from consumer-dominated society and neoliberal productivist industrial agriculture by a generation more motivated by the treats of climate change and reconnection with fundamental human values.

The activities of the Nyeleni Europe process in recent years have included advocacy and input on the European Union’s Common Agricultural Policy reform, European Seed Law and much more.

**The importance of the emerging field of the Commons.**

Seeds are a particularly important and fundamental part of this complex inter-related picture. The age-old practice of farmers saving, exchanging and re-sowing seeds, as an aspect of commoning, is severely threatened by the corporate lobby input into the international Seed Treaty, ITPGRFA. Participatory breeding methods of seeds are threatened by synthetic biology and Genetically Modified Organisms, whose sale is under corporate control, as are the requisite chemical inputs that accompany the sales. The practice of community-controlled seed houses, libraries or seed banks is also constantly under threat in all corners of the world. This is a struggle that is at the heart of the food sovereignty movement, and that is supported by Urgenci, as many CSA producers use heirloom varieties of seeds. Many CSA producers are also seed guardians of these ancient varieties. This implies supporting seed networks such as

26 http://vimeo.com/37734507

27 http://www.planrttreaty.org/
Semences Paysannes. This is a further illustration of the area of shared territory between solidarity economy and food sovereignty and complex issues that have inter-related impacts.

Another area where the same holds true, is that of land ownership. In many countries, the key issue for young would-be CSA farmers is the difficulties that they face in terms of access to land. Solidarity economy provides two entry points in this field: that of Community Land Trusts (CLTs), such as in the United Kingdom. CLTs ensure that land is made available at affordable prices for either social housing or in this case farming, Community Gardens, allotments etc.. It is perpetually designated as such (hence a link with the Voluntary Guidelines on Land Tenure). Terre de Liens in France takes the approach of social investment bonds to raise funding to support young would-be farmers. These practices are typical of how solidarity economy practice can support an inclusive approach to food production and indeed to short distribution chains, by intervening upstream in land zoning and ownership practice. None of this could occur without collective advocacy and lobbying of social movements and the progressive awareness of the fact that land historically has been and should also in any cases be part of the Commons...

A key emerging aspect in many countries (especially North America and more recently Europe) has been the need to work more closely with Local Authorities on food and land-related issues. In most countries around the world today, devolution of power means that food policy decision-making falls largely under the scope of Local Authorities, as this is level of governance that enables a full range of local actors, including civil society to determine how best to feed local populations in an inclusive manner. The instrument that best supports inclusive governance of all food-related questions is that of Local Food Policy Councils. Effectively run, Local Food Policy Councils bring all actors in local food systems together to build policy that is inclusive and empowering, and that enables joined-up thinking on all food-related issues, from land zoning to farmers markets, CSA, public procurement that sources food from groups of local small-scale (organic) producers for hospitals and school canteens, provides space for shared hub facilities to optimise packaging and logistics for small-scale processing units and ensures that the socially excluded have adequate access to social groceries, fresh produce and food security... This virtuous circle encourages a ‘buy local’ ethos, and stimulates local economy. An example of one of the most effective of the most effective is in Ontario, in Canada. The issue of sustainable, safe and inclusive production and consumption of local food and support for short distribution circuits are also an essential component of fighting global climate change, and are therefore a key factor in ensuring the global right to food. Much documentation is available online on Local Food Policy Councils. Urgenci has recently been involved in a major EU human rights-funded project called Hungry for Rights to implement Local Food Policy Councils in Several European countries (France, Italy, Scotland, Cyrus and Lithuania) as well as in Senegal. Rolling out this tool on a greater scale in more countries should greatly contribute to building sustainable, inclusive local food networks.

28 http://www.communitylandtrusts.org.uk/home
29 http://tfpc.to/about
Advocacy and communication are intricately connected in all these different level of Urgenci’s work, as it is essential to build awareness both within the civil society social movements and duty bearers involved in these initiatives. This concept is part of Rights-based approach to development promoted by many development agencies (and NGOs) to achieve a positive transformation of power relations among the various development actors. This practice blurs the distinction between human rights and economic development. There are two stakeholder groups in rights-based development—the rights holders (who may not experience full rights) and the duty bearers (the institutions obligated to fulfil the holders’ rights). Rights-based approaches aim at strengthening the capacity of duty bearers and empower the rights holders.

It also emphasizes the way we, as social movements, advocate for the concerns of grass-roots networks and report back in full transparency, which can be very challenging in terms of time and other human constraints.

Bringing the various key concerns: food security, food sovereignty and solidarity economy together and building these bridges is no easy job. Most of the issues are complex, and need to be approached simultaneously from different entry points at local, national, regional and global policy levels. Our current work within the Civil Society Mechanism has focussed on moderating a policy working-group on food waste and loss in sustainable food systems for CFS41 in October of this year. It is just one such example: the decision box as developed by civil society calls for working more deeply with Local Authorities to build locally inclusive food systems based on short production and distribution chains, the use of agroecological peasant farming to combat climate change and ensure safe, healthy, nutritious food is grown in a truly sustainable manner, public procurement reform to enable small-scale farmers to cooperate to contribute to feeding school canteens and hospitals, and the scaling up of Local Food Policy Councils as a means of supporting civil society in inclusive dialogue to ensure all actors and constituencies’ voices are part of the dialogue. Sustainable food systems by their very nature minimise and indeed avoid food waste and loss.

Building bridges between social movements and with Institutions at all levels is a complex function, particularly in such challenging times, and it is still too early to evaluate Urgenci’s specific contribution, both in terms of advocacy or overall impacts on global, European or national policy. What is certain is that the dynamics of global organised civil society’s contribution and the urgent need to build viable, sustainable short production and distribution chains is essential to feeding the cities of tomorrow, guarantee food sovereignty, build systems of governance at all levels, and effectively link urban and rural areas in ways that revitalise rural economies and secure safe, nutritious food for urban and rural populations alike in the years to come.

The case study of how one global network, contributing through two different but overlapping social movements has been working to contribute to international policy-making, clearly illustrates a new phase of maturity in social movements as a whole. The voice of civil society is now considered an essential element of global governance. And perhaps it can prove to be the voice that determines the ultimate sustainability of our presence on this planet.