

# 6<sup>th</sup> International CSA Conference 7<sup>th</sup> China CSA Conference

2015  
Beijing, China

## Conference Program

*This program is dedicated to the countless farmers around the world who are devoting their hearts and minds to regenerating farmland in order to create healthy food for their families, friends, and communities.*

## Table of Contents

Welcome .....	2
Conference Overview .....	3
Detailed Program .....	4
Nov.19 <sup>th</sup> .....	4
Nov 20 <sup>th</sup> .....	9
Nov 21 <sup>st</sup> .....	13
Speakers and Attendees .....	17
CSA in China: An Introduction.....	37
Chinese National CSA Conference Program .....	40
Nov.19 <sup>th</sup> .....	40
Nov 20 <sup>th</sup> .....	44
Nov 21 <sup>st</sup> .....	53
New rural regeneration in contemporary China .....	57
Rural Reconstruction Centre of Renmin University of China promotes fifteen years’ exploration of ecological agriculture .....	68
Review of China’s National Community Supported Agriculture Conferences (2009-2014) ...	76

## Welcome to the 6<sup>th</sup> International Community Supported Agriculture Conference in Shunyi District, Beijing, China!

Our team of organizers from around the world hopes you thoroughly enjoy the conference and are ready to engage in powerful discussions, workshops, and presentations, and bring new insights back to your home communities.

**This book** should act as your main reference for information about the conference schedule, the speakers, and topics under discussion. Should you have any questions or concerns, please contact us! (Contact information below.)

**Eating:** All meals from the evening of the 18<sup>th</sup> through the 21<sup>st</sup> will be made from organically-grown ingredients. Food for the conference has been sourced directly from small farms and producers throughout China that use organic production methods. If you have a question about ingredients or sourcing, please do not hesitate to ask our Chef, Zhu Yinfeng of Hangzhou's Dragon Well Manor Restaurant.

**Getting around:** Please ensure that you wear your nametag badge at all times. This will help reduce any complications in passing through security screening areas, using the hotel facilities, and eating at the restaurant.

**Facilities:** Please refer to signage around the hotel and conference facilities when moving around the grounds. We do not recommend that you travel far from the conference facility unless you have a guide and have notified conference volunteers. You are welcome to enjoy all of the facilities at the conference center, but please note that some may require a small fee.

**Farmers' market:** A large market showcasing small producers and craftspeople from around China will be held every day in the gymnasium. You will be able to sample a variety of products, chat with small farmers, and learn about other organizations that support sustainable agriculture and rural regeneration in China.

**3rd parties approaching you:** There will be many guests and organizers attending the conference. If you are approached by third parties, it is important to keep in mind that you are representing Urgenci International. As these organizations may be looking for public speakers, conference speakers, or have other intentions, we recommended that you contact Urgenci representatives in China first before engaging in these activities.

**Conference address: Shunyi District, Chao yang street #115, Sun-Town Hotspring Hotel**

地址: 北京市顺义区李桥镇苏庄村朝阳街 115 号, 阳光丽城温泉度假酒店

**Tel: +86 010-59793123**

**Contact Information:**

Kirk Barlow: +86 1521 044 0095  
kirk.barlow@gmail.com



## Conference Overview

Urgenci is holding its 6th International Symposium in China in Beijing's Shunyi District, based on the district government's commitment to making this area a showcase for Chinese rural life and innovative modern agriculture. Mountainous Shunyi District has been designated a 'Slow Living' region of China in a government-coordinated project aimed at enriching the environment and the economy by supporting farmers' rights, sustainable agriculture, and scientific development.

The 6th Urgenci International Symposium is being held in conjunction with the 7th Chinese national CSA conference. The symposium seeks to highlight the phenomenon of "**Rural Regeneration**" and focus attention on CSA's potential in mitigating both climate issues and food insecurity.

Rural Regeneration is attracting young, highly-qualified urban dwellers back to the land, bringing new energy and inspiration to rural areas that have been abandoned and depressed. During a seminar on short supply chains organized in August 2014 in Beijing, a small delegation from Urgenci visited four CSA and consumer direct-sale farms, as well as the popular Beijing Farmers' Market, to witness Rural Regeneration first-hand. In the last decade, more than five hundred CSA initiatives have sprung to life around China, and many have been founded by members of a growing community of young, new farmers. This remarkable development mirrors what is happening in other countries. In France, the proportion of beginning farmers who do not come from a farming family is as high as 35% among CSA farmers. Elsewhere in Europe, newcomers like these make up the majority of CSA farmers. They are attracted by the ecological and social innovations of this movement, which combines the production of healthy, organic food with a real economic alternative to the dominant industrial model.

Mega-corporations are putting pressure on small-scale family farmers by buying their land and forcing them into increasingly concentrated food chains; farming populations are decreasing (by 20% over the last decade in Europe), many aging farmers are about to retire (the average age of farmers is around fifty-seven years in Europe and the US, between fifty and sixty in China, and even older in Japan), and mega-cities are persistently draining populations from entire villages. But at the same time, a new generation of smallholders is developing new technical and social skills, and working together with conscious consumers to build local alternative food systems. In the socially- and economically-depressed rural areas of many countries, this generation bears new hope and optimism: small-scale sustainable family and peasant farming is a key answer to the major environmental, social, and economic issues the world is now facing.

## Detailed Program

Nov.19<sup>th</sup>

### DAY 1: EARTH CARE, REGENERATING THE SOILS

8:00 – 9:30      **Registration**

9:30 -10:40      **Opening ceremony**

*Host: Professor Wen Tiejun (Renmin University)*

Cultural Performance

Welcome by Tsinghua University

Opening remarks by Urgenci President Andrea Calori

Welcome by a Ministry of Agriculture representative

Speech by Beijing City Government leadership

Speech by Shunyi District Government leadership

An introduction to CSA in China – Wen Tiejun

Video presentation on CSA in China

CSA and the efforts of local government in China – Wen Tiejun

Remarks by Agriculture Research Centre leadership

10:40-11:00      **Group Photo and Tea Break**

11:00 – 12:40      **PLENARY OF THE DAY:** Why is CSA is considered a classic model for supporting organic agriculture and agroecology?

**Plenary speakers:** Wen Tiejun(China), Elizabeth Henderson (USA),  
Andre Leu (Australia)

**Chair:** Zhang Lanying (China)

*As an antidote to the industrialized corporate-controlled global food system, CSA is spreading in more and more countries. Focused on local food sovereignty, the CSA concept empowers farmers/peasants to work together with the people who eat their food. The most basic resources – soil, water, air, sunlight – become central, as are values of caring for these resources. CSA builds health and resilience, empowering communities of humans, animals, micro-organisms.*

12:40 – 14:00      **Lunch break**

14:15 – 15:45      **Parallel Workshops 1**

**Track A - Natural Sciences and CSA: CSA and biodiversity**

*How CSA supports biological, seed, and ecological diversity.*

**Speakers:** Pierre Besse (France), Scott Chaskey (USA), Song Yiqing (China)

**Facilitator:** Katsushige Murayama (Japan)

Pierre Besse, AMAP Farmer, France

### *How CSA supports organic seeds and ecological diversity*

CSA relieves the farmer of economic pressure, gives meaning to his work, and strongly validates his choices, even if they seem to be the opposite of “rational management.” We have seen many farmers who, thanks to CSA, have changed the way they manage the soil by adopting no-till production, leading to increases in the number and diversity of soil animals and micro-organisms. We have seen farmers diversify their production systems, adding fruit trees and egg production to a basic vegetable operation, for example. And we have seen farmers return to seed self-production, and participate in the conservation of local breeds and crop varieties. These changes are due to a variety of factors, not only to CSA of course, but CSA remains perhaps the best way to make consumers aware of food and agriculture problems and solutions. CSA clearly supports ecological diversity on the farm, but it also supports social diversity around the farm. As CSA networks develop, they built and give credibility to a new way for food and agriculture policies.

#### **Scott Chaskey, Peconic Land Trust, USA**

##### *CSA and biodiversity*

CSA is an agreement, in trust, between farmers and eaters, producers and consumers. This is a radically different relationship than the “normal” retail exchange, in which growers and their agricultural practices are rarely noted, or questioned, or evaluated. By entering into a relationships of trust focused on the sustainable production of food, CSA projects traditionally create a higher standard of responsibility for all parties involved. Food production must respect the entire community, and production systems must be designed to work in harmony with the ecosystem. Those who agree to participate in CSA often exhibit a willingness to view “the whole problem of health in soil, plant, animal, and man as one great subject,” in the words of Sir Albert Howard. Farming should model itself on natural systems.

The value of conserving biodiversity cannot be overstated. Biodiversity is the source of our food, of the animals and plants that we have domesticated, and of plant-based medicines. Reading about the importance of maintaining biodiversity in books, or in news articles, is somewhat ineffective. But, witnessing it in the field – as often happens for those involved in CSA – offers convincing evidence of the beauty and efficiency of natural-systems agriculture.

Diversity is the ultimate form of food security. A holistic agricultural system, innovative by definition, includes a diversity of cultures and a diversity of producer-consumer relationships. “Food with a place, a face, and a taste” is not only safer for all those involved in production and consumption, but it is also beneficial to the health of the ecosystem.

Many CSA projects are now turning their attention to programs such as the Farmer Seed Stewardship Network, created by the Organic Seed Alliance to encourage seed saving and promote an “open source” exchange of seed. The growth of seed libraries in the US parallels the growth of CSAs; and as more and more gardeners become involved in cultivating plants and preserving plant varieties, the true interdependence of our food system is revealed and strengthened. Monocultures and industrialized agricultural systems ignore a principle that is the ultimate strength of community agriculture: “Health is the capacity of the land for self renewal” (Aldo Leopold). By recognizing that we are part of the whole community of land, people, plants, and animals – and this is integral to the concept of CSA – we change our role from that of conqueror, to that of plain member and citizen, and thus increase that capacity.

#### **· Track B - CSA Production: Starting and sustaining a successful CSA**

*Creating a 5-year plan for land use, crops, marketing, budgeting to pay down debt.*

**Speakers:** Erin Bullock (USA), Jérôme Dehondt (France),  
Florian Delespesse (Belgium)  
**Facilitator:** Erika Jones (USA)

**Erin Bullock, Mud Creek Farm, USA**

A successful CSA begins with learning, ideally an apprenticeship with a mentor farmer, to gain confidence. The next step is a detailed business plan, with 5-year financial projections. Funds may need to be borrowed in order to invest in helpful assets. A diverse crop plan must be developed which maintains the health of the soil and the crops. Finding the right land base, building the right infrastructure, and purchasing the right equipment and supplies are all important. A lot depends on hiring the right farm employees and treating them right. Finally it is important to consider personal sustainability with a work-life balance that allows for enough rest and family time.

**Jérôme Dehondt, AMAP Farmer, France**

*Creating a CSA farm: The Little Steps strategy*

The development strategy of Little Steps Farm is based on the principles of permaculture – essentially, the way in which different elements of the farm interact. Various workshops (diversified vegetable growing, fruit production, cereal and fodder production, laying hens, and so on) are set up step-by-step in order to achieve a coherent model that is successful in terms of agriculture and trade, and sustainable in both economic and human aspects. A high level of autonomy is necessary to ensure control of investments, the constant reduction of operational costs, and a correct valuation of farm products.

***Track C - "Regenerators Café" (farmer round table discussions):***

*Production techniques; what products should go in a share, and at what quantities; how to do succession planting.*

**Speakers:** Ma Jinzhong (China), Frédéric Thériault (Canada),  
Simon Anoumou Todzro (Togo)

**Facilitator:** Andre Leu (Australia)

**Frédéric Thériault, Canada**

*Crop planning for organic vegetable growers: An 11-step process to plan a successful CSA garden*

In this workshop, Frédéric Thériault, a farmer in Québec and co-author of the book *Crop Planning for Organic Vegetable Growers*, will describe his 11-step process to plan a successful CSA garden. In the process, he starts with financial objectives, then establishes the planned CSA share contents. He then mathematically works out the amount of field space necessary for each crops, and determines a field plan and a crop rotation. He will discuss record-keeping strategies, profit analysis, production calendars, and how to optimize the planning cycle for the next year.

**Simon Anoumou Todzro, CSA Farmer, Togo**

*Creating a sustainable CSA project in West Africa*

To create a sustainable CSA you must: form a core-group to start the project; formalize the project; recruit members (this can be done between friends and neighbors, or by making an announcement at a city hall or local schools); search for a local producer; and constitute an association. This structure is legally important, because

many contracts will be signed. These include a contract between the CSA group and the farmer which defines their relationship, the products, their nature, their price, and their delivery; and a contract between the farmer and every member that defines the period of engagement and the form of payment.

Being a CSA member is important because it encourages food self-sufficiency, encourages you take care of your health, and assures you a fair and transparent price. Participating in CSA frees the farmer from marketing worries; makes it possible for him/her to practice ecological agriculture production; and makes his/her work economically sustainable, allowing him/her to live in dignity from the work of farming.

CSA activities are part of sustainable foods systems which can solve the problems of world food prices, and also help peasant farmers overcome poverty and live a better life. Agroecology can help close the gaps and lead the way in reforming the world's food and agriculture system. Agroecology is an approach that seeks to reintegrate modern agricultural with ecosystems, while building resilient social and economic models.

**15:45-16:00      Tea Break**

**16:00 – 17:30      Parallel Workshops 2**

### ***Track A - Natural Sciences and CSA: CSA and climate change***

*Soil building, carbon sequestration, and CSA's role in the climate struggle.*

**Speakers:** Meng Fanqiao (China), Reyes Tirado (UK/Spain), Hans Van Willenswaard (Thailand), Pierre Vuarin (France),

**Facilitator:** Jennifer Chang (Korea)

#### **Meng Fanqiao, China**

*Can the value of environmental benefits offset lower economic returns from decreased crop yields?*

Organic farming has developed rapidly in China since the 1990s, driven largely by rapidly-increasing domestic and international consumption demand. In 2013, organically-managed farmland accounted for approximately 0.97% of national farmland, covering an area of 1.158 million ha. One of the critical issues scarcely addressed by researchers and practitioners is whether the environmental benefits of organic farming compensate for the lower crop yields observed under organic farming conditions. Data were obtained from a survey organized by the Certification and Accreditation Administration of China. Environmental performance parameters were screened and defined based on an intensive literature study, and validated by national statistics. The economic (monetary) value of the individual environmental benefits was subsequently quantified and integrated to compare the overall performances of conventional and organic farming systems. The results from this study indicated that if organic crop yields are assumed to be 10% to 15% lower than conventional yields, the environmental benefits of organic farming were valued at 6824 million RMB (or 5892 RMB per ha) in 2013, which is comparable to the financial loss associated with lower crop yields (6115 million RMB, or 5280 RMB per ha). Given that global crop yields from organic farming are 15% to 50% lower, the financial loss will be considerably higher than the economic value of all of the environmental benefits gained through organic farming. The majority of the environmental impacts of organic farming were related to the N fluxes within agroecosystems. For conventional agriculture, ecological intensification, including the integration of crop production with animal husbandry, and improved nutrient utilization efficiency measures, should be immediately undertaken in China and around the world to target negative environmental impacts.

#### **Hans Willenswaard, School of Wellbeing, Thailand**



As the aim of this workshop is to incite discussion on CSA and Climate Change from the perspective of the Natural Sciences, we should ask ourselves whether an alternative view on science should be part of the CSA philosophy, in addition to 'solidarity economy' and 'agroecology'. Conventional economy and agriculture are both fundamentally influenced by a materialistic world view, based on a particular "Western" approach to science that has great difficulties in recognizing reality and truth beyond matter. It is this world view – rather than industrial practices that are symptoms of it – which is the true cause of climate change. So, during this International Year of Soils, it is a challenge for URGENCI to promote the concept of 'living soil', or, as Vandana Shiva puts it: "We are the soil."

***Track B - CSA Production: Diversified CSA production practices for soil building and overall farm ecosystem health***

*Farmers provide insight on their use of permaculture, mechanization, cover crops and more!*

**Speakers:** Oumar Diabaté (Mali), Shinji Hashimoto (Japan),  
Noémie Labrosse (Canada)

**Facilitator:** Jérôme Dehondt (France)

**Shinji Hashimoto, Hashimoto Farm, Japan**

*Practicing natural farming on a CSA farm in Japan*

Diversification of cropland is important to balance the soil. In nature, a variety of different plants co-exist and support one another. The founder of Natural Farming, Fukuoka, used to say: "Nature is perfect and provides different species for balancing. Farmers who do not know about diversity fail. There are more insects and diseases resulting in the use of more pesticides and chemical fertilizers which bring further destruction to the field." Knowing which crops take up what ratio of NPK and how crops should be rotated is very important for growing different crops to supply seasonable vegetables for consumers.

**Noémie Labrosse, Canada**

*Production techniques on CSA farms in Quebec*

I will be presenting techniques used on the farm, such as occultation, flame weeding, mulching, caterpillar tunnels, drainage, cover crops, and biodiversity preservation. I will also discuss the methods used in the development of Quebec's CSA farms, pointing out interesting permanent row and permaculture projects, small-scale intensive gardening methods, and collective development initiatives for building specialized equipment.

***"Regenerators Café" (farmer round table discussions): A finance- and marketing focused panel discussion with experienced farmers***

*Learn first-hand how to develop and implement a farm budget, create a marketing plan, and balance the "desk work" of CSA farming.*

**Speakers:** Isa Alvarez (Spain), Elizabeth Henderson (USA), Tammi Jonas (Australia)

**Facilitator:** Jan Valeska (Czech Republic)

**Isabel Alvarez, Nekasarea, Basque Country, Spain**

Our network, Nekasarea, has developed from a farmers' union through partnerships between rural and urban areas, and we have started a training plan for producers and consumers. I will try to explain how we implement these dynamics through trainings with young people, how we work with consumers, and how people create jobs and start the operation of a new group. This project has been running for eight years, and in this time two hundred people have become farmers and returned to rural areas. All this work has also made food sovereignty into a fundamental pillar of the social transformation for urban movements. We have developed several partnerships between rural unions and urban movements, and today they have become an integrated social and solidarity economy network.

**Elizabeth Henderson, USA**

*Sharing a long experience of doing CSA*

At Peacework Organic CSA ([www.peaceworkcsa.org](http://www.peaceworkcsa.org)), we balance the desk work by sharing as much of it as we can with the core group of members who agree to take on administrative tasks. Each fall, the farmers present their annual budget to the members. I will explain how we develop our budget, what we include, tell how we share it with our members and the effect this has. I will also explain our marketing plan – the part played by the farmers and the role of the core group – and compare Peacework with other US CSA projects. Ideas for Urgenci: create and spread examples of CSA budgets, and provide templates for budgets and marketing plans that farmers can adapt to their own circumstances.

**Tammi Jonas, Farmer, Food Sovereignty Alliance President, Australia**

At Jonai Farms & Meatsmiths, we run a thriving CSA with 70 members for our rare-breed pastured pork and beef. At this stage, the CSA is still supplemented by some ad hoc online orders and our farm-gate sales. Although we have only been farming for just over four years, we are entirely reliant on farm income and have been profitable for two years. The CSA model vastly reduces administrative work and leaves more time for farming and processing (we do all our own butchering on the farm). We don't 'market' our produce, we tell our story and advocate for the food sovereignty movement in Australia. What can Urgenci do? Help promote successful CSA models and provide templates to grow the solidarity economy through agriculture.

**17:45 – 19:00**      **Worldwide Local Food Aperitive in the Poster Gallery**  
**Lessons of the Day for the CSA Movement**

**19:15**              **Shared Dinner**

**Nov 20<sup>th</sup>**

**DAY 2: PEOPLE CARE,  
REGENERATING FARMING, A NEW GENERATION OF PEASANTS & AGROECOLOGY**

**8:00 – 9:00**      **Self-organized activities** (tai qi, yoga, discussion tables)

**9:00 – 10:30**    **WORLD CAFE: Reports from the field trips**  
Presentation of farms visited by farmers or participants

**10:45 – 12:00**    **PLENARY OF THE DAY**  
**Regenerating Farming: A New Generation of Peasants**  
**Plenary Speakers:** Qiana Mickie (USA), Ye Jingzhong (China), Shinji Hashimoto (Japan).  
**Chair:** Elizabeth Henderson (USA)

*CSA is giving new life to existing farms and allowing new people to devote their lives to farming with community support. For consumers who have lost confidence in the healthiness of the available food supply, CSA provides connections to trusted farmers who grow food with respect for the laws of Mother Earth. Communities forming around food can break racial and income barriers, making solidarity a practical path and helping consumers become co-producers with farmers.*

**12:15 – 14:00**    **Lunch break**

**14:15 – 15:45**    **Parallel Workshops 3**

**Track A - "CSA Groups": How does the CSA social microcosm function?**

*Recipes from various countries to cultivate member engagement, core groups, volunteers, and more!*

**Speakers:** Stephan Pabst (Austria), Hermann Pohlmann (Germany),  
Narumi Yoshikawa (Japan)

**Facilitator:** Elizabeth Henderson (USA)

**Track B - "Social Cohesion and CSA": Building CSA as a safety net**

*How to increase access to CSA for low-income communities; the role of NGOs, fundraising initiatives, farm-based programs, and sliding-scale pricing.*

**Speakers:** Cheryl Rogowski (USA), Mihaela Vetan (Romania),  
Qiana Mickie (USA)

**Facilitator:** Josefina Cendejas (Mexico)

**Track C - "Solidarity without Borders": Dissemination and development of Urgenci-led regional networks over time.**

*From the first AMAP Dissemination Programme to the European Kernel: How did the European experience-sharing projects contribute to the birth of the European CSA Movement and the strengthening of national networks?*

**Speakers:** Jan Valeska (Czech Republic), Zsofia Perenyi (Hungary),  
Veikko Heinz (Germany)

**Facilitator:** Jocelyn Parot (France)

**Jan Valeška, Czech Republic**

I have been cooperating with Urgenci on the dissemination of the CSA/AMAP idea since 2008. The encounter with Urgenci and the CSA idea made a truly essential twist in my work as an activist and educator in the development of organic farming. The basic tools to fully grasp and understand the CSA idea were extensive experience-sharing events about numerous projects executed in the past few years by Urgenci and its member and partnering organizations. These events were focused on hands-on experience-based meetings between CSA practitioners within the same environment, and watching the CSA idea "at work" all around Europe. From these purely sharing events, much more

flourished, and now a solid European-wide partnership is being developed among CSA farms and networks. Now a CSA Europe seems to me a big family that continues to grow.

#### **Zsofia Perenyi, TVE, Hungary**

The cooperation between URGENCI and the Hungarian Association of Conscious Consumers started in 2008. The first mission of the French AMAPians to our country had a real catalyst role: thanks to the experience-sharing sessions with French CSA farmers and consumers, three CSA farms began to operate in Hungary. Today, we have more than fifteen CSA initiatives which were influenced by the international CSA exchange visits in Europe. As a member of Urgenci, our CSA network has seen new topics and forms of cooperation emerge. Thanks to this, we are coordinating a joint educational project which aims at the development of a European Participatory Training program ("Be part of CSA!") which helps local communities to start new CSA projects and strengthen existing ones.

#### **Veikko Heintz, Solidarische Landwirtschaft, Germany**

Solidarity-based agriculture (CSA) has grown rapidly in Germany since 2010, when the first attempts were made to establish a national (German) CSA organization to boost the idea of CSA and foster a paradigm shift in agriculture, as well as advise and support new initiatives and existing farms in terms of community supported agriculture. European-wide exchanges and support from other countries have contributed to this history of success. Germany took part in two European exchange processes, funded by means of the European Union and organized by Urgenci (France), which helped to strengthen trans-European cooperation and mutual encouragement. Tasks for the nearest future of the German network are to organize networks on a regional level, to optimize information and guidance for new initiatives, to tighten working structures, and to improve political advocacy, including on a European level.

**16:00 – 17:30    Parallel Workshops 4**

#### **Track A - "CSA Groups": CSA group network development**

*Delve into the benefits and challenges of developing a network of CSA groups; drafting a Charter; and creating a regional or national network.*

**Speakers:** Denis Carel (France), Isabelle Joncas (Canada), Erika Jones (USA), Dave Runsten (USA)

**Facilitator:** Rupert Dunn (UK)

#### **Denis Carel, MIRAMAP, France**

A brief history of the birth of AMAP networks in France, from the creation of the first AMAP in 2001 to the current day. A discussion of the ever-open and often confrontational debate ongoing since the creation of the movement: "Why create networks, and what are the role of AMAPs?" Sharing experiences of re-founding the Charter of AMAP in 2012, which brought together a hundred people in participatory discussion – a truly great moment that helped to strengthen MIRAMAP's cohesion and representativeness.

#### **Isabelle Joncas, Equiterre, Canada**

As a support organization for community supported agriculture farmers, Equiterre, an NGO based in Montreal, Canada, offers services to new farmers joining its network in the province of Québec. Equiterre also publicizes the concept to encourage members of the public to subscribe with farmers. In 2016, the network will celebrate its twentieth anniversary by welcoming twenty new farms, raising the total number of CSA farms to one hundred and

five! Together, these farmers offer 15,000 shares. The presentation will describe Equiterre's role and funding strategies.

**Erika Jones, FairShare CSA Coalition, USA**

FairShare CSA Coalition, located in Madison, WI, USA, is a broad coalition of farmers, CSA members, and local food supporters. Learn about the unique aspects of FairShare from its inception in 1992, through today. Hear about how the Coalition is continuing to support farmers and members locally, along with emerging CSA networks across the country, amidst growing competition. Examples about the benefits of a CSA network from a farmer and CSA member perspective, as well as from the perspective of the greater CSA movement, will also be shared.

**Dave Runsten, California CSA Network, USA**

Discussion of California's CSA law, which requires CSA projects to be farm-based, and which was created to provide an inexpensive regulation in lieu of a retail food permit. The CSA network was created to formulate this law. Now the network is pursuing various programs to assist CSA farms, including urban cooking classes, open-house fairs; working to link CSAs to businesses; partnering with Local Harvest website; and conducting workshops with university researchers on the results of CSA surveys.

**Track B - "Social Cohesion and CSA":**

**Multiplying positive outcomes supporting community farm work**

*Farm initiatives that provide services to reinvigorate low-income communities; the role of urban and rural agriculture in creating jobs, inspiring community and economic revitalization, and providing healthy food.*

**Speakers:** Bablu Ganguly (India), Rita Schwentesius (Mexico),  
Atarhouch Touriya (Belgium)

**Facilitator:** Morgane Iserte (France)

**C.K. Ganguly, Dharani Farming and Marketing Cooperative, India**

*Reinventing and revitalizing the rural economy*

Dharani FaM Co-op ([www.timbaktu-organic.org](http://www.timbaktu-organic.org)), a producer-owned cooperative with 1,800 smallholder organic farmer members, is located in one of the most drought-affected and resource-poor areas in India. It has a supply base of organic produce from around 10,000 acres owned by its members, handles all post-production processing, and markets the organic produce of its members under the brand name Timbaktu Organic. This helps the farmers negotiate a volatile and demand-driven market and obtain better incomes, while offering around 30,000 consumers good, clean, and fair food, which is certified organic through the participatory guarantee system of certification. Last year, Dharani generated Rs. 17.70 million in revenues and paid Rs. 1.20 million as patronage bonuses to members. Besides a central processing plant, Dharani also runs small-scale units to promote the consumption of local, nutritionally-healthy food. Dharani is a good example of a viable grassroots enterprise promoting livelihoods and food security to revitalize the rural economy.

**Rita Schwentesius Rindermann, Red Mexicana de Tianguis y Mercados Orgánicos (REDAC), Mexico**

Organic markets and tianguis begin to appear earlier this century in different parts of Mexico as an alternative means for customers to access quality organic foods and support small-scale farmers. The Mexican Network of Local Organic Markets (REDAC) arose from the first organic markets and tianguis held in 2003, four of which were consumer

initiatives. One of the challenges for these markets was that most small-scale farmers involved did not want to obtain third-party organic certification for their products because of the time and expense involved in this highly bureaucratic process. As a result, REDAC decided in 2008 to develop and implement PGS in all markets. A certification committee is formed for each market, composed of producers, consumers, researchers, professors, students, and other stakeholders. REDAC is a good example of consumer participation and support for small-scale farmers, which benefits consumers themselves through better access to healthy food at fair prices.

### **Touriya Atarhouch, Swani Tiqa project, Morocco**

Since 2007, we've been implementing the Swani Tiqa project ([www.swanitiqa.com](http://www.swanitiqa.com)), a local term for market gardens, in order to provide our consumers with local, fresh, and seasonal vegetables. Three farmers quickly formed a group, and partnerships with consumers were established. It's been a real challenge to establish the concept of partnership - with prepayment and acceptance of a basket which content is not predefined – especially for farmers in a country like Morocco where these concepts, as well as awareness of the benefits of eating organic food, are still quite unusual. Currently, we provide for some 200 families every week. In addition to vegetables, we are developing new products such as fruits, meat, and eggs. We are also looking to increase the number of producers, a difficult task since producers in Morocco have to learn to master many skills in addition to production, including communication, management, and production organization. Now twenty people are working in the three farms, allowing to their families to live in their region. Swani Tiqa is developed locally now, and we have another association working in the national level: *Réseau des Initiatives Agroécologiques au Maroc* (RIAM) (<http://riam.ma/fr>). The main objective is information diffusion and exchanges in agroecology, including issues of tourism, construction, permaculture, and beyond.

### **Track C - "Regenerators Café": "Trailblazers" round table**

*Hear from a group of new farmers bringing CSA to their countries!*

**Speakers:** Claudia Cossio (Chile), Danijel Balaban (Croatia),  
Jérôme Dehondt (France)

**Facilitator:** Noémie Labrosse (Canada)

**17:45 – 19:00**     **Networking Sessions**  
**Lessons of the Day for the CSA Movement**

**19:15**             **Shared Dinner**

**Nov 21<sup>st</sup>**

### **DAY 3: FAIR SHARE, REGENERATING THE ECONOMY**

**8:00 – 9:00**     **Self-organized activities** (tai qi, yoga, discussion tables)

**9:00 – 10:30**     **PRESENTATIONS BY URGENCI ALLIES (international coalitions)**

**Speakers:** Zhou Zejiang (China), Ibrahima Coulibaly (Mali),  
Jason Nardi (Italy), Javier Rivera Laverde (Colombia)

**Chair:** Jocelyn Parot (France)

*As social movements, we work together and support one another to change the system and build alternatives. The two pillars of Urgenci are food sovereignty and solidarity economy.*

*These are joined through agroecology. Our key allies, Via Campesina and RIPPES, are the main global networks that represent these two pillars and our joint work in building alternative food systems, connecting farmers to markets and supportive policy at national and global level. IFOAM supports Urgenci through Participatory Guarantee Systems as an alternative to mainstream certification, which is not adapted to most CSAs.*

**10:30 – 10:45**    **Tea break**

**10:45 – 12:00**    **PLENARY OF THE DAY**  
**CSA Regenerating the Economy**

**Plenary speakers:** Zhou Li (China), Judith Hitchman (Ireland/France),  
Josefina Cendejas (Mexico), Ryan Galt (USA)

**Chair:** Isabelle Joncas (Canada)

*Engaging in a local marketing strategy for a farmer means a lot - to the farm, and to the regional economy. CSA provides an exceptional opportunity for the citizen to engage with a farm for months to come, and an even greater opportunity for the farm at many levels: to benefit from 100% of the subscriber's payment, to work in the margins of agribusiness, to create jobs in its community, to buy from local suppliers, and to occupy rural areas. By feeding citizens, farmers engaged in CSA stimulate a parallel economy with tremendous impacts.*

**12:15 – 14:00**    **Lunch break**

**14:00 – 15:30**    **Parallel Workshops 5**

**Track A – PGS meets CSA**

*Do direct sales farms need certification? Is community organizing up to the job of providing a reliable organic guarantee?*

**Speakers:** Cornelia Kirchner (Austria), Joy Daniel (India),  
Denis Carel (France)

**Facilitator:** Eva Torremocha (Spain)

**Cornelia Kirchner, Austria**

*The potential of PGS*

The functions and potential of PGS reaches far beyond only quality assurance of organic products. Social bonds, farmer-to-farmer knowledge exchange and better management of natural resources are common benefits of PGS as identified 2014 in a global study on PGS and social processes. In China PGS is being established as a development tool for local organic agriculture and is being established by farmers markets and other local food initiatives. It can build trust between farmers and consumers, help farms to convert to organic and to improve their techniques.

**Track B - Supporting the next generation of farmers through farmland preservation**

*Farm preservation strategies to safeguard agricultural land and reduce barriers for new farmers.*

**Speakers:** Scott Chaskey (USA), Peter Volz (Germany), Anne Roussel (Canada)

**Facilitator:** Elizabeth Henderson (USA)

**Track C - CSA and International Advocacy**

*From local authorities to the FAO: Local alliances, alternative food systems, municipal food strategies, and global alliances. Create recommendations for Urgenci on how to develop policy positions.*

**Speakers:** Antonio Onorati (Italy), Judith Hitchman (Ireland/France),  
Kartini Samon (Indonesia), Isabel Vispo Alvarez (Spain)

**Facilitator:** Andrea Calori (Italy)

**Andrea Calori, Italy**

Define what advocacy is: it is not lobbying, but more a communication strategy to promote a process.

**Antonio Onorati, Italy**

The historical evolution of the advocacy process between 1996 and 2015. Development of strategies for food sovereignty: how social movements self-organized in terms of institutions; contents, agrarian reform, and seeds. The change of CFS/CSM institutional structures. Perspectives for the future? Agroecology.

**Judith Hitchman, Ireland/France**

How Urgenci has developed its advocacy strategy through different bodies (RIPESS/CSM etc): how we have developed a valid and viable process. Hungry for Rights and follow up. How to be more effective at the EU level as well as in Rome?

**Kartini Samon, Indonesia**

How Grain has built alliances in advocacy: how we can support each other's campaigns.

**Isabel Vispo Alvarez, Spain**

How to build advocacy strategy at a regional/local level, and then link it to international policy. (A work in progress!!)

- |                      |  |
|----------------------|--|
| <b>15:45 – 16:45</b> | <b>Networking Sessions</b><br><b>Lessons of the Day for the CSA movement</b> |
| <b>17:00 – 19:00</b> | <b>CONCLUDING PLENARY and Closing Ceremony</b>                               |
| <b>19:00</b>         | <b>Shared Dinner</b>   |



## **Annexe: Lessons of the Day/Pledge Sessions and consolidated draft preparation for the Urgenci General Assembly, 2015**

The Lessons of the Day/ Pledge Sessions take place following the workshop sessions each day.

The objective of these sessions are fourfold:

1. Based on the experience of previous Symposiums, we think it is important to **commit to something collectively while we are all together. This means leaving with a clear message to take home to those who could not participate.**
2. Based on previous experience, it is important to take home **an inspiring document.** Action plans are great, but it is sometimes more difficult to follow up on a very thorough and technically detailed action plan than on a document that provides **motivating orientations**
3. The Pledge should be felt as binding by all of the participants. It should include both an individual and a collective dimension. People come from the other side of the planet, and have made a long trip, almost like a “pilgrimage,” and should leave with something strong. Ideally, they should even feel transformed. Let's try to collectively write a document **to help them feel part of a global movement!**
4. This document would not try to achieve absolute representativeness: it should be a (short) message written during open (but not compulsory) writing sessions. It should attempt to capture the spirit of the Symposium. At the end of the Symposium, the document will be **passed on to the General Assembly.** We think it is important to strengthen the connection between the Symposium and the General Assembly. The Symposium will then be fulfilling its true purpose by sending orientations/ inspiration to the General Assembly.

Provisionally, the document will be structured so that it follows the three days' topics, and be built from the soil UP:

DAY 1: EARTH CARE, REGENERATING THE SOILS

DAY 2: PEOPLE CARE, REGENERATING FARMING, A NEW GENERATION OF PEASANTS

DAY 3: FAIR SHARE, REGENERATING THE ECONOMY

Participants and facilitators in each day's workshops will be asked to nominate a representative to attend the Lessons of the Day/Pledge Sessions. This participant will be tasked with putting the workshop they attended into context, and helping with the synthesis of the day's discussions

In order to collect feedback from the workshops, each workshop should finish with 15 minutes dedicated to answering the following questions: 1. How can Urgenci best contribute to addressing the challenges raised during the workshop? 2. How can Urgenci contribute to this particular topic, both at individual and collective levels?

## Speakers and Attendees

### Andrea Calori, Farmer, President

*Urgenci, Italy*

Andrea Calori is an expert of local and self-sustainable development policies and has a long experience in developing citizens participation for urban, territorial, rural and development policies. In this field he worked for ten years also as teacher and researcher on Territorial Planning and Local Development at Politecnico di Milano (Italy). He has been working both on the field and in theoretical and methodological researches with social and economic actors and networks and with many institutions at different levels (Local Authorities, Regions, National Governments, OECD, EU Commission, Council of Europe, FAO, UNDP, etc.). He is the President of Urgenci, the world coalition of networks of Community Supported Agriculture (CSA) (es. CSA, AMAP, Teikei). He is one of the founders of the Italian Solidarity Based Economy Network. Now he works mainly as partner in EStà - Associazione Economia e Sostenibilità, a non profit think tank that is focused on the promotion of the culture of sustainability through a strategic approach to public policies and the start up of social economy enterprises. He is also responsible for the methodology, the assessment and the researches connected to the Urban Food Policy of Milan.



### Wen Tiejun

*China*



Wen Tiejun is a Professor at Renmin University of China, a doctoral supervisor, the Executive Director of the Sustainable Development Advanced Study Institute at Renmin University of China, the Director of the Rural Reconstruction Center, the Director of China's Rural Economic and Financial Research Center, the Executive Director of China's Rural Construction College of Southwest University, and the Vice Director of the Chinese Association of Agriculture Economics. He won the Technology Advancement Award in 1999, the CCTV's China Economic Figures of the Year in 2003, and was named China's Environmental Ambassador in 2006. He is the chief expert of the Rural Development Experiment Innovation Base in China, under the National 985 Plan. His research fields are comparative studies of developing countries; national conditions and development; institutional change; rural governance; rural construction and rural system reform; and so on. His major works are Eight Crises, China's Rural Basic Economic System Research, and Deconstructing Modernization.

### Elizabeth Henderson, farmer/writer

*Peacework Farm, USA*

Elizabeth Henderson farmed at Peacework Farm in Wayne County, New York, producing organically grown vegetables for the fresh market for over 30 years. She is a member of the Board of Directors of the Northeast Organic Farming Association of New York (NOFA-NY), co-chairs the Policy Committee, and represents the NOFA Interstate Council on the Board of the Agricultural Justice Project. For 20 years, from 1993 – 2013, she chaired the Agricultural Development Board in Wayne County and took an active role in creating the Farming and Farmland Protection Plan for the county. In 2001, the organic industry honored her with one of the first "Spirit of Organic awards, in 2007, Abundance Co-op honored her with the "Cooperating for Communities" award and in 2009 NOFA-NY honored her with a Lifetime Achievement Award and then a Golden Carrot in 2013. In 2014 Eco-Farm presented her with their "Advocate of Social Justice Award, the Justie." Her writings on organic agriculture appear in *The Natural Farmer* and other publications, and she is the lead author of *Sharing the Harvest: A Citizen's Guide to Community Supported Agriculture* (Chelsea Green, 2007). She also wrote *A Food Book for a Sustainable Harvest* for the members of Peacework Organic Community Supported Agriculture (aka GVOCSA) in its twenty seventh year in 2015.



## Andre Leu, President, Farmer

*IFOAM, Australia*



Andre Leu is the author of *The Myths of Safe Pesticides* and the President of International Federation of Organic Agricultural Movements (IFOAM), the world umbrella body for the organic sector. IFOAM has around 800 member organisations in 120 countries. Its goal is the worldwide adoption of ecologically, socially and economically sound systems that are based on the principles of organic agriculture. Andre has over 40 years of experience in all areas of organic agriculture from growing, pest-control, weed management, marketing, post harvest, transport, grower organisations, developing new crops and education in over 100 countries. He has an extensive knowledge of farming and environmental systems across Asia, Europe, the Americas, and Africa.

## Zhang Lanying,

*China*



Zhang Lanying is the Deputy Executive Dean of the Institute of Rural Reconstruction of China, Southwest University, and a PhD candidate at Wageningen University. She has taught at Peking University, the International Institute of Rural Reconstruction in the Philippines, and the University of the Philippines. Besides teaching, she was chairwomen of the China Global Call of Action Against Poverty Committee and Country Director for ActionAid International in China. With multilingual capacities in English, Indonesian, and Philipino, she has translated and compiled many books on rural development and poverty reduction. Specializing in adult education, she has facilitated capacity building and leadership development for farmers, youth, and social development practitioners through training, coaching and mentoring.

## Pierre Besse, Farmer

*Urgenci Member, Biodiversity, France*

I became a farmer 25 years ago. I work with my wife on a little family farm where we grow vegetables in an as natural as possible way, without tilling the soil. We also grow most of the seeds we need. Since ten years, our vegetables are all dedicated to a group of families forming an AMAP. These families go to the farm to pick up their weekly vegetables box. Gradually, the farm became the place for food exchanges between 25 farmers and 150 families ([le-gout-des-autres.net](http://le-gout-des-autres.net)). Since 2004, I regularly worked for the AMAP network of my region, and for the French national AMAP network. I also participated to Urgenci work. In 2007, I went to St-Petersbourg in Russia for Biodiversity program, and since 2009 I went in Slovenia, Spain, Italia, Greece, Hungary, for various programs. Moreover, I contributed to a book headed "Organic farming between business and social project." This book analyses, all over the world, the movement of organic food production and marketing toward and industrial model, and simultaneously the bloom of local food systems, based on ecological farming and ethical business.



## Scott Chaskey, Director

*Peconic Land Trust/ Quail Hill Farm, USA*



Scott has been farming at the Peconic Land Trust's Quail Hill Farm CSA on Long Island, NY, for over 22 years. Since it was established in 1990, Quail Hill Farm has grown to 30 acres serving 200 families, as well as providing produce to a local school, nearby restaurants, a farmers market, and food pantries. Scott is a farmer, a poet, and served on the Board of the Northeast Organic Farming Association of New York and was president for six years. He wrote *This Common Ground: Seasons on an Organic Farm*, and is at work on a new book devoted to the theme of seeds.

## Katsushige Murayama, Member

*Former Urgenci IC President, Teikei network, Japan*

President of URGENCI IN 2010-2011. Since 2007 Board member of several national-level and regional-level NPO's in the areas of organic agriculture and symbiosis of country and urban lives. In 2001 he became President of IFOAM Japan. In 1975 he became President of Kojinsha, a group that pursues self-sufficient life styles centering on organic agriculture. Approximately 60 families from urban areas have come into the village through Kojinsha.



## Erin Bullock, Farm Manager

*EquiCenter, Inc, USA*



Erin Bullock has been growing organic vegetables for the last 8 years in the USA. After apprenticing on a large CSA farm in California, she started a CSA farm in her home town of Rochester, New York, ([www.mudcreekfarm.com](http://www.mudcreekfarm.com)) and in 5 years grew the farm to the size of 15 acres, feeding 400 local families. She started another farm this year, which focuses on therapeutic and educational programming for a local non-profit organization.

## Florian Delespesse, Agroecologist

*Belgian CSA-network, Belgium*

Florian is an agroecologist trained in the European M.S. Agroecology where he studied at NMBU, Norway, UW- Madison, USA and ISARA, France. He has worked on several organic farms throughout the world and done research within the agronomy department of UW-Madison on cover-cropping in organic field crops. He now works for the Belgian CSA-network to support farmers developing direct sales within the network, as well as with other partners through the development of a web-platform. He also works as an independent to help farmers finding land and teaches courses in universities.



## Erika Jones, Executive Director

*FairShare CSA Coalition, USA*



A self-proclaimed foodie, Erika Jones, 34, joined her first CSA in 2006 while living in Berkeley, Calif. She returned to her native Wisconsin to pursue her interests in sustainable agriculture and food policy while completing her Master's degree through the La Follette School of Public Affairs at UW Madison. Since joining FairShare as a staff member in 2012, Erika has managed the Partner Shares assistance program, providing cash assistance for low-income households to join FairShare farms. She has also managed volunteer engagement and intern programs, fundraising appeals, and overall organizational administration. She is a committed advocate for creating a sustainable and just local food system and is excited to be part of this movement in her role with FairShare. Her other passions include cooking, eating, food preservation and craft beer.

## Ma Jinzhong, Master Farmer

*China*

Ma Jinzhong is from Shouguang County, Shandong Province, a famous vegetable-growing base in China. He became a Party member in 1974, and served as village head and village party branch secretary for almost 20 years. During the collective period, the village did not have access to synthetic pesticides and fertilizers, so he accumulated rich organic farming experience. After 2000, he was engaged in non-organic greenhouse planting in Inner Mongolia. In 2013, he was employed by Shared Harvest Farm as its technical consultant for organic planting, and he has used his previous experience to continue his career in organic farming. He specializes in growing vegetables, organic methods of pest and disease control, making organic compost.



## Frédéric Thériault, Farmer

*Ferme Coopérative Tourne-Sol, Canada*



Frédéric Thériault is one of 5 members of Tourne-Sol Co-operative Farm, in Les Cèdres, Quebec. Founded in 2005, the co-operative farm provides livelihood for 3 families and 5 seasonal employees. They produce certified organic vegetables, flowers, and seeds on 7ha of land. Frédéric holds a BSc, and a MSc in Plant Sciences and Agriculture. He has taught ecological agriculture at the McGill University and Alfred college. He is the co-author of the book "Crop Planning for Organic Vegetable Growers" published by Canadian Organic Growers. He is on the board of directors of Equiterre, an environmental organization in Montreal, and on the board of his local Farmer's market.

## Simon Anoumou Todzro, Executive Director

### *ECOLOGICAL AGRICULTURE, Togo*

A genuine (organic) globetrotter, Todzro A Komi, from Togo, has been part of various organic farmers' training programmes, in Europe all through the eighties and nineties. This includes a 2-year-long training program in Switzerland, with Helvetas, and long trainings or working period in France, Germany and the Netherlands. Simon is trying to pass his knowledge and his experience in organic production techniques to younger producers in his home country. He has created several incubators to get young farmers started.



## Meng Fanqiao

### *China*



Meng Fanqiao is an Associate Professor at the College of Resources and Environmental Sciences, China Agricultural University. During the past two decades, he has been working on issues of ecological and organic agriculture, carbon and nitrogen cycling, greenhouse gas emissions, and non-point source pollution control within agroecosystems. As a PI, he has worked on about twenty projects from the Ministry of Agriculture, the Ministry of Science and Technology, the National Science Foundation of China, and the Ministry of Environmental Protection. Since the 1990s, he has been involved in organizing the introduction and translation of EU and US organic farming regulations and certification systems into China. His

research has attempted to quantify the environmental benefits of organic farming, and monitor and analyze the economic and environmental performances of different farming systems. In the North China Plain, where agriculture is being intensified, he has observed the dynamics of soil organic carbon and inorganic carbon due to farming measures, concluding that the increase of soil carbon was mainly due to crop straw incorporation, a significant finding about soil fertility and quality improvement. By designing and implementing optimized fertilization and irrigation farming technologies in North China, he worked with farmers to maintain high crop yields and reduce greenhouse gas emissions and nitrogen losses. He has also worked to trace the fate and transformations of carbon and nitrogen within agricultural soils using natural isotope technologies. He has published fifty peer reviewed papers and authored six books.

## Reyes Tirado, Greenpeace International Scientist

### *Greenpeace, UK/Spain*

I have been a Research Scientist at the Greenpeace Research Laboratories at the University of Exeter (UK) since September 2006, where I coordinate research projects on agriculture and provide scientific support over wider terrestrial ecology issues. From spring 2009 until recently I was based in the offices of Greenpeace India in Bangalore, to work closely with the agriculture campaigners in Asia. I work with my Greenpeace colleagues in agricultural areas in China, India, Thailand and the Philippines researching some of the environmental impacts of chemical agriculture and documenting solutions already being applied by farmers. In 2007, we investigated the use of fertilizers and pesticides in intensive farming areas in Thailand and the Philippines, analyzing the negative consequences of agrochemicals misuse on the environment and human health. We recently documented the nitrate pollution in the groundwater coming from synthetic fertilisers in Punjab, India. I am interested in an ecological farming model that provides food for all avoiding impacts on the environment and nurturing biological diversity.

## Hans Van Willenswaard, Advisor

### *Towards Organic Asia, Thailand*

Advisor for 'Towards Organic Asia' (TOA) Programme. Initiated the first CSA initiative and works also on PGS in Thailand. We initiated the TOA network with partners from the Mekong region + Bhutan. This alliance designed a plan of action and we are now implementing this. After the international forum on Innovating Alternative Markets, May 2013, Bangkok, the TOA movement started spreading. At the end of 2014 we held our TOA partner meeting in Cambodia.

## Pierre Vuarin, Agronomist engineer

### *Université Internationale Terre Citoyenne, France*

Pierre Vuarin had accompanied many peasant struggles, in particular the peasants of Larzac against the extension of a military camp in the South of France (1970-1981). He worked at the Ministry of Agriculture and at two NGOs (GRET and GREP). He was responsible for several international programs at the Charles Léopold Mayer Foundation (FPH) on agriculture, fisheries, food, natural resources management, and training for social leaders. He is currently Director of the International University Terre Citoyenne (UITC). The UITC is an university without walls that relies on an international network of different kinds of organizations and leaders of social organizations, civil society, and researchers. It focuses its activities on training of a new type of leadership needed to achieve systemic changes in societies with new skills: the ability to produce new knowledge from dialogues of knowledges, act and think in complexity, and develop emotional intelligence, the capacity to positively transform conflicts, and the capacity to develop an intuitive intelligence in different kinds of situations.



## Hye Sun (Jennifer) Chang, Asia Secretary

### *IFOAM, Korea*



Jennifer Chang (張惠善) has been working as the Executive Director of IFOAM Asia since 2013. Previously she has worked as the coordinator of the 2011 IFOAM Organic World Congress held in South Korea and has been the senior manager of international relations at the Korean national umbrella organization of the organic movements. Before joining the organic movements, she has worked at the UN Human Rights Commission based in Geneva, Switzerland. She has spent more than 25 years' experience of living and working in the USA, Asia and Europe.

## Oumar Diabate, Agronomist

### *Urgenci, Republic of Mali*

Trained as a veterinarian in the Soviet Union (Kazakhstan, Latvia, Moscow) in the late '80s, Oumar Diabaté later returned to his homeland, Mali, and started family farming to survive while he was waiting for the recognition of his diplomas. Thanks to the hands-on experience he gained in vegetable growing, Oumar became a recognized trainer in agroecology.



## Noémie Labrosse, Farmer

*Terra Sativa, Canada*



Ferme Terra Sativa is a member of Equiterre's family farmers network in St-Alban, Québec, Canada. Noémie is co-founder of Terra Sativa, a collective incorporated vegetable farm started in 2005 and thriving since then, now offering certified organic vegetables and herbs to 250 shareholders, public markets, restaurants and retailers. Not raised on a farm, she discovered agriculture while travelling in Europe and Africa as a young adult and came back home with the will to learn farming. School, internships on inspiring farms, travelling, and most of all friendship and family support made it all possible. Hoping to see CSA spread and grow steadily all around, she has been involved in Equiterre's family farmers network for seven years.

## Shinji Hashimoto, Farm Manager

*Organic farm, Japan*

Shinji is an organic vegetable grower from Ichijima, close to Tanba-City, a town which has been the focus of many regional and national policies supporting organic farming. Apart from its vegetable production, Hashimoto Farm is also producing eggs and operates as a training centre: 2-3 interns receive comprehensive training in organic farming each year. Shinji has been on the International Committee of Urgenci starting from the foundation of the international network. He also took the lead of the Steering Committee for the preparation of the IVth International Symposium in Kobe, the biggest city close to his farm. One of his best souvenirs is the standing ovation he received at the last EcoFarm conference, where he was invited as a keynote speaker.



## Jérôme Dehondt, Farmer

*Little Steps Farm, France*



Jérôme Dehondt is a CSA peasant installed since 2012 and invested in the AMAP movement since 2006. A vegetable gardener, he produces fruits and vegetables in organic farming on the Little Steps Farm - farm he founded applying the principles of permaculture and which is located in west of France. Co-founder and administrator of MIRAMAP (interregional movement of AMAP), he is also a member of Urgenci International Committee since 2009. He has also invested on the issue of agricultural activity test to help people wishing to settle ; he has created for this an agricultural test area near his farm.

## Isa Alvarez, Advisor

*EHNE Bizkaia, farmers' organization, Spain*

Isa's began as a teacher specializing in migration and working with children of seasonal agriculture workers. Following this, she started working with an NGO for development cooperation, developing projects on consumption and food sovereignty. At that time she founded with other partners a consumer cooperative in Vitoria ( Basque Country, Spain) . This cooperative was a restaurant that operated under the criteria of the local, organic and fair trade products. From here we developed different groups of CSA. Following this work, I started working in the union EHNE Bizkaia in 2009 developing the Nekasarea network linking producers and consumers people. Nekasarea is part of URGENCI.





She has studied Food Sovereignty and Agroecology, and is searching for new links between food sovereignty and the social economy: to train people both producers and consumers and work with different social actors around public policies needed to develop these values. In October she will start to represent URGENCI in CSM in Rome.

## Tammi Jonas, Farmer

*Australian Food Sovereignty Alliance, Australia*

Tammi Jonas is a free-range pig and cattle farmer at Jonai Farms & Meatsmiths, where they run a thriving CSA in Victoria, Australia. Tammi is also a whole-carcass butcher of all of the farm's meat, and the current President of AFSA. She is also a founding member of Fair Food Farmers United (FFFU), the producers' branch of AFSA, which is focused on connecting and creating a strong voice for farmers who are feeding Australia fairly.



## Jan Valeska

*Czech Republic*



Jan Valeška, born in 1980 in Prague, graduate of Social and Cultural Ecology studies at the Charles University of Prague. Carfree social activist and cycling advocacy worker until 2000. Since 2000 NGO worker in the field of organic and sustainable farming, recently interested mostly in the development of solidarity-based food systems and Food Sovereignty in Europe. As a lecturer Jan has led numerous training programmes (50 in last 3 years) for both farmers and consumers on how to do local-food direct marketing in a sustainable and socially responsible ways since 2009. He has (co)organized 2 nation-wide conferences on Community Supported Agriculture in 2011 and the international CSA Meeting in France in 2013. Jan Valeška has 5 years first hand experience in running a CSA scheme and participated in the establishment of 10 CSA groups and community farms in last few years.

## Qiana Mickie, CSA Network Manager

*Just Food Inc., USA*

Qiana Mickie is the CSA Network Manager at Just Food, a New York City non-profit that supports community leaders to increase local, healthy food access in their neighborhoods, especially in historically marginalized communities. She is also active in advocating for sustainable and equitable food/farm policies. Qiana has a Bachelor of Science in Marketing from Hampton University and recently completed the University of Vermont Food Hub Management Program, the first program of its kind in the U.S.



## Ye Jingzhong

*China*



Ye Jingzhong (1967) is a Professor and Dean at the College of Humanities and Development Studies (COHD), China Agricultural University. He holds a PhD degree in Social Sciences from Wageningen University. He was engaged in a range of rural project interventions as a development practitioner from 1988 to 1998, and since then has focused his professional career on action research and academic research in the area of development studies. His research interests include: history and critiques of development; development interventions and rural transformations; rural society and agrarian change; labour migration and the rural 'left-behind' population; peasant agriculture and land politics; and rural education and social problems. He has published a number of refereed articles and book chapters, single-authored books, and (co-)edited scholarly volumes in both Chinese and English. He is a member of the editorial boards of the Journal of Agrarian Change and Development Studies Research, and is the editor of the Journal of China Agricultural University (Social Sciences Edition). He won the First Class Award of Humanities and Social Sciences Researches among Universities in China (6th) in 2013, First Class Award of Philosophy and Social Sciences Researches in Beijing in 2008 and Second Class Award of Philosophy and Social Sciences Researches in Beijing in 2010, and Award for Excellent Research of Rural Development of China in 2010. He has been labeled as the 'Microphone of Farmers' by a leading Chinese Magazine Nan Feng Chuang. His research on 'the left-behind population in rural China' has brought great social impacts to society and policy impacts to the central government of China. Another project, titled 'The Construction of the New Countryside: Farmers' Perspectives,' has made huge policy impacts in China. His research has been widely covered by media in China and abroad.

## Stephan Pabst, Member

*European CSA Kernel, Austria*

I am the founding member of the coordinating team of the selforganized CSA-network in Austria. Currently I work as a landworker and finished my master on Agriculture and Food-Economy in Vienna this year. For my thesis I applied participative action-research to explore the self-organisation of the CSA movement. Since 2010 I'm a CSA-activist and part of the Nyeleni-Europe movement.



## Hermann Pohlmann, Master of Fine Arts

*CSA Brasil, German*



Born in Germany, sculptor, teacher, father of four children, lives in Brazil in the countryside. In 2011 completed a Master of Fine Arts with his thesis as Community Supported Agriculture as a social artwork, as a Social Sculpture. From 2012 – 2014 he coordinated and developed the network-Project for Germany "makeCSA.org" at University FH Münster, Germany. He is conducts lectures and seminars on Social Sculpture and art at various universities in Germany and Brazil. He is the Founder and Coordinator of the Network "CSA Brazil" and the project "CSA Demetria" in Botucatu, Brazil, with today 350 members.

## Narumi Yoshikawa, Researcher working on CSA

*Waseda Environmental Institution of Waseda University, Japan*

PhD in Agricultural Economy, Vice manager and Lecturer of Waseda Environmental Institution of Waseda University, Vice Director of Takahata Co-living Teikei Project. After working to establish “public participation” for local ecological agriculture and welfare enhancement support program of famers, completed co-research about rural ecological agriculture under with Xi’an Jiaotong University of China for two years under the mission of Japan Foundation. Started the education program for sustainable local agricultural development in Asia from 2008 in Japan. From the year of the Fukushima disaster of 2011, tried to establish a partnership between urban and rural residence, create shared value of Agricultural Economy under Teikei philosophy.



## Cheryl Rogowski, farmer/writer

*Rogowski Farm, USA*



Cheryl is reinventing the role of the family farm in America, and is a fourth- generation farmer, growing 200 varieties of fruits and vegetables. Under great pressure from consolidation in industrial agriculture and shifting trade policies, Rogowski overhauled her family farm, moving away from a single-crop specialization to provide a variety of vegetables and fruits that serve the needs of regional and specialty markets. She has been at the vanguard of creating and participating in Community Supported Agricultural programs (CSAs) in her own community and in New York City and in experimenting with individual CSAs for targeted groups as disparate as Hispanics, seniors, and soup kitchens. She also plays a key role in the New Farmer Development Project, mentoring immigrant farmers seeking to establish their own farms. In 2004, Cheryl became the first farmer to receive a MacArthur Fellowship. We created another association to gather people interested in agroecological activities (RIAM: Réseau des Initiatives Agroécologiques au Maroc; for pictures see <http://www.riam.ma/>)

## Mihaela Vețan, Project Manager

*Urgenci, Romania*

Mihaela Vețan is involved since 2007 in promoting social and solidarity based economy in Romania and concepts such as responsible consumption, fair trade, social enterprises and ethical finance. She graduated Political Sciences and had a master degree in Public Policies and Advocacy. She was the initiator of CSA in Romania and sustained the development of a national network to promote direct partnership between small producers and consumers. She is the president of ASAT network (Association to Sustain Traditional Agriculture) and CRIES association (Resources Center for Ethical and Solidarity based Initiatives). Starting in 2015, she is also employed in a social enterprise (ECOSSENS association), created to promote responsible consumption and jobs for disadvantaged people on the labor market. She is interested in promoting mechanisms which could contribute to social cohesion and social justice.





## Josefina Cendejas Guízar, Researcher/lecturer

*Universidad de Michoacán, Mexico*

Josefina is an academic from Mexico, who is very active in the REDCOOP cooperative movement, and in the RIPESS, the Intercontinental network of Social and Solidarity –based Economy.

## Zsofia Perenyi, Network Coordinator

*Association of Conscious Consumers, Hungary*

International project coordinator and expert at TVE (Tudatos Vasarlok Kozhasznu Egyesulete, Association of Conscious Consumers, Hungary) since 2009. Zsófia has an extensive experience in environmental education programmes and is in charge of several CSA projects in Hungary. She represents the informal Hungarian CSA network on an international level. Graduated as agricultural environmental management engineer, she is an active Board member of the European Network on CSA and Distribution Systems for Food Sovereignty since 2012. Since 2012 she has facilitated more than 8 educational workshops and given several presentations .



## Veikko Heinz

*Netzwerk Solidarische Landwirtschaft, Germany*

After finishing my first university degree as an agricultural engineer in 2003, I worked eight years in agriculture as a farmer on small-scale, 50 ha, ecological community farms in northern Germany. Of this time I build up a community farm with a non-commercial, solidarity based agriculture for seven years. Since 2011 I took part in the formation of the network for solidarity based agriculture in Germany. Since the beginning, I am a member in the council in the network and engaged in the international collaboration as well as the development of solidarity based agriculture in general and the network as an organisation in Germany. I wrote a book on organisational structures and legal forms in solidarity based agriculture in Germany. In 2012 I finished my second university degree as a M.Sc. in agricultural economics, environmental and resource economics and agricultural policy. Since 2013 I work as a personal associate for the agricultural spokesman of the green Party and Member of the German Parliament, Mr. Friedrich Ostendorff.



## Jocelyn Parot, Director

*Urgenci, France*

Jocelyn has been working 4 years already as the General Secretary of Urgenci. Urgenci with its allies has been instrumental in offering a solid frame for face-to-face, farmers-to-farmers and consumers' meetings around the globe. The most extensive exchange programs have been led in Europe: during the past 4 years, 55 missions and information tours have taken place in 16 different countries. CSA stakeholders have been offered the opportunity to travel abroad to share their experience: 173 international travels have been sponsored. These exchanges kept down to earth, no less than 136 farms have been visited, and 550 local farmers met. Based on the lessons learnt from these multilateral peer-based exchanges, Jocelyn is willing to share his vision of a worldwide CSA movement.



## Denis Carel, Farmer

*Urgenci member, Miramap Committee Member, France*

Denis is a 63 years old organic goat farmer and cheese maker to LA ROQUEBRUSSANNE in southern FRANCE. On the farm, he works with his son Mathias and together manage a flock of 180 rustic goats of a local breed (la chèvre du Rove) which graze on the mediterranean hills. The milk is processed on the farm and the cheese is delivered on AMAP and shops on Marseille and the department of Var. In 2001, I was the spokesman of « la confederation paysanne du Var », the farmer union that defends peasant agriculture. We helped create ALLIANCE PROVENCE, the first network of AMAP in France. At their inception, AMAP were inspired by the example of Japanese Teikei and American CSA. But also by the charter of peasant agriculture of CONFEDERATION PAYSANNE. In 2009, several regional networks of AMAP came together to create MIRAMAP, interregional movement of AMAP, and since I am also one of those national responsible of MIRAMAP.



## Isabelle Joncas, Project Manager

*Équiterre, Québec, Canada*



Graduated from the McGill University in 1997 specialised in agronomy, Isabelle has a diverse experience in agriculture. She worked as an eco-counsellor for an agro-environmental consultant group, for an organic food wholesaler and in an organic farm. Isabelle joined Équiterre in September 2000 to help organizing the first Canadian symposium on Community Supported Agriculture. Isabelle coordinates the Family Farmers network since January 2002. Since 1996, Equiterre helps building a social movement by encouraging individuals, organizations and governments to make ecological and equitable choices, in a spirit of solidarity.

## Dave Runsten, Policy Director

*Community Alliance with Family Farmers, USA*



Policy Director at the Community Alliance with Family Farmers (CAFF) in Davis, a California statewide organization that works to develop sustainable agriculture and local food systems. He has been working at CAFF for eight years. He has conducted applied research with farmers and food processors in California and Latin America, including the frozen vegetable industry, the Del Cabo cooperative in Baja California, and the fair trade organic coffee cooperatives in southern Mexico. He has also worked for 30 years on Mexican migration and farm worker issues in North America, including serving as Research Director of the California Institute for Rural Studies in Davis for seven years, where he conducted a series of surveys in California and Mexico on migration and the labor conditions of California farm workers. He currently participates in the California Roundtable on Agriculture and the Environment and is the co-chair of the National Sustainable Agriculture Coalition's Food Safety Task Force.

## Rupert Dunn, Farmer, Baker, and Community Garden Manager

*UK CSA network, United Kingdom*



Rupert Dunn is the founder of a newly established cooperative called 'Torth y Tir'. Torth y Tir (TyT) is a Welsh language name meaning 'Loaf of the Land'. We are a Community-Supported, Peasant Bakery. We are growing heritage wheat varieties with a view to scaling up production to mill, and bake bread from our own wheat. We are baking hand-made sourdough (naturally leavened) bread from a wood-fired oven. People join us as members, sharing the risk and reward of production and receiving a regular supply of bread. We offer educational group activities to young people, teaching the process of threshing, winnowing, milling and baking, using a mobile wood-fired oven.

([www.facebook.com/torthytir](http://www.facebook.com/torthytir)) Rupert is also a founder of the local Community Supported Agriculture scheme 'Caerhys Organic Community Agriculture' [www.coca-csa.org.uk](http://www.coca-csa.org.uk) and a board member of the UK CSA Network [www.communitysupportedagriculture.org.uk](http://www.communitysupportedagriculture.org.uk) as well as a member of the European coordination of CSA through Urgenci. He has recently left his role of Development worker with the Federation of City Farms and Community Gardens, for whom he worked for four years. Rupert is passionate about building sustainable, collaborative approaches to food production and consumption based on the principles of food sovereignty and agroecology.

## Balblu Ganguly, Founder

*Via Campesina India - Timbuktu, India*

Mr. C.K. Ganguly and Ms. Mary Vattamattam founded the Timbaktu Collective, a not-for-profit development organization, with a few friends in the year 1990. The Collective is currently engaged with around 20,000 smallholder farmers, artisans and labour families in 170 villages, in 4 mandals of drought-affected Anantapur district. It addresses issues concerning the rights and livelihoods of children, women, people with disabilities, small holder farmers and agricultural labourers. Youth and Dalits are actively represented in all its programmes.



## Rita Schwentesius, Researcher / Lecturer

*Universidad Chapingo, German*

Supporter of CSA Movement in Germany

## Atarhouch Touriya, Founder

*Swani Tiqa / Vegetable Gardens of Trust, Beligum*

I've started the first CSA in 2007 in Morocco together with friends and my husband. Three gardeners (Najib, Radouane and Mustapha) are now producing organic vegetables and we distribute around 200 baskets in the capital, Rabat. We are now organised in a formal association: « Swani Tiqa », which means "vegetables gardens of trust". It aims at helping producers to disseminate the CSA concept and to share information about the necessity of healthy food. A few similar projects are spreading in Morocco, and we try to share our experiences. Morocco is an important agricultural exporter, and most vegetables are cheap and available, all year long; labor force is cheap too. So it is essential to keep on stressing the importance of local, natural, seasonal food and small-scale farmers taking care of their land, as they are still discredited in developing countries. We face many other challenges, as we are pioneering in CSA, to find solutions to diseases, erosion, machinery and crop management. Personally, I am an agronomist and work with my husband in a big garden close to Rabat, where we are developing several organic activities like vegetables, fruit trees, ostriches. In a near future, we would like to design green buildings.

## Morgane Iserte, Urgenci Network Coordinator

*Urgenci, France*



Urgenci's network facilitator since 2010. She previously worked as project manager for a civil society movements funder (Charles Léopold Mayer Foundation, 2002-2005) on solidarity economy and fight against poverty and as an expert on knowledge-sharing activities especially with the disadvantaged (homelessness, Fondation Abbé Pierre 2008-2010; undocumented migrants, Anafé 2006-2012) and the grassroots. Since 2008, she's part of an AMAP in Marseille where she discovered the wonderful world of organic carrots and CSA activism.

## Claudia Cossio, CEO/FARMER

*HUELLAS VERDES SPA, FARM, Chile*

Supporter of CSA Movement in Chile.

## Danijel Balaban, Farmer

*Urgenci Kernel, Croatia*

A part time web designer and a full time farmer running a 0.5ha organic farm in the mediterranean region of Istria. We grow a wide variety of vegetables which come up to 30 varieties per year. Our distribution model is based on community supported agriculture which means that our customers are sharing the risks and rewards of harvest by paying in advance for a share in production. That way offers us stability to freely focus on growing great food for the community. Aside from farming i am part of the Urgenci delegation and active in the current european csa charter writing group/researchers group. I also keep an eye on the technical workings of Urgenci's website.



## Zhou Zejiang

*China*



Zhou Zejiang is a world board member of IFOAM Organics International and President of IFOAM Asia. He is also a Senior Research Professor at the Nanjing Institute of Environmental Sciences and the Ministry of Environmental Protection of China, and is the Senior Advisor to the Organic Food Development Center of the Ministry of Environmental Protection of China. He has been involved in research, practical, and extension activities related to organic agriculture for twenty-six years, and is one of the pioneers of the Chinese organic movement. He introduced concepts of CSA and PGS to China, and actively participates in national and international organic activities. He has previously been a member of the IFOAM Development Committee, the IFOAM Representative to China and Asia, and the first IFOAM Honorary Ambassador.

## Ibrahima Coulibaly, Farmer

*Via Campesina Africa, Mali*

Unionist from the very beginning in Farmers unions in Mali, Ibrahima is now cultivating on a family farm, producing fruits and vegetables, cereals and also raising a small cattle. He is currently the President of the National Coordination of Farmers Unions in Mali, as well as the Vice-President of the West African Farmers and Producers Unions' Network (ROPPA). He was an FAO Ambassador for the International Year of Family Farming in 2014.



## Jason Nardi, Director

*RIPESS Intercontinental, Italy*



An activist for social justice, ethical finance and communication rights, Jason Nardi is coordinator of the Social Watch Italian Coalition ([socialwatch.org](http://socialwatch.org)) and member of the RIPESS International board of directors, where he represents the Solidarity Economy Europe coordination committee ([ripestt.org](http://ripestt.org) / [ripestt.eu](http://ripestt.eu)). He is an active member of the International Council of the World Social Forum, has been organiser for Terra Futura (Italian yearly event on SSE with more than 50000 people attending) and has created Zoes.org – the first Italian social network for social solidarity economy. Recently he's worked on the PRICE project (Promoting Responsible Investments and Commers in Europe), on an app to map European fair / ethical initiatives ([Go-fair.eu](http://Go-fair.eu)) and on a game on Ethical Banking ("The Banks' games"). Jason is currently on the board of the Italian development Ngo COSPE ([cospe.org](http://cospe.org)) and of an organic-fair catering cooperative ([zenzerocooperativa.it](http://zenzerocooperativa.it)). In his hometown, Florence (Italy), he's among the promoters of the CSA (GAS) network and Solidarity Economy District. As an activist Jason has promoted several national and international campaigns with NGOs and civil society networks, ranging from anti-discrimination/migration rights, water rights and commons, participatory budgeting, finance for (local) development, financial transaction tax, etc. He's also been amongst the main organizers of the first European Social Forum (Florence, 2002), the anti-war global demonstration on 15 Feb 2003, and the Firenze 10+10 convergence forum (Florence 2012).

## Javier Rivera Laverde, Andes Region Coordinator

*MAELA, Colombia*

Supporter of CSA Movement in Colombia.

## Zhou Li

*China*

Zhou Li is a Professor of the School of Agricultural Economics and Rural Development at Renmin University of China, a doctoral supervisor, the main editor of the rural finance column in The Banker magazine, an expert committee member of the national public cultural service system construction, and a guest researcher at China's Rural Construction College of Southwest University. In recent years, he has published many essays in a variety of domestic and international academic journals. His research fields are national conditions; rural finance; agriculture and rural sustainable development; food security; and food sovereignty. His major works are Polarized Development, China's Rural Finance: Market System and Practice Survey, Financial Development and Economic Growth in Several Parts of China: 1978-2000, and Financial Engineering and Risk Management.





## Judith Anne Hitchman, Advocacy Officer

*Urgenci, France*



Judith Hitchman, is the representative of the international CSA network Urgenci in the Civil Society Mechanism of the Food and Agriculture Organization (FAO). She is taking position on a number of issues that are important for CSA producers and consumers all over the world. Her report about the way CSA is increasingly identified and supported by some of the international institutions, but also increasingly targeted by corporate lobbies, might be a key element demonstrating the necessity of CSA networks.

## Ryan Galt, Associate Professor

*University of California, Davis, USA*

Ryan Galt is a professor in the Department of Human Ecology at the University of California, Davis, who studies agriculture and food systems, with an emphasis on governance and sustainability. Dr. Galt is a geographer in the nature-society tradition of the discipline. His research uses political ecology and political economy approaches and combines qualitative and quantitative methods to compare market relations in export, national, and local agrifood systems, and their shaping by geographically uneven processes of regulation and social change, unequal access to resources, and environmental context. He has examined pesticide-dependent smallholder agriculture in Costa Rica, Community Supported Agriculture in California, and fair chocolate. His recent book is *Food Systems in an Unequal World* (University of Arizona Press, 2014). Galt worked in an interdisciplinary team at UC Davis to developed the Sustainable Agriculture and Food Systems major, for which he now serves as master advisor.



## Cornelia Kirchner, Secretary

*IFOAM PGS Committee Secretary, Austria*



Cornelia Kirchner is the Programs and Value Chain Coordinator at IFOAM - Organics International. A member of the staff since 2012, her areas of expertise include Participatory Guarantee Systems (PGS), Organic Standards and project management. In 2014 she spent one month in Beijing to assist the Beijing Farmers Market to the development of PGS. Privately Cornelia has been involved with CSA since 2010 and is an active as consumer in the Solawi Bonn, a CSA in Bonn/Germany.

## Joy Daniel, Executive Director

### *Integrated Rural Development (IIRD), India*

Joy Daniel is the Executive Director of Institute for Integrated Rural Development (IIRD) based in central India and Board Member of URGENCI. He is active in the promotion of local certification and marketing systems for small and marginal organic farmers. As such, he is the convenor of the Participatory Guarantee Systems (PGS) Organic Council of India. His main interests and active participation are in the in the areas of organic farming, water conservation and management, appropriate housing and sanitation, and micro-enterprises development for thousands of small and marginal farmers in central India.



## Eva Torremocha, Agroecology PhD

### *PGS IFOAM, Spain*



I'm an agronomist with a PhD in Agroecology. I've been consultant for 10 years for launching and monitoring PGS over Europe. I first worked in several conventional farms and, then, quickly moved to organic sector, working on rural development projects in Andalusia. I took part of the agroecological project led by andalusian government from 2004 to 2007. Currently, I'm involved in research at the University (always around PGS and their benefits/challenges/potentials as transforming tools). But I keep going on with my consultancy and on-field work. I'm a member of the IFOAM World board and I'm the European representative within the IFOAM PGS Committee.

## Peter Volz, Director

### *AGRONAUTEN, German*

Peter Volz is one of the directors of the research organisation AGRONAUTEN ([www.agronauten.net](http://www.agronauten.net)), based in Freiburg, Germany. This organisation researches and communicates many aspects related to food and farming culture. In fact we are interested in regional, organic agriculture and food systems that are viable for the future. Thus we work on topics like partnership models of producers and consumers (e.g. Community Supported Agriculture), access to land for agroecological farmers, regional logistics, indicators of farm sustainability and change of food and farming culture. Although the research scope is "local food systems", the Agronauten have been active on national and European level cooperating with initiatives in most European countries. The approach of the Agronauten is interdisciplinary with a high emphasis on participatory research and democratisation of agricultural research.



## Anne Roussel, Farmer *Ferme Cadet-Roussel, Canada*



Anne Roussel took up the family farm called Cadet Roussel in Mont Saint-Grégoire in 2010, despite being a caseworker and that she did not intend on becoming a farmer. The farm has been certified organic since 1980 and biodynamic since 1990, and celebrates this year its 20th year anniversary as a CSA farm with Équiterre. On the 30 hectares of the farm, 4.5 ha are used to produce vegetables for 250 families all over the year, the rest being divided between cereals, animals and woods. Since 2010 the farm has become a Land Trust, a legal obligation to use only organic practices, thus protecting the land and that in perpetuity. This is one of the main reasons why Anne decided to take up the farm with her partner Arnaud Mayet. This social aspect is very important to them, and it shows today in their management of the farm, where a large place is dedicated to the people.

## Antonio Onorati, Retired

*ROME, Italy*

Antonio Onorati is an Italian activist involved in the movement of food sovereignty, a global initiative promoted by Via Campesina presented in the Civil Society Forum on Food Security in Rome in 1996 where he was the chair. He also co-chaired the Civil Society Forum for Food Sovereignty in Rome in 2002. Over the years he has contributed to the emergence of civil society organizations that have dealt with agriculture and food, both globally and locally as RIDAM (a network of associations that are engaged in agriculture Mediterranean), GRAIN (international NGO specializing in issues of 'agro-biodiversity) or IPC. (International Committee for Food Sovereignty), a global Alliance of small scale food producers organizations with more 800n producers morganisations represented.

## Kartini Samon, Researcher and Asia Program Staff

*GRAIN, Indonesia*

Kartini joined GRAIN in 2013 after several years working with the Indonesian peasant movement, SPI, and supporting La Via Campesina South East and East Asia Youth's communication team. She studied rural development and is actively involved with the peasant and rural youth movements in her country. Kartini's responsibility is to support GRAIN's partners in Asia and to implement the programme in the region.



## Shi Yan, Farmer

*Shared Harvest Farm, China*



Shi Yan is has been promoting CSA in China since 2008, when she created the CSA program at Little Donkey Farm in Beijing's Haidian District as part of her PhD dissertation research. She holds a PhD from Renmin University, and completed a postdoctoral fellowship in Sociology at Tsinghua University. She is the founder of Shared Harvest Farm, a CSA project that regularly serves about 600 families in the Beijing area. She is the Executive Secretary of Slow Food China, and is currently serving as the Vice President of Urgenci.

## Jim Harkness, President Emeritus and Senior Advisor on China

*Institute for Agriculture and Trade Policy (IATP), USA*

Jim Harkness is President Emeritus and Senior Advisor on China at the Institute for Agriculture and Trade Policy (IATP). Mr. Harkness served as president of the IATP from 2006 to 2014, and during that time IATP worked with Renmin University and others in China to support alternative farming systems in China. (Shi Yan's trip to the US in 2008 to study CSAs was hosted by IATP.) Before joining IATP, Mr. Harkness lived and worked in China for 16 years. He was Country Director of WWF China from 1999-2005, and Ford Foundation's Environment and Development Program Officer for China from 1995-1999. He has written and spoken frequently on food and agriculture issues, China and sustainable development, and has served as an advisor for the World Bank, the United Nations Food and Agriculture Organization and many private foundations. Mr. Harkness has a B.A. in Chinese Language and Asian studies from the University of Wisconsin and a master's degree in Development Sociology from Cornell University.



## Kirk Barlow, Project Manager, Farmer

*Sown Solutions, China / Canada*



Kirk has been working in China's agriculture for over 5 years. He helps families and individuals build organic food into their daily lives. He has built a rooftop farm in Beijing Sanlitun's TaiKoo Li North shopping area (Swire Properties), as well as advised government and private investors on agricultural redevelopment projects in Zhejiang and Anhui. In 2014 and early 2015 he created and implemented two weekly farmer's markets, where he attracted over 100 farms and small vendors. He is an enthusiastic supporter of the CSA movement, and is the International Urgency Coordinator in China for the 6th International CSA Conference in Beijing. He uses his agricultural and business experiences to encourage sustainable food production within urban and rural settings, while also sharing his experiences on relevant regulatory and licensing requirements in China. With close to 20 years of exposure to farm management and the production of quality crops and meat on his family farm in Prince Edward Island, Canada, Kirk also brings consulting expertise. At KPMG, he was a project manager for a number of large-scale investments in China's organic fertilizer, animal feed, and cold chain logistics space. He loves working on his own farm, as well as with his adopted family of CSA farms in China.

## Wallapa Van Willenswaard, Director

*Suan Nguen Mee Ma, Thailand*

Suan Nguen Mee Ma social enterprise / Green Market Network and major supporter of CSA in Southeast Asia.

## Stuart Jonas, Farmer

*Australian Food Sovereignty Alliance, Australia*

Supporter of CSA Movement at Jonai Farms & Meatsmiths in Victoria, Australia

## Caroline Merrifield

*USA*

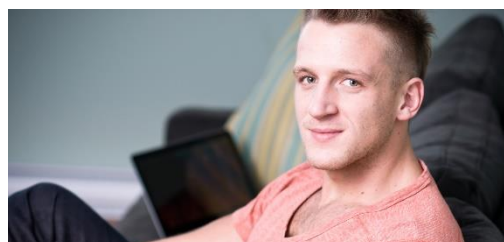
Caroline Merrifield is a PhD candidate in Anthropology at Yale University. She is currently conducting field research for her dissertation project on 'social sustainable agriculture' and rural-urban relations in China. She researched Chinese producer cooperatives and CSA as part of the Fulbright Program in 2010-11, and was also an early organizer with the Beijing Farmers' Market.



## Elliot Yeo, Director of Information Technology and Web Design

*Linwood Farm, Canada*

Elliot Yeo is a Canadian Information Technology and Web Consultant from a produce farm in Summerside, Prince Edward Island. Elliot grew up on a farm growing commercial produce crops such as grains, canola, potatoes, peppers, cabbage, strawberries and raspberries. A passion for technology led him to complete a Summer scholarship at the Acadia University Institute for Teaching Technology in Nova Scotia that branched a path into technology projects and internet applications that he has been on ever since. In 2012 he completed a technology accelerator in Montreal, Canada that provided broad exposure to innovative technology applications and the Venture Capital world. As graduate of FounderFuel, Elliot joins the Alumnus of the TechStar Global Accelerator Network. In the years since he has been working with world class group of IT consultants in St. John's, Canada advising industry and government on IT Infrastructure and Enterprise Resource Planning. In 2015 he has moved back to Summerside, Prince Edward Island to continue consulting independently while exploring the intersections of technology that would enable local agriculture to be more accessible to communities.



## Nguyen Cong Huan

*Vietherb joint stock company, Vietnam*

Vietherb - a social enterprise in Vietnam working closely with the networking of traditional healers in highlands and farmers in lowland to help preserve and develop their traditional medicinal plants, indigenous knowledge and practices of herbal medication in the context of rapid societal changes towards modernity. Vietherb strongly focuses on wrap up Vietnamese culture to be productions that can be brought to the market and be a good business.

## Eveline Stilma, Owner/Director

*InnoPlant, The Netherlands*

Eveline Stilma is owner/ director of InnoPlant, a consultancy agency for innovative urban farming practices since 2013. Main focus has been working for the government as an ambassador for the innovative farming system concept "polycultures in a greenhouse". In that system, crops are grown in polycultures together with protein rich organisms like mushrooms, fish, chicken and insects. Waste of one product is resource for the other. The company is based on a CSA business model. Other work was on food forestry in Almere, the Netherlands. Inhabitants designed their own permaculture food forest through a series of workshops given by InnoPlant. The inhabitants will assist the community in planting and maintaining the food forest. More on-going projects are development of a permaculture mobile food forest built with sustainable resources and assisting a farm on reorganization of their CSA business model. Eveline studied Crop Science in Wageningen and did her PhD on biodiversity development in biodiverse cropping systems. Before she established InnoPlant, she has been project leader at Applied Plant Research (WUR) and group leader of the knowledge team of an agricultural laboratory for soil analysis.

## CSA in China: An Introduction

There are currently around five hundred CSA projects in China, many of which were founded within the past ten years. The rapid spread of CSA in China can be tracked through the annual national CSA conference, which was first held at Beijing's Renmin University in 2009. While the earliest conference drew a small number of scholars and few practitioners, subsequent conferences have included hundreds of participants from all over the country. Chinese people from a wide diversity of backgrounds have come to recognize their own work in the values and modular practices of CSA; and it is through these annual meetings that the broader CSA community in China has come to recognize itself as a movement – one oriented to crucial issues of agroecology and rural-urban social justice.

The vocabulary of CSA was popularized in China through Shi Yan's doctoral dissertation research. As a student at Renmin University's School of Agricultural Economics and Rural Development, Shi Yan worked out a plan with her professors to learn about small-scale sustainable farming models in the US. The school has a longstanding connection with the Institute for Agriculture and Trade Policy in Minneapolis, which helped to arrange an internship position for Shi Yan at Earthrise Farm, a CSA farm in Western Minnesota, beginning in April 2008. Upon returning to Beijing, she started planning a CSA project of her own. Although NGOs like Hong Kong-based Partners for Community Development (PCD) had been introducing the concept of CSA well before 2008, the media attention garnered by Shi Yan's research trip to "learn to be a peasant in America," as some descriptions put it, helped to publicize the model much more broadly.

The School of Agricultural Economics and Rural Development is a key institution in what is known as the "New Rural Reconstruction" (NRR) movement. Shi Yan's doctoral advisor and the former dean of the school, Wen Tiejun, is a well-known public intellectual and a key figure in NRR. In brief, NRR encompasses both an intellectual school of thought, based in a left critique of China's path to 'modernization' and its entrenched rural-urban inequalities, and a network of practical rural aid initiatives and advocacy groups. "Rural reconstruction" refers to a wave of initiatives undertaken in the 1920s and '30s to revitalize China through the revitalization of rural communities. Many experiments at the time relied on notions of cooperative economy, while also emphasizing 'positive' elements of traditional rural culture and the importance of mass education. The rural reconstruction efforts of the pre-WWII era are an important touchstone and inspiration for scholars and activists involved in contemporary rural reconstruction activities. This year, the domestic Chinese CSA conference is themed around twenty-first century rural reconstruction efforts.

Shi Yan's first CSA project, Little Donkey Farm, had its inaugural season of operation in 2009. From the start, the farm was affiliated with Renmin University and NRR, emerging as one project within a mosaic of initiatives in the rural reconstruction tradition. The first staff members at the farm had been fellows at the James Yan Institute for Rural Reconstruction, a short-lived Renmin-affiliated nonprofit in Dingzhou, Hebei, the site of one of the most famous pre-war rural reconstruction bases. Currently, Little Donkey's sister organizations include the Liang Shuming Rural Reconstruction Center, which supports the development of farmer cooperatives through rural community organizing, and Ground Green Union, which serves as a sales cooperative for products from rural farmer cooperatives. The meaning of the CSA model in China is closely tied to this historical and institutional context of rural reconstruction: it is understood as a means of harnessing 'alternative' cooperative economic arrangements to improve the incomes and standing of rural smallholders. In this sense, CSA is very much of a family with farmer-run cooperatives in China: both models offer solutions for small farmers facing the vagaries of massive markets in which they are forced to be price-takers.

“Community Supported Agriculture” has been translated directly into Chinese (as 社区支持农业), but there has been some debate over other ways of rendering the concept in translation. An alternate proposed translation is “social sustainable agriculture” (社会生态农业). This discussion is indicative of another important characteristic of CSA in China: there is an extensive overlap between CSA farms and small-scale organic farms in general. Further, CSA has become a focal point for a larger network of organizations and practitioners working to promote sustainable farming and rural social justice in China. In past years, the national CSA conference has drawn beginning farmers, lifelong farmers, and interested urban consumers, as well as representatives of education initiatives, environmental NGOs, ‘traditional culture’ groups, farmers’ markets, and so on. A term like “social sustainable agriculture” may be more appropriate to the situation here in China, in which “CSA” has long ceased to simply reference a specific operating model, serving instead as shorthand for a diverse array of practices and arrangements oriented towards the social “good,” and having to do with food systems and farming.

There are a few common types of CSA project in China. Some, like Little Donkey, are closely affiliated with NRR. Other CSA farms and farm networks are affiliated with NGOs. For example, a well-known group of CSA farms in Anlong Village, Sichuan, was initially organized with the help of the Chengdu Urban Rivers Association, beginning in 2005. The organization had been investigating pollution from conventional agriculture in the area, and identified farming practices as an important focus for change. PCD, the Hong Kong –based NGO, has also been involved in supporting CSA in the area. In some cases, individual farmers have adopted the CSA model on their own as a way to obtain fair prices for their sustainably-grown products. Among these are so-called “new farmers,” young people moving (back) to the countryside in search of more fulfilling lifestyles and forms of employment. Other ‘rural returners’ include older, firmly middle-class people making a mid-career transition to farming, as well as rural people who had been finding work in urban centers. In other cases, groups of urban consumers, perhaps from the same housing complex or workplace, have directly sought out farmers to provide them with safe, healthy food, sometimes drawing on their own family connections in the countryside. So-called “mothers’ groups” and groups of parents at private and international schools have been particularly active in building direct-sales channels with farmers.

Chinese CSA can involve interesting and surprising arrangements of land and capital. China does not have a system of private land ownership; ownership resides with the local administrative unit, such as the village, and ultimately with the state. The bundle of rights associated with a piece of land is disaggregated, allowing various use rights to be recombined and redistributed even as real property control remains legally “off the market.” As China’s collective system began to be dismantled in the late 1970s and early 1980s, rural land was redistributed at a local level for use by individual farming families. In the intervening years, these distributions have been revisited and adjusted in some villages, but not others. Further, local and regional government “development” projects have led to serious dislocation as land use rights are arrogated to property development enterprises through formal and informal arrangements with officials. Obtaining control of use-rights for a small-scale farming project can be a major challenge, especially for beginning farmers.

In some instances, government and business welcome and even initiate CSA projects. Big Buffalo Farm in Jiangsu Province was founded when a group of town officials, who were hoping to further the environmentally-friendly reputation of their area, heard about successes with CSA in Beijing and contacted the team at Little Donkey. The farm came about as a kind of joint venture between Renmin University and the town government, which was providing funding and smoothing the way for the CSA team to gain access to local agricultural land. Other CSA projects have arisen when property development companies find themselves with empty land on their hands – or when the residential compounds they build lack sources of fresh food. These channels to land access can

enable enterprising new farmers to build farms and livelihoods, and connect with new groups of consumers.

A number of related projects and initiatives share the space of the Chinese CSA movement with CSA farms. Restaurants like Dragon Well Manor in Zhejiang and the Tusheng Liangpin chain in Guangxi source sustainably-grown ingredients directly from smallholders, who receive fair and steady remuneration. These restaurants also strive to educate their customers about the stories behind their menus. Thriving “organic” farmers’ markets in large cities around the country showcase local farms, many of which use a CSA subscription model. Through the work of social-media-savvy organizers who plan frequent farm visits and educational events, farmers’ markets attract new consumers to CSA while helping to catalyze “core groups” of consumer advocates. An expanding field of nonprofits and “social enterprises” is providing services that complement and supplement CSA, including everything from educational programming for children to farm management phone apps.

In practical terms, CSA farmers must do a great deal of work to educate consumers about organic and sustainable cultivation practices. Following a series of high-profile food safety scandals in recent years, some of which involved practices of deliberate adulteration, consumers are understandably wary of mainstream food provisioning channels. They have little trust in food labeling and certification schemes, which they see as easily-faked and largely meaningless. China’s environmental food labeling standards and food safety standards have changed significantly in recent years, adding to consumer confusion over terms like “organic.” At the same time, internet-based business purporting to deliver “organic” or “green” vegetables directly to consumers are multiplying, leading CSA farmers to worry that these online services will hurt business or mislead consumers about CSA. Chinese CSA farmers have found that the best way to reach consumers is through frequent interaction, both in-person and online, and through educational programs. Urbanites love getting out of the city to visit farms and participate in fun activities, and many are especially eager to find opportunities for their small children to “experience nature” and engage in outdoor play. At Little Donkey, they like to say that every garden plot holds a story: their shareholders are living meaningful and memorable experiences out on the farm.

Chinese CSA farmers face a central challenge – generating and maintaining trust with urban consumers – that is profoundly shaped by China’s particular historical and political circumstances. Many ordinary people feel that Chinese society is experiencing a crisis of trust. Individuals are increasingly isolated from rooted communities, and people feel limited moral obligations to unknown others, be they geographically or socially distant. Deep divides and deep inequalities exist between countryside and city in China, and this ‘crisis of trust’ is at its most critical across the rural-urban divide. Participants in CSA initiatives posit personal, direct relationships as both prerequisite and vehicle for trust. The trust that develops between farmers and consumers is a form of dynamic knowledge: a synthesis of behavior over many iterated interactions that underpins relations of genuine care. Strangers become ‘known people’ through CSA; and in the process, they become members of a shared community.

*Caroline Merrifield is a PhD candidate in Anthropology at Yale University. Shi Yan is Urgenci’s current Vice President and the founder of Shared Harvest Farm.*



## Chinese National CSA Conference Program

**Thursday, November 19**

**Panel Discussions (14:00 – 18:30)**

### **Session 1: Rural Reconstruction’s theoretical horizons and new practical innovations**

According to a survey conducted by the Nanjing Nationalist Government’s Ministry of Industry, there were over six hundred groups and organizations engaged in the work of rural reconstruction in the late 1920s and early 1930s, and more than a thousand rural ‘experimental areas’ of various kinds were established during that period. Half a century later, ‘China’s rise’ ushered in a period of economic development that has drawn worldwide attention. Although contemporary conditions are quite different from the crisis of declining empire during the Republic of China’s rural reconstruction period, a new wave of large-scale rural reconstruction efforts reemerged around 2000 and has been sustained to this day. In a time of rapid industrialization, these efforts have become civil society’s practice to ease the conflict between city and country and meliorate the deterioration of rural areas, complementing the central government’s top-down “new rural reconstruction” policy.

However, as Liang Shuming pointed out, “Rural reconstruction is in fact not reconstruction of the countryside; rather, its meaning lies in the reconstruction of China’s society as a whole, and is therefore a movement of our national society to rebuild a new organizational structure.” ‘Rural reconstruction’ is a program of action based on local and interactive responses to concrete problems, and as such its form and content are not homogeneous, but rather complex and diverse. As a construction effort that balances both the reflective and the practical, rural reconstruction is not a purely theoretical, static plan, but a ‘living’ process within a movement, bringing together intellectuals and ordinary people, a process that ceaselessly creates, adjusts, and adapts according to the realities of specific times and places.

This forum will take the “Hundred Years of Rural Reconstruction” as its historical context. Participants in this forum have long been active on the front lines of contemporary rural reconstruction practice, and also have strong research backgrounds. We hope to continue the excellent tradition of ‘turning words into actions’ in rural reconstruction, erasing conventional binaries between ‘academic’ and ‘non-academic’ work. We will organize and summarize findings from the last decade of rural reconstruction work, from an inside perspective.

This forum is accompanied by a photo exhibition and film screening, entitled “Looking Back on One Hundred Years of Rural Construction – A Retrospective of Chinese Rural Reconstruction,” designed to exhibit a century of accumulated experience of rural reconstruction in an even more three-dimensional way.

Moderator: Pan Jia’en (Deputy Director of the Division of Literature and Culture Studies at Chongqing University; Researcher at the Institute of Rural Reconstruction of China, Southwest University)		
Speaker	Title	Topic
Video screening	“Looking Back on One Hundred Years of Rural Reconstruction – A Retrospective of China’s Rural Reconstruction” (15 minutes)	

Wen Tiejun	Professor, Renmin University School of Agricultural Economics and Rural Development	Innovative experiences and theoretical reflections from a hundred years of Rural Reconstruction
Zhu Qizhen	Head of the Institute of Farmer Research at China Agriculture University; Vice President of the China Society of Rural Sociology	Placing the value and function of the countryside in new field of vision
Li Changping	President of the China New Rural Planning and Design Institute; Researcher at the China Society of Economic Reform	Making the countryside more like the countryside – the experiences and innovations of Haotang
Liao Xiaoyi	Director of Global Village of Beijing Education Center; Vice-President of Chongqing Liang Shuming Research Center	Sharing some findings from the implementation of the Lehe Home rural governance and development model
Zuo Jing	Curator; Editor-in-Chief of <i>Hanpin</i>	Bishan’s community program and the regeneration of Huizhou culture
Zhang Deyuan	President of the Rural Reform and Socio-economic Development Research Institute, Anhui University	A few thoughts based on practical experiences with rural reconstruction in Anhui Province
He Huili	Vice-President of the College of Humanities and Development at China Agricultural University; President of Henan Lingbao Hongnong Academy	Farmer cooperative experiments from the lower to the middle reaches of the Yellow River
<b>Extended activity</b>	“Looking Back on One Hundred Years of Rural Reconstruction – A Retrospective of China’s Rural Reconstruction”	

**Session 2: Returning to farming, re-forming the countryside – an investigation of the ‘good health’ agriculture model in Liandu District, Lishui City, Zhejiang Province (14:00 – 18:30)**

Revitalizing farming and re-forming the countryside - these are historical responsibilities and contemporary duties. These processes bring life and hope for the future, a chance for national revitalization, and a “leap forward” in economic development. This panel investigates experiments with rural revitalization initiatives in Liandu District, the only urban district under the administration of Lishui City in Zhejiang Province. We’ve invited national and international experts on social sustainable agriculture and CSA, as well as businesspeople and farmers with relevant experience, to share their thoughts about the practical projects being undertaken in Liandu. Liandu presents a fascinating case study – it is rich in natural and cultural resources, and local government is working to find innovative ways to use these resources to sustainably develop both tourism and agriculture in the area.

Moderator: Guo Qiaoyan (Vice District Executive of Liandu District, Lishui)	
<b>Speaker</b>	<b>Title</b>

Jim Harkness	President Emeritus and Senior China Advisor, Institute for Agriculture and Trade Policy
Zhou Zejiang	President of IFOAM Asia
Wen Tiejun	Executive Director of the Sustainable Development Advanced Study Institute at Renmin University of China
Shen Yuan	Chair of the Tsinghua University Department of Sociology
Zhang Xiaode	Vice-chair of the Department of Economics, Chinese Academy of Governance; Director of the Rural Civilization Research Center
Liu Guodong	High-level Agronomist, China Agricultural University Agricultural Planning Sciences Research Institute
Qiu Dewen	Researcher and Doctoral Student Advisor, China School of Agricultural Sciences Biological Control Research Institute
Zhang Lanying	Vice-chair of the Southwest University Institute of Rural Reconstruction of China
Ren Ping	Chairman of the Zhejiang Huiming Group Company, Ltd.
Wang Bailang	Chairman of the Naran Life Culture Joint-stock Company, Ltd.
Lin Defu	Chairman of the Panliuluyanglin Enterprise Consulting Company, Ltd.
Yang Feng	Manager of the Panliuluyanglin Enterprise Consulting Company, Ltd.

### **Session 3: Advocating for food safety and sustainable living (first half, 14:00—16:15)**

Food safety is a very large issue. Some of the causes of food safety issues lie in production practices, but many problems have also arisen because of consumers' misconceptions. If consumers insist on eating vegetables with no insect holes, then pesticides are unavoidable; if they insist on eating perfectly straight cucumbers, then hormones are unavoidable; and if they expect that all food must be cheap as well as delicious and attractive, that can only mean that flavorings and pigments will be used to dress up poor-quality raw materials. In the process of promoting social agriculture, consumer education is even more important than encouraging farmers to adopt sustainable planting methods – but even harder to carry out. Some of the practitioners we have invited, such as San Li Dou (Three Beans), are specialized in the work of food education; some are producers, such as Tiandirenhe. From their different perspectives, they have undertaken different kinds of consumer education work; and we believe that it will be meaningful for proponents of social agriculture in China to learn from their experiences.

Moderator: Hao Guanhui (in charge of Guangzhou's Nutureland organic brand)

Commentator: Zhou Li (Professor at the School of Agricultural Economics and Rural Development, Renmin University of China)

Urgenci observer: Qiana Mickie (CSA Network Manager for Just Food, New York, USA)		
Speaker	Title	Topic
Zhou Ya	Founder of San Li Dou (Three Beans) Workshop	Three Beans' exploration of food education
Hu Shan	New New Ecology Promotion Center	The organic industry needs the strength of consumer support
Tang Guanhua	Director of Qingdao AnotherLand Arts and Crafts Cultural Communication Center	The self-sufficient laboratory
Ma Yan (Tala)	Beijing Organic Farmers Market	Returning food to its normal appearance
Zhang Heping	Founder of Guangdong Huizhou Shared Seasons Organic Farm	The strength of consumers – crowd funding and CSA farm operation

#### **Session 4: Low-carbon innovation: young people returning to China's countryside who take up CSA as a path to farming (second half 16:30 – 18:30)**

Young people are a society's source of vitality, but the current trend in China is that young people are leaving the countryside for the cities. In many rural communities, only women with young children and elderly people remain behind, which is another reason for the bleak state of the countryside. But even given this trend, there are still some young people who are going against the flow to return to their hometowns and try to change conditions there. Returning to the countryside is a difficult path, and those who truly want to 'take root' there need passion and courage, and more importantly, the correct attitude and well-thought-out plans for the future. We have invited the following representatives of 'returning youth' to discuss various successes and failures involved in returning to the countryside, and how to balance the development of one's livelihood with one's social responsibilities in making this choice. We hope this discussion will inspire and enlighten young people who have already returned to the countryside, as well as those who are preparing to do so.

Moderator: Li Guanji (Head of the Qingcheng Plan at the Liang Shuming Rural Reconstruction Center)		
Commentator: Liu Feixiang (Chair of the Department of Rural Regional Development, School of Economics, Fujian Agriculture and Forestry University)		
Speaker	Position	Topic
Hao Guanhui	In charge of Wotu Gongfang (Nurtureland)	Why we are engaged in the 'youth returning to the countryside' project
Yao Huifeng	Director General of Jiangxi Daoxiang Nanyuan Ecological Rice Paddy Specialized Cooperative	How returning to the countryside can succeed step by step

Tang Liang	Manager of the Aijiayuan-Liangliang Farm in Jintang County, Sichuan Province	Why to start a ‘small and beautiful’ family farm
Qu Keli	Co-Founder of “Wang Ping Love the Countryside Association” in Kang County, Gansu Province	How youth returning to the countryside love their hometowns
Liu Yichao	In charge of Farmer’s Friend Qinling Liumishu Ancient Method Bee Keeping Natural Honey Program	The earliest bee keeping method in human history. The best honey in the world is disappearing.
Wei Chuan	A ‘young person returning to the countryside’ in Henan Province	My winding road back to the countryside
Hu Shize	Co-Founder of the Hainan ‘Return to the Countryside’ University Students Volunteer Service Group	An investigation of youth ‘makers’ and the local “online to offline” model

**Special session: “Real Farm” app product briefing (14:00 – 18:30)**

**Friday, November 20**

**Panel Discussions (9:00 – 12:00)**

**Session 5: The search for cultural roots and the revival of the countryside**

Following China’s rapid urbanization, there has been a great surge of people leaving rural areas for work, so that most of the rural elite has drained off to the cities, and land is left fallow. China’s countryside appears forsaken, and it seems that no one’s hometown is exempt. Statistical data make it clear that China’s urban population has surpassed its rural population, and rural areas are facing a “turbulent situation they have not seen in a thousand years.” In the context of urbanization, how should the countryside be developed and governed? How do we connect with over a thousand years of historical context? How can traditional rural culture be reconstructed?

‘When far away from one’s hometown, homesickness strikes’ – this is a shared feeling among Chinese people who have become more prosperous with each passing day. Reviving the ‘hometown’ has become certain groups’ greatest hope, a hope that has been transformed into real actions. By searching for cultural roots, they also seek means of reviving rural areas, using cultural forces to awaken society’s support and participation. Their efforts will inspire and encourage countless other people who love the countryside, rousing their ambitions to revitalize their own hometowns.

Moderator: Pan Jia’en (Vice-chair of the Division of Literature and Culture Studies, Chongqing University)

Commentator: Professor Zhang Xiaode (Vice-chair of the Department of Economics, Chinese Academy of Governance; Director of the Rural Civilization Research Center)

Speaker	Title	Topic
---------	-------	-------

Wang Jinghe	Former reporter at Xinhua News Agency; Deputy Director and Editor-in-Chief of Xinhua News Agency, Jilin News Bureau	The last countryside – changes in China’s native soil
Huang Zhiyou	Assistant general manager of Beijing’s Little Donkey Farm; Secretary of the “Love for One’s Native Place” Cultural Development Promotion Association	From Little Donkey to “Love for One’s Native Place”
Zhou Huacheng	Writer; founder of “Father’s Rice Paddy,” an urban-rural interactive public welfare project in Zhejiang province	Down to the field: A book about rice for the city
Zhang Xue	The secretary general of the Rural Culture protection and volunteer development association	Heritage, design, innovate-develop rural value together
Wang Yanhui	Owner of Shanshuidao Poet’s Farm, Jiafu Village, Hongshi Town, Hengyang County, Hunan Province	Natural farming practice and the revival of “Xixiang culture”
Yang Delu	General Manager of the Wali Xiangju Park in Beijing’s Changping District	Experiences with Chinese rural culture and the development of sustainable farms
Kong Qingping	Party Branch Secretary for Xikun Village, Guanyang Town, Fuding City, Fujian Province	Using the classical Confucian text <i>The Book of Rites</i> to govern the village; using the principles of ecological civilization to revitalize the village
A Dai	Owner of Dragon Well Manor Restaurant in Hangzhou, Zhejiang Province	TBD
Chen Tao	President of the Henan New Age Rural Reconstruction Institute	From Lanxin Academy to the reconstruction of beautiful rural areas

## Session 6: Leisure agriculture and rural tourism

**(Organized by the Beijing Rural Economy Research Center and the Beijing Sightseeing and Leisure Agriculture Industry Association)**

Moderator: Feng Jianguo (Vice-President of the Beijing Sightseeing and Leisure Agriculture Industry Association)

When the countryside becomes beautiful, people become rich. Developing leisure agriculture is an effective way to improve agricultural efficiency and raise farmers’ incomes. Leisure agriculture can carry forward the traditions of Chinese rural farming culture while protecting the environment and contributing to the construction of a beautiful countryside. Leisure agriculture has taken shape in different ways in different places: farming culture is the soul of some projects; whereas for others the most important element is beautiful fields, or sustainable principles, or innovation, or the form of the simple and unadorned village. But all these projects fuse together the development of leisure agriculture, beautiful rural spaces, sustainable culture, and creative industries. These varied

initiatives provide us with valuable case studies. In this forum, we have invited specialist scholars to closely analyze this ‘leisure agriculture’ model of development.

**Session 7: Dialogue on CSA farm production (crop planting/growing): organic fertilizers, biopesticides, and seed management**

The CSA farm is a model for producers and consumers to collaboratively improve the agroecological environment. The vast majority of farms adopting the CSA model also employ organic production methods, so they do not use synthetic pesticides or fertilizers in the production process. But at present, there is still a dearth of trusted, reliable sources for other necessary inputs, such as seeds, organic fertilizers, and biopesticides. Managing of the factors of production is one of the key predicaments that CSA farmers are currently facing. Some CSA farms choose not to use these outside inputs due to questions of principle or because of trust issues, but more farms hope to put downward pressure on prices through industry cooperation and improve the quality of products through the power of joint purchasing.

Moderator: Yan Xiaohui (General Manager of Little Donkey Farm)	
Commentator: Cheng Cunwang (owner of Shared Harvest Farm; creator of the Real Farm app)	
Urgenci observer: Elizabeth Henderson (organic farmer, United States)	
<b>Speaker</b>	<b>Title</b>
Wang Xiaoming	Owner of Benlai Farm in Tianjin
Liu Guiyu	General Manager of Big Buffalo Farm in Changzhou City, Jiangsu Province
Tang Liang	Head of the Aijiayuan-Liangliang Farm in Jintang County, Sichuan
Qi Jing	Owner of Love Harvest Farm in Shunyi District, Beijing
Zhang Heping	Owner of Shared Seasons Farm in Shenzhen, Guangdong Province
Ren Jinlong	Manager of the planting division of Little Donkey’s Liulin Community Farm in Beijing’s Haidian District
Zou Zilong	Owner of Green Finger Farm in Zhuhai, Guangdong Province
Hong Zhiting	Manager of Shared Harvest Farm in Shunyi District
Liu Gang	Owner of Little Willow Farm in Shunyi District
<b>Meeting procedure</b>	<b>Individual speeches + discussion and dialogue + questions from the host + Q&amp;A</b>

**Panel Discussions (14:00 – 18:30)**

**Session 8: Rice exhibition forum – rice nurtures people**

What is rice? How is the rice we eat every day grown? Where do the seeds come from? Throughout several thousand years of rice-farming history, what kinds of tools and farming practices have we used – and how can they be improved? What wisdom and experience can farmers share with us? And are these lessons still being used to enrich our tables and our spirits?

We have invited experts in growing and eating rice, and people who love and care about rice, to discuss the position of rice in contemporary Chinese life. From the specific roles rice plays in their own lives, whether in a material or spiritual sense, we can develop a sense of the different ‘lives’ of rice. The real life experiences under discussion can inspire us to reconsider and newly value rice, which nurtures us as we grow, and to thank the farmers who diligently work to cultivate rice. Upon reflection, we can reaffirm the significance of rice in Chinese culture, and be reminded to cherish every grain of this life-sustaining food.

We’ll be talking about rice. When we treat rice well, it nourishes us in return. The topic may seem tiny, but its significance is boundless - just like a grain of rice.

Moderators: Zuo Jing (Chief editor of <i>Bishan</i> magazine), Wang Guohui (Creator of Live Heritage)		
Commentator: Zhu An’ni (Researcher at China’s Soil Ecology Restoration Cultivation Technique Lab)		
Speaker	Title	Topic
Yao Jizhong	Green Grass Mountain People Traditional Foods Workshop	Traditional rice foods
Zhang Yuqing	Creator of the “Pei Baobao” red rice variety; proponent of the “six zeros and one no” [non-chemical and non-transgenic] planting technique	How to eat rice
Zhai Minglei	Editor, <i>Hansheng</i> magazine	When rice is ripe, the head of grain will droop towards to ground – the story behind <i>Hansheng’s</i> “China Eats Rice” piece
Zhang Hongzhen	Bureau chief, Yunnan Province Red River Hani Terrace Heritage Management Bureau	Red rice nourishes people, and people cultivate rice – a traditional farming community after the ‘coronation’ of this dual cultural and environmental heritage
Yang Zhengxi	Special technology commissioner for the Liping County Technology Bureau, Guizhou Province	Cultivators who ‘return to the nest to care for their elders’: the enveloping fragrance of Miaoling’s terraced fields
Liu Jin	Fanjiatun Village, Dujia Town, Wuchang City, Heilongjiang Province	How traditional small farmers growing sustainable rice can resolve issues of trust
Zhu An’ni	Researcher at China’s Soil Ecology Restoration Cultivation Technique Lab	Techniques for organic rice paddy cultivation: how to ensure good outcomes for both quality and output



**Session 9: Good food, good seeds – China’s experience with diverse breeding mechanisms and seed distribution networks (first half 14:00 – 16:15)**

Historically, China has had a rich and long-standing agricultural civilization. The cultural systems through which generations of farmers have carefully developed and passed down different seed varieties are essential to maintaining this civilization. The abundance of diverse seeds used by farm households has contributed to China’s agrobiodiversity, providing a safeguard for our existence. In recent decades, the globalized and industrialized food system has dealt a tremendous blow to seed-saving and seed exchange systems that are based in small-scale farming methods. The most obvious result is that farmers have gradually lost the knowledge of how to save and breed seeds, even as they have lost their rights to do so.

Moderator: Song Yiqing (Senior Researcher at the Center for Chinese Agricultural Policy, Chinese Academy of Science)		
Commentator: Liu Yuan (PhD, Central University for Nationalities)		
Urgenci observer: Pierre Besse (family farmer, France)		
Speaker	Title	Topic
Song Yiqing	Senior Researcher at the Center for Chinese Agricultural Policy, Chinese Academy of Science	The past and present of seeds: investigation, action and outlook
Mu Wenchuan	Deputy Secretary of the Party General Branch in Shitoucheng Village, Baoshan Township, Yulong County, Lijiang City, Yunnan Province	Investigation of seeds and traditional knowledge protection in a highland community in Yunnan
Zhang Yanyan	Assistant Researcher at the Center for Chinese Agricultural Policy, Chinese Academy of Science	From seed breeding technology restoration to community cooperative innovation
Liu Hujia	Farmer’s Friends Association, Guangxi Province	Guangxi case study: surrogate market networks supporting small-scale agricultural production
Lin Zhiguang	Ecological agriculture planning at Partnerships for Community Development (PCD), Hong Kong	Changes in the local varieties and the protection of farming families in the Southwest
<b>Special activity</b>	<b>Seed and Traditional Culture Exhibition (Seed Proud)</b>	

**Session 10: Dialogue on CSA farm production (animal husbandry): production plans, animal feed safety, and waste management (second half 16:30 – 18:30)**

CSA farms generally do not involve large-scale animal raising operations. In the process of developing production plans according to demand, attention must be paid not only to animal feed safety and animal welfare, but also to the issue of slaughtering and butchering. The sewage

treatment issues created by the conventional industrialized animal-raising operations have given rise to relatively serious area-source pollution. In terms of sustainable animal husbandry, the questions of how to treat waste products and the effects of waste on the environment should be considered as important topics for further discussion.

Moderator: Wu Zhou (formerly in charge of animal husbandry at Shared Harvest Farm)	
Commentator: Xing Dongtian (Food Safety Task Force, Chinese Academy of Social Sciences)	
Urgenci observer: Tammi Jonas (organic farmer, Australia)	
Speaker	Title
Liu Jihu	Owner of Fuzhou Hometown No.7 Farm in Fujian province
Wang Shenfu	Owner of Jingtianshe Farm in Miyun County, Beijing
Lin Jian	Owner of Wuboyuan Sustainable Ranch in Shunyi District, Beijing
Li Xueyou	Owner of Chaonong Farm, Pi County, Chengdu City, Sichuan Province
<b>Meeting procedure</b>	<b>Individual speeches + small group discussions + questions from moderator + Q&amp;A</b>

### Session 11: The Internet + agriculture (first half 14:00 – 16:15)

In early 2015, Prime Minister Li Keqiang emphasized “The Internet+” in the government’s working report, initiating a society-wide upsurge of initiatives using the Internet. This upsurge undoubtedly gave Chinese agricultural development a new line of thought – in particular, it provided new opportunities to small-scale peasant economies in this current moment. For this forum, we have invited key figures in the fields of Internet agriculture practice and research to discuss the practical experiences and predicaments of rural industry in the age of the Internet and Big Data.

Moderator: Li Zhiqi (Chairman of the Beijing Zhiqi Future Marketing Consulting Group)		
Speaker	Title	Topic
Cheng Cunwang	Founder of Chengshi (Beijing) Agricultural Science and Technology Co., Ltd; CEO of “Good Farm”	Real Farm – creating an honest food community
Wang Wei	Founder of Tian’an Shenghuo (Peaceful Life) Agricultural Science and Technology Co., Ltd, in Chengdu, Sichuan Province; founder of Jishan Zhijia and Youmi Alliance	Youmi Diary: working with farmers to connect city and country
Zhuo Lianchun	Investment and Strategy Division for JD.com	Electronic commerce: build a bond between urban and rural, help the development of CSA

Lai Jianyu	Founder of “e-city e-countryside”; CEO of Nanjing Antang Information Technology Co., Ltd	A million villages look towards the clouds: the development of rural communities in the Internet Age
Du Qianli	The founder of “Taihang Mountain’s Treasure Local Specialties” Taobao Shop, chief lecturer of Alibaba rural e-commerce training institute	Rural e-commerce and ecological farm product marketing

**Session 12: Building community resilience – cooperatives as vehicles for sustainable agriculture (second half 16:30 – 18:30)**

Since the Report to the 18<sup>th</sup> National Congress of the CCP made an overall plan to integrate the construction of “ecological civilization” with economic, political, cultural and social progress, ecological civilization has been elevated to the status of national development strategy. In September 2015, the central government officially launched the “overall plan for ecological civilization system reform,” a top-level reform plan. And in the government work agenda for 2004, the development of sustainable agriculture was cited as an important element in ensuring the continued safety of the human race – as such, it can be seen as a practical rural construction activity participated in by the broad masses of people. Rural reconstruction emphasizes the socialization of agriculture, or agriculture for society, taking care to use the social essence within rural communities to differentiate itself from mainstream capitalist agriculture. Rural reconstruction believes that efforts to construct “ecological civilization” should use community organizations as their vehicle. Further, rural reconstruction promotes collective “rural rationality” (that is, considering the interests of the village as a collective unit), the development of sustainable agriculture, and the construction and strengthening of rural networks. As cooperative organizations everywhere take part in the educational trainings and advocacy work of rural reconstruction organizations, they are beginning to adopt sustainable and environmentally-friendly production methods in place of polluting, ‘developmentalist’ methods. Further, they are coming to rely on local accumulated knowledge and experience of traditional sustainable practices.

Moderator: Tong Zhihui (Professor of School of Agricultural Economics and Rural Development at Renmin University of China)

Commentator: Yuan Peng (Director and Researcher at the Research Office of Rural Economy Organizations and Institutions, Rural Development Research Center, Chinese Academy of Social Sciences)

Urgenci observer: Jason Nardi (Social Watch Italian Coalition)

Speaker	Title	Topic
Zheng Bing	Director General of Puhan Village Community, Yongji city, Shanxi province	Organized ‘conduction’ from country to city using sustainable agriculture as the starting point
Xu Huachao	Chentang Village Agricultural Planting Cooperative in Nanxiang Town, Heng County, Guangxi Province	Ideas about and experiences with interaction between cooperatives and consumers

Xu Huijiao	College of Humanities and Development at China Agricultural University	Small-scale farmers and customers in nested markets
Liu Denggao	Vice President of the China Soybean Industry Association	The mission of contemporary Chinese farmers' professional cooperatives
Haobisi-galatu	Executive Director, Rigaobi Ranching Cooperative, Dongwu Banner, Xilinguole League, Inner Mongolia	'Non-polluting' products from sustainable ranching and thoughts on meeting consumer demand
Zhao Jianxue	Director General of the Lingbao Xinda Fruit Industry Cooperative in Henan Province	Explorations of and practical experiences with leisure agriculture in western Henan
Wang Xiaoyi	Institute of Sociology, China Academy of Social Sciences	Sustainable agriculture, community organizations, and rural ecological environments
Jiao Qinghai	Head of Beijing Shunyi District Economic Management Office	How the government sees the role of cooperatives in food safety

### Session 13: Participatory Guarantee Systems (PGS) and the local innovations of Chinese social agriculture

Participatory Guarantee Systems (PGS) offer an alternative to third-party certification systems, particularly for organic standards. PGS have been developing rapidly worldwide over the past fifteen years. These systems advocate for the mobilization of social powers such as consumers, NGOs, and mass media to form long-term, systematic, open, and transparent supervision systems to guarantee the quality of production processes.

Within PGS, public stakeholders and producers build partnerships based in the transparent sharing of information. This is an ideal manifestation of the four principles advocated by organic agriculture: ecology, health, fairness, and care. In addition to producers and consumers, PGS can include additional participants and stakeholders such as platform organizations linking production and consumption. Besides taking the initiative to make information about their production standards, practices, and risks openly available, producers also voluntarily accept supervision from society at large in an open and transparent manner. In this way, a network is formed through which producers and consumers provide mutual support and supervisory guidance to each other, lowering the market threshold through collective efficiency. This process is the core of PGS.

Consumers actively participate in monitoring the production process in order to protect their own rights and wellbeing. Consumers engage in fair trade with producers on a basis of equitable negotiation, sharing both the risks and benefits of production and encouraging the use of sustainable production practices. Third-party platforms are the best means to link small-scale producers with individual consumers. As producers are accepted to join these platforms, they are also screened by the platform. To this end, actively monitoring the production process and keeping an open flow of information are basic responsibilities in protecting the interests of consumers.

Since the introduction of discussions about PGS during the last National CSA Congress, a variety of innovations on this model have been emerging around the country. This forum will invite concerned

scholars and practitioners to further explore local innovations in practicing social, participatory, safe agriculture.

Moderator: Zhang Lanying (Vice-President of the Institute of Rural Reconstruction of China, Southwest University)		
Commentator: Zhou Zejiang (Chair of Asia Committee at the International Federation of Organic Agriculture Movements (IFOAM))		
Urgenci observer: Cornelia Kirchner (Coordinator for IFOAM, from Austria)		
<b>14:00—17:00 Sharing case studies on PGS, 20 minutes per speaker</b>		
<b>Speaker</b>	<b>Title</b>	<b>Topic</b>
Li Guanqi	Head of the Liang Shuming Rural Reconstruction Center's Qingdeng Plan	Youth entrepreneurship and PGS
Chang Tianle	Convener for the Beijing Organic Farmers' Market	Investigation of PGS in the context of farmers' markets
Han Lei	Administrator of the Puhan Rural-Urban Store, Yongji City, Shanxi Province	Using centralized services to construct localized PGS
Wei Chang	Fujian Jiamei Farm	The PGS sustainable farms of young people returning to the countryside
Zhou Haiyan	Secretary-General of the Participatory Guarantee System Research Center	Difficulties and innovations in Chinese experiments with PGS
Jiang Yifan	Co-founder of the Shanghai Nonghao Farmers' Market	The bedrock of PGS is local community participation
Chen Yuhui	Partners for Community Development, Hong Kong	TBD
Li Yunfeng	Director General of the Changchun Yunfeng Agriculture and Livestock Specialized Cooperative	PGS operations supported by natural agricultural technology
<b>17:15—18:30 Roundtable discussion on the China Rural Reconstruction PGS Service Platform (open to everyone)</b>		
Convener: He Zhixiong (Liang Shuming Rural Reconstruction Center)		
Discussion topics: How can individual consumers, consumer groups, and social organizations participate in and promote social agriculture? Also: consumer education and research; production certification and oversight; supporting small farmers and farmer cooperatives, etc.		
<b>Speaking representatives:</b>		
1. Liu Silan, a senior consumer representative from Beijing's Little Donkey Farm		
2. Wu Ying, creator of the Shanghai Organic Foodies Group and the Global Food Safety Alliance		

3. Wang Mei, creator of Meizi Taoyuan and former Senior Director at Alibaba Group

4. Li Lingyi, creator of Benlai lifestyle website

5. Ding Yong, creator of Wuhan Organic Slow Tribe

6. Su Xima, creator of the Beijing Green Alliance Mothers Lifestyle Center

7. Guo Zhun, creator of the Shanghai Transparency Foodie Union

Note: Each previously selected representative will have 5-8 minutes of speaking time; audience members in attendance will be invited to participate in open discussion after all the representatives have finished speaking.

**Extended activity November 21, 14:00—16:30**

Summary report on Chinese Rural Reconstruction and PGS

Moderator: Gu Shen (School of Agricultural Economics and Rural Development, Renmin University of China, senior engineer)

1. Theoretical and practical innovations in Chinese Rural Reconstruction - Pan Jia'en

2. Rural Reconstruction and the design of homestay accommodations – Yuan Qinghua

3. Rural Reconstruction and rural tourism – Zhang Qi

4. Rural Reconstruction PGS and the construction of beautiful rural areas – Wei Fengshou

5. The Rural Reconstruction PGS platform and youth personnel training - Liang Shaoxiong

6. Rural Reconstruction PGS and innovations in and applications of sustainable agriculture technology – Li Yunfeng

7. The Chinese Rural Reconstruction PGS service platform – He Zhixiong

## **Saturday, November 21**

### **Panel Discussions (9:00 – 12:00)**

#### **Session 14: How CSA farms can establish trusting relations with their members – “Do we need PGS?”**

Internationally, PGS is a form of organic guarantee system that stands side by side with third-party certification systems. PGS approves production methods through the joint participation of producers and consumers. But if CSA itself directly establishes trusting and friendly relationships between producers and consumers, then do CSA farms also need PGS? How can each CSA establish trust with its own producers or consumers in a society that lacks trust overall? How can we ensure that both producers and consumers benefit from CSA and ultimately build mutual trust? What are the most prevalent customer service problems that CSA farms have run into during the course of their operations, and how have they responded?

Moderator: Shi Yan (Vice-Chair of Urgenci, Shared Harvest CSA)	
Commentator: Chen Weiping (Associate Professor at the School of Agricultural Economics and Rural Development, Renmin University of China)	
Urgenci Observer: Shinji Hashimoto (farmer, Japan)	
Speaker	Title
Liu Xueping	Owner of Sanfendi Farm in Shunyi District, Beijing
Youji Chengzi (Organic Orange)	Core member of Beijing CSA Farm
Wu Hui	Founder of Source of Flavor Farm in Haimen City, Jiangsu Province
Yang Mingming	Head of Little Donkey's Liulin Branch Community Farm in Haidian District, Beijing
Hou Gang	Owner of Meitian Huayuan Farm in Rizhao City, Shandong Province
Wang Cheng	CSA farmer in Anlong Village, Chengdu City, Sichuan Province
Deng Xiaogang	Founder of Shennong Tianyuan Farm in Conghua City, Guangdong Province
Lai Xianglian	Owner of Joy Farm in Qingpu District, Shanghai
Xia Xiaojin	Owner of Pingren Farm in Changping District, Beijing
<b>Meeting Procedure</b>	<b>Individual speeches + small group discussions + questions from moderator + Q&amp;A</b>

### Session 15: Social enterprises and rural sustainable development

Since its founding in 1949, China's industrial accumulation has relied on the 'price scissors' between manufactured goods and agricultural products. Although these conditions changed somewhat after the completion of primitive accumulation, farmers are still in a disadvantaged position when trading agricultural products. Changing this situation depends first on farmers being able to organize to face the market, and second on the conscience and self-awareness of merchants. Thus, we can see that in the process of pushing for sustainable development in the countryside, new business forms such as social enterprises begin to take on an important role. As social enterprises work together with farm households, their cooperation not only embodies fair trade, but can also genuinely reflect the real conditions of the countryside and the real value of sustainable agricultural produce. The cases that we have chosen are practical experiments with social enterprise, drawn from all parts of the country, that use different means and models to support sustainable rural development.

Moderator: Yan Xiaohui (General Manager of Little Donkey Farm)	
Commentator: He Huili (Vice-President of the College of Humanities and Development at China Agricultural University; President of Henan Lingbao Hongnong Academy)	

Urgenci Observer: Bablu Ganguly (member of India's Timbaktu Collective and La Via Campesina)		
Speaker	Title	Topic
Liu Bo	Wotu Gongfang (Nurtureland)	Differences and similarities between social enterprises and commercial organizations
Chen Qinsheng	Farmer's Friends Association, Guangxi Province, Tusheng Liangpin branch store manager	Traditional craftsmanship is also a form of livelihood
Zhang Ming	Peaceful Life Agricultural Science and Technology Co., Ltd in Chengdu, Sichuan Province	Give voice to agriculture, make an interesting transmission
Li Yanxia	Ground Green Union	Go "up to the mountains and down to the countryside," protect the beauty of China's native soil
Xu Guoyu	Kunming Bangbang Healthy Life Store in Yunnan Province	Reflections on the Kunming Bangbang Healthy Life Store, from deficit to profit – support small-scale sustainable farming and share the authentic flavor of food
Ma Jinyu	Prairie Pearl	A female journalist who helped Tibetans sell honey

### Session 16: Building rural communities

China's traditional rural society has established an ample material culture foundation for China's development; and the fulfillment of the "China Dream" is inseparable from the revival of rural civilization. Nearly 30 years after Reform and Opening, in the wake of rapid urbanization, rural development is confronted with numerous problems such as an aging population and the 'emptying out' of the countryside. These problems have seriously affected the sustainable development of rural areas, even giving rise to totally uninhabited villages. A sense of 'longing for one's native place' should not only trigger people's sentiments, but also provide the impetus for a new round of development for the countryside. Even as the countryside is becoming destitute, a group of people from the cities is taking root in the countryside. Through creative design, cooperative financing, cultural organizations, and agricultural tourism, they are participating in building rural communities, hoping to thereby realize the revival of rural civilization. We call this the "countryside +" model. Revival of the countryside requires the involvement of diverse forces, especially through means that allow integration with local resources.

Moderator: Yuan Qinghua (General Manager of Shanghai Design Harvest)

Commentator: Li Changping (President of the Institute of Rural Reconstruction of China)

Urgenci observer: Rita Schwentesius (Organizer of organic farmers' markets in Mexico)



<b>Speaker</b>	<b>Title</b>	<b>Topic</b>
Lou Yongqi	Head of the College of Design and Innovation, Tongji University	How grand design of the new era propel the development of rural society
Xue Liang	Co-founder of Rural Design Workshop, Chengdu Changmin Century Architect Technology Ltd.	Rural architecture and community autonomy
Yan Bin	Beijing Turen Landscaping and Architecture Design Research Institute	Turen's rural path
Qiu Yiru	Associate Professor at the Center for General Education, Tzu Chi University; Director General of Hualien Permaculture Association	A 'permanent' plan for sustainable living
Bin Huizhong	Shanghai University College of Fine Arts, Department of Architecture	A historical and geographic view of rural building construction and the revival of public spaces in the countryside
Liu Xin	Tsinghua University Academy of Arts and Design Sustainable Design Research Institute Vice-Director	Sustainable design to create a beautiful life

## New rural regeneration in contemporary China

He Zhixiong, Zhang Lanying, Prof Wen Tiejun,  
Translation: Zhang Caiyun

*He Zhixiong is Supervisor at the Department of Youth Training of Liang Shuming Rural Reconstruction Centre in Beijing and Zhang Lanying is the Centre's Director. Prof Wen Tiejun is the Director of the Rural Reconstruction Centre of the Renmin University of China, and the Executive Dean of both the Institute of Rural Reconstruction of China, Southwest University and the Institute of Rural Reconstruction of the Straits, Fujian Agriculture and Forestry University.*

Known as the 'Golden Decade of Economic Reconstruction', the 20s and 30s of the last century was a period of rapid economic growth for the new Republic of China, and a massive movement for rural regeneration<sup>1</sup> sprang up all over the country. To bring relief to the countryside is to save the country—this was what most intellectuals of the time thought and innumerable well-meaning people turned their thoughts into actions. With the rapid economic growth since the implementation of the reform and opening up policy<sup>2</sup>, *san nong wen ti*<sup>3</sup> or 'the three-dimensional agrarian issues'<sup>4</sup> faced by Mainland China today worsened in the latter part of the 1990s. It was in this context that some intellectuals, who had 'the compassion of women'<sup>5</sup> and held fast to the ideals of rural regeneration of their worthy predecessors, advocated a new rural regeneration movement and encouraged tens of thousands of farmers, citizens and young students to join in. After over a decade of arduous exploration and development, it has now had an impact on a great many people.

Even though in the New Rural Regeneration Movement there have been many exciting cases of mutual help between urban dwellers and rural farmers, and the movement has accumulated a wealth of experience of rural practice and manifested the values of a heterogeneous and ecological

---

<sup>1</sup> This was a social movement advocated by intellectuals, the purpose of which was to build and revive the countryside and to solve the farmers' problems. Among all the groups, the National Association of Mass Education Movements established by James Yen had a relatively big impact. It taught farmers to read and write as a means to bring enlightenment to the people and to heal the 'diseases' of farmers—stupidity, poverty, weakness, selfishness. Liang Shuming's Shandong Rural Reconstruction Research Institute advocated rural reconstruction as the road for China's reconstruction

<sup>2</sup> Translator's note: This refers to the programme of economic reforms started in 1978 by the Chinese government.

<sup>3</sup> *San nong wen ti* or 'the three-dimensional agrarian issues' refers to village sustainability (*nong cun*), agricultural safety (*nong ye*) and farmers' rights (*nong min*). This concept was put forward publicly by Mainland China economist Prof Wen Tiejun, one of the writers of this article, in 1996. Since then the concept has been extensively discussed in mass media and drawn on by the government. In the beginning of 2000, Li Changping, the party committee secretary of Cipan, a township in Jianli County in Hubei, wrote to Zhu Rongji, then premier, saying: "Farmers had a really hard life, the rural area was really poor, agriculture was in real danger." He even published a book entitled, *I Told Premier the Truth*. At the end of 2001, Prof Wen Tiejun strongly stated the severity of the issues in front of China's highest ranking officials. In 2003, the Central Committee of the Communist Party of China and the State Council officially put 'the three-dimensional agrarian issues' into its work report, according to its highest priority.

<sup>4</sup> Translator's note: The English translation of the term *san nong wen ti* comes from an article entitled *Ecological Civilisation, Indigenous Culture and Rural Reconstruction*, of which Prof Wen Tiejun is one of the authors. Please read: <http://monthlyreview.org/2012/02/01/ecological-civilization-indigenous-culture-and-rural-reconstruction-in-china/>

<sup>5</sup> *Fu ren zhi ren* or 'the compassion of women' is an idiom from *Shiji* (Historical Notes), a historical work on ancient China published over 2,300 years ago. The idiom is often used to denigrate someone who is regarded as too soft-hearted. Here the writers use it self-deprecatingly.

civilisation, the mainstream ideology of China, which has long been under the influence of developmentalism, has continued to ignore the experience of the movement. The intellectual circle, a captive of Eurocentric modernism, has also failed to objectively examine and draw lessons from the experience of the movement.

Young students and intellectuals are one of the subjects of the movement. As they try to understand their own actions and to build a cultural identity, they must also cleanse themselves of toxins remaining in their own thoughts and reflect on developmentalism which 'has capital as its basis'.<sup>6</sup>

## 1. A brief description of the New Rural Regeneration Movement

The New Rural Regeneration Movement was begun in the mid and late 1980s when young and middle-aged scholars, who took part in central government's study and survey of rural policies, set up pilot areas for rural reform. Even though the experiments ended one after another in the early 1990s, experience was gained and lessons were learned about the need to have organisation innovation and system innovation built on the basis of the power of grassroots society.

By the second half of the 1990s, social contradictions had become more complex due to a series of policy changes. The central government began to address the 'three-dimensional agrarian issues' at the turn of the millennium, emphasising that they were of the utmost priority in the adjustment of the country's strategic plans. The agricultural tax<sup>7</sup> was finally abolished on 1<sup>st</sup> January 2006. This action is a historic move since the land equalisation system was implemented in 1949. Hence the country entered the 'Post Tax-and-Fee Period'. This provided the external conditions for organised rural researches and actions in safeguarding farmers' rights.

These kinds of activities to support farmers started as early as 2000-2001. At that time a few student organisations went to the countryside to conduct rural surveys, experience rural life, and do short-term teaching, legal education, etc. The trend accelerated after 2001, partly because of the intervention of the magazine *China Reform*, which had become a platform that further boosted university students' rural activities. At the same time, to alleviate the pressure of unemployment due to the Asian financial crisis in 1997, education was industrialised nationwide. Four years later when the students graduated, they faced unemployment and an uncertain future but did not know which way to turn. More of them began to seek alternatives. University students began to go to the countryside to conduct rural surveys and used the rural edition of *China Reform* to help farmers safeguard their rights. University students' rural actions won the support of Wen Jiabao, then premier of China, who sent a letter to the students. Subsequently the 'three-dimensional agrarian issues' gained widespread attention and more students and young people left the campuses to go to rural areas for practice, in the course of which they gained knowledge about the larger society, concerned themselves with social reality and developed their own selves.

In 2004, the substance of the work of the New Rural Regeneration underwent some changes. On the one hand, the rural edition of *China Reform* was closed down by mainstream reformists who 'had capital as their basis'<sup>8</sup> and the base for the New Rural Regeneration Movement was moved to Renmin University. On the other hand, the national policy to abolish agricultural tax began to take effect. National measures in favour of the countryside that emphasised 'give more, take less and

---

<sup>6</sup> Translator's note: Here the writers play on the word "capital" which in Chinese is *zi ben*, a term made up of two words, *zi* (capital) and *ben* (basis).

<sup>7</sup> Since the 1990s, the burden of agricultural tax has resulted in a deteriorating relationship between rural cadres at the grassroots level and the farmers as well as a legitimacy crisis for the central government. Because of this, the central government introduced a series of reforms to alleviate the farmers' burden, including tax reform which went through three stages: reform initiated by local governments between 1993 and 2000; reform at pilot sites where agricultural tax and other fees merged into one type of payment between 2000 and 2002; reforms launched across the country in 2003 and abolition of agricultural tax from 1<sup>st</sup> January, 2006.

<sup>8</sup> See Note 6.

loosen control<sup>9</sup> were implemented one after another. In response to changing social conditions the movement shifted its focus to training farmer cooperatives and building farmer organisations. This was also an effort to further explore and practice organisational innovation and system innovation, which had been advocated for rural reform in the 1980s.

The reasons for this drastic change were: first, under the current system, the price farmers paid for their *weiquan* (safeguarding legal rights) and *shangfang* (appealing to the higher authorities for help) activities was extraordinarily high and often to no avail; second, the state had started to abolish agricultural taxes, and many contradictions built up in the previous two decades at the grassroots level were resolved to some extent. Since then, university students who went to the countryside no longer involved themselves in farmers' *shangfang* and *weiquan* actions. Instead they made use of government policies in support of agriculture and farmers under the state's New Socialist Countryside Construction Programme<sup>10</sup> to encourage farmers to organise for development. Taking the circumstances into consideration, farmers who had been collaborating on *weiquan* activities set up cooperatives and explored models of autonomous development based on the principle of self-organising. Even though external circumstances were unfavourable and the state had not yet implemented any law or preferential policy to encourage the autonomous development of peasant cooperatives, thanks to the hard work by volunteers of the New Rural Regeneration Movement in the preceding years, cooperatives around Mainland China were able to sum up some practical experiences, such as 'cultural reconstruction has the best result; collective purchase has the least risk; the system of cooperative financing is most important', etc. In the meantime, volunteers also organised free farmer training to promote 'ecological farm house, organic farming and eco-village'.

In 2005, New Rural Regeneration Movement volunteers reached a consensus on basic principles of their work, expressed in the shorthand '3P', representing people's livelihood, people's solidarity, and people's cultural diversity. By upholding 3P, we sought to achieve '3S'—sovereignty in community resources, solidarity and security in ecological terms. We also began to make use of the activities of farmer cooperatives to disseminate international experience in 'fair trade'. New Rural Regeneration Movement became the first social initiative in Mainland China to adopt the concept of fair trade. This was recognised internationally and the impact grew gradually both in Mainland China and abroad. In the same year, Rural Reconstruction Centre of Renmin University of China was established and its work was built on the rural regeneration work done prior to its establishment. Since 2006, the New Rural Regeneration Movement has had four main areas of activity: developing university student organisations to encourage volunteers to go to rural areas to support farmers; building cooperatives and social organisations to safeguard the rights of farmers and disadvantaged groups in rural areas; building new citizens' service centres to help migrant workers to integrate into the urban areas; fostering citizens' participation in urban-rural exchange networks by encouraging them to become involved in fair trade.

The last area of work is relatively new and has a comparatively big impact. Its focus is to advocate experiments on ecological agriculture and urban-rural mutual support using farmer cooperatives as its base. There are three main background factors leading to such a change. First,

---

<sup>9</sup> According to an article posted on the website of Jilin Normal University, the Chinese government adopted 'give more, take less, and loosen control' as early as October, 1998, as a guideline in its work to address the three-dimensional agrarian issues. To 'give more' is to increase input for agriculture and rural villages, to accelerate building of infrastructures of agriculture and rural areas, and to raise the income of farmers directly. To 'take less' is to reduce the burdens of farmers. To 'loosen control' is, on the policy level, to revitalize rural areas by allowing farmers to make full use of their creativity.

<sup>10</sup> In 2005, the Fifth Plenary Session of the 16<sup>th</sup> Central Committee of CPC made a resolution on "constructing a new socialist countryside" and stated that resources should slant towards the countryside, manufacturing industry should repay agriculture and the urban area should support the rural area. It was also stated that the characteristics of a new countryside were "advanced production, improved livelihood, civilised social atmosphere, clean and tidy villages and democratic management".

given the current market-based economic structure and a social resource distribution system that favours urban areas, work that advocates only farmers' specialised cooperatives has its constraints and farmers gain very little from it. Second, the external conditions in terms of government policies were favourable. In 2005, new rural regeneration became a national strategy for the central government. In 2006, the concept of 'the multifunctionality of agriculture' was put forward and in 2007, the philosophy of 'ecological civilisation' was advocated and the Farmers Professional Cooperatives Law was issued. In 2008, the central government put forward the idea of developing resource saving and environment-friendly agriculture. The third factor was the impending pressing needs of the community. It was during this period that the problem of food safety and pollution drew widespread attention in society. The New Rural Regeneration Movement subsequently started to explore ecological agriculture and urban-rural mutual support.

In 2006, Green Ground Union was set up jointly by seven farmer cooperatives which were exploring ecological agriculture. The objective was to build a marketing platform for ecological farm products. In 2008, Little Donkey Farm was set up and became the first CSA farm in Mainland China. The new initiatives of the New Rural Regeneration Movement have gained widespread attention for the society as well as media coverage bringing positive results.

The above is a general description of initiatives undertaken by the New Rural Regeneration Movement in the last 12 years. There is something that we should pay special attention to and that is the participation of university students and graduates who come from the rural areas. The movement, to some extent, has contributed to the training and development of young people who, in their practice and self-reflection, have gained an understanding of rural society and the meaning of their participation in rural regeneration. However, farmers are the real subject of rural regeneration. This is a large but silent population.

Nearly a hundred years have gone by since the first rural regeneration movement was launched. Chinese society has undergone dramatic changes during this period of time and has achieved industrialisation. China is now going through the irreversible process of financial capitalisation. For young intellectuals to become as one with the 'silent farmers' in the process of rural regeneration, prompting the farmers to join them and to rejuvenate rural society, they must look at China's enormous population of farmers from the perspective of the expansion of globalised capital and China's path of industrialisation.

## **2. The 'Three-Dimensional Agrarian Issues' under globalisation**

The Chinese people have a long history of civilisation in which irrigated agriculture played an important role. Chinese people domesticated and bred wild silkworms 7,000 years ago and domesticated wild rice 6,400 years ago. Irrigated agriculture was our way of life and has nurtured the cultural substance of the collective genes of the Chinese people. During the transition from the Old Stone Age to the New Stone Age, Chinese people formed settled societies as clans and tribes. With the evolution of a diverse farming culture, village communities gradually formed and became a medium for families and clans in an economy and society of smallholders.

For thousands of years, Chinese people have lived together in villages. To put it in general terms, they have shared the resources and properties, such as land, water and mountains, within the boundaries of their villages for generations, in the course of which a rationality of farming households and of village community was developed. Through this type of society/community specific to the oriental agricultural civilisation, Chinese people have been managing the costs of collaboration and transaction by internalising them and minimising external risks. This kind of rationality is in great contrast to the rationality of the individual or of capital developed in the history of the west. If you compare the history museums of the west and those of China, you will find that in Chinese history, large scale killing has nearly never been depicted in art. It shows that the Chinese have never been a people that plunder foreign lands and expand. Instead the Chinese people are attached to their native land and are not willing to move to other places. On the other hand, European murals, sculptures, carpets and many art works depict war which shows an objective fact:

the division of Europe into many countries was the reason why wars continued up to the 1940s. The unification of the main European countries as nation states, such as Germany and Italy, occurred only in the mid and late 19th Century. China, on the other hand, was united by the state of Qin 2,000 years ago and became an enormous continental state. It was only in modern times that China came under invasion by western imperialist powers. China then carried out a 'follow on' kind of industrialisation by learning from the way western powers had modernised. It was when western external powers arrived in the rural society of China as a powerful species that Chinese village communities were faced with the danger of total decline. That was why new rural regeneration became imperative for Chinese people in the early 20th century.

As a developing country, from the 'Westernisation Movement' (*Yang Wu Yun Dong*) in the 1870s to integration with the global economy in the 21st century, China's course of industrialisation was deeply influenced by international geopolitics. After 1949, China won unprecedented opportunities twice for industrialisation. On both occasions, there was an influx of traditional industries from developed countries into developing countries. The first occasion occurred during the 1950s when arms and heavy industries migrated from the USSR to China for the Korean War, and then in the 1970s when China opened up to western countries. In the latter case, to a certain extent, China's geo-strategic position in the Asia-Pacific region grew because of the competition between the USA and the USSR, the two main imperialist states, and it was during this period that China completed the change in the structure of her industry, moving away from arms and heavy industry.

Industrialisation is not only an economic process of inputting capital and technology. It is also a process of expropriation, the first step of which is primitive accumulation of capital. For this reason, any developing country, which could not externalise social contradictions by way of colonialist expropriation like its western suzerain had done, had to appropriate surplus from *san nong* (farmers, rural villages and agriculture) or the natural environment. In the same way, urbanisation is an economic process of capital accumulation in which surplus is appropriated from *san nong*. So long as a developing country seeks to accelerate industrialisation and urbanisation purely within a market system, it will end up with a large scale net outflow of resources from its rural areas resulting in contradictions in the dual urban-rural structure and the three-dimensional agrarian issues.

When New China was founded in 1949, the country's resources fell short of the needs of her large population. Farmers were dispersed and capital was scarce. Subsequent to the Korean War which broke out during the Cold War period in the 1950s, there was a strong need for China to industrialise. The implementation of a series of state policies such as rural collectivisation and state monopoly of the purchase and marketing of agricultural outputs were the objective conditions that resulted in the shaping and continuation of a dual urban-rural social structure. This, on the one hand, enabled the industrialising nation to appropriate surplus from the collectivised rural areas as a process of primitive accumulation of capital. On the other hand, when urban industries faced economic crises in the course of capital accumulation, the crises could be transferred to the rural collectives.

Between the 60s and 70s of the last century, young intellectuals of China went through three 'Down to the Countryside' movements.<sup>11</sup> Subsequent to the first 20 years of primitive accumulation of state capital, 20 million young people in the urban area were unemployed. They were sent to the countryside to join the 4 million production units of around 800,000 production brigades in the

---

<sup>11</sup> This can be traced back to as far as the mid-1950s. To address the issue of urban youth/student unemployment and to intensify agricultural production, nearly 200,000 urban youths from all over the country joined rural brigades to clear land for farming. This was the first truly organised large scale mobilisation of urban youth to go to the countryside. In the latter days of the Cultural Revolution, Mao Zedong told educated youths from the city to go to the rural areas to receive 're-education' from poor and lower-middle farmers. Again, tens of millions of youths went to the countryside. In 1978, CPC's Central Committee's Working Conference on Dispatching Educated Youth from Across the Country to Go up to the Mountains and Down to the Countryside decided to end the movement, after which the educated youths were resettled in cities where they found employment.

90,000 communes. Apart from this, a similarly large number of rural secondary school students (not included in the 'youth returning to the countryside' in the government statistics on employment) were sent to join the 200 million farming households to live and work with them. As a continental agricultural country with an incredibly large population, China made use of such truly comparative advantages to achieve primitive accumulation of capital for industrialisation and yet remained the only developing country in the world that did not suffer from the aftermath of foreign debts. What was most admirable was that China had not sold or pawned the country's resources or sovereignty to foreign capital.

By the end of the 1970s, China was again faced with a cyclical economic crisis that took the form of a substantial rise in financial deficit. Unlike in the 1960s when Mao Zedong's charisma had been sufficient to send young people 'up to the mountain and down to the countryside', in the late 1970s the central government had to adopt financial austerity measures and retreat from the rural sector which was not economical. The result was the dismantling of people's communes.

In the meantime, similar to the circumstances in which the urban crisis was alleviated after land reform was completed in 1950, the 'all-round responsibility system'<sup>12</sup> was restored in the countryside and farmers revived the village community economy of smallholders. However, this was only one of the many times when the government retreated from the uneconomical rural sector completely. Since 1984 China had been dismantling collective units around the country. Government subsidy for rural areas fell from more than 10% of its financial expenditure to less than 3%. All the expenses on public services in health, education, culture and agricultural production, including expenses of state grassroots administrations, fell on the shoulders of farmers under the policy of *tan shui ru mu*, or 'introducing tax into land'. However this time the objective conditions were quite different: the tense relationship between the population and the land had become worse and the dual urban/rural structure was reinforced.

The major trend during this period of time, and which was contrary to the interests of the rural sector, was: after the urban economy of state capitalism achieved primitive accumulation of industrial capital, the state must carry out industrial capital adjustment and expansion. In line with the general law of capital movement, the interest groups representing urban industrial capital that dominated the mainstream discourse would demand corresponding policies of reform and opening up. Inside the country, industrial capital went further in demanding the appropriation of surplus values produced in the rural sector. Outside the country, as financial capitalism unified the markets of the two main camps when the Cold War ended, China's industrial capital made use of the opportunity to demand township and rural enterprise to put both ends of the production process on the world market (*liang tau zai wai*)<sup>13</sup> to earn foreign exchange by export and to open coastal cities to attract foreign investment.

In 1993, China was again faced with a huge economic crisis of 'three deficits'.<sup>14</sup> The cost of the crisis was shifted to the countryside which instantly became the main disaster area. Not only did the price of agricultural products keep falling year after year, all sorts of unfair taxes and charges were imposed on farmers by local governments which were overstaffed and seriously short of financial resources. Farmers could hardly make ends meet. It was under these circumstances that

---

<sup>12</sup> This can be traced back to as far as the mid-1950s. To address the issue of urban youth/student unemployment and to intensify agricultural production, nearly 200,000 urban youths from all over the country joined rural brigades to clear land for farming. This was the first truly organised large scale mobilisation of urban youth to go to the countryside. In the latter days of the Cultural Revolution, Mao Zedong told educated youths from the city to go to the rural areas to receive 're-education' from poor and lower-middle farmers. Again, tens of millions of youths went to the countryside. In 1978, CPC's Central Committee's Working Conference on Dispatching Educated Youth from Across the Country to Go up to the Mountains and Down to the Countryside decided to end the movement, after which the educated youths were resettled in cities where they found employment.

<sup>13</sup> Translator's note: "Both ends of the production process" means supply of raw materials and marketing of products.

<sup>14</sup> The three main deficits were: deficit in foreign currencies, bank deficits, and long term financial deficit.

some policy researchers put forward the question of the three-dimensional agrarian issues which was initially disregarded by the government.

As financial globalisation accelerated, capital poured in freely from core capitalist countries to marginal countries to take over land and cities for profit. After the Asian financial crisis in 1997, one after another marginal countries were confronted with financial crisis, but hidden repercussions were also spawned that in the end subdued the excess capital of core countries. In 2001, China was officially admitted into the World Trade Organization (WTO). Since then foreign capital has been flooding into China and China has inevitably integrated with the global production system controlled by financial capital.

Since the period of reform and opening up, China's economy has transformed from a domestic-oriented capital accumulation and self-development model to an export-oriented economy overly dependent on foreign investment and foreign markets. During the stage of primitive accumulation of industrial capital, arms and heavy industry, which are capital intensive, were dominant. The more capital intensive an industry, the more it excludes labour. Because of this intrinsic law of economics, most of the rural workforce had been excluded from the social security system implemented in the city from the very beginning, and thus the urbanisation of China lagged far behind industrialisation. In subsequent major reforms, path dependence inevitably resulted in all levels of government choosing policies that in substance excluded rural areas. When the Asian financial crisis erupted in 1997, China, which was at a stage of industrial capital expansion, was confronted with an economic crisis of imported deflation. In the face of the collective demand of industrial capital, China fuelled its economic development by investing heavily in infrastructure for urbanisation.

In the 1980s, the disparity between urban areas and the countryside narrowed significantly as a result of policies that permitted industrialisation of rural areas and development of rural townships. This trend, however, was reversed in the 1990s. Throughout the 1990s, state policies favoured the towns and cities. Not only did the urban-rural disparity widen, disparities between regions and between the rich and the poor also widened. The acceleration of the three big disparities inevitably resulted in a decline in internal demand and China's economy changed rapidly to one that was fuelled by external demand.

Since coastal regions were the centres of the export-oriented economy, the three main factors of mainland rural villages—capital, land, labour—were drawn in abundance into cities and the surplus value produced by the rural sector was appropriated by foreign capital dependent on cities.

Since the start of the period of reform and opening up, rural villages have continually been robbed of their organisations and lost all resistance to the expropriation by urban capital. Because this form of expropriation is like 'pinching off the tops of grasses', China's rural areas are left with hundreds of millions of elderly people, women and children whose parents are away in the cities. Agricultural production has inevitably turned to pesticides and chemical fertiliser because of the need to save labour. Faced with powerful capital, an agriculture characterised by smallholders dispersed around the country was relatively powerless. The opportunity cost for rural labour to join agricultural production was becoming higher. This was why in general the main workforce in the countryside chose to leave their rural homes to work in the city.

The traditional cyclical economy of China was characterised by 'staples and pigs' farming in which hundreds of millions of farmers grew staple foods and reared livestock at the same time. It was semi-self-sufficient and semi-commodified to a very large extent and could therefore maintain a balance between household needs and external market risks. However, in recent years, subsequent to the eruption of a global crisis and severe price fluctuations for food and animal feed, the traditional stable household economy has by and large disintegrated. Household-based farming and animal husbandry are no longer worth the effort because of the huge market risks. Now, if the income of a farming household relies solely on agriculture, it is most likely the household will go bankrupt. Farmers work in the city for a living while the countryside is only a shelter for them. It is



regrettable that the country owes the rural sector such an enormous debt. There is no suitable environment now for inhabitation in the countryside, whether in terms of the immense destruction of its ecological environment or the loss of the traditional rural village/community culture.

### **3. Looking at the rural society of China in a new light**

China's over 6,000 years of agricultural practice was always ecological and environmentally friendly. It emphasised resource conservation and safeguarding of the ecological environment. It was therefore sustainable. The contradiction between scarcity in natural resources and a large population had shaped the character of Chinese farmers who were extremely frugal, restrained in desire, hardworking and uncomplaining. For the same reason, traditional agricultural production in China was characterised by resource conservation and recycling, and the mode of cultivation was always thorough and meticulous.

In the last three decades, under the larger background of economic development as mentioned above, the Chinese government advocated agricultural modernisation with the aim of augmenting the income of farmers using limited resources. The result was an escalation of the use of chemicals in farming which has already exceeded the average global level and even the level of the developed countries. Agriculture has become an area in which cross-contamination is most severe, leading to acute double negative externalities as well as problems of unsafe food. Traditional agriculture was one with nature and would not result in pollution. Even though the income of farmers might be low, positive externalities were created. Modern agriculture may bring higher income to the individual, but it invariably leads to pollution. The cost is shouldered by the whole society and results in negative externalities.

In the past, under the influence of the mainstream ideology of development, traditional agriculture was seen as a symbol of backwardness. It was even seen as the foundation of feudalism and authoritarianism. However, in the context of the modern ecological crisis, when traditional agriculture is compared with oil-based agriculture, one sees that the former brings positive externalities for society as a whole because of its ecological and cultural diversity. The positive externalities are a balanced ecology, beautiful scenery, safe food, and multiple functions in culture and education. In a market dominated by capital which has an advantaged position in standardisation, access to information and uniformity, an agriculture practiced by dispersed farming households is definitely in a disadvantaged position. In the meantime, most capital industrial enterprises bring negative externalities to the whole society when making profits for themselves. Because of this, the government should tax capital and use the tax revenue to support rural regeneration. Only in this way will the government fulfill its responsibility towards the whole population.

Over the past few thousand years of Chinese history, apart from natural disasters and wars and destruction resulting from invasions by nomadic people from the north, as a society of smallholders, China was on the whole peaceful and stable. The community life of smallholders was to a certain extent self-sufficient within a particular region. There was no need to invade or colonise other peoples for a living. They were conservative most of the time and preferred to maintain the status quo. It was under these circumstances that the Chinese people contributed to human history with innumerable splendid cultural achievements and inventions.

As mentioned earlier, China has achieved industrialisation under very unfavourable conditions, thanks to the unique role of smallholders and rural villages. In the various stages of industrialisation, China has been confronted with major economic crises resulting from suspension of foreign investment or capital shortage. The crises were ultimately resolved after the urban capital transferred the cost to rural villages/communities and national unrest was prevented. Rural villages and communities of smallholders have to have some sort of internal mechanisms or genes that help them to resolve external crises. We now live in a turbulent era of global capitalisation, and international financial capital keeps transferring its crises. Attention should be paid to the advantages of the villages/communities social system which has always been underestimated and even forsaken.

We should look in a new light at the village/community of smallholders and the village/community rationality which is embedded in it.

China has a continental monsoon climate. Irrigation works are the lifelines of an agricultural society, relying in particular on the collaboration and coordination between villages in the upper and lower reaches, as well as participation of all members of the community. Because of this, historically Chinese villages had many forms of collaboration in which the village/community was a basic unit. Village rationality was a core mechanism of rural China and was different from the models typical of western theories. Village rationality, which was closely related with agricultural production and rural life, was manifested in arenas outside of individual households where all households must work together, such as public security, vigilance, and irrigation. In some areas where the natural conditions were harsh, mutual help in production was also an important substance of village rationality.

According to some studies, from the Qing Dynasty until the time of the Republic of China, on average 20% to 30% of the fields of village communities were communal. Moreover, where resources were scarce, the percentage of communal fields was higher. In some cases, the percentage was as high as 80%. This sort of cooperation, which emphasised helping each other through hardships, had an important role in maintaining the stability of the community and the larger society. In the course of rural industrialisation in the contemporary era, in particular the early period of industrialisation, there were many examples where villages/communities maximised benefits for the whole village through internally consolidating the resources of the village/community.

In the 1980s when township and rural enterprises were flourishing, village collectives that industrialised successfully mostly relied on mechanisms of village rationality that had been preserved in the people's communes prior to rural reform. The stage of capital accumulation was completed smoothly, after which they moved on to industrial production, enhancing employment opportunities for farmers while increasing their income.

In the experience of the New Rural Regeneration Movement, the most successful farmer cooperatives have been able to rebuild internal village rationality for effective community mobilisation by building relationships of collective ownership and organising cultural and learning activities for community members. Such a mechanism, on the one hand, can internalise transaction costs in collaborations among community members. On the other hand, it can effectively resolve the risks brought by fluctuations of external markets. Because of this, it can be observed that some peasant cooperatives are able to manoeuvre in the market because they have a strong base. They are able to make use of market opportunities to try all sorts of projects, such as handicraft production, ecological agriculture, financial services, etc. If they succeed, they gain from it. Even if they fail, they learn from the experience and wait for the next opportunity. Some farmer cooperatives, however, could not stand up again after they were confronted with risk and danger, and returned to a state of atomisation.

Looking at village life from a long-term perspective, there is no doubt that village rationality helps the community to gain from risks and offset the opportunity cost of agriculture in a market economy. While it increases the level of benefits for farmers, it also stabilises the larger society and contributes to initiatives to bring about new rural regeneration.

#### **4. Rural regeneration in the era of 'financialisation'**

The crisis resulting from the financial implosion of centres of global capitalism in 2008 had a far-reaching impact. On the one hand, it accelerated the pace of developed capitalist countries in transferring the cost of the crisis to the whole world. On the other hand, it was a synchronous process of further capitalisation of global resources and 'financialisation' of social relationships.

The current global crisis is having a huge impact on human civilisation and the natural environment. In the face of such an all-encompassing crisis, it is of no avail to simply restructure the economy under the mainstream discourse. This will only accelerate social unrest and even lead to social conflicts, such as ethnic and religious conflicts. The crisis is not only threatening our security as human beings, it is also deepening the ecological disaster which is already happening.

We are at a critical crossroads of history. Human beings should promote an ecological civilisation and a heterogeneous culture that is rooted in such a civilisation, and foster a sustainable development that is inclusive and just.

We must of course try to understand mainstream China: the country was invaded by imperialist powers in the 19th century. Hence, only the results of confrontational struggles were recorded. Struggles led by radical elites in a given period of time became the mainstream narrative in history and the story was ideologised—the victors were heroes and the defeated were villains. The historical course of the passive response to the assault by and the influence of Eurocentrism not only gained a highly politically correct status, it was also given substance and became a system of values and a set of criteria for critique and judgment.

Compared with mainstream history and its ideologised political correctness, the rural regeneration movement in modern China was a constructive reform which was part of the legacy of thousands of years of Chinese civilisation and history. It was a continuation of the civil society of the past which had a much longer history. We should inherit the rural regeneration movement which was an undertaking with historical importance and increase our self-autonomy and self-consciousness. We should pay special attention to unearthing and sorting the history of civil society in which ordinary people have been participating extensively, and foster collaboration and exchange both within the country and abroad on this basis. This would help people, in the face of unprecedented turbulence brought by global capitalisation, to understand in peaceful ways the meaning of inclusion and sustainability implied in 3P and 3S and to more consciously safeguard the ecological civilisation which has heterogeneity as its substance.

In recent years, colleagues in intellectual circles from three areas across the Taiwan Strait and from abroad have joined together to provide guidance and training to young volunteers to take part in the experiment of rural regeneration which embodies reformist thought in its varied content and which has attracted tens of thousands of young people. Fortunately, it has been echoed by Chinese state policies. In the Fifth Plenary Session of the 16th Central Committee of CPC held in October, 2005, 'constructing a new socialist countryside' was specified as a national strategy. In the 17th National Congress of CPC held in October, 2007, 'ecological civilisation' was specifically emphasised as a guiding principle. The 18th National Congress of CPC in 2012 further resolved that the building of an ecological civilisation should be prioritised and be integrated into every aspect and all the processes of economic, political, cultural and social construction of the country in an effort to build a beautiful China and to realise sustainable development for the Chinese people. In the meantime, we are able to observe that the country's main policies are supported by trillions of renminbi of investment in *san nong* that have continued unabated for years before and after the global financial crisis erupted. To a certain extent, this investment has effectively alleviated the economic crisis resulting from domestic overproduction since 2008. If, in the future, China adopts the strategy of rural urbanisation under the pressure of surplus of capital, there will be a larger influx of capital into the countryside as the government invests in building infrastructure in rural areas. Under such circumstances, the net outflow of the 'three factors' (labour, land, capital) from the countryside, which has always been happening, would reverse. This would be a historical opportunity as well as a challenge for rural regeneration.

In our view, the so-called development in the current era of global capitalisation is nothing but a process of resource capitalisation. What the Rural Regeneration Movement aims to do is, in these circumstances, to insist on the philosophy and principle of 3P and 3S, and that is sovereignty in community resources, solidarity between people, and ecological security. In this way we hope to achieve economic and social sustainability. We hope that all working people will organise and make use of their local resources autonomously, and build their own localised economic foundations.

## **Conclusion**

In the last dozen years of the New Rural Regeneration Movement, volunteers from China and from abroad as well as university students who go to the countryside to support farmers have been

helping people who remain in the rural areas and migrant workers in cities. They have also been engaging in organic agriculture with citizens' participation. Through diverse methods of social capital building, they have gained a certain amount of experience as well as explored ways of organising. During this period of time, we have mobilised 200,000 university students to go to rural areas to lend their support to farmers and have provided training to a few hundred young activists who stayed in the countryside for over a year. Adding to this list are a few dozen intellectuals specialising in rural regeneration who have a master or a doctoral degree. We have held hundreds of diverse and integrated training sessions and meetings for university students, farmers and citizens, organised many international exchange programmes, and hosted five nationwide conferences on CSA, and two relevant international conferences. Two sessions of South-South Forum on sustainable development<sup>15</sup> in which participants from developing countries exchanged and shared their knowledge were also organised.

In the last decade, the New Rural Regeneration Movement has developed the most inclusive social network in contemporary China and has built participatory institutions which volunteers can freely join or quit. Tens of thousands of students, young people, urban dwellers and rural people have been mobilized to take part in the movement on their own initiative.

All these show that the Rural Regeneration Movement is an alternative public democracy experiment. It is different to living under an elite dictatorship. It is not an NGO. There is no leader, no headquarters, no specialised fund raised. Compared with NGOs in modern western civil societies that have high institutional cost, the flat system of the Rural Regeneration Movement is resource saving and environment-friendly.

Faced with a future full of risks, we should attach more importance to the positive role of village rationality shaped in the ecological civilisation of East Asian societies, and build multilateral collaboration frameworks which have village/community as their basic unit. At the same time, in the gradual process of reform through the building of ecological agricultural mutual help networks, we should foster the development of CSA based on participatory and beneficial interactions between urban and rural areas, and take an important and constructive role in restoring various facets of the countryside such as the revival of the ecological environment in the broad sense.

The original meaning of rural regeneration is to revive rural civilisation as the foundation of ecological civilisation. In the first rural regeneration movement in the 1920s, our predecessors set themselves the aims of 'enlightening people's wisdom, developing people's capacity'. The Rural Regeneration Movement advocated 3P and 3S which are principles that we have summed up from our experience. There are some common themes that emerge again and again in the two movements that are nearly 100 years apart. The themes can be summed up as '4 zi'. In the course of building its identity, rural Chinese civilisation must stand firm on this principle: first, we must follow a path that starts from the bottom and that stresses deep mobilisation of the grassroots people (*zi xia er shang* or from bottom to top); second, we must explore autonomous ways of developing social capital and conserving the resources and environment on which people depend for their livelihood (*zi zhu fa zhan* or autonomous development); third, we must strengthen organisation related to the rights of the community to sustainable development by building systems and conditions for self-empowerment (*zi wo fu quan* or self-empowerment); fourth, we must develop self-management systems and rely on the wealth of people's power as a way to lower social costs (*zi zhi guan li* or self-governance and management).

---

<sup>15</sup> The First South-South Forum was held in 2011 at the Lingnan University of Hong Kong with the theme of sustainable practice. A statement entitled *Ecological Civilisation and Human Security* was published as the common standpoint of people of the south. The Second South-South Forum, themed 'From Food Sovereignty to Food Security' was held in Zhongqing in Mainland China. Participants explored issues of sustainable practices and inclusive development.

# **Rural Reconstruction Centre of Renmin University of China promotes fifteen years' exploration of ecological agriculture**

Edited by Huang Zhiyou, Vice General Manager of Little Donkey Farm  
Translation: Wan Wei, Lü Xiaomeng; Proofreading: Li Zhixiu (Shanghai University)

## **Preface: The New Rural Reconstruction Movement and the interaction between urban dwellers and rural peasants**

'The three-dimensional agrarian issues' are prevalent in developing countries. China's three rural issues became an important challenge with the radical modernization of the 1990s, and the party and the state have paid great attention to it since entering the new century. The New Rural Reconstruction Movement is one of many attempts to alleviate the predicament of the 'three-dimensional agrarian issues.' Because China is a big agricultural country in which nearly 70% of household population live in rural areas, even after 10 to 20 years of urbanization development and the total population reaching 1.5 billion, the rural population is still at least 400-600 million – more than the number of people in New China when it was founded in 1949 – and agriculture is subject to more serious shortage of arable land and water resources. In recent years, the trend of a substantial increase in land-intensive agricultural product imports such as Liangmian Sugarland has been difficult to reverse, and the main agricultural products calculated per capita can only maintain world average levels. More seriously, while agriculture is becoming the weak point of China's development, it is also becoming the industry that makes the biggest contribution to the increasingly serious pollution and food safety issues.

Thirty years before the reform and opening up, China completed the primitive accumulation of national industrialization, and after the reform, the peaceful environment made China's economy develop rapidly, but relative depression also appeared in rural areas from the 1990s. The proportion of the national economy that agriculture accounted for and the growth rate of peasants' income continued to decline; labor, capital and other economic factors flowed to the city; rural areas were becoming less attractive and losing a sense of belonging for young people. With the enlargement of the urban-rural gap and the gap between the rich and the poor, the obstacles to the economic development of Latin American and South Asian countries and urban slums which severely damaged the social stability and their associated social crime was also quietly formed in China's urban and rural areas. The basic systematic contradiction of the long-existing urban and rural dual structure is still the main obstacle to building a harmonious society.

It was in this complex situation that a group of intellectuals began to explore the system of rural reconstruction from 2000. The idea of ecological civilization was put forward in a timely manner, which aimed to maintain the people's livelihood, promote alliance, advocate the pluralistic concept of ecological civilization, and actively promote green urban and rural areas as a whole in the development of fair trade that combines organic production cooperation and public healthy consumption. Over the years, the central government and governments at all levels have been paid great attention to practice and theory. The party and the government not only made 'new rural reconstruction' and 'ecological civilization' into national strategies, but also created favorable conditions for the new rural reconstruction. In particular, they abolished agricultural taxes in the country, and specified the 'resource-saving and environment-friendly' sustainable development of agriculture as a basic goal, making the good local governance of rural reconstruction organization mediums and institutional foundations a new trend.

Rural Reconstruction is in inheritance from the 1920s and originated from the rural construction movement at the grassroots. It aimed to ease the contradiction between urban and rural areas, the decline of rural areas and its threat to the sustainable development of our country during the acceleration of industrialization. Rural Reconstruction was a practical social reform experiment, which was led by intellectuals and young students, and involved the voluntary participation of all sectors of society as well as grassroots people and local culture to promote the

harmony of urban and rural areas. In addition, it regarded 'organization renewal, institutional innovation' and other progressive reform as the basic method, and consciously implemented 'ecological civilization' and the concept of sustainable development goals that China proposed in the new century.

In recent years, due to the great attention paid by the party and the state, an increasingly extensive New Rural Regeneration Movement has received the active attention of all sectors of society such as peasants, citizens, young students, intellectuals, and media. Rural reconstruction groups that combine theory and practice have emerged in many parts of the country, which has had a great impact on the sustainable development of the economy and the whole society on many levels.

The experiments for promoting ecological agriculture by the Rural Reconstruction Centre of Renmin University of China started with the ground breaking pilot work of the research of college students supporting agriculture that began in 2000 and the work of peasant cooperative organizations in 2003. The specific ecological agricultural experiment started with the James Yen Rural Reconstruction College in 2004. It then continued, from Nan Ma village's pollution-free rice in 2005 in Henan province, to the story of 'Professor selling rice' and 'purchase rice bag land' in 2006, the establishment of GUOREN (Ground Green) Alliance, the National Urban and Rural Co-operative, and then Little Donkey Farm in 2008, the Public Agricultural CSA Alliance and The National CSA Network in 2010, Beijing Organic Peasants Market in 2011, the National Ecological Agriculture Support Networks in 2012, the Chinese Rural Construction Participatory Guarantee System (PGS) network in 2015.

From the countryside to the city, and from the city back to the countryside, two increasingly clear basic paths were gradually formed, which involve the organization and cooperation of peasants and citizens, two major players.

### **1. Survey of college students' support for agriculture (since 2000)**

Rural Reconstruction was originally started by college students who went to the countryside for agricultural research activities. College student volunteers played an important role in the twelve years of the new rural reconstruction experiment, especially in the ecological agricultural experiment.

The 'three-dimensional agrarian issues' that became more critical with every passing day at the end of the last century ultimately resulted in university students' research to support agriculture. It has gone through 12 years since the sparks of fire in early 2000 to blossom everywhere today. As of 2012, it has spread throughout much of the country, including nearly 30 provinces, and more than 200 universities have set up more than 200 societies to support agriculture. This has not only left a profound impact on a large number of young people's values and the culture of the whole society, but also promoted a new spirit of the new era.

### **2. Peasant cooperative organization (since 2003)**

The necessary strategies to alleviate the 'three-dimensional agrarian issues' are improving the peasants' organization, and carrying out organization renewal, institutional and educational innovation of peasants' cooperative organizations.

In the initial stage of the university students' research, the work of supporting agriculture mainly consisted of general investigation, life experience, short-term support, legal advocacy and so on. In 2003, college students' support for agriculture research entered a new stage: On the one hand, the James Yen Rural Reconstruction Institute in Hebei province was established, and on the other hand, it opened two pilot projects of rural organization at Nantang village in Anhui and SanCha Village in Hubei. Since then, the rural support team's main direction of work turned to promote peasants' self-reliant spirit and to promote the construction of peasant cooperative organizations.

The first national peasant cooperative organization training course that had the theme of 'Rural cooperative economy and rural construction' was held in the James Yen Rural Reconstruction Institute on April 18, 2004, opening the prelude to the construction of the country's rural reconstruction and the organization of peasants. Since then, the pilot schemes of peasant cooperative organizations spread to more than 10 provinces in the country.

In April 2006, seven cooperatives got together for the purpose of cooperative unions and set up the first peasants' cooperative - Guoren (Ground Green) Alliance. The Law on Peasants' Cooperatives was promulgated on July 1, 2007 and implemented in 2008, and the Chinese peasant cooperative organizations entered a stage of rapid development. In the new period of peasant cooperative organizations, the Department of Youth Training of Liang Shuming opened the 'peasant cooperative training school' in 2009, and launched the 'national peasant cooperative organization network promotion project' in 2011, to reorganize the organization and to seek cooperation between regions.

### **3. Ecological agriculture and the environmentally-friendly countryside (2003-2007)**

The James Yen Rural Reconstruction Institute was the first institute to operate in ordinary rural areas and provide free training ordinary peasants of China in the 21st century. It was established in Zhaicheng village, a small village of Dingzhou City, Hebei province on July 19, 2003. When the institute was first created, they realised that agriculture was not only the main content of the peasants' lives, but also the main source of peasants' livelihood. It was also at that time that the serious pollution of agriculture and food safety problems were gradually surfacing. Therefore, recovering traditional farming, developing the application of technology, and promoting organic agriculture became important contents of the institute's education.

The institute covered an area of 60 acres, and there were 26 acres of farmland (with another field of 50 acres outside the experimental). After the establishment of the college, in order to work with the first training of peasants at the beginning of 2004, the college carried out the production and testing of ecological agriculture in the spring.

In March 2005, the college officially set up the 'ecological agriculture studio,' and began to systematically carry out the plan and construction of the institute's farm, and the research and extension work of ecological agriculture. In the same year, it held the first phase of the national ecological agricultural training course -- 'the concept and method of sustainable agricultural training'.

Under the impetus of James Yen Rural Reconstruction Institute, Mi Jinshui, the village party branch secretary of Zhai Cheng village, issued a proposal, 'refuse toxic agriculture and protect the health of the Chinese,' on behalf of the 5000 villagers at the third national village official forum in Changsha, Hunan. In 2006, it formed the framework which included production, training, education and agricultural engineering, set up the ecological agriculture laboratory, and independently held the first national agricultural training course - 'the new rural reconstruction and ecological agriculture exchange'. By 2007, after four years' effort, through the rational allocation of planting, breeding and composting, a small ecological cycle system was initially formed that was effective, semi-closed, and collected production and life into one body.

### **4. Production cooperation, model peasants (2006)**

After three years' development, the ecological agriculture of James of Yen Rural Reconstruction Institute began to take effect, and drew widespread attention from the whole society. There were even some Beijing residents who drove to the institute to buy the health products.

In 2006, the ecological agricultural experiment started to leave the walls of the institute and set up 'Zhai Cheng ecological agricultural cooperation demonstration households,' which was made

up of five households of Zhaicheng villagers. Together with peasants, the institute conducted ecological agricultural production tests and technology research, and also explored new marketing modes for health agricultural products.

Along with Zhai Cheng ecological agriculture demonstration households, a health agricultural products exhibition hall named 'Local Home' was simultaneously established at the institute. It exhibited and sold health agricultural products or crafts that came from the institute, Zhai Cheng ecological agriculture demonstration households and peasants' cooperative production.

## **5. Urban and rural mutual assistance, purchasing rice and contracting farmland (since 2005 )**

The peasants' cooperative provides the social foundation and organizational basis for the joint production and standard management of the peasants, and provides systematic guarantees to realize the traceability of agricultural products as well as the elimination of toxic food at the source.

In September 2004, under the promotion of deputy magistrate in Lankao County He Huili, who is also an associate professor at China Agricultural University, and the student support team, cooperatives were established in Nan Ma village, Lankao County, Henan province.

In January 2005, Nan Ma village cooperatives established the pollution-free rice association. In the same year, they used methods involving peasants' self-help and the internal supervision of cooperative organizations to plant 3000 acres of high quality rice and produce 700 tons of pollution-free rice, using real actions to build a necessary foundation for urban residents' consumption safety and traceable food.

In November 2005, the pollution-free rice produced by Nan Ma village cooperatives through the 'six unifications' (unified supply of seeds, unified rural capital, unified technical service, unified processing, unified packaging, unified brand) suffered sales difficulties in an excessively marketized mechanism where 'bad money drives out good money.'

In late December 2005, Nan Ma village's first batch of 10 tons of rice was taken to Beijing. In the context of an almost hopeless situation in the wholesale market and other markets, the rice aroused universal media interest in the 'professor selling rice', and drew widespread support from all parts of society. Within a short period of one month, Nan Ma village pollution-free rice sales amounted to more than 100 tons. In order to establish a new market mechanism that is effective over the long-term, more equitable, and beneficial for producers and consumers, seven well-known scholars including Wen Tiejun, Wang Hui and He Huili initiated the establishment of 'Beijing Civilized Consumption Cooperatives' on April 27, 2006. Each person pays a 100 yuan deposit, and signs an agreement to 'purchase rice, contract farmland' with the Nan Ma village cooperatives, purchasing in advance the healthy rice that cooperative members will produce that year.

In October 2006, over 20 city resident representatives in Beijing who participated in the 'buys the rice package farmland' operation formed the 'first group for Beijing - Lankao city and countryside interaction' and traveled to inspect Nan Ma village. The representatives harvested rice from the rice paddies they contracted, and interacted with the rice growers who produce their rice.

In November 2006, 'the Beijing - Lankao purchasing rice and contracting farmland public hearing' was held at China Agricultural University, and citizens and peasants discussed prices face-to-face. This is a typical attempt at "fair trade" between the city and countryside.

In December 2006, at the China Environmental Ambassador Awards Ceremony jointly organized by CCTV and the State Environmental Protection Administration, Chinese environmental ambassadors including Bai Yansong (renowned program host), Chen Peisi (renowned artist), Guan Mucun (renowned singer), Xu Jialu (National People's Congress member), Yang Lan (renowned program host) and Wen Tiejun (famous expert on the study of 'three agricultural issues'), as well as newly elected 'Green China Person of the Year' Liao Xiaoyi jointly issued 'the civilized consumption written proposal' and signed it on-site.

In 2008, Nan Ma village began to progress towards the grand goal of 'creating the first cooperative ecology village in the middle and lower regions of the Yellow River,' and using economic relations transformation methods that unify production of peasants' cooperatives, planting acres of



lotus crab, constructing ecological residences, raising happy pigs, it developed ecotourism that involves mutual aid between the cities and the countryside.

With the development of the Nan Ma village cooperative organization construction, on April 1, 2009, Vice-President Xi Jinping arrived in Nan Ma village to inspect the work, and to give encouragement to the peasants' undertaking of ecological cooperatives.

In 2009, during the National Day holidays, Nan Ma village held the first session of the new countryside ecologically conscious culture traveling festival. The 'purchase rice, contract farmland' mode of production and sales continued and experiments began on new production and marketing models of adopting the 'joyful pig'.

On October 1, 2011, the first Guoren supermarket – the Guoren city and countryside agricultural product specialized cooperative society supermarket – grandly opened business in the Zhengzhou urban district! This is the ground-breaking Guoren project in Henan that Mr. Wen Tiejun, a famous expert on the 'three rural issues,' had always been advocating. It is also a milestone that takes lands such as Lankao as the foundation, and develops peasant cooperation and urban-rural mutual cooperation.

## **6. Cooperative union, Guoren Green Alliance (2006 – present)**

After the activities of 'professor selling rice' and Nan Ma village 'purchase rice, contract land,' in order to solve the universal difficulties of small-farm economy and joint markets, they launched the systematization and organizational alliances between cooperatives, and explored the production, management and funding problems faced by peasants. In April 2006, seven peasant cooperatives, which came from five provinces across the country, spontaneously formed the Beijing Guoren Green Alliance (cooperatives' union).

After the establishment of the Guoren Green Alliance, on the one hand, it helped more rural areas establish peasants' cooperative organizations, acting as the healthy agricultural produce production base; on the other hand, they promoted the establishment of consumer cooperation organizations in cities in order to join with rural areas and achieve a harmonious interaction between urban and rural areas.

The initial plan to open the 'green product shop' in the city and selling the peasants' healthy agricultural products directly ultimately didn't happen due to respective reasons. In August 2007, the 'Xi'erqi community co-op' was established in Beijing. In 2009, a small water village ecological farm was opened that covered an area of 80 acres in Shunping, Hebei province.

In recent years, the focus of the Guoren Ground Green Alliance's work has been the production supervision and service of peasant cooperatives' healthy agricultural produce, as well as sales and promotion among already established urban consumer networks through the Little Donkey Farm and other similar institutions.

## **7. Consumer cooperation, Guoren and urban and rural areas (2006--2008)**

A number of community and academics invested in the establishment of Guoren urban and rural mutual cooperatives in November 2006. This was a non-profit organization with the theme of 'government of the people, by the people, for the people,' the first to bring together consumption and production cooperation.

The 'Beijing community civilized consumer action plan' was jointly launched in April 2007 by the Staff Union of China Agricultural University, Guoren urban and rural mutual cooperatives, Guoren Green Alliance and other units.

In late June 2007, the Guoren urban and rural mutual cooperatives' first healthy agricultural products distribution shop opened at Tianlonghuamei market, which is located on Banbuqiao Street, You'an men, Xuanwu District.

In July 2007, the first Guoren urban and rural mutual cooperatives members' investment ceremony and the second station of the Beijing community civilized consumption action plan were held at Neighborhood Committees of Dongsi Ertiao Olympics Area in Beijing.

The Beilin store of Guoren urban and rural mutual cooperatives was opened in October 2007. The 'Guoren Forum' that was organized with reliance on the cooperatives formally began, and began to organize Spring Festival collective buying activities where consumers directly join up with producers. Moreover, it developed the 'campus farming' project of the Flying Club of Beijing Forestry University.

In May 2008, Guoren urban and rural mutual cooperatives formally registered as the Guoren Urban and Rural (Beijing) Science and Technology Development Center.

### **8. Urban agriculture, Public farm (2008 – present)**

In April 2008, as the Haidian District government and Renmin University of China's experimental project on jointly established production, learning and research base, the "Little Donkey Farm" operated by the Guoren Urban and Rural (Beijing) Science and Technology Development Center was officially founded.

This project refers to the international experience of 'agricultural production and socialization,' taking 'citizen participatory cooperative-type modern ecological agriculture' as the core. For 7 years, the Little Donkey Farm has attracted widespread attention at home and abroad in the field of ecological agriculture through its operations that integrate the cultivation models of ecological agriculture and the operations management model of Community Supported Agricultural (CSA).

Little Donkey Farm prime tasks include the research and development of technologies applicable to agricultural production and ecological agriculture (field schools), the construction of new circulation systems (distribution shares), promoting city residents' agriculture (work share), the development of healthy collective buying (collective purchase of healthy agricultural products) and cultivation of agricultural talents (CSA intern project) and so on. Simultaneously, the farm establishes publicity education and a public participation platform, and edits *The CSA Bulletin* and *Field Place*. It also holds public agricultural education activities such as the digging festival, the peasants' market, the harvest festival and the parent-child community, carrying out urban and rural reconstruction theory research and the policy initiatives and so on. This has tentatively formed multi-domain integrated development platform with ecological agriculture as the core.

### **9. Multi-dimensional development, ecological civilization (since 2008)**

Under the promotion of the Little Donkey Farm and other groups and with the guiding theory of 'citizens go to the countryside, agriculture comes to the city' as a guide, there has been an active push for a great union between producers and consumers, peasants and city residents, and the countryside and the city, as well as the development of different forms of urban-rural mutual support models.

In the summer of 2008, the 'campus farming' project of Beijing Forestry University was developed, which promotes the development of agricultural activities in universities and colleges.

Since 2008, it has participated in promoting the construction of 'Huarun Hope Town' in Baise city, Guangxi province, and in January 2009 it carried out the 'ecological agriculture seminar' for cooperative members and promoted the development of Huarun Hope Town's ecological agriculture project.

Since 2009, six sessions of the "National Community Supported Agriculture (CSA) Experience Exchange Meeting" were held in succession at Renmin University of China, Tongji University, Fujian Agriculture and Forestry University, promoting a nationwide-scale consumer movement and CSA farm construction. This was a preliminary formation of a nationwide CSA exchange network.

On January 8, 2010, the Little Donkey Farm and Tian Fu Yuan, De Run Wu, Fang Jia Yuan, Geng Nian Hua, Shenglin ecological farm, Chongqing He Chu Ren farming base, Nan Ma village peasants' cooperatives organic farm and the Guoren Green Alliance initiated the establishment of the 'citizen agriculture CSA alliance preparation committee,' and published 'Develop Citizen Agriculture, Promote Urban-Rural Harmony – Healthy Agricultural Product Producers' Joint

Declaration' and 'Promote Citizen Agriculture, Advance Urban-Rural Harmony – Civilized Consumers' Joint Declaration.'

In September, 2009, Partnerships for Community Development in Hong Kong and the Little Donkey Farm collaboratively held the first 'Little Donkey Farm small organic market.' In 2010, on the foundation of the citizen agriculture CSA alliance, they promoted the formation of the Beijing organic peasants' market, which opens once a month, providing a platform for consumers and producers to engage in face-to-face fair trade; the national CSA assembly platform was also used to organize nationwide peasants' markets, promoting the active development of regional peasants' markets in places including Shanghai, Nanjing, Wuhan, Zhengzhou and Xi'an.

In 2010, it supported a consumer group with Little Donkey Farm's share members as its main members and organizers, such as Huilongguan Housewives' Union (Green League), Shian healthy consumer cooperatives and so on. There were organizational group buying activities, developing the city's healthy consumption network.

November 16, 2010, Jiangsu province Wujin modern agriculture industry park: the Institute of Advanced Studies for Sustainability of Renmin University of China unveiled the 'Wujin experimental area,' and began to promote the development of CSA in the Yangtze River delta area, preparing to construct the 'big water buffalo citizen plantation' in Changzhou.

November 16, 2010, the Rural Reconstruction Center of Renmin University of China: Zhao Hangui Earth Village Natural Agriculture Research Institute (South Korea) unveiled the 'natural agriculture test base.' In May, 2011, the Rural Reconstruction Center of Renmin University of China and South Korea's Zhao Hangui Earth Village Natural Agriculture Research Institute of collaboratively held the 'first phase of the natural agriculture and sustainable development training class,' promoting the development of natural agricultural technology systems in China.

In March 2012, the Little Donkey Farm production-teaching-research base project was promoted in Haidian District's Su Jia Tuo, Liulin village. The Guoren Urban and Rural (Beijing) Science and Technology Development Center and the Liulin village commission cooperated together to start the 'Little Donkey Liulin Community Farm,' and further explore the city and the countryside communities' cooperation models.

In July 2012, the Rural Reconstruction Center of Renmin University of China and the Zhengrong Group co-founded the 'hometown plantation' (covering an area of about 500 acres) in in Guanzhong village, Jingxi township, Minhou county, Fuzhou city, Fujian province. This pushed forward Fujian area's CSA localization experiment. At the same time, Beijing's 'Share Harvest' CSA project started up.

In October 2012, under the support of the Rural Reconstruction Center of Renmin University of China and the Little Donkey Farm, Chongqing's 'Guo Ren Da Ping Huo Community Canteen' officially began operating. The community canteen's purpose is to connect peasants and citizens through the form of the ecological canteen, assist the local peasants to carry out healthy production with without chemical fertilizers or pesticides, and encourage the residents to participate in the canteen's operation and peasant households' production process on their own initiative. The canteen also explores the innovative practice of participatory authentication consumer model, ultimately allowing the peasant households and the residents to take responsibility for production risk and to share a healthy life together.

On December 8, 2012, Southwest University's China Rural Reconstruction Institute was established, and 'three agricultural issues' expert Wen Tiejun became executive chief.

On November 2, 2013, the Design for Social Innovation and Sustainability (DESIS) alliance 'Southwest University Laboratory' and the Institute of Advanced Studies for Sustainability of the Renmin University of China—Kunshan City Construction Investment Development Co., Ltd. 'Kunshan Research Base' was unveiled, further promoting cooperation in the fields of 'agriculture, peasant, village' and 'design,' and CSA research in eastern China.

On November 30, 2013, the Fujian Agriculture And Forestry University Strait Rural Reconstruction Institute was established, and 'three agricultural issues' expert Wen Tiejun was named executive director.

On December 7, 2014, it held the 'first Fuzhou peasants' market' and established the 'National ecological agriculture mutual support network – Xiamen happy peasants' market test site,' promoting the development of CSA in China's southeastern region.

In 2015, it started to prepare for building the 'China Rural Reconstruction Participatory Guarantee System network (RRPGS).'

## **Summary**

Looking back at the path of ecological agriculture exploration in the last 15 years, it has benefited from the active participation of the party and the government, intellectuals, young students, the grassroots populace and all sectors of society. These 15 years are years where Chinese society began to rapidly change in appearance and profoundly adjust. The 'three rural issues,' 'ecological agriculture,' 'healthy consumption,' 'community cooperation agriculture,' 'peasants' market,' 'fair trade,' 'Community Supported Agriculture (CSA),' 'Participatory Guarantee System (PGS),' 'urban-rural mutual support,' 'ecological civilization' and 'sustainable life' were originally only found in academic vocabulary, but more and more ordinary people have become familiar with and accepted these words.

We believe that ecological agriculture and sustainable life, ecological civilization and urban-rural mutual aid will become the consensus and the trend of the whole society, which will play an important role in the urban and rural areas and sustainable development.

# **Review of China's National Community Supported Agriculture Conferences (2009-2014)**

Translation: Fan Ziwei; Proof-reading: Li Zhixiu

## **Objectives:**

1. To build a national platform to share experiences in action-orientated practices and academic research of community supported agriculture (CSA).
2. To disseminate the latest ideological developments and organizational modes for both domestic and foreign social innovation for the Three Rural Issues, sustainable agriculture, and rural development.
3. To promote innovation of agricultural policy reform and regional sustainable agriculture practices.
4. To hold an annual meeting for national ecological agriculture support network.

## **Review**

At the beginning of this century, with the rapid development of globalization, industrialization and urbanization, urban residents moved away from the land, traditional agriculture and farmers' livelihoods were seriously affected, and the traditional culture of farming and humanism has gradually been lost, while nature has been destroyed. As a result, there has been a serious food safety crisis and different types of environmental pollution issues.

As a small-scale agriculture model, CSA returns to and provides local communities with food production. This model, which was originally from Japan and is now flourishing in Europe, is one in which farmers and consumers support each other by sharing the risk of agricultural production and revenue. This kind of environmental friendly model, in which producers and consumers interact directly with each other, is seen as the cornerstone of sustainable living.

Since 2003, the public has raised their concern about food safety and the multifunctionality of agriculture. Also, the central government has provided beneficial policies for urban-rural development and ecological civilization. In particular, with the strong effort made by Hong Kong's Partnerships for Community Development (PCD) and other institutions, CSA put its roots down in China and has become a new force for society to explore ecological economy, multiculturalism and innovation in social management. This has powerfully pushed forward the development of mutual support between China's urban and rural areas.

In 2008, "Little Donkey Farm" was established at Houshajian village, Sujiatuo town, Haidian District in Beijing, as the coalition research base between the Haidian District Government of Beijing and the Renmin University of China for rural reconstruction. Since 2009, the "CSA experiment" in Little Donkey Farm has attracted strong attention and interest from the public. Due to strong needs, the Rural Reconstruction Center of Renmin University and the 'Little Donkey Farm' worked together to hold a conference to share experiences in national community supported agriculture (CSA) in January 2010. This conference has been held annually since then, in order to build a sharing platform and network for practitioners and researchers in national ecological agriculture, as well as to build

mutual support between urban and rural areas. The aim is to promote social innovation, ecological agricultural development, food safety, fair trade, and also to mitigate the "Three Rural Issues" to improve the relationship between urban and rural areas.

In the past six years, the uniqueness of the national CSA conference has attracted people from all over the country: nearly 600 groups, more than 2500 experts in the "Three Rural Issues," practitioners and researchers in ecological agriculture, including 350 speakers.

Looking back, we would like to express deep thanks to the countless organizers, guest speakers and all participants who dedicated themselves to make actions. Looking forward, we believe that the national CSA conference will act as a platform for sharing experiences in ecological agriculture and mutual support between urban-rural areas, which will make its contribution to the sustainable development of China's urban and rural society.

### **1. Outcomes of the first conference for sharing experiences in CSA and mutual support between urban and rural areas**

The preparation for the establishment of 'the union for citizen agriculture CSA' has been done and the groundwork has been laid for future small farm groups in Beijing. The Union members became the first initiators of Beijing's organic farmers market. The results of the research base have been reported to the Beijing Municipal Party Committee, and also received instructions from the Secretary of the Beijing Municipal Party Committee. This then later helped the Government to provide a policy basis to support community agriculture. The first national CSA conference opened a door for the CSA model to spread nationwide.

### **2. Outcomes of the second national CSA conference:**

The 'Wujin comprehensive experimental zone' was launched in Changzhou. The Buffalo public garden and Jiase Academy projects were launched in succession in the experimental zone. After the innovative cooperation between the Government and universities, the national natural agriculture trainings helped to make natural farming techniques more popular in the country. The consumer cooperatives organizations have arisen in China. The first national farmers market was held.

### **3. Outcomes of the third national CSA conference:**

Community supported agriculture became popular in the country. The Chinese version of the book 'Sharing the Harvest: A Citizen's Guide to Community Supported Agriculture' was released, and became the operation guide handbook for CSA small farms. The second national new farmers market was held and spread from Beijing to the whole country.

### **4. Outcomes of the fourth national CSA conference:**

The introduction of the "slow food" concept into new agriculture. Preparation for the establishment of the 'ecological agriculture supported network.' The initiation of "loving one's hometown" activities. The rise of domestic agricultural social enterprises. Participatory Guarantee Systems (PGS) became a new hot topic in agriculture.

### **5. Outcomes of the fifth national CSA conference:**

It is the first time that the national CSA conference was held in a city outside Beijing, which made its influence larger, crossed new boundaries, expansion and innovation. The joining of hands between "New three dimensional agriculture " and "the grand design" deeply explores the 'Three Rural Issues' and urban-rural relations from the cultural and social perspectives. Two opening ceremonies

were held : 'Design for Social Innovation and Sustainability (DESIS ) Union - Southwestern University Lab' and the Institute of Advanced Studies for Sustainability of Renmin University – Kunshan City Construction Investment Development Co., Ltd – “Kunshan Industry and Research Base” opening ceremonies. Such work promoted the cross-boundary cooperation between 'Three Rural Issues' and 'grand design,' as well as the industrial research base for CSA in the eastern region of China. The concepts of social enterprise agriculture has moved towards actions.

## **6. Outcomes of the sixth national CSA conference**

It is the first time that the national CSA conference was held in a capital city of one province, and the first time that a farmers market was held in Fuzhou. The opening ceremony was held to establish the 'Xiamen Happy Farmers Market trial point, a part of national ecological agriculture supported network,' which pushed forward the development of CSA in China's southeastern region. The international concept of ecological agriculture (CSA) became fully integrated with the localized 'rural construction movement,' and 'The tour of 100 years of Chinese Rural Construction' photo show and documentary film screening were also held. The first 'Love Hometown Ecological Culture Festival' was organized.