

A Nutrient-Dense Manifesto

VISION: A New Green Revolution

- We believe that human health can be restored through a renewal of soil.
- We support the farming community in applying biological principles of effective soil stewardship.
- We demand nutritious food, and a set of standards and certification that define it.

CAUSE & CONDITIONS: How Did We Get Here?

WHEREAS, four of the top ten leading causes of death in America are directly linked to diet and nutrition;

WHEREAS, crop nutrient levels have declined up to 75 percent since 1940, according to research by the USDA and UK Ministry of Agriculture;

WHEREAS, conventional twentieth-century agriculture has depleted our soils of their natural health and vitality;

WHEREAS, the scientific knowledge and agricultural technology now exist to grow more nutritious, bountiful, flavorful crops, using ecological practices, as proven by thousands of acres of nutrient-dense food already being grown this way;

WHEREAS, there is, up to the present time, no popular movement or standard working to increase the nutritional value of food crops;

THEREFORE, we at the Real Food Campaign propose the following solutions.

OBJECTIVES: A Higher Food Quality Standard

- Validate and advocate for the interconnections of soil fertility, food quality, environmental and human health.
- Teach and support the principles of biological farming and nutrient-dense crop production.
- Define and publish Standards and Practices for growing nutrient-dense food.
- Research and document the value and techniques of nutrient-dense food.
- Promote certification of nutrient-dense food and producers.
- Expand marketing and promotion for nutrient-dense food.
- Optimize the nutritional values in food and forage crops.
- Hold a national conference on nutrient-dense food.
- Form a national organization for nutrient-dense food.
- Educate consumers about nutritional quality.
- Increase production of nutrient-dense foods.
- Improve the mineral balance of our soils.

PRINCIPLES: The Guiding Lights

- Soil Stewardship: Foster the regeneration of biological life in soils.
- Mutual Empowerment: Create a culture of cooperation and collaboration.
- Food Security: Build the integrity of local, community-based food systems.
- Member Involvement: Provide a locus and focal point for a “ground-up” initiative.
- Carbon-Negative Food: Promote farming systems that sequester CO₂ from the atmosphere.
- Community Building: Facilitate personal and professional relationships based on these common objectives.
- Biological Agriculture: Continue the move from a chemical to an ecologically based paradigm of farming.
- Transparency: Follow the tenets of open communication and full disclosure; encourage the flow of information and healthy public discourse.



Producers

Test and build the soil.
Grow nutrient-dense foods.
Test the nutrient level of products.
Share lab data and test results on RFC site.
Collaborate with other farmers.

Consumers

Seek and purchase nutrient-dense foods.
Provide feedback.
Protect the standards and certification.
Educate others on nutrient-dense food.

Retailers

Seek products from certified producers.
Clearly identify certified products.
Support prices to encourage consumption.
Post marketing and education materials.
Audit your nutrient-dense food periodically.

Farm Consultants

Advise producers on effective practices.
Study the latest nutrient-dense research.
Evaluate advances in production methods.
Ensure the needs of producer and consumer.
Maintain high integrity and ethical standards.

Soil and Nutrient Labs

Provide thorough and accurate analyses.
Post test results to RFC website.

Amendment Dealers

Make available soil amendments.
Help producers to minimize costs through bulk purchases and/or distribution networks.
Ensure the highest quality of all amendments.

Advocates

Educate consumers and producers about Brix, taste and nutrient-dense food.
Create links to the RFC website.
Spread the word.

MEETING DEMAND: Increasing Production Capacity

The demand for nutrient-dense food is exploding. We need more farmers! The first great challenge is to find competent growers and train them in the specific biological farming techniques to enhance nutrient density. RFC is moving full steam ahead in this throughout the Northeast.

Next, we build networks and regional associations to provide grower-to-grower education, an interactive database/library and local leadership. Continuing producer support involves consultants, ongoing research and frequent demonstration field days. We envision each region having farm centers to showcase biological farming methods.

Eventually, a Grower Training Council will develop programs and resources to teach farmers nutrient-dense principles, production and marketing.

CERTIFICATION: Setting the Quality Standard

Impartial third-party certification is essential to maintaining the integrity of this movement. Growers will receive a trademark license for signing contracts that specify performance criteria. This will involve growers documenting soil tests and fertility protocols, including routine crop assessments by Brix, pH and conductivity. Final approval requires steady high-nutrient analysis of their crops. All certification data and test results will be accessible in an online database.

A **Standards Board** composed of growers and others will annually publish the Standards & Practices for Nutrient-Dense Certification.

A **Certification Board** will develop the systems and protocols to qualify, enroll and monitor producers. It will also track nutrient-dense products from farm to market.

CHANNELING DEMAND: Consumer Mobilization

Consumer interest in nutrient-dense food is a tidal wave approaching. The RFC is preparing for this wave by building an online database of retailers and producers. Retailers and consumer groups have key roles to play in focusing this demand by developing educational literature, sponsoring seminars, organizing local study groups, opening commercial distribution markets and more. Help us catch this wave!

A **Marketing Board** will develop the tools, programs and strategy to increase the visibility and channel the demand for nutrient-dense products, producers and principles.

An **Education & Outreach Council** will develop the literature and other materials to teach consumers about nutrient-dense food, gardening and farming, focusing on the tremendous benefits to public health.

TASK GROUPS

Six Task Groups are developing action plans for the Real Food Campaign.

YOUR PARTICIPATION IS NEEDED:

2010 Conference
Education & Outreach
Grower Training
Standards & Practices
Certification
Marketing

Fill out a **Membership Form** and
join the **Real Food Campaign**.