



ACTION TOOLKIT:

GOOD FOOD GOOD FARMING
DAYS OF ACTION 1-31 OCTOBER

A GUIDE ON HOW TO RAISE THE ALARM
FOR #GOODFOODGOODFARMING

WHY ORGANISE?

Our food and farming system is being taken further down the road of industrialisation – with the use of more chemicals, more factory farms and controlled by even bigger corporations. Small-scale and sustainable producers are being pushed out and healthy food is increasingly becoming a luxury for the wealthy. Industrialised global food systems are leading to land grabbing, deforestation and climate change, and disproportionately impact communities in the Global South in order to produce Europe's food. Animal welfare and human health suffer as a result of unsustainable farming practices.

The Good Food Good Farming movement fights for a world in which all people have the right to healthy, sustainable and culturally appropriate food. This is particularly pressing, as we face a global climate and extinction emergency. We demand that food should be produced in farms not factories and that our food system protect our soil, water, ecosystems and biodiversity. Small-scale farmers should be able to make a living off their produce. The seeds we plant and the food we eat should not be owned and controlled by big agri-businesses that prioritise profit over people.

EVERY OCTOBER WE INVITE PEOPLE FROM ACROSS EUROPE TO RAISE THEIR VOICES, GRAB POTS AND PANS AND TAKE PART IN ACTIONS FOR GOOD FOOD AND GOOD FARMING. LET'S MAKE SURE DECISION-MAKERS WILL HEAR OUR SUPPORT FOR PEASANT FARMERS, ENVIRONMENT AND CLIMATE FRIENDLY AGRICULTURE THAT IS TIED INTO LOCAL ECONOMIES RATHER THAN GLOBAL FOOD CHAINS.

The solutions to sustainable and fair farming already exist. Together, we have the power to change our food system to protect people and the planet.

The Europe-wide **#GoodFoodGoodFarming** days of action will take place between 1st and 31st October. After a strong mobilisation in the past years, we will organise different events promoting good food and good farming in capital cities, towns and villages across Europe.

Here are some ideas on how you can join us to sound the alarm and demand a sustainable and socially just food system in October.

WHY NOW?

Year after year, the EU subsidises the intensification of agriculture and the import/export-oriented trade in animal feed and food. This fuels climate change and has colossal impacts on nature, land use, soil fertility, water and air quality and the lives of millions across this continent and many other regions.

With the current reform of agriculture policies, the EU missed another chance to encourage environmental and biodiversity protection in farming and failed to align agricultural policies with the goals set out in the European Union's new flagship program, the "Green Deal". It is more urgent than ever to voice our discontent to EU decision-makers and ask our national governments for real ambition: It is time to demand fair and sustainable food and farming policies now! We demand: no more empty promises!



Photo by Jan Ganschow www.derausloeser.net



Photo by © Tom Groves; Landworkers' Alliance

**NO MATTER WHAT
TYPE OF ACTION
YOU ORGANISE –
ALWAYS REMEMBER:**



- + Add your action to the #GoodFoodGoodFarming actions map on www.gfgf.eu and refer to the map in your own communication to show that you are part of a European-wide movement.
- + Put forward a clear demand that conveys the urgency and impact of the action you want to see. If you need inspiration, check our call to action on www.gfgf.eu/join-us.
- + Deliver your message directly to decision-makers or tag them in your communication and let your action/picture reinforce your message. Ultimately, we call for politicians to acknowledge the crisis and to back agricultural reforms.
- + A strong message and picture will travel furthest. If you share nice photos and video on social media with #GoodFoodGoodFarming you add your voice to a loud European chorus for change!
- + Ask people to bring pots, pans and spoons with them to sound the alarm for good food and good farming. The pots and pans are the symbol of our European mobilisation and the common element of all the actions.
- + Offer to create a channel on social media, messenger services or prepare a good old-fashioned contact list, because you might want to stay in touch or plan the next action with the people that attended your event.



HERE ARE SOME IDEAS FOR WHAT YOU CAN DO
BEFORE, DURING & AFTER
TO CONTRIBUTE TO A EUROPEAN MOVEMENT FOR CHANGE!



BEFORE THE DAYS OF ACTION

Raise awareness, start the conversations about #GoodFoodGoodFarming and mobilise friends and colleagues to join the action days.

- + Share the call to action in your newsletter, emails, on facebook, twitter, instagram etc. - find different languages here: www.gfgf.eu/join-us.
- + Register your event on the map of the www.gfgf.eu website.
- + You can find banners, posters and other materials to use on social media and for printing on www.gfgf.eu/resources.
- + In your communication and mobilisation, make clear that you are part of a pan-European initiative and joining forces with thousands of other people concerned about our broken agricultural system – e.g. by using our common #GoodFoodGoodFarming, visual material and the symbol of pots and spoons.
- + Share our mobilisation video, see www.gfgf.eu/resources
- + Make your own video, using your phone or camera. Keep it short and powerful (max. 1 minute), make it personal and find an engaging background (e.g. a field or a farmers market). If you can, add English subtitles so it can be shared widely on #GoodFoodGoodFarming! If you want to make it more professional, you can get some pretty affordable microphones that work wonders on phone and camera for around 50€ (e.g. from Rode or PowerDeWise). Keep in mind that different Social Media channels need different Video formats (e.g. horizontal/vertical etc.). Before you shoot the video think carefully which channel you want to use to spread your Video, and which format(s) work there.

IDEA FOR A VIDEO



LINK WHAT'S ON YOUR PLATE WITH THE PERSPECTIVE OF A LOCAL FARMER OR PRODUCER

Try interviewing people in a greengrocers, at a farmers market, or contact a peasant organisation to get in touch with farmers: [European Coordination Via Campesina](#) is a network of peasant organisations with members in many European countries.

You could ask the following questions (or others you come up with!):

1. Why are you interested in or what do you enjoy about food and farming, what do you produce?
2. Why did you decide to become a farmer?
3. What effect does the EU agriculture regulation (the Common Agricultural Policy) have on your work?
4. What political and societal change needs to happen to enable more farmers to produce more healthy and sustainable food?

DURING THE DAYS OF ACTION

HERE ARE SOME IDEAS FOR ACTIONS YOU COULD TAKE TO DEMAND GOOD FOOD AND GOOD FARMING THIS OCTOBER!

POTS AND PANS FLASHMOB

Flashmobs are a great way to organise spontaneous street actions or small civil disobedience without much preparation and legal difficulties.

HOW TO DO IT:

Get a group of people together in a public space or other location, mobilising on facebook and other social media. Choreograph a dance routine, script a play or write a song related to your issue or target. You could even get pots, pans and wooden spoons, and make some noise in a strategic location - maybe even think of a small melody, chorus or choreography. Make sure to have handouts or give a speech to explain your message!



Pots and Pans Flashmob
Photo by Nick Jaussi

HUMAN BANNER

A human banner can be done as a flashmob or combined with a picnic or other type of event.

HOW TO DO IT:

Gather a crowd of people and ask them to spell out your message by standing or lying in the shape of the letters (make it short and sweet). You might want to prepare the letters with chalk on the ground. Take a photo from a high place or with a drone. Alternatively, you could use fairy lights, solar lights or candles to write your message and achieve the same at night.



Human Banner
Photo by Michiel Wijnbergh

DON'T FORGET:

Take some pictures or make a short video of your action, so you can share them afterwards. Via social media you can reach even more people than those participants of your events.

START A CONVERSATION:

For any of your events it can help to bring some material to get the conversation started with the participants in an interactive way. You can check out our CAP quiz template (www.gfgf.eu/resources) or develop your own material to let people learn new things about food and farming in a creative and funny way.



Use your phone to document the actions
Photo by Jose Ruales

MURALS OF RESISTANCE OR BANNER DROP

Murals and graffiti art are a social and political tool and can turn public spaces into a canvas for your messages, just as banners can!

HOW TO DO IT:

Make a stencil that conveys your message or project the image to draw the shape onto your chosen wall, pathway or other surface (you might not want to do this without permission). Use spray paint, chalk, tape or other materials to create your image! Or draw and drop a banner from a tree, building or bridge with the same effect / but be safe! You can use the icon of pot and spoon: www.gfgf.eu/resources.

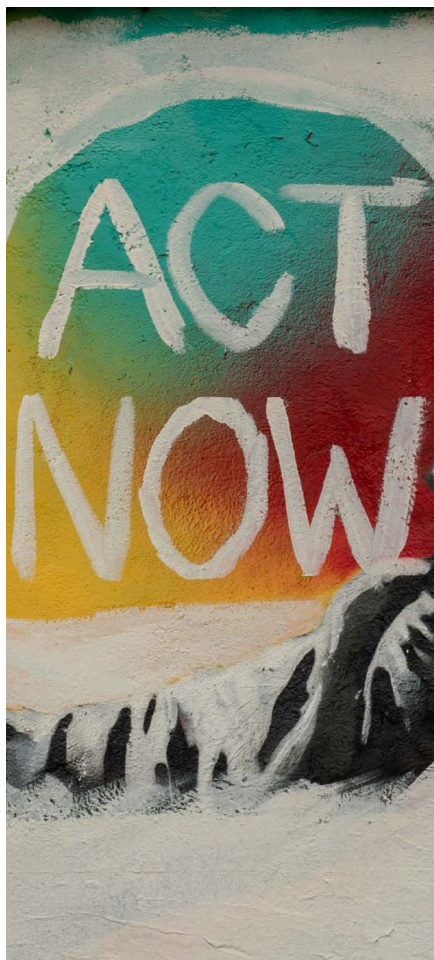


Photo by Rod Long

PICNICS, PUBLIC DISCUSSIONS, EAT-INS AND DISCO-SOUPS

Because farmers are awesome and we want to celebrate their fantastic work, get together and eat-in with the people who feed the planet or chop up a meal to the sound of music and good food. Connect over the same kind of food, share different opinions and perspectives! Create a culinary protest and debates in public spaces, build bridges between people from the city and countryside, all in a fun atmosphere. Check out the [Slow Food Youth Network](#), who developed the idea of eat-ins and disco-soups!

HOW TO DO IT:

Serve up or ask people to bring homemade seasonal, regional and tasty food in unexpected spots in the city or the countryside: at a farm, urban garden, in the local metro, on a parking space in the city. Invite (young) producers who have grown and processed the products to exchange ideas or develop the next action. Engage people who pass by or attend your event by asking their opinion on a simple question around food or farming and display their thoughts and demands on ribbons or postcards on a tree or washing line, or by asking them to add a sticker or dot that visualises their opinion on the direction they think agriculture should take.



Disco-soup
Photo by Meng Landwirtschaft

ORGANISE A DEMONSTRATION OR ACT OF CIVIL DISOBEDIENCE

Demonstrations and acts of civil disobedience are good ways to mobilise people and express discontent with a given situation. However, they require you to either register your protest or you should seek some legal advice. There are also experienced activist networks that you might want to team up with.

HOW TO DO IT:

Protests need some preparation to ensure they are successful and that everyone is safe – check out activist guides e.g. from Friends of the Earth: [Guide for planning actions with impact](#) and Young Friends of the Earth [Activist Handbook](#), or the inspiring example of the [Break Free](#) mobilisation.



Wir haben es satt! - demonstration
Photo by Nick Jaussi / www.wir-haben-es-satt.de

MEET THE FARMER OR VISIT A FARM

A farmers market or urban garden is the perfect location to bring together farmers and citizens to discuss challenges and develop solutions. Alternatively, organise a farm visit.

HOW TO DO IT:

Pick a farmers market, farm or urban garden. Prepare your programme, speakers and invitations. And get ready to have an interesting and fruitful discussion: you might want to prepare some questions to encourage dialogue between participants, or organise a speed-dating-chair-row where participants each get to know each other in a short time. Being in a garden or on a farm you can also invite participants to do some practical work, yielding, harvesting etc.



Farm visit
Photo by FOE Spain

SOCIAL-MEDIA STORM

Social-Media storms are a great way to get attention online and people can easily join in from wherever they are.

HOW TO DO IT:

Find a common symbol and/ or a hashtag, which unifies a common demand and decide on a specific time, when you want to get loud online. Try to find as many people as possible to join your action to get a wide outreach. If you use Twitter for such an action you can also tag politicians in your posts to address them with your demands directly. Please find the example of the [#VoteThisCAPdown](#) action in the [GFGF communication toolkit](#).



Common symbol with crossed arms
Photos by Volker Gehrman



ORGANISE AN ONLINE WEBINAR

The COVID-pandemic taught us new possibilities online: if you organise a workshop online you can invite many people interested even if you do not live in the same region!

HOW TO DO IT:

All you need is to promote the event on social-media, your online newsletters and your website and access to a platform where you can host such a workshop. You can invite interesting speakers such as farmers, beekeepers, campaigners or activists to share their vision for better food and farming. Get creative: invite to virtual farm visits, games related to food and farming or... how about an online introduction to sustainable beekeeping? There are many possibilities!



Picture from online conference

AFTER THE DAYS OF ACTION

DON'T FORGET TO SHARE YOUR PHOTOS AND VIDEOS

with #GoodFoodGoodFarming on your social media channels, and send it to info@goodfoodgoodfarming.eu. Follow #GoodFoodGoodFarming and our Twitter [@GFGFActionDays](https://twitter.com/GFGFActionDays)

DO A VIDEO BLOG ON WHY YOU JOINED #GOODFOODGOODFARMING

on your phone or camera (max. 2 min). You could collect statements of activists or farmers, about what they do and their demands for the future of food and farming. You can find an example [here](#). Share the video on social media with #GoodFoodGoodFarming and with us (info@goodfoodgoodfarming.eu).

GET IN TOUCH WITH YOUR LOCAL POLITICIAN

It's always good to keep them under pressure! E-mail your local councillor or Member of the European Parliament (MEP) to let them know about your amazing action and to communicate your demands. You can find MEPs from your country [here](#).

STAY IN TOUCH!

The action days are just the start, not the end. Make sure you stay in touch with people or other groups who joined you and continue your political action together. Continuing your action could be helping out a farmer you met, joining a Community Supported Agriculture initiative, get engaged in a food cooperative or local food policy council, join a campaigning group for climate justice and biodiversity... The options to grow a different food and farming system are endless. Use them and don't forget to remind our elected decision makers that those options need also political support.

SIGN AN E-PETITION!

For updates see www.goodfoodgoodfarming.eu.



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WHO?

#GoodFoodGoodFarming is supported by a broad alliance of civil society organisations, uniting peasant and consumer organisations, environmental associations and global solidarity movements and many more. For details see here: www.gfgf.eu/about-us



We are a diverse movement supporting the idea of a world based on solidarity where diversity and tolerance are a strength. We stand against discrimination based on person's origin, skin colour, religion, sexual and gender identity and orientation, abilities or any other characteristic.



Authors: Friends of the Earth, Meine Landwirtschaft, Slow Food Youth Network, Young Friends of the Earth



WWW.GOODFOODGOODFARMING.EU

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