

Nutrient-Dense Manifesto

Take Action for Soil, Health, Food Quality
and the Future of Farming

REAL FOOD
Campaign

24 Hillsville Road
North Brookfield, MA 01535
(978) 257-2627

www.RealFoodCampaign.org



VISION: A New Green Revolution

To restore human health by renewing the minerals and life in soils to optimize the nutrient quality of food.

To support farmers to apply biological principles of 21st century agriculture in effective soil stewardship.

To create Standards, Certification and Marketing to deliver authentic Nutrient-Dense foods to consumers.

CAUSE & CONDITIONS: Where we are, how we got here

- ✓ WHEREAS six of the ten leading causes of death are due to food quality and diet;
- ✓ WHEREAS the nutrient content of foods is 15 to 75% less than 50 years ago when the USDA began publishing data;
- ✓ WHEREAS food today has low nutrient density due to poor nutritional practices of farmers who grow that food;
- ✓ WHEREAS most farmland is deficient in minerals, trace elements, other essential nutrients, and soil microbiology;
- ✓ WHEREAS 20th Century farmers used large amounts of refined fertilizers with only a few nutrients, and neglected the many other nutrients that are essential to health at parts per million, parts per billion, or even less;
- ✓ WHEREAS no quality standard exists in the marketplace to identify foods with superior nutrition;
- ✓ WHEREAS "certified organic" food does not offer any assurance of higher nutrient density or flavor;
- ✓ WHEREAS we have technology to grow more nutritious, better tasting crops without toxins and greenhouse gases;
- ✓ WHEREAS tens of thousands of acres of Nutrient-Dense foods are already growing in America;
- ✓ WHEREAS still are using 20th Century thinking to address our 21st Century challenges;

THEREFORE, WE RESOLVE TO DO WHAT IT TAKES TO:

OBJECTIVES: Higher Food Quality Standard

- ❖ Advocate the interconnections of soil fertility, food quality and human health
- ❖ Teach growers the biological methods and materials of 21st Century agriculture
- ❖ Improve the mineral balance of our soils
- ❖ Optimize the nutrient content of our foods
- ❖ Increase production of Nutrient-Dense foods
- ❖ Publish *Standards & Practices* for Nutrient-Dense production
- ❖ Marketplace certification of Nutrient-Dense food & producers
- ❖ Expand marketing & promotion for Nutrient-Dense food
- ❖ Educate consumers about Nutrient-Dense quality Standards
- ❖ Research to document the values of Nutrient Dense Foods
- ❖ Form a national Nutrient-Dense organization
- ❖ Hold a national Nutrient-Dense conference

PRINCIPLES: Guiding Insights

- Soil Stewardship: living community of the soil food web
- Biological Agriculture: from chemical to ecological paradigm
- Carbon-Negative Food: sequester CO₂ from the atmosphere
- Community-Supportive: Locally Integrated Food & Energy
- Member Involvement: initiative from the ground up
- Community Building: personal & professional relationships
- Mutual Empowerment: grassroots change by we, the people
- Transparency: open communication & full disclosure
- Openness: information exchange & public online database

First National Conference
Nutrient-Dense Food
in North America
THE NEW GREEN REVOLUTION
November 5-7, 2010
Wisconsin

Workshops, Speakers, Videos & Demos
Production — Marketing — Food & Health
ND Animals — Soil Food Web — ND Medical

Founders Meeting:

Nutrient-Dense Food Association
a not-for-profit organization

First Election:

NDFA Board of Directors

Task Group Reports:

Standards, Certification & Marketing
will present plans to begin services in 2011

Board Selection:

Standards, Certification & Marketing

Hearings:

Standards, Certification & Marketing Boards

STAKEHOLDERS: Completing the Food Circle

Producers

Manage for Nutrient-Dense production
Grow high Brix, Nutrient-Dense foods
Regular soil tests
Nutrient testing of products
Sharing lab data & test results
Consumer response

Farm Consultants

Advise Producers on effective practices
Study the latest Nutrient-Dense research
Evaluate advances in production methods
Ensure the needs of Producer & Consumer
No conflicts of interest

Soil & Nutrient Labs

Provide thorough and accurate analyses
Post test results to RFC website

Consumers

Purchase Nutrient-Dense foods
Seek Nutrient-Dense Producers
Provide feedback on Brix and taste
Protect food data integrity, including properly calibrated gauges
Educate folks on Nutrient-Dense foods

Amendment Dealers

Make available soil amendments to produce Nutrient-Dense foods
Help Producers and Campaign minimize production costs
Bulk purchases for discount prices
Distribution networks to reduce freight
Ensure quality of all amendments

Retailers

Seek products from certified Producers
Properly identify certified products
Support prices to encourage consumption
Post marketing & education materials
Periodic audits of food nutrient profiles

Advocates

Educate Consumers & Producers to benefits of Nutrient-Dense food
Teach consumer about relationships between Brix, taste, and nutrients
Provide links to the RFC website from their respective websites
Assist Campaign marketing efforts

MEETING DEMAND: Increasing Production Capacity

The first challenge is to train and qualify competent growers. Producer training will emphasize hands-on skill building in an annual workshop series and field days, augmented by online resources, powerpoint & videos. Special topics trainings and demonstrations will address emerging issues and challenges.

Mutual support networks in regional associations will provide grower-to-grower education, a shared database and local leadership.

Continuing producer support requires consultants, online databases, ongoing research, and frequent demonstration field days. Each region must develop farm centers to showcase biological farming methods.

A **Grower Training Council** will develop programs and resources to teach farmers Nutrient-Dense principles, production and marketing.

CERTIFICATION: Setting the Quality Standard

Third party certification is essential to market integrity. Growers sign contracts that specify performance criteria for a trademark license. Growers must document soil tests and fertility protocols, including routine crop assessments by Brix, pH and conductivity. Final approval requires steady high Nutrient Analysis of crop tissues. All certification data and test results will be accessible in an online database.

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

A **Certification Board** must develop paperwork and protocols to qualify, enroll and monitor producers and products farm to market.

GENERATING DEMAND: Consumer Mobilization

Already, consumer interest in Nutrient-Dense is high. Information on Nutrient-Dense retailers, producers and production will be online as a searchable database. However, retailers and consumer groups have key roles to motivate consumers, develop educational literature, sponsor seminars, and open commercial distribution markets. Internet-based marketing and information require staff to maintain and upgrade websites.

A **Marketing Board** will develop coherent strategy, tools and programs to increase visibility and promotion of Nutrient-Dense products, producers and principles.

An **Education & Outreach Council** will develop literature and programs to teach consumers about Nutrient-Dense food and production.

TASK GROUPS

Six Task Groups will develop action plans for specific services. Each Task Group's first conference call will be in January.

**YOUR PARTICIPATION IS NEEDED
SIGN UP FOR A TASK GROUP!
HELP ADVANCE THESE EFFORTS**

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

**Fill out a Membership Form
Support the new Green Revolution!**

Nutrient Dense



www.nutrient-dense.info