



MUNCH the CRUNCH

Presented By

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Introduction

- Discussion Types
- Discussion Tactics
 - ✓ Foundation
 - ✓ Assessment
 - ✓ During the Discussion
- Common Criticisms (Info & Role Play)
 1. Counter Culture Movement
 2. Organics Can't Feed the World
 3. Organic Poses a Food Safety Risk
 4. Elitist Movement



Discussion Types & Tactics



Skeptical



Curious



Aggressive



Misinformed



Discussion Types & Tactics

1. FOUNDATION

- Mutual Respect
- Keep Cool
- Open-Mindedness/Receptivity





2. ASSESSMENT

- What is Their Attitude?
- My knowledge level?
- What is My Goal?





3. DURING THE DISCUSSION

❖ Keep It Cool

- Use Neutral tone & Temperate phrasing
- Stick to the facts
- Be aware of your vulnerable points
- Point out misinformation constructively

❖ Eyes on the Goal

- Keep content clear
- Avoid tangents





3. DURING THE DISCUSSION

- “I Don’t Know” can be positive
- Active Listening
 - Don’t Assume or Oversimplify
 - Repeat back key points
 - Acknowledge their opinion
- Small Victories
- Know When to Walk Away



Criticism #1

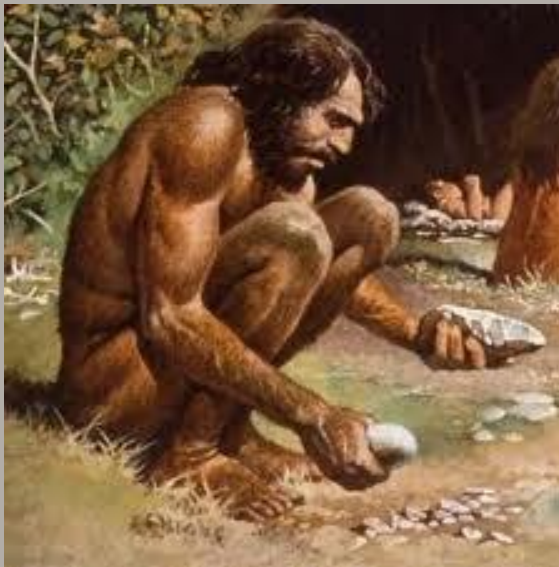
Organic is a Counter Culture Movement

- We've farmed conventionally for generations
- No real critical mass
- No real regulations



Common Criticisms– Counter Culture Movement

**Neolithic Period
~ 10,000 BC**



Hunter-Gatherer



Common Criticisms– Counter Culture Movement

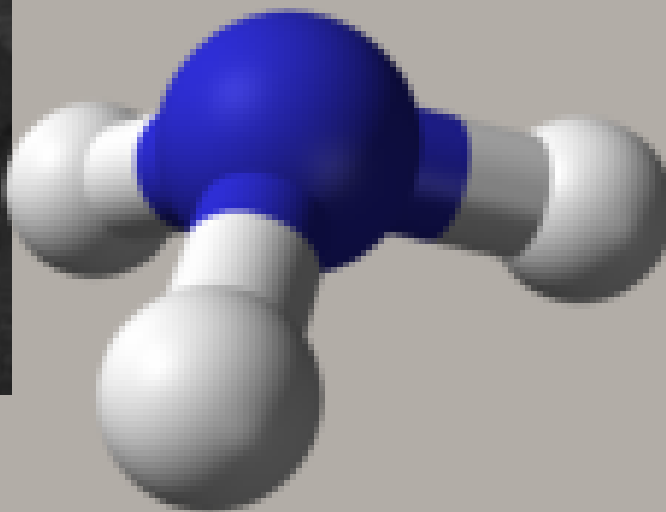
1909: Haber-Bosch Process



Fritz Haber



Nitrogen + Hydrogen = Ammonia





Common Criticisms– Counter Culture Movement

Ammonium Nitrate



DDT/Pesticides



“Green Revolution”

- 1940s - 1960s
- Hybrid Plants
- Mechanization
- Large Scale Irrigation
- Chemical Controls



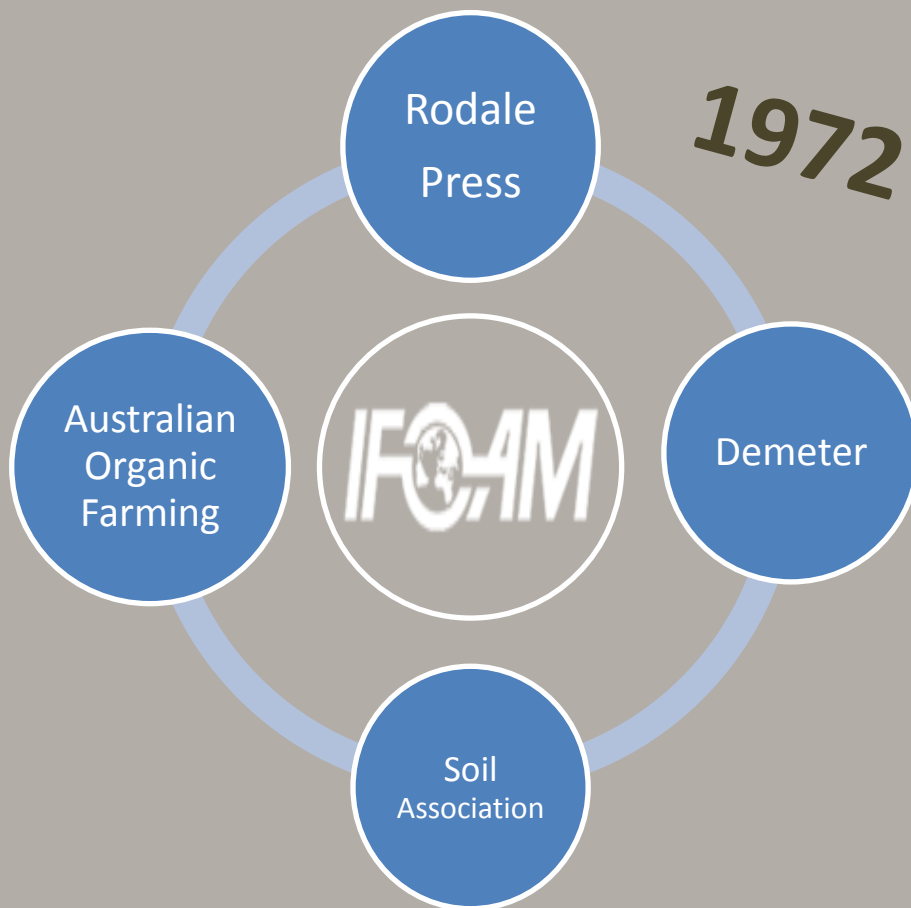
Common Criticisms– Counter Culture Movement

Rise of Environmental/Organic Movement

1962



1972





Common Criticisms– Counter Culture Movement

Rise of Environmental/Organic Movement

- 1990: Organic Foods Production Act (OFPA)
- 2000: National Organic Program (NOP)



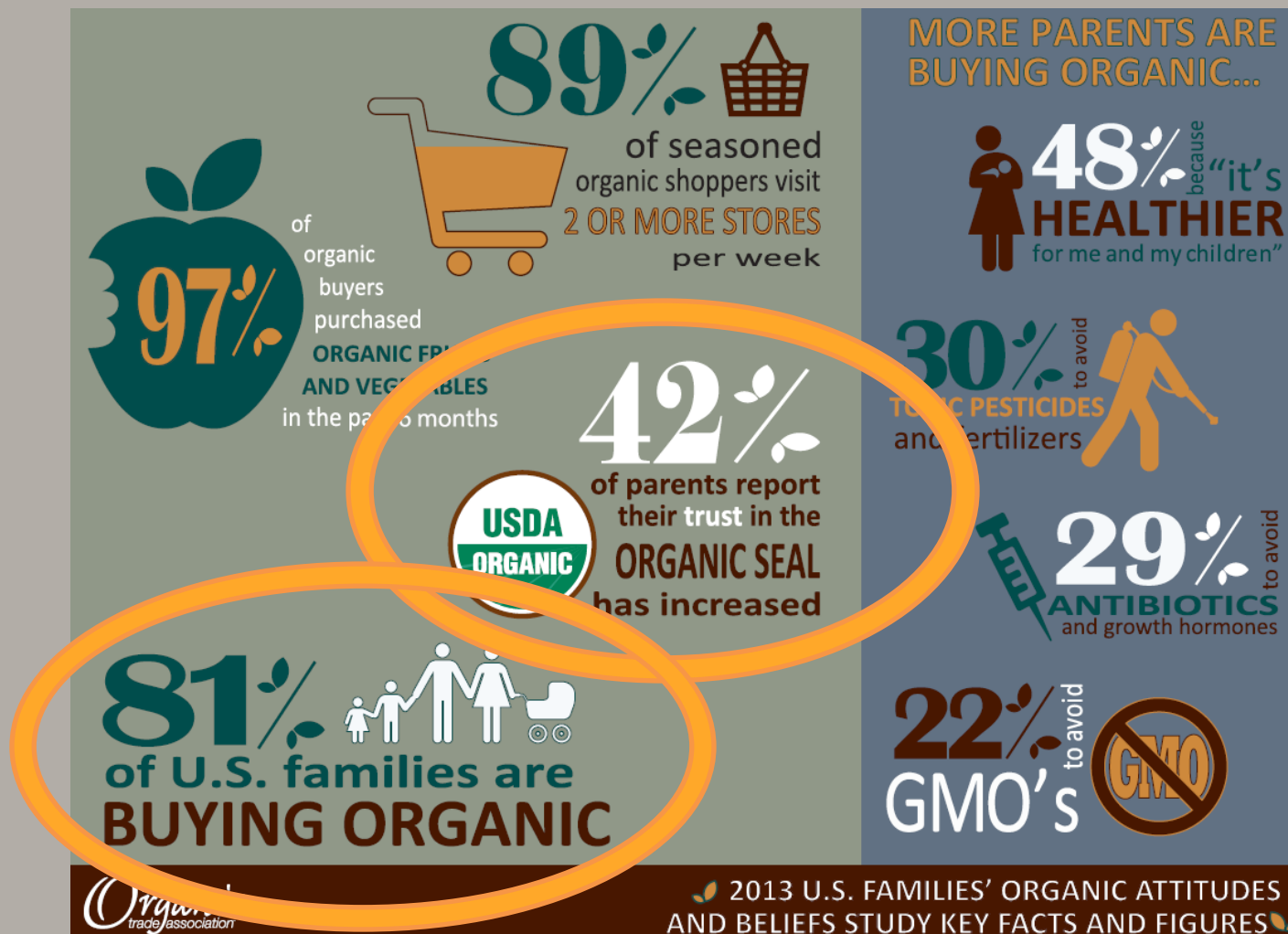


Common Criticisms– Counter Culture Movement





Common Criticisms– Counter Culture Movement





Common Criticisms– Counter Culture Movement





Criticism #2

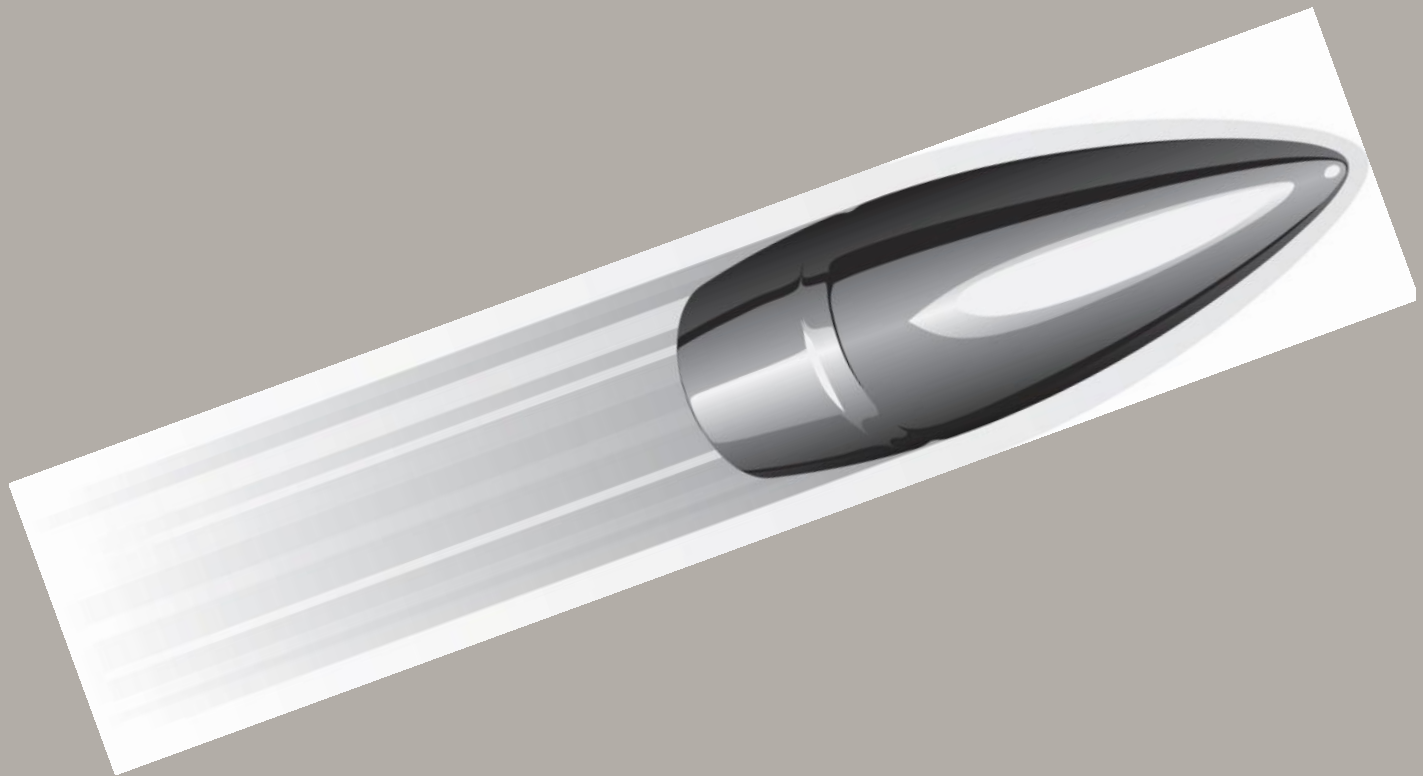
Organics Can't Feed the World

- “Feel Good” science
- Poor Yields
- GMO is the answer



Common Criticisms– Organics Can't Feed the World

Organics is highly sophisticated





Common Criticisms– Organics Can't Feed the World

PRINCIPLES

- Build soil tilth and fertility
- Reduce and eliminate toxic and persistent inputs
- Promote biodiversity
- Minimally processed, without preservatives

PRACTICES

- Crop Rotation
- Cover Crops
- Integrated Pest Management



Just the Facts – Organic Farming/Processing Basics



Crop Rotation

- Improves soil tilth and fertility
- Reduces pest and disease pressure

Cover Crops

- Prevent moisture loss & soil erosion
- Build soil matter and nutrients
- “Green manure” & legumes
- Aerate Soil

Integrated Pest Management

- Crop Rotation
- Beneficial Insects
- Strategic plantings





Common Criticisms– Organics Can't Feed the World

Yields CAN be equivalent or better than conventional

- Lower yields during transition
- Learning curve
- Organic Outperforms Conventional Under Duress



Common Criticisms– Organics Can't Feed the World

Organic Builds Sustainably Healthier Soils

- Restores Nitrogen
- Builds Organic Matter
- Sequesters Carbon
- Breaks cycle of synthetic fertilizers and herbicides





Common Criticisms– Organics Can't Feed the World

Genetically Modified Organism (GMO): Any microorganism, plant, or animal in which genetic engineering techniques have been used to introduce, remove, or modify specific parts of its genome.

Commercially Available GMO Crops in USA

- Alfalfa
- Canola
- Corn
- Cotton
- Soy
- Sugar Beets
- Zucchini and Yellow Summer Squash
- Papaya (Hawaiian)



Common Criticisms– Organics Can't Feed the World

How Does it Work?

- Glyphosate absorbed by plant
 - Inhibits amino acid production
 - Must be sprayed on foliage
-
- GMO crops engineered to resist uptake of Glyphosate





Common Criticisms

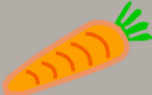
Criticism #3

Organic Poses a Food Safety Risk



Common Criticisms– Organics Is a Food Safety Risk

- Decay Rates & Preservatives
- Producers/Processors follow same Food Safety Regs
- Manure used in Organic has stricter controls

120 Days: 

90 Days: 

- Compost Production reduces pathogens





Common Criticisms

Criticism #4

Organic is an Expensive & Elitist



Common Criticisms– Organics is Expensive & Elitist

- Connection between people-environment
- Input Costs and Supply and Demand
- Savvy Shopper





In Closing...

What TACTICS do you remember?

- Show Respect
- Keep your Cool
- Be Open-Minded
- Assess the situation
- Eyes on the Goal
- Active Listening
- “I Don’t Know”
- Small Victories
- Walk Away

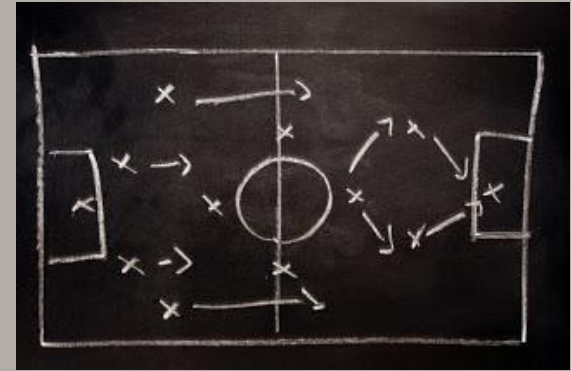


Common Criticisms

- Organics is a Counter-Culture Movement
- Organics Can't Feed the World
- Organic Poses a Health Safety Risk
- Organic is an Expensive & Elitist



In Closing...



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