Food justice in a resource-constrained world

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July, 2011

Gawain Kripke, Policy Director, Oxfam
• What is an Oxfam campaign?
• Why do the GROW campaign?
• What is the GROW campaign trying to achieve?
• What does the GROW campaign look like?
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What is it?

What is a campaign?
What is it?

Why does Oxfam campaign?

Theory of social change:

- Poverty is characterized primarily by social exclusion rather than by the absence of public goods (human rights model)

- Institutional actors strongly shape the landscape of opportunity for the poor

- Inequality is often built into legislation and regulations, which condition policy & practices

- Integrated efforts at multiple levels can leverage change on specific dimensions
What is a campaign?

• An advocacy campaign is a **focused, concentrated series of integrated activities** aimed at achieving a **specific institutional, policy or practice change**.

• Campaigns have measurable objectives and should be **time-bound**.

• A campaign should be **embedded in a deeper, longer strategy of change**.
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Hunger is sustained alongside historic abundance, obscene waste, rising obesity, and appalling environmental degradation. These are by-products a broken food system.
The future

Global population set to hit 9 billion by 2050.

World Population Growth, Actual and Projected, 1950-2050

But agriculture productivity growth is declining.
The future

Food prices projected to rise, dramatic impact of climate change.

The graph shows the projected increase in world market export prices relative to 2010 (%) for various food categories in 2030 under baseline and climate change scenarios.
The future is now

Food prices rising and becoming more erratic.
The future is now

Food prices matter to poor people

Figure 6. Shares of Food, Beverages, and Fuel in Household Expenditure, 2007

- Small share (less than 25%)
- Moderate share (between 25 and 40%)
- Large share (between 40 and 50%)
- Majority share (over 50%)
- No data

Source: IMF staff estimates, based on expenditure weights used by countries to calculate the CPI. 1/ Definition of fuel weights vary and in some cases may include public transport and fuel for heat.
The future is now

Climate change matters to poor people

(Source: William Cline, Center for Global Development)
A New Deal to Rescue the Food System

There are four major challenges that the new global system must meet simultaneously:

1. The production challenge – we must produce enough nourishing food for 9 billion people by 2050
2. The ecological challenge – we must do so whilst keeping within critical planetary boundaries for the use of land, water, atmospheric space and genetic resources
3. The equity challenge – we must empower women and men living in poverty with the resources to grow or buy enough food to eat
4. The resilience challenge – we must manage volatility in food prices, and reduce vulnerability of to climate change
What is an Oxfam campaign?

Why do the GROW campaign?

What is the GROW campaign trying to achieve?

What does the GROW campaign look like?
Build a future in which everyone has enough to eat, always.

People living in poverty claim power in the way the world manages land, water and climate change, so that they can grow or buy enough food to eat – now and in the future.
1. Help to **grow movements** in support of “good food/food justice”.
2. **Stop land and water grabs** by powerful corporations and countries, which seize the land and water women and men living in poverty, depend upon for their food.
3. Win a **global deal on climate change** that stops excessive greenhouse-gas emissions from devastating access to and production of ‘good food’ by people living in poverty.
4. Invest in the **productivity, resilience, and sustainability** of **small-scale food producers**, particularly women who produce much of the world’s food.
5. Prevent, prepare and respond effectively to global **food price crises**.
GROW: enough for everyone

Five-point agenda for action:
1. Invest in small-scale food producers
2. End excessive speculation in commodity markets
3. Modernize food aid
4. Stop giveaways to the corn-ethanol industry
5. Regulate land & water grabs
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Hunger: Same story - different lens

- **Campaign identity**: market research clearly says we need to lead with a *strong positive dynamic and vision*, not with the problem
  - Emotional hooks: shared solutions and future generations
- **Report**: pivots from powerful critique of more of the same & vested interests to positive vision, theory of change and big asks
- **Public campaign** will combine these elements with different emphasis:
  - Leading on positive vision, shared solutions and agency
  - Picking big fights where powerholders are failing to deliver the vision
- **Media cut-through** demands conflict, fights and killer facts – but must also communicate positive vision and shared solutions
Campaign launch: June 1
34 countries in year 1

North America
Canada, US, Mexico

Central America/Carribean
Guatemala, El Salvador, Haiti (late 2011)

South America
Brazil, Bolivia, Peru

Horn of Africa
Ethiopia, Tanzania

West Africa
Burkina Faso, Ghana, Nigeria, West Africa as a region

Southern Africa
Mozambique (tbc), South Africa

East and Southeast Asia
China (later), Indonesia, Philippines, Vietnam

South Asia
India, Bangladesh, Pakistan

EEFSU
Russia, Tajikistan

Middle East
Yemen (tbc)

Europe
UK, France, Germany, Spain, Netherlands

Not a complete list
Open outreach, positive vision

Soon there’ll be 9 billion of us on the planet.

All of us, our friends and our families, deserve enough to eat.

The food, water and land we all rely on could soon be used up.

So more of the same is not enough. It’s time to change the way we produce, consume and share.

Grow is the new campaign to do just that. Starting now.

To grow good food for all, a better way of living. Shared solutions for a safer planet.

So the next generation can join us at the table.

Let’s make food, life and the planet grow.

Grow
Food. Life. Planet.

Oxfam America
DISCUSSION
DISCUSSION