Now
Why Consumer Demand for Sustainable Food?

Consumers are worried about what they’re putting into their bodies in our increasingly mechanized/industrialized/removed-from-the-producer agriculture system.
So What Are Consumers Worried About/What Are the Issues?

- Additives
- Air Pollution
- Animal Welfare
- Antibiotics
- Biodiversity (declining)
- Cloning
- Communities (declining)
- Dairy
- Economics
- Environment
- Factory Farming
- Family Farms (declining)
- Feed
- Food Irradiation
- Food Miles (1800)
- Fossil Fuels

- Genetic Engineering
- Global Warming
- Health
- Heirloom Foods (disappearing)
- Hormones
- Mad Cow Disease
- Organic Regulations
- Pasturing
- Pesticides
- Policy
- rBGH
- Safety
- Slaughterhouses
- Waste
- Water Pollution
- Workers Rights

Source: SustainableTable.org
A Solution? Sustainable Food

Sustainability: “characteristic of a process or state that can be maintained at a certain level indefinitely”

• Environmental
• Economic
• Cultural/Social
Must have all!
Real Sustainability is Hard To Verify

• Fair Trade
• Certified Organic
• Local
• Humane
• Cage Free
• Hormone Free
• Line Caught
• Pasture-Raised

• Free Range
• Shade Grown
• Bird Friendly
• Home Grown
• “Sustainable”
• “Natural”
• “Organic”
• “Green”
We’re Good at Economic Sustainability
We Can Have Sustainability