

Campaign Guide

Sow

Small family farmers
feed the world

Much Love

This fall, we are very excited to continue with the Caritas Internationalis campaign against global hunger, ***One Human Family, Food for All***, that was launched by Pope Francis on December 10, 2013. We joined this international campaign for our 2014 Lent campaign and have chosen to continue to take action on this issue since global hunger is a grave injustice and urgently needs to be addressed. Under the slogan ***Sow Much Love***, we are inviting you to join our fall action campaign to educate Canadians about the role of family farmers as stewards of the world's seeds, and take action to support the right of farmers to use, conserve, exchange, and save these seeds, which feed the world.

Seeds are the heritage of family farmers and peasants, who preserve them to feed their families, their communities, and the world. However, seeds are increasingly being controlled and privatized by multinational companies. Without access to seeds, the way of life of small family farmers and peasants, most of whom live in the Global South, is threatened. By supporting small family farmers in their struggle to maintain the world's seed biodiversity, we will ensure that they can continue to feed their families, and play a major role in fighting global hunger.

This campaign is firmly rooted in our 2011-2016 five-year program on ecological justice, which is inspired by alternative models of development put forward by our partners in the Global South. At DEVELOPMENT AND PEACE, we believe that the preferential option for the poor can be extended to include a preferential option for the Earth. The greatest impact of the current ecological crisis is experienced by the people in the Global South, so we need to learn how to live more sustainably here in the North in order to mitigate these impacts.

As part of the Caritas Internationalis Global Week of Action, from October 12-18, 2014, we will ask DEVELOPMENT AND PEACE members across Canada to join Catholics around the world who are working to address global hunger. This will be a key

moment for the campaign, as we celebrate the harvest here in Canada on Thanksgiving, and as the entire world focuses on food and hunger on World Food Day on October 16, 2014. During that week, as well as throughout the fall, DEVELOPMENT AND PEACE invites you to raise your voice in your parish, your local school, your community, as well as with your elected officials, to show your support for small family farmers and their right to seeds.

Thanks to your energy, wisdom, and commitment to justice, DEVELOPMENT AND PEACE will be able to continue to raise its voice with other Caritas organizations around the world to fight the injustices that cause global hunger. Together, we can make a place at the table for all of the members of our human family.

Sow Much Love!



Sow Much Love

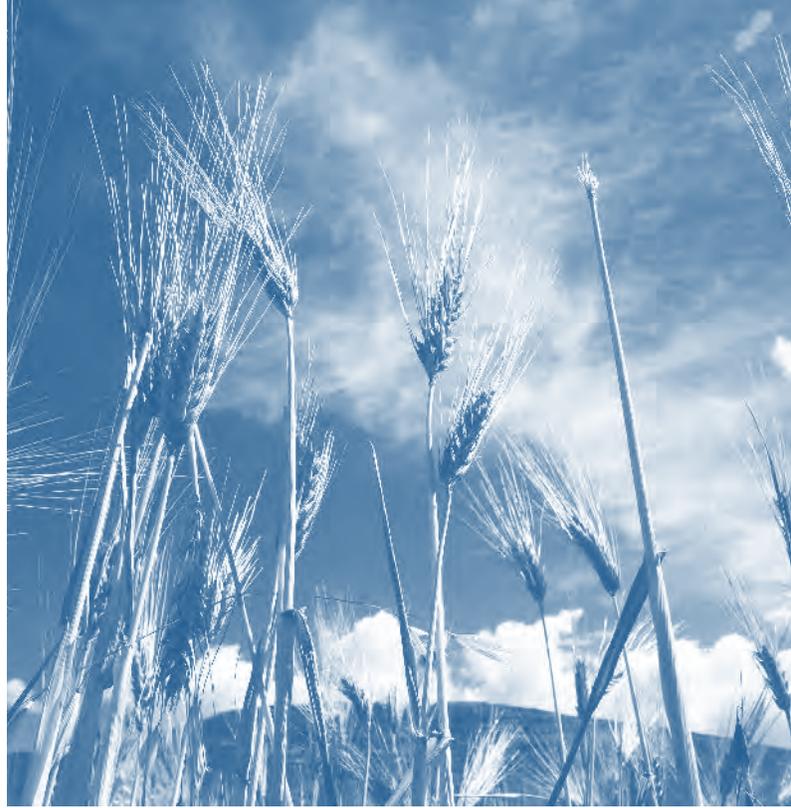
Dear DEVELOPMENT AND PEACE supporters,

Last December, Pope Francis launched a call to the Church throughout the world, including each one of us, to be part of a global campaign by Caritas Internationalis. **One Human Family, Food for All** is a battle cry against the suffering and scandal of global hunger. Many Catholics in our country wholeheartedly responded to the Holy Father's appeal by joining this past Lent's campaign by DEVELOPMENT AND PEACE, the Canadian member of the Caritas Internationalis confederation. The issue of hunger and food production was at the heart of the 2014 Lent campaign. Now DEVELOPMENT AND PEACE is making this the focus of its 2014 education campaign.

More than one billion people still suffer from hunger on our planet. In our world of plenty, starving is a scandal. It erodes one of the most fundamental human rights: the right to food. When we reflect on hunger at home and abroad, we realize that it is only by working as one human family, united in a spirit of compassion, that we will finally bring an end to this grave injustice. There is enough food in the world, yet people still suffer from hunger. As we know from the miracle of the feeding of the multitude with five loaves of bread and two fish, it is our Christian duty to ensure food is shared among all of God's children.

Our sisters and brothers in the Global South who work on small family farms and in local fishing communities produce a major portion of the world's food. Yet they are the first to suffer from hunger and poverty. The Pontifical Council for the Sciences has observed that "The massive fossil fuel use at the heart of the global energy system deeply disrupts the Earth's climate and acidifies the world's oceans." In addition to the increasing number of natural disasters and droughts which scientists link to climate change, more and more farmers in developing regions are forced to purchase their seeds from multinational corporations. Small family farmers need to have access to local, climate-resilient seeds, in order to grow food to feed their families, their communities, and the world. Local fishing communities face similar challenges, as the world's fish stocks are disrupted and depleted by large commercial interests, as well as from water pollution.

Seeds are part of God's magnificent creation. Farmers are the natural stewards of these seeds, which provide food for all of us. This fall, DEVELOPMENT AND PEACE is inviting us to support small family farmers around the world to ensure seeds continue



to be nurtured and preserved by farmers, and that living seeds do not become the exclusive property of multinational corporations. Faith in Jesus Christ and his compassion for the poor and marginalized are at the heart of the work of DEVELOPMENT AND PEACE. For nearly 50 years, it has been mandated by the Bishops of Canada to take action against injustice and to ensure all people have access to the goods of creation, a basic principle of Catholic Social Teaching.

When he launched the Caritas campaign, Pope Francis invited each of us to make space in our hearts "for this emergency of respecting the God-given rights of everyone to have access to adequate food." Let us in charity and justice collaborate with our sisters and brothers in the Global South, whom the Holy Father reminds us "face numerous obstacles to satisfy such a basic need."

Your participation and solidarity are key. If we are a united family, we can end global hunger through our support for small family farmers and for their access to seeds.

+Paul-André Durocher
Archbishop of Gatineau
President of the Canadian Conference of
Catholic Bishops



Message for Parishioners (approximately 5 minutes)

Good morning (evening) and thank you for this opportunity to talk about the new DEVELOPMENT AND PEACE education campaign. My name is _____ and I am a member of _____ parish and a member of DEVELOPMENT AND PEACE.

DEVELOPMENT AND PEACE, you will remember, is an important part of our Canadian church. For the past 45 years we have been supporting and empowering the poor in Africa, Asia, Latin America and the Middle East.

Let me first thank you for your generosity during Lent. Your donations give us the resources that DEVELOPMENT AND PEACE needs to carry on its work for global social justice. Thank you.

This year, we are putting the issue of hunger front and centre. One in eight people in the world still suffer from hunger, when there is enough food for all. It is a scandal that so many people are hungry, when we have the means to change this. Our Catholic tradition teaches us to ask critical questions. What is the cause of this widespread hunger? How can we change this? What can I do?

One of the most important ways we can stop hunger is to support small family farmers. We have been told that large industrial agriculture is the best way to feed the world. That bigger is always better and that technology will save us. But consider this: small family farms feed over two-thirds of the world's people. Women and men family farmers are the key to feeding the poorest of the poor. Yes! Small family farms feed themselves and their communities, and are a very important part of reducing hunger and poverty. But they are facing incredible challenges.

It all starts with a seed. That glass of orange juice you had for breakfast. The tomatoes in your salad for lunch. The bread in your sandwich. Seeds are the starting point, and we now know that whoever controls seeds, controls the future of farming and our food system.

Let me tell you a story about Noémie. Noémie has a small family farm in Brazil. She is a leader with MPA, a movement of small-scale farmers supported by DEVELOPMENT AND PEACE. In Brazil, the largest agricultural businesses are lobbying hard to control the country's seed supplies, putting local crop varieties at risk. The companies want the sole rights over genetic material, failing to recognize farmers' rights to save, exchange, and produce seeds. In the face of this, Noémie and the MPA set up seed fairs for farmers. Most of the seeds that are shared at the seed fairs are ones that have been conscientiously and carefully kept by women in their vegetable gardens.

At the seed fairs, farmers received seeds on the brink of extinction – including 8 varieties of local corn – giving them the chance to reintroduce these heirloom seeds and expand their crops. With these seeds – which they grew, harvested and saved the best seeds from – they returned to the fair the following season to trade them. At one of the first seed fairs, Noémie saw seeds she had not seen since her grandmother's time. Can you imagine? A type of squash, not seen for more than a generation, was shared again for the first time!

Farmers need access to seeds. Local seeds that are adapted to their realities to grow food. This is a crucial moment. Let's work together to solve this problem. We can make a difference! By choosing to eat food grown organically by our own local farmers, we support their role as guardians of seeds.

And, we can demand that our elected officials ensure that small family farmers have the right to continue to use the seeds that they have preserved for generations. Read the campaign material, and choose how you can help solve the problem of hunger.



GROW THE **Sow Much Love** CAMPAIGN

Plant a seed

- Attend a workshop given by your Regional Animator to learn about how small family farmers are the key to fighting global hunger, and what you can do to ensure that their right to seeds is respected.
- Learn more about small family farming on the DEVELOPMENT AND PEACE campaign website. Here you will find videos, illustrations, a food map, and games that will teach you about seed biodiversity and the role of small family farmers in feeding the world.
- Meet with local farmers: Organize a school or community visit to a local farm. Meeting a local, organic farmer and learning about where our food comes from helps us understand how local sustainable agriculture is the best way to feed the world.
- Organize a seed fair in your community for local gardeners and farmers to exchange seeds, learn about growing healthy foods, and celebrate biodiversity. Use these heritage and local seeds in your own garden.
- For your family's Thanksgiving feast, choose as many local, organic foods that you can, in order to celebrate your gratitude for this year's local harvest.

Water the seed

- Meet with other DEVELOPMENT AND PEACE members and supporters to discuss and plan a campaign strategy in your parish, school, and community. Be creative! Think of ways that you can involve young people or children in the campaign.
- Consult your parish pastor (**this is crucial to the success of the campaign**) on the timing of the campaign. Be sure to discuss the distribution of materials and the delivery of the Message for Parishioners.
- Meet with other key people who can support the campaign: members of the Parish Council, Parish Pastoral Team, youth leaders, chaplains, teachers, etc.
- World Food Day is on October 16, 2014, and that day DEVELOPMENT AND PEACE will shine the spotlight on global hunger, and what Canadians can do to work towards food for all. Stay tuned to our website for more details about how you can get involved in this international day of action.

Let the sun shine

- Make sure that the campaign is visible to as many people as possible!
- Arrange with your parish secretary to have announcements about the **Sow Much Love** campaign in your parish bulletin or newsletter. Be sure to check the Resources section of the campaign web page for suggestions for parish bulletin announcements.
- Download the campaign slideshow from the website, and project it before or after your campaign activity. The slideshow features inspiring photos that profile the campaign theme.
- Meet with the leaders of the core groups in your parish (Catholic Women's League, Knights of Columbus, St-Vincent de Paul reps, deacons, youth group, etc.) to get them on board and increase the success of the campaign in your parish.
- Create a special display of DEVELOPMENT AND PEACE materials and posters in your church or school foyer. Some members of your parish may be new to Canada or to the community, and may not be familiar with DEVELOPMENT AND PEACE.

Feed it

- From October 12-18, 2014, Catholics and people of goodwill around the world will take action to fight global hunger, as part of the Caritas Internationalis Global Week of Action. If possible, organize a public education event during that week or sometime in the fall to bring attention to the importance of preserving small family farmers' access to seeds. Think about what kind of activity would work best in your parish, school or community. Here are a few ideas:
 - Book a table at your local farmers' market and hand out the campaign materials. Share the good news that by shopping at the farmers' market, they are having a positive impact on the biodiversity (and, therefore, the future!) of the world's food supply.

IN YOUR PARISH, SCHOOL, AND COMMUNITY

Watch it grow

In your parish:

- Use the Message for Parishioners to announce the campaign during mass and to ask people to join the campaign.
- Distribute the Action Sheet in the pews or put a stack on a table at the entrance of the church or parish hall (if agreed by the pastor or Pastoral Team). Try to have DEVELOPMENT AND PEACE members or other parishioners available to answer questions.
- As arranged with the Pastoral Team, invite parishioners to sign the petition. You can also collect signatures from members of your community. Then organize a meeting to present the petition to your MP. Use the MP Dialogue Guide and Talking Points which will be available in the Resources section of the campaign web page at devp.org/sowmuchlove.
- Distribute the Prayer Card a week before your Action Sunday to introduce the theme. Or, you can also distribute it the week after Action Sunday as a way of thanking parishioners for supporting the campaign.

At your school:

- Meet with the principal, teachers, parent association, and/or student council to present the youth activity guide and the online campaign resources for youth.

Harvest it

- Organize a meeting with your MP to present your signed petition. Using the advocacy resources, which are available on the website, talk to your MP about the importance of supporting small family farmers, and tell them what they can do to ensure that small family farmers have the right to use their seeds. To help them remember your visit, buy a packet of local heritage seeds and give it to your MP.
- Make your own commitment to supporting small family farmers by pledging to do the actions suggested on the Action Sheet.

Enjoy its fruit

- Celebrate your success! Organize a thank you tea or lunch for all of your volunteers and the people who contributed to the success of the campaign. Be sure to give a special thank you to the parish pastor for his support.
- Continue to support your local family farmers by enjoying local, sustainably-grown meat, eggs, dairy, and especially fruit and vegetables throughout the year. In the winter, enjoy local root vegetables like beets, carrots, potatoes, turnips and parsnips. In the spring, sign up for a Community-Supported Agriculture (CSA) organic basket or organic food box.
- Become a DEVELOPMENT AND PEACE monthly donor, so that you can continue to support small family farmers in the Global South.

The campaign online at devp.org/sowmuchlove

- Watch and share the campaign video;
- Read stories about small family farmers in the Global South;
- Download the many resources that are available, including the materials, the advocacy guide and petition, videos, parish bulletin announcements, logos, banners, a slideshow and other tools to promote the campaign;
- Follow and share the campaign on Facebook and Twitter (#SowMuchLove);
- Subscribe to our e-newsletter through our website for both campaign and other DEVELOPMENT AND PEACE updates.



2014 Education Campaign Catalogue

Order your education campaign materials today!

Deadline for ordering is September 26, 2014.

EDUCATIONAL TOOLS

Poster : Sow Much Love

- Give your campaign some visibility with this beautiful poster.
Limit of 2 per order.

Action Sheet

- This is the main campaign tool to spread the message. It educates people about the issues, and asks for a commitment to support small family farmers in a number of different ways.
Order enough for everyone in your parish, and for your public events.

Sticker

- Wear this sticker proudly to show that you support small family farmers and their right to seeds. A great way to bring more visibility to the campaign, you can stick this on your car, your bicycle, your fridge, or your laptop to show your support for the campaign.
Limit of 50 per order.

Backgrounder

- This tool is intended for organizers or anyone wanting to learn more about the campaign issues. *Limit of 20 per order.*

Magazine

- This magazine, which was distributed as part of the **One Human Family, Food for All** campaign, features people who are responding to the scandal of hunger every day through projects supported by DEVELOPMENT AND PEACE.
Limit of 30 per order.



THEOLOGICAL TOOLS

Theological Reflection

- This thought-provoking resource can be used by individuals or groups to reflect how our faith urges us to respect both creation and the work of human hands in our response to global hunger. *Limit of 10 per order.*

Prayer Card

- A prayer for use in your parish, during your activities or on your own. Written by DEVELOPMENT AND PEACE members Alana Forrester and Barbara Bishop who are the grand prize winners of our Prayer Card contest.
Order enough for everyone in your parish.



ECOLOGICAL JUSTICE RESOURCES

Backgrounder on Ecological Justice

- This informative document defines the term “ecological justice” and presents two alternatives to globalization.
Limit of 10 per order.



Theological Reflection on Ecological Justice

- Reflecting on the link between the cry of the Earth and the cry of the poor, this reflection explains how ecological justice is an essential dimension of the mission of DEVELOPMENT AND PEACE, and outlines the principles that guide this mission.
Limit of 4 per order.

RESOURCE FOR TEACHERS AND YOUTH LEADERS

Activity Guide

- This guide for teachers, youth leaders, and catechists presents a variety of interactive educational activities for elementary, intermediate, and secondary school students. Using the SEE, JUDGE, ACT model, the activities allow students to come to understand the issue, determine a moral perspective, and take action to bring about a more just world.
Limit of 15 per order.



VIDEOS

Sow Much Love

- This short (2 min.) animated video presents the theme of the campaign and our call to action.
Available for download in the campaign materials section at devp.org/sowmuchlove.

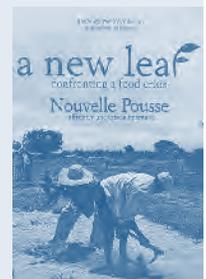
On the Road to Food Sovereignty

- This 18-minute film on DVD explores the impact of DEVELOPMENT AND PEACE's food sovereignty projects on local communities in Haiti, and reveals the challenges faced by farmers and agricultural workers.
Limit 1 per order.



A New Leaf: Confronting a Food Crisis

- *A New Leaf* is a 30-minute documentary film that delves into the complex issues that led to the food crisis in the West African country of Niger in 2012, and how our solidarity can make a difference.
Available for sale from Salt+Light Media at saltandlighttv.org/store for \$16.95.



* A copy of this Campaign Guide will be included with each order.



Campaign Prayer

Loving Creator, source of all life and light, we thank you for the work of many weathered hands that labour to grow our food.

It is the right of all of God's children to enjoy the fruits of the Earth. May we become more aware of the challenges that farmers face to feed the hungry.

Lord Jesus, may we be open to learning of the many factors, including our complicity, which contribute to world hunger. Help us learn how to walk lightly on the Earth, using only what we need.

When we prepare and delight in the bounty with which we are blessed, may we remember with gratitude those who have sown and harvested.

Spirit of God, keep us ever mindful of your beautiful Earth and all our sisters and brothers.

Amen.

Authors: Barbara Bishop and Alana Forrester

