reCAP CAMPAIGN
ACTION PACK 2012
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‘Youth in Action’ Programme
Hello,

Welcome to the reCAP campaign!

Europe's current model of farming and food consumption is destroying the environment and hurting people. Most of the food that we eat is mass-produced and highly chemically treated on factory farms, where irresponsible and profit-driven practices prevail. Furthermore, industrial agriculture damages water supplies, wildlife and rural communities, and is a major driver of climate change. It is not a fair or sustainable system for us, for farmers, for the planet or for the future.

However – another world is possible! One where people eat healthy and nutritious food, grown on small-scale farms with respect to natural production methods, that don’t pollute the environment, use chemicals or genetically modified crops. Young Friends of the Earth Europe envisions a food and agriculture system based on small-scale, self-sustaining settlements, balanced within the natural ecosystem, which produce healthy, highly nutritional, affordable, and locally distributed food.

The whole world needs the food system to be transformed, and we as Young Friends of the Earth Europe are prepared to fight for it.

In Europe, the Common Agriculture Policy is a major set of legislation that has for the last 50 years shaped the way that food is produced and distributed in Europe. The “CAP”, as it is more commonly known, currently uses up to 40% of the EU’s 140 billion euro annual budget. Sadly, the vast majority of this money goes towards subsidising industrial and intensive farming practices, rather than small scale and sustainable family farms.

This autumn is a critical moment in the decision making on the reform of Europe’s Common Agricultural Policy. Young Friends of the Earth Europe are demanding that reforms to the CAP are made which will deliver much fairer and more sustainable and environmentally friendly food and farming systems. We invite you to join our reCAP campaign and take action this autumn!

We’ve put together this action pack to help you find out more about the CAP, what our demands for the reform of it are, and how you can take action with Young Friends of the Earth! Read on…
2012 marks 50 years since the CAP was implemented. It’s also the year that major reforms to the policy will be decided.

This autumn, YFoE groups will be running a series of actions to promote sustainable farming and reject intensive and polluting factory farming, as part of our reCAP campaign.

For a period of 50 days, starting from 19th September until 7th November, YFoE groups will be organising all sorts of actions that raise public awareness and send a message to politicians to rethink the CAP.

We want you to join us from 19th September and organise an action, big or small, which helps raise awareness and calls for reforms to the CAP. We need pictures and reports from all actions to be added to our special gallery on the YFoEE website and to show a massive voice from young people from all corners of Europe who want a reform of the agriculture system.

Our demands

What kind of food we consume and how it is produced affects each and every one of us, and we want to see positive change. We want to replace factory farming with more sustainable practices that use fewer chemicals and external inputs in general (including fossil fuels, artificial fertilisers and pesticides). We want more balanced, ecologically sound and environmentally sustainable farming, and want to live in a Europe that uses its land wisely, does not pollute water, destroy soil or emit large amounts of greenhouse gas, but rather conserves its biodiversity and curbs its over-consumption.

Young Friends of the Earth Europe is demanding that

- Reforms to the CAP are made, that deliver much fairer and more sustainable food and farming systems.
- Subsidies to industrial and intensive farming practices are stopped, and instead support is given to small scale and sustainable family farms.

Current proposals to reform the CAP fail to deliver our critical need for fairer and sustainable food and farming systems. We want to change the current system.

We are calling for an ecological and fair agriculture that protects wildlife and natural resources, supports family farms, and reduces our negative impacts on developing countries.

We believe that if European agriculture policy continues as it is – fixated on increasing productivity as small farms disappear, while natural resources are depleted and polluted, and power is handed over to a few corporations – then the harmful effects on people and the environment will continue.

We also believe that there is an alternative. Industrial agriculture and the problems it causes can be avoided. Examples of good practice in farming and food production, such as organic farming, exist and can thrive. Local food economies supporting sustainable farming can and should benefit from subsidies. Corporate control can be reined in. Europe’s thirst for land and resources abroad can be quenched. The food chain can be fixed.

“Nearly 40% of the European Union’s budget is spent via the Common Agricultural Policy”
CAP stands for the European Union’s Common Agricultural Policy, which regulates the production, sale and processing of agricultural products in Europe. For over 50 years, the CAP has been deciding what kind of food is produced and consumed all around Europe. The CAP unashamedly favours environmentally and socially destructive intensive farming practices over smaller, more sustainable practices. By doing so, it supports the big agro-industrial businesses and marginalizes small organic farmers.

As it stands, Europe’s methods for producing food needs a complete rethink. Europe is a major player in the global food system in terms of food production and consumption, and also for policy-making. With over 14 million farms, Europe produces 21 percent of the world’s grain and exports food worth billions of Euros every year. CAP has many dark sides though, which bring major problems to humanity. Industrial agriculture damages water supplies, fertile land, protected wildlife and rural communities, while its impacts are felt heavily in poor developing countries.

Why does it matter?

Nearly 40% of the European Union’s budget is spent via the Common Agricultural Policy, yet most young people outside of farming are not actively engaged with the decision making process. The decisions being made now will be implemented over the next seven years, and so will have a huge effect on our lives and the planet. We have the chance to take action now!

For 50 days, lasting from 19th September- 7th November, we’ll be running actions that raise public awareness and send a message to politicians to rethink the CAP. Our aim is to organise 50 actions from across different villages, towns and cities in Europe, marking the 50 year anniversary of the CAP.

We need you to join in and help show widespread demand for fair and more sustainable farming and an end to industrial farming practices.

By taking part in reCAP, you’ll be raising awareness and increasing pressure on the reform of the CAP this year. You can organise just one or many, big or small actions with your YFoE group over the 50 day period. Your action can be an educational activity for your group (organising a film showing or a party on food and farming), it could raise public awareness and get public support for your demands for reforming the current food system, or it could directly lobby your political representatives on your demands for the CAP reform. All actions count – even a picture of you and your friends holding up a banner with your message!

Once you’ve done your action, we need you to send us a photograph, clearly showing your action and its message, along with a short report of it. We’ll put all of these on the Young Friends of the Earth Europe website and a special reCAP photo gallery. Combined, these 50 actions will show a massive voice from young people from all corners of Europe who want a reform of the agriculture system, and support for small scale and environmentally friendly farming practices.

TAKE ACTION!

Join us from 19th September and help us collect 50 actions for CAP reform and put an end to factory farming!
If you like the idea behind reCAP there is an easy way for you and your YFoE group to get involved, too! You can do one or more, big or small actions that can

1. Educate yourself and others on the issues
2. Raise public awareness through street actions, or
3. Raise political pressure through contacting your political representatives and decision makers

Before you do any action, make sure you are aware of and prepared for all legal and health risks associated with it. To help with planning your action, Young Friends of the Earth Europe has put together this useful ‘how to’ pack.

**Educational activities**

Educating ourselves and others on how food is produced and how it’s a part of everyone’s everyday life is one really important thing that you can do as part of the reCAP 50 day action period.

Why not try out some of these action ideas to promote reCAP:

**1. Movie screening and speaker event**

One of the easiest ways for people to get an in-depth and engaging overview is to show them a movie dealing with the topic. There are many films that look at farming and agriculture issues related to the CAP, and we have a list of suggestions below.

Why not hold a discussion after the screening to discuss the issues raised? You could even invite a local expert, for example someone from your national Friends of the Earth organisation, or a university professor.

**What you need:** A laptop and projector to show the film (or a large television), a suitable room to watch the film, speakers that are loud enough for everyone to hear the film, and lots of promotion!

We recommend some of the following movies for your screening:

**Pig Business** [http://www.pigbusiness.co.uk/](http://www.pigbusiness.co.uk/)

A great documentary investigating the rise of factory pig farming
Money Farmers  http://www.bbc.co.uk/programmes/b01d94rm
A documentary about corruption in the CAP payments, and how it’s not small farmers at all benefitting from subsidies currently available from the CAP

Food, Inc
Website:  http://www.takepart.com/foodinc/film
Trailer:  http://www.youtube.com/watch?v=c2sgao44_1c
The documentary is based in the US, but the issues it explores are becoming increasing relevant to Europe, as we follow the lead of the US

A farm for the future
www.bbc.co.uk/programmes/b00hs8zp
A great movie about how peak oil will affect farming, and the transition to fossil fuel free farming.

Our daily bread
www.ourdailybread.at
A film exploring the world of industrial food production and high-tech farming

Tip: If you invite a guest speaker ensure there is a place where the facilitator and your guest can be seen by everyone. If the room is a large lecture hall, you should think about having a microphone set up. Make sure you know what your speaker is going to talk about and whether they share the same ideals as you (unless you’re looking to organise a debate!)

Links: Here are some great tips from the UK on how to put on a film screening event:  http://www.foe.co.uk/community/local_groups/film_34687.html

2. Hold a party
Everybody likes to have fun and organising a social event can be a great way to promote the reCAP campaign and your demands. You could even use the opportunity to fundraise for further reCAP activities your group plans to carry out.

Provide people with good music, a nice place to chill out discussing agricultural issues while having something to drink, organic snacks and maybe a small space to dance.

You could prepare some guessing games based around CAP issues (how many soy beans are in the jar?) and maybe even invite a band or DJ you know to play for a greener CAP.

What you need: a good sound system, a room big enough to provide a dancing and chill out area, drinks and snacks, guessing games, birthday decoration to ‘celebrate’ the CAP, information material on CAP.

3. Flyposter party – mobilise for a key date within reCAP
You want to have a huge reCAP action and still need to mobilise? Just make mobilising an action, too! All you need to do is get a group of friends together and distribute the flyposters all over town – whoever is back at the starting point first wins…. and starts the party preparations to have a fun ending for a day of work.

In some countries you may need permission to spread posters in public places. Spreading posters on walls or public/private property might have some legal risks.

What you need: make a poster and plenty of copies of it, something to stick up the posters (transparent tape or wallpaper paste), friends to help, and a place to have your party

Links: Try this for some tips on flyposting:  http://www.urban75.com/Action/flypost.html

4. Cooking session
Do you like cooking? Do you think the way society thinks about food needs to change? Is there too much food waste?

Why not have an open cooking session inviting people to taste alternative food, such as vegan or
vegetarian dishes? This might also provide you with yet another chance to fill your action funds, and to talk informally with people about where food comes from and the problems with intensively produced food, or processed food.

You can try to cook with just seasonal and locally produced crops. If you know a local farmer, see if they have produce that they cannot sell because of aesthetic reasons or left over harvest on the fields that can be donated. Alternatively, you could go dumpster diving and see what can still be saved from being unnecessarily wasted. Make sure you’re aware of the legal risks before you do this.

**What you need:** Ideally seasonal and locally produced crops or dumpster-dived food, a place to cook the food, somewhere to eat and information about reCAP on hand to give out to people.

**Tip:** Invite your friends and make sure to have some information on hand about ways to change our personal food consumption to be more environmentally and socially friendly.

If you want to confront people directly in the streets and raise awareness on agricultural issues, here are some ideas of what you could do:

**5. Cage protest – animals in cages**

In the competition for subsidies from the EU’s budget, factory farms win by far. The more land you own, the bigger the subsidies you can get. The more animals crammed in, the cheaper it is to produce meat on a huge scale.

But what about animal welfare and the potential health impacts of intensively produced animals? Is the cheap price of meat enough to justify the cramped breeding conditions? And do people just not care or don’t they even know?

Well if so, there shouldn’t be anything from stopping you from telling them.

Dress up as animals and find a cosy spot right in the heart of the shopping district where you can spend your day sitting cramped together and waiting for passers-by’s to free you. Make sure to give out information on how the CAP subsidises industrial factory farms, pushing out small and sustainable family farmers.

**What you need:** Animal costumes, chalk to draw the borders of your cage and information material to hand out

**6. Supermarket chicken**

One of the cheapest meats in Europe is chicken. In fact it is ridiculously cheap. Most chicken you buy is also reared on a diet of antibiotics that leads to multi-resistant bacteria, and thus more and more health issues triggered by food produced in factory farms.

How much exactly would your body weight be worth if you were a chicken for sale? Find out and tell others by dressing up as chicken sold in supermarkets.

**What you need:** Plastic wrap, polystyrene plates for the human-chicken to sit on, hot water bottle so you won't get cold, skin-coloured underwear, a busy shopping district where people can't help but notice you, information material about factory farming to hand out to passers-by.
7. Drawing for CAP
Why not involve people in the street and have them contribute their ideas and opinions of healthier and greener food production?
Go out into the streets and ask people to draw their vision of what fairer and more environmentally friendly food and farming would look like, onto a piece of fabric or card. Once you’ve collected a number of pictures you’ll have a beautiful exhibition that you can display, take on a demonstration or deliver to a politician, displaying the demands of the people of your town or constituency. This is a great way to attract people to your stall, especially children and families, by giving them a fun and inviting activity to take part in.

What you need: pieces of fabric which can just be any old patches you find (a good size is 25cm x 25cm), pens, paints, paintbrushes, and any other materials you might want to give people to draw and write slogans with
Tip: For inspiration, check out Young Friends of the Earth Europe’s 2008 ‘Wrap up Climate change action’

8. Creating a green public space or garden
Everybody eats. But most people don’t grow their own foods even though it can be quite easy. Urban gardening doesn’t only reconnect town and city dwellers with agriculture and food – it can also create a non-commercial public space to hang out in.
So here is what you can do about it:
Organise a place you can divide into areas not bigger than one parking space and decorate each one with a different idea of how urban gardening can look like.
You can also join forces with urban gardening groups in
your region or have the action take place in a public garden in your town.

**What you need:** a place big enough for a few ‘parking spaces’, flowers, saplings, anything green and growing, gardening tools, information material on urban gardening or food sovereignty

**Links:**
There is a great and inspiring Belgian group doing street gardening, find out about some of their actions here: www.8m2.org

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9. **Spread some seed bombs!**
Not only the CAP needs to get greener. Cities and public spaces also need to be greener. Flowers and plants are one way to go about this.

Why not combine both? Hand out seed bombs or packs of wild flower seeds to people, together with your vision of how the CAP should be changed.

You can either buy individual packets, or a large bag of wild flower seeds and put them into your own packets. Perhaps you can print information about the CAP and reCAP campaign onto the packets.

**What you need:** seeds, envelopes, stickers to print information on, information sheets about CAP and reCAP.

**Links:** We love the Guerrilla gardeners- find out more about them here, and how they suggest you make seed bombs:
http://www.guerrillagardening.org/ggseedbombs.html

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10. **‘Natural beauty’: taste test of natural food vs. perfect supermarket food**
Do you know people who regularly ask you, “Just what is so good about organic food?” Well, show them!

Have people try several organic and conventionally grown fruits and vegetables and let them decide: what do they prefer? Taste or looks?

What you need: organic and conventionally grown fruits and vegetables, a chart in which you keep the answers – it would be best if it could be written on a big flipchart paper or whiteboard so people on the street can see and get interested in the show down – looks or content? Which will win?

**Tip:** to keep it simple, we suggest keeping the number of fruit and vegetables used to a minimum, for example just use one fruit and one vegetable. Safia from Friends of the Earth Manchester said “we’ve used just apples in the past but with a number of different varieties to suit different tastes, and that worked really well”
If you’re interested in tackling the issue of genetically modified (GM) crops through your reCAP campaign, here’s a special idea some YFoE groups will be doing around 31st October, Halloween!

Where they are grown, GM crops are linked to massive increases in herbicide use, the extension of mono-cultural farming practices, and increased costs all along the food chain. The resulting social, environmental and economic impacts are severe – contributing to small farmers losing their land and livelihoods, and failing to alleviate poverty. We want to keep GM crops out of Europe, and ensure small, family farmers receive the support they need, rather than profit driven, industrial scale food producers.

The Killer Zombie Corn march
Imagine seeing a crowd of zombies slowly walking down the high street in the middle of the day on your way home from work. It would probably make you stop and stare. This action adopts the now popular zombie walks concept and adds zombie vegetables and living dead campaigners. Make your banners and add some ripped clothes and blood.

You can find lots of tips about how to organise a zombie walk on the Zombie Walk Forum. Simply adapt the walk to incorporate a GM theme. http://www.zombiewalk.com/forum/forumdisplay.php?s=e1456a0087f55c0baf301e15d9e06dfe&f=67
Or watch a short movie here: http://www.youtube.com/watch?v=PqE4viiZaTE

What you need: make-up, if possible costumes of vegetables, fruits or animals that have been fed with GMOs

Trick or treat
If people celebrate Halloween where you live and go ‘trick or treating’ why not use the opportunity to promote campaign creatively. Dress up and go trick or treating in your local neighbourhood. Instead of asking for sweets, demand seasonal, organic vegetables. People are sure to smile. Make sure to take some information about the CAP too.

Links: Find out more about GM crops here: http://www.foeeurope.org/gmos
12. Lobby your decision makers
Our Members of European Parliament (MEPs) will be voting on the texts for the CAP reform. MEPs are your elected representatives in the European Parliament, and therefore have a duty to listen to the voices of their citizens.

MEPs are quite easily accessible to you! You can make a meeting to visit them, or you can telephone or write to them.

As part of reCAP one great thing you could do is to arrange a meeting with your MEP or write a letter to them outlining your concerns and key demands for reformation of the Common Agricultural Policy.

In particular MEPs who are also members of what is called the ‘Committee on Agriculture and Rural Development’ are key MEPs to be targeted during the period of the CAP reform discussions. If you’re MEP is a member of the Agriculture Committee it would be extra effective if you take the opportunity to meet with them and share your views and vision for farming in Europe with them.

Make sure to keep checking the Young Friends of the Earth Europe website for up to date information and actions you can do to target your MEP during the action period http://www.foeeurope.org/yfoee/reCAP

How to write to or visit your MEP:

1. Find out who your MEP is, and make sure to check if they are also a member of the Agriculture Committee

You can find out who is your MEP here: http://www.europarl.europa.eu/meps/en/search.html
You can then find out if your MEP is a member of the Agriculture Committee by looking at: http://www.europarl.europa.eu/committees/en/agri/members.html#menuzone

2. Contact us at Young Friends of the Earth Europe
Stanka at Friends of the Earth Europe who will help you with some tips and key messages that you want to convey to your MEP. As a campaigner at Friends of the Earth Europe, working on food sovereignty and the CAP, she has a lot of information and tips to help you arrange a successful meeting with your MEP and is waiting to hear from you!
Tel: +32 2 893 10 25
Email: stanka.becheva@foeeurope.org

What you need: prepare the key messages that you want to give to your MEP.

Tip: make sure you give yourself enough planning time to do this. MEPs are based between their home constituency and Brussels or Strasbourg where the European Parliament is based, so you’ll need to give plenty of time to make sure you can meet with them and fit in with their schedule when they are ‘at home’.
You could send a “50 years of CAP” birthday card to your MEP or minister responsible for Agriculture or environment with this text, or something similar. To make it bigger you could also always make a giant card and ask many people to sign it with their individual messages, for example when you go out and have a street action or on parties you organise for fundraising. You’ll end up with the perfect object to arrange a ‘hand-over’ to your MEP, and even arrange a photo opportunity for your local newspaper.

**What you need:** a birthday card, a message, people to sign it and a stamped envelope.

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Text you can include in the card: "Happy Birthday CAP. 50 years of intensive factory farming and soil erosion. Now you have reached a mature age you can begin to take some wiser choices and work towards a truly sustainable future for Europe’s agriculture and food production."
Join the Good Food march, 19th September, Brussels

Do you want to show the importance of a greener CAP reform? This summer, farmers, citizens and young people will bring their demands for the reform of the Common Agricultural Policy (CAP) directly to the EU institutions.

Starting out from locations across Europe, participants will make their way to Brussels by bike, tractor or any other means, and arrive in Brussels on 19th September for a big demonstration.

Young Friends of the Earth Europe is supporting the Good Food March to Brussels, and will be participating in the demonstration. However, you can also support the march and demands by running your own solidarity action at home.

We’ve chosen the 19th September as the start date for reCAP in order to support the demonstrators in Brussels on that day. Why not take one of the above 12 action ideas (to educate, raise public awareness or demand political action through lobbying) on the 19th September, to support the launch of reCAP and act in solidarity with the campaigners and farmers as they march in Brussels.

more information: http://www.goodfoodmarch.eu/

Want to do something else?

You’re also free to organise your own action, aside from the ideas listed in this action pack. We’ve put together a YFoEE set of guidelines on ‘How to organise successful actions’, which gives you step
by step advice on how to do this.

Before you do any of these actions, make sure you’re aware of all the possible legal risks that might be associated with your action.

**What to do AFTER you’ve done your action**

As soon as you’ve decided you’re taking part in reCAP register that you are going to do an action by emailing us at recap2012@foeeurope.org telling us: *Your contact details; which YFoE or FoE group you are; and a short description of what you plan to do, when and where.*

Then, once you’ve actually done your action, send a picture and a short description to us at recap2012@foeeurope.org

All actions will form part of a special photo gallery on the YFoEE website, which will be updated every time a new action takes place. Keep checking out the website www.foeeurope.org/yfoee/reCAP to watch how reCAP grows across Europe, and the different actions taking place.

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**Further resources**

**More facts and figures on the CAP**

You can find more detailed facts and information about the CAP and what is good and bad about it from the following links:

**Links:**

- Young Friends of the Earth Europe reCAP website and CAP factsheet: [http://www.foeeurope.org/yfoee/reCAP](http://www.foeeurope.org/yfoee/reCAP)
- Briefings, news, resources and publications from Friends of the Earth Europe on issues related to food, agriculture and biodiversity: [http://www.foeeurope.org/agriculture](http://www.foeeurope.org/agriculture)
- Friends of the Earth Europe briefing paper and policy recommendations on CAP reform: [https://](https://)

CONTACTS

Young foEE

Keep visiting the YFoEE website for all news and reports from, and to see your action photos displayed: www.foeeurope.org/yfoee/recap

Email us about your participation in reCAP at recap2012@foeeurope.org

Twitter: https://twitter.com/reCAP2012


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Young Friends of the Earth Europe is an independent grassroots network of young people and youth organisations working collectively for social and environmental justice on a local, national and European level. Our common understanding of the world unites us, and we take action on climate change, food and agriculture and education for sustainability.