

Growing
Downtown Economies
through
local food

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Why is food important?

(What a silly question.)

There are **ONLY** three things we need
on a regular basis to survive:
oxygen, sleep and food.

What separates food from the other two?

Oxygen is all around us.

Sleep just happens (eventually)

But Food **needs to be acquired.**

The Acquisition of food is the single most influential factor in our collective history.

If you control your food,
you control your world.

Let me take you on a journey...

the Shortest-Ever
History
of

food



first, We hunted and Gathered And Ate
whatever We could find...



Then We learned how to preserve...

and then
how to farm...



This new, stable food
source led to excess...





Which gave us the opportunity to trade my excess goods for
your excess goods

now we have “commerce”

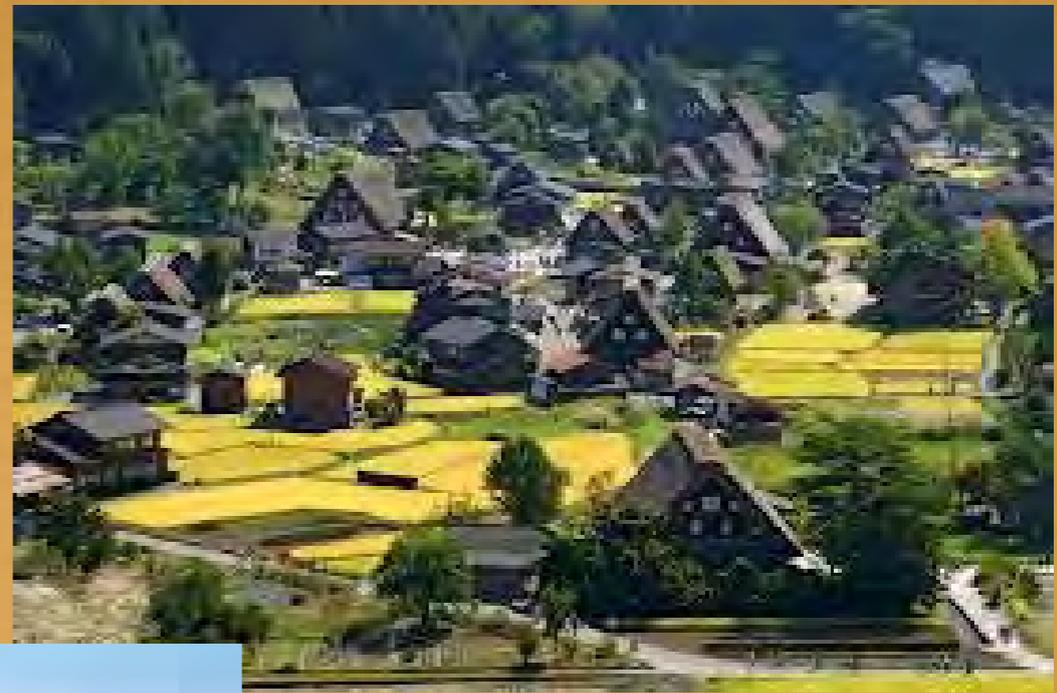


AND SOME PEOPLE WERE BETTER AT IT THAN OTHERS.



"I told you I wasn't a hunter-gatherer, I'm an accountant."

AND THEY HAD SO MUCH THAT THEY NEEDED OTHERS TO HELP THEM MANAGE IT.



We needed to be able to find one another easily to do that, so we created villages, towns and cities. Typically right by where we farmed.



UR, 3800BC



ROME, 300 AD



Belfast, ME, 2012



NYC, 1998 AD

It doesn't look a whole lot different today than it did then and it all started with the management of food.



we moved around a lot,
looking for more food,
more land and more stuff.

eventually,
We Found America.
We got rich sending food
back to Europe.
(and some other stuff, but mostly food.)

Really Rich.





Then we figured out machines and the fuels to run them.

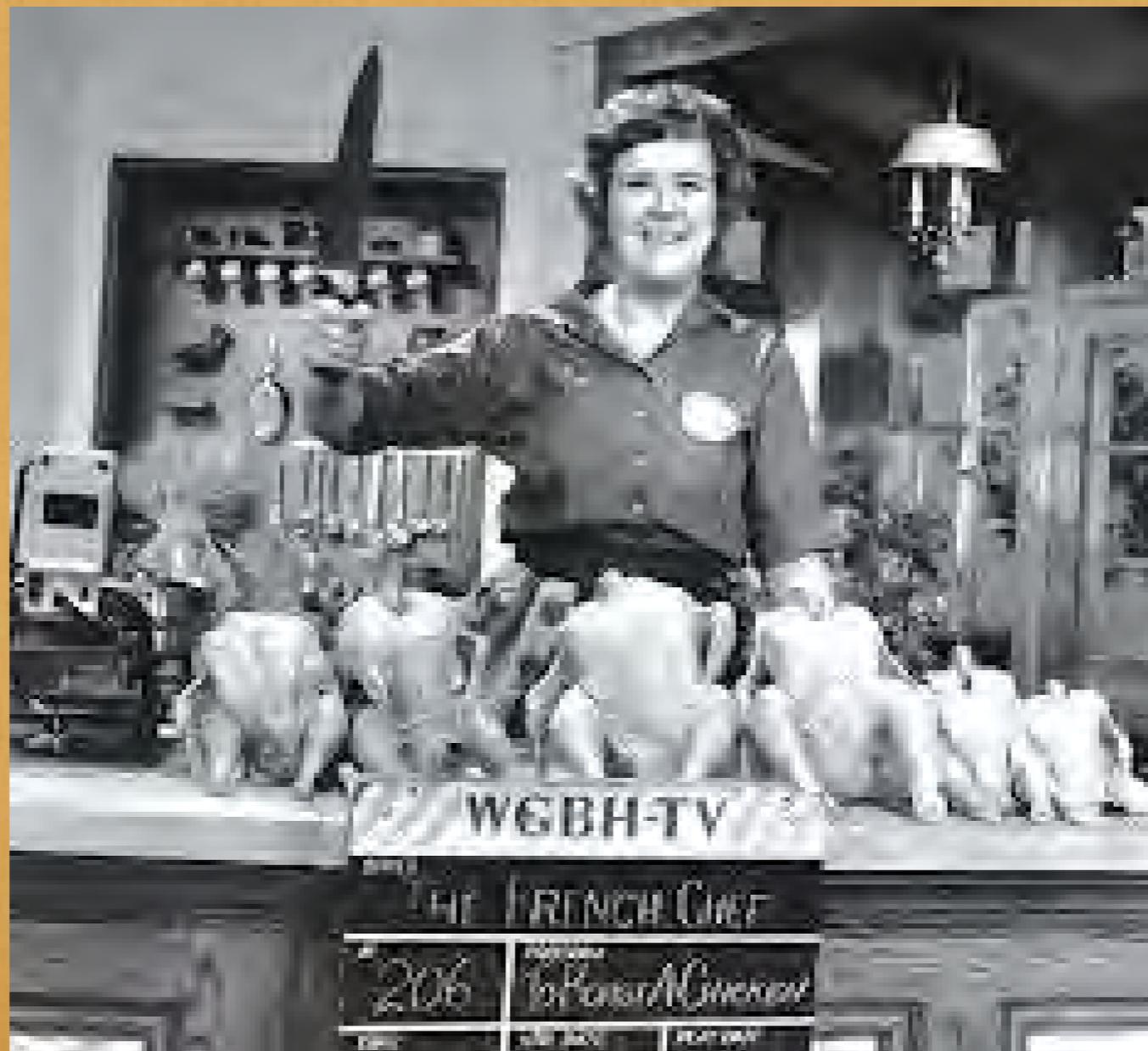
we started making food really fast and pretty cheap.



We fell in love with
tv dinners and
frozen pizza



Then Julia Childs reminded us how fun
real food can be,



We fell in love with “fancy” food
(not what Julia intended, but that’s how it went)



rare imported meats



artisan cheese from
around the globe



curvy little jars
with labels
in foreign
languages



exotic fruits



We've had a Great time and fortunes have been made and lost shipping tons of stabilized frozen, dried, or otherwise packaged foods all around the world.



Easy processing, cheap transportation, and our collective affluence led to the rise of the Mega-supermart.

And now it's often hard to tell exactly where our food comes from, or what happened to it on the way.



You'll hear more from Mark in a minute on hard numbers and solid facts concerning this current system of food management and why there might be a better way.

For now, back to our story...

During this time, there's always been a stalwart few who really wanted to grow and eat good local foods.





They recognized that for all the fancy food we could import from around the globe, we have right here on our own land and in our own seas the exact perfect conditions to produce some of the world's best foods.



<-that's a morel, and there is nothing finer.)



They held out - kept growing, kept the land under good stewardship, kept learning.

And others followed. We now boast...

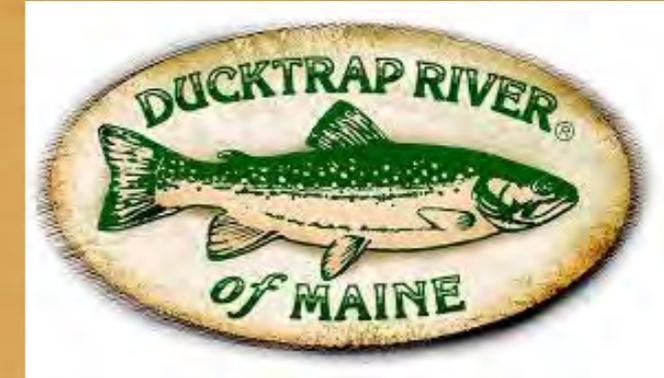
solid industries



Internationally recognized artisan cheese industry



Some seriously famous chefs and their locally-sourced dishes!



Some of the most respected (and envied!) farmers' markets in the country. 140 of them now, with 30 of them running through the winter.

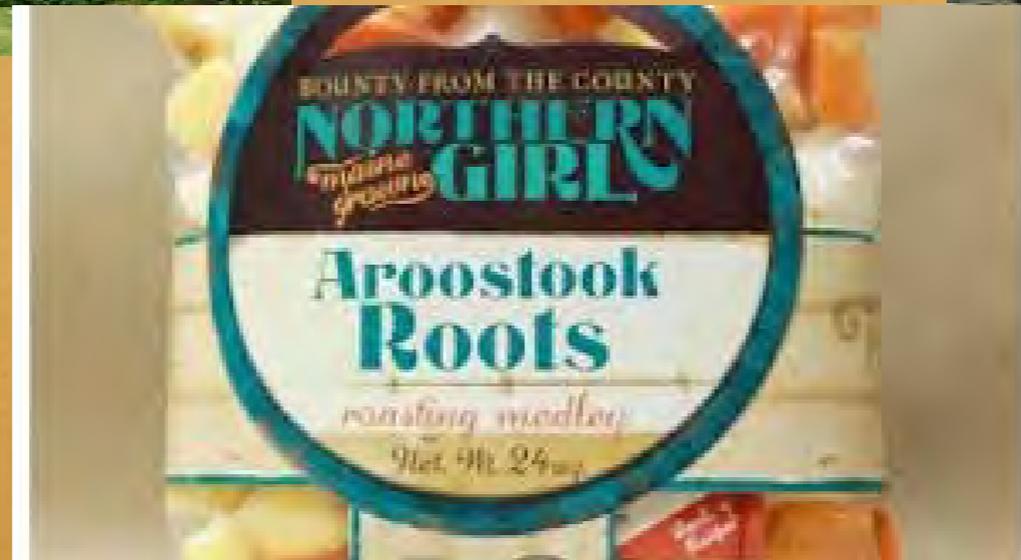


With the love for local foods hitting new highs and growing higher every year, more and more mainers are turning to the quintessentially MAine pasttime of farming.

But these aren't your back-country hick farmers like the movies would have you believe in - These are some seriously smart folks. They have degrees in soil management, ecology, economics, biochemistry, environmental studies, conservation. A number have come from other disciplines: teachers, CEOs, all wanting a different kind of life.

But they want to GROW Food, they don't have time for the rest of the chain.

That's where you come in- You are their market and they are handing you a once-in-a-lifetime, first-in-three-generations chance to take back the control of your food. And the more you do with it, the more they will provide you with. It's already started:



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