

**Title:** Sustainable Agriculture

**Specific Purpose:** To persuade my audience to buy local produce.

**Organizational Pattern:** Monroe's Motivated Sequence

**Attention Step:**

"In the U.S., the average grocery store's produce travels nearly 1,500 miles between the farm where it was grown and your refrigerator." (Pirog, 2003) Just imagine when you are in your grocery store looking to buy produce, and you see a variety of fruits and vegetables from all over the world. You see California oranges being sold in a Florida grocery store, have you ever wondered why? The American food system has created a flawed industrial sized agriculture, which involves many negative health, environmental, and social issues. Today I would like to persuade you that we, as Americans, need to move from industrial agriculture back to localized sustainable farming. Specifically, I will talk about the main problems that exist with today's modernized food system. How these problems can be solved by the use of sustainable agriculture and people like me and you who can make a difference by simply buying produce grown locally.

**Need Step:**

I. Industrial agriculture strives to increase production and maximize profits without regard for human health or the environment.

A. Monoculture or *One Crop Production* supported by farm policies that give subsidies to farms that produce one crop and do not allow production of other crops on the same land.

1. Creating huge concerns about losing crop diversity
2. Lack of diverse crops and a food epidemic

B. Industrial agriculture also causes "massive topsoil erosion, aquifer depletion, and ... factory farms pollute our air, water, and soil with hazardous gasses, toxic chemicals, and harmful pathogens," (Norberg-Hodge, 2002 ).

C. Oil is used for travel of food, some fertilizers and pesticides. Research (Leo, 2002) has shown a link to higher cancer risk.

D. "The majority of the money spent on grocery-store food goes to suppliers, processors, middlemen and marketers. Only 3.5 cents of each dollar actually goes to the farmer" (Pirog, 2003). Compared to "Farmers markets that enable farmers to keep 80 to 90 cents of each dollar spent by the consumer" (Pretty, 2001).

This industrialized production is not only harmful for the environment but also for the consumers, so how can this problem be fixed?

### **Satisfaction Step:**

- I. This problem can be fixed with small sustainable farms that:
  - A. Use farming techniques like multiple crops and rotation crops, which diversifies the fields and adds nutritional benefits to the soil
  - B. Sell produce to local vendors.
  - C. Use solar energy for production and stop the use of oil to grow food.
  - D. Benefits to buying local
    1. Food bought at farmers markets or from local farms, is usually only days or hours old, the produce doesn't spend days in trucks and sitting on shelves.
    2. Knowledge of where your food is coming from, many farms will even let you come out and see what is going on.
    3. "According to the USDA, the U.S. has lost over five million farms since 1935"(USDA, 2002). Family farms are going out of business at rapid speeds and by supporting local farms you can help farmers keep their land.
      - a. This is a great way to keep jobs in America too
    4. All while supporting a healthier and cleaner environment

Now that we know how to solve the problem, let us imagine how all of us buying local produce can help not only our health but the local farmer.

### **Visualization Step:**

- I. Imagine buying and eating food produced within 150 miles of you, this challenge has been taken on by many people even The Google Cafeterias.
  - A. 150 miles of central Florida means that you can still have your Georgia peaches but you would have to give up New Zealand kiwi or California oranges
  - B. You can also buy and eat over thirty different types of produce in Florida like passion fruit, tomatoes and grapefruit just to name a few.
  - C. Imagine, all the benefits you will gain from consuming local produce
    1. You will help the local farmer's bottom line profit,
    2. Turn the soil for better, efficient use of farm land
    3. Less oil consumption
    4. Healthy produce (less pesticides/chemicals) means healthy you

### **Action Step:**

So how can you do this

- I. Buying food from farmers markets

- A. Visit the farmers market Saturday morning in Winter Park
  - B. Or Saturday at Avalon Park.
  - C. There are also many websites that can direct you to farms in the area.
- I. If you buy food from a farmers market or farm stand, you can be sure that most of your money is going directly to the farmer.
  - II. Joining a CSA which is a Community Supported Agriculture, it has become a huge movement where people buy a membership into a farm and get fresh seasonal vegetables and fruits.
  - III. Today I talked about the problems with the industrialized food system, how we can fix the problem and what you can do.
  - IV. Next time you go to buy food try going to a local farmers market or even if you're at the grocery store, look to buy local.

## References :

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