

WHEN I WAS A KID I WAS REALLY STRANGELY OBSESSED WITH THE PINK SLIME EPIDEMIC. FOR THOSE OF YOU WHO DON'T REMEMBER, THE NEW YORK TIMES PUBLISHED THIS INVESTIGATIVE ARTICLE IN 2009 ABOUT THE MEAT INSIDE OF SCHOOLS AND FAST FOOD RESTAURANTS. IT TALKED ABOUT IN THE EARLY 2000S, WHEN FEDERAL OFFICIALS WERE TRYING TO GET ECOLI OUT OF HAMBURGERS, THEY DECIDED THE BEST WAY TO DO THAT WAS INJECTING IT WITH AMMONIA. SO THEY WOULD TAKE THE FATTY BEEF TRIMMINGS AND THEN RUN THEM THROUGH PIPES AND EXPOSE THEM AMMONIA GAS, BEFORE FLASH FREEZING THEM AND SENDING THEM TO SCHOOLS AND MCDONALDS. SO OBVIOUSLY THERE'S A REALLY BIG PROBLEM WITH THIS AND THE WAY WE FARM AND DISTRIBUTE OUR FOOD, BUT THERE IS A GROWING ALTERNATIVE I'M ALEX CROOKSHANKS AND THIS IS ENVIRONMENTAL.

[START SHERRI]

YOU HAVE TO DIVERSIFY IN ORDER TO HAVE HEALTH. YOU HAVE TO WORK WITH NATURE THAN AGAINST IT. THEY USE PESTICIDES AND PLANT ONLY CORN AND SOYBEANS AND THEN THAT DEPLETES THE SOIL QUALITY. AND IT ISN'T GOING TO WORK FOR THE LONG TERM

[STOP SHERRI]

THIS IS SHERRI DUGGER AND SITTING NEXT TO HER IS HER HUSBAND RANDY. TOGETHER THEY'RE FARMERS, STORE OWNERS, EDUCATORS, ANIMAL RESCUERS, LOBBYISTS -ANYTHING YOU CAN THINK OF THEY'VE DONE IT. THEIR LIVES CIRCLE AROUND LOCAL AND SUSTAINABLE FARMING.

[START SHERRI]

WHEN YOU TALK ABOUT SUSTAINABILITY IT HAS THREE COMPONENTS. IT'S NOT JUST FARMING IT'S NOT JUST ENVIRONMENTAL, IT'S ALSO SOCIALLY AND FINANCIALLY. IT HAS TO BE SOMETHING THAT IF WE'RE GOING TO BE FARMERS WE CAN ACTUALLY SUPPORT OURSELVES AND FIGURE OUT A WAY TO MAKE IT PROFITABLE FOR US, BUT ALSO SOCIALLY WHAT YOU'RE TRYING TO DO OUT HERE IS BUILD A COMMUNITY. WE'RE TRYING TO BUILD A PLACE OUT HERE, ON THIS PROPERTY SPECIFICALLY IT WAS NEGLECTED IT WAS FORECLOSED UPON. WHAT WE'RE TRYING TO DO IT BUILD IT BACK UP AND THEN ALSO CREATE A PLACE FOR THIS AREA THAT DOESN'T HAVE A GROCERY STORE IN TOWN, IT DOESN'T HAVE A PLACE WHERE WE CAN LEARN ABOUT FARMING AND BE ABLE TO UNDERSTAND WHY IT'S IMPORTANT. AND SUSTAINABLE IN TERMS OF THE ENVIRONMENT WE'RE TRYING TO DO THINGS THAT ARE BETTER FOR THE LAND AND DO THINGS BETTER FOR THE ANIMALS. YOU KNOW WE KEEP BEES, WE DON'T TRY AND TAKE THEIR HONEY. WE JUST GIVE THEM A HOME AND FEED THEM WHEN THEY NEED IT. AND SO THOSE ARE THE TYPES OF THINGS WHERE WE'RE ENVIRONMENTALLY MINDED AND TRYING TO PROVIDE FOOD IN A HEALTHY WAY.

[STOP SHERR]

WHEN WE DRIVE AROUND INDIANA MOST OF US ARE USED TO THESE HUGE FARMS FILLED WITH MILES OF CORN AND SOYBEANS, BUT THE REALITY IS THAT THIS ISN'T AN EFFECTIVE WAY TO FARM. BIG MONOCULTURES RELY ON FERTILIZERS, PESTICIDES, AND ANTIBIOTICS TO CREATE SYSTEMS THAT POLLUTE WATERWAYS, INCREASE GLOBAL WARMING, AND LEAD TO SOIL

DEGRADATION AND EROSION. AND THESE FOOD ISN'T EVEN BEING USED TO FEED OUR POPULATION ROUGHLY 76 PERCENT OF AMERICAN CORN GOES TO THE PRODUCTION OF BIOFUELS AND ANIMAL FEED

HOWEVER, MANY PEOPLE STILL DON'T THINK SUSTAINABLE FARMING IS A VIABLE SOLUTION. THEY SAY IT'S UNABLE TO KEEP UP WITH OUR GROWING POPULATION OR IT'S NOT WORTH THE HIGHER PRICES. HOWEVER, THAT'S NOT EXACTLY TRUE. THE USDA DID A STUDY SHOWING THAT ORGANIC FARMS YIELD HIGHER PROFITS THAN FACTORY FARMS. DECADES AND DECADES OF FARMING

STUDIES AT UC BERKELEY SHOW THAT THE DIFFERENCE IN YIELDS BETWEEN THE TWO FARMING METHODS AREN'T THAT HIGH. AND THE USDA SAYS THAT PROFIT ON SUSTAINABLE FARMS ARE MUCH HIGHER TOO.

[START MATTHEW]

YEAH I DON'T HAVE A TON OF PATIENCE FOR THOSE WHO DON'T THINK IT'S A VIABLE WAY TO FEED AN EVER GROWING POPULATION

[STOP MATTHEW]

THIS IS MATHEW JOSE, ONE OF THE OWNERS OF THE BIG CITY FARM IN INDIANAPOLIS.

[START MATTHEW]

THE AMOUNT OF SPACE WE USE IS FAIRLY SMALL VERY SMALL I WOULD SAY THAT WE'RE ABLE TO GENERATE LITERALLY TONS AND TONS OF FOOD OFF THAT LAND SO THAT'S OUR PERSONAL EXPERIENCE. AND THEN THE IDEA THAT WE'RE WASTING A LOT OF LAND, A LOT OF WATER, A LOT OF RESOURCES THAT

COULD BE BETTER USED. IF THAT'S OUR GOAL YOU REALLY WANT TO MAKE THAT WORK. I THINK IT'S TOTALLY POSSIBLE TO FEED A PLANET EVEN ONE THAT'S POPULATION IS GROWING SO RAPIDLY BY USING SUSTAINABLE FARMING METHODS

[STOP MATTHEW]

AND WHAT'S COOL ABOUT MATTHEW AND HIS TEAM IS THAT HIS WHOLE DIVERSIFIED OPERATION OCCURS RIGHT IN THE MIDDLE OF THE CITY

[START MATTHEW]

WE USED TO SITES IN DOWNTOWN INDIANAPOLIS SOMEONE'S ON THE VERY NEAR EAST SIDE OF DOWNTOWN IT'S ABOUT 1 ACRE SO TOTAL AND THEN WE OPERATE ANOTHER SITE ON THE NEAR SOUTH SIDE OF DOWNTOWN THAT'S ABOUT 1 AND 1/2 ACRES TOTAL AND SO THAT'S A FAIRLY SMALL AMOUNT OF LAND FOR AN OPERATION LIKE OURS

[STOP MATTHEW]

SO OBVIOUSLY SUSTAINABLE AGRICULTURE IS A POSSIBILITY, BUT THE REAL QUESTION IS HOW NORMAL PEOPLE -LIKE YOU AND ME- CAN SUPPORT IT. THE ANSWER IS REALLY EASY.

THIS IS THE SOUND OF THE EASIEST PLACE TO SHOW YOU CARE WHERE YOUR FOOD COMES FROM...YOUR LOCAL FARMERS MARKET

[START SHERRI]

ALWAYS YOU BUT WITH YOUR DOLLARS, AND IF YOU ARE GOING AND BUYING A TURKEY FOR THANKSGIVING AND YOU DON'T KNOW WHERE THAT TURKEY CAME FROM AND YOU DON'T KNOW WHAT'S IN THAT TURKEY OR HOW IT WAS

RAISED, YOU'RE SAYING THAT I'M OKAY WITH CONCENTRATED ANIMAL FEEDING OPERATIONS. I'M OKAY WITH PUTTING MY MONEY INTO CORPORATE AGRICULTURE. IF YOU GO TO A FARMERS MARKET THEN YOU'RE VOTING WITH YOUR DOLLARS AND YOU'RE SHIFTING THE TIDE. THATS THE MOST SIMPLE THING: DOLLARS.

[STOP SHERRI[]

[START MATHEW]

JUST TO COMING TO THE FARMER'S MARKET AND BUYING VEGETABLES ON OCCASION -EVEN IF IT'S THE SINGLE TIME- THAT'S HELPFUL. THAT'S ANOTHER DOLLAR THAT WE GET TOWARDS MAKING OUR BUSINESS GROW AND SURVIVE

[STOP MATHEW]

SO IN THE END, THE FUTURE OF OUR FOOD REALLY DEPENDS ON THE CHOICES WE MAKE. AND THAT'S WHAT IMPORTANT.

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