

The LOCALISING FOOD Project



Partnership Basket

Earthcare Education Aotearoa - a registered Charitable Trust



The LOCALISING FOOD Project



The Localising Food Project Partnership Basket

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The Localising Food Project is an initiative of
The Institute of Earthcare Education Aotearoa, a NZ registered
Charitable Trust with the mission of: enlivening community through
sustainable systems design and education.



The LOCALISING FOOD Project



Introducing The Localising Food Project

A multimedia educational and motivational program encouraging all aspects of local food production, processing and distribution in NZ.

At last a wide spread program to inspire Kiwis and give them the practical self help tools to:

Encourage healthy eating

Increase cooperation and community

Build local food security

Strengthen household food budgets

Create opportunities for local economic development

Reduce environmental impacts of our food source

Connect people with their surroundings in a joyful way

The simple solutions are often the most powerful

The real working models that people can replicate in their backyards, homes, schools, neighbourhoods and regionally.



By helping us inspire, educate and empower New Zealanders to build widespread local food initiatives, our sponsors are helping make a big positive difference to a range of social, economic and environmental crises, that Kiwis face.

The LOCALISING FOOD Project

Join us as we Grow out into New Zealand...



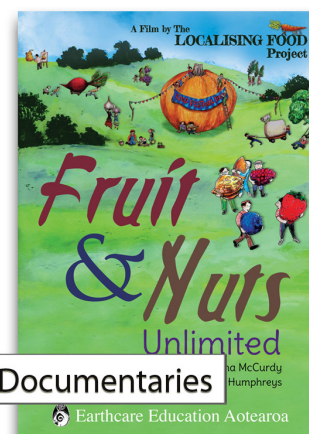
Our partners will join us in our exposure to a large caring conscious audience through a range of media including our: interactive multimedia website, social media, media campaigns, television, radio, magazines, newsletters, educational documentaries and launch events.



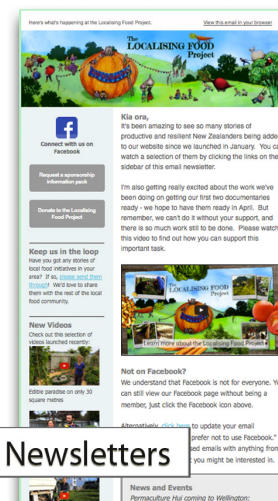
Our target audience includes:

**Households
Schools & Kindergartens
Community groups
Social Service Agencies
Health Boards
Local councils
Iwi
Community Gardens
Farmers Markets
Food Cooperatives
Food Processors
Cafes & Restaurants
Home Garden Centres
Students & Teachers**

**Families
Home Gardeners
Farmers
Horticulturalists
Lifestyle Block Owners
Healthy Eaters
Foodies**



LFP Documentaries



LFP Newsletters

The LOCALISING FOOD Project

What it means to be a Localising Food Project Partner



Our partners are supporting us in addressing some of the most compelling social and environmental issues we face as a nation.

If you support the Localising Food Project, your company will be associated with: community building, real health solutions, protecting our environment, reducing household food costs and increasing food security.



In this age the companies that will stand tall and gain loyalty from their new and existing customers - are the ones who show they are trying to make a positive difference on the big issues.



The LOCALISING FOOD Project

Partnership Benefit Chart

Enquiries

Please contact our webmaster:

Gee Heijneman

Ph 021 135 0202

partners@localisingfood.com



	3 rd Tier	2 nd Tier	1 st Tier
Your investment	\$300 - \$500	\$501-\$1000	Up from \$1000
Premium Banner <ul style="list-style-type: none"> On all pages with constant display in prime position Hyperlinked to your website 			✓ 250x130 pixels
Shared slider banner <ul style="list-style-type: none"> 250x100 pixels On all pages with constant display in prime position Hyperlinked to your website 	✓	✓	NA
Recognition on special Sponsors page	✓	✓	✓
Name or logo at bottom of all web pages		✓	✓
Banner ad on video blog posts (300x118 pixels)			✓ On a story best matching your company
Article about your company's involvement On our Facebook page	✓	✓	✓
Article about your company's involvement Featured in our newsletter		✓	✓
Documentary film credits		✓	✓
Media release recognition			✓
We can work together to tailor make something great			✓

‘We can work with you to create something that is working for all of us !’

The LOCALISING FOOD Project

Visual Placement of Partner Banners on Website

This is the Homepage

[Home](#) [DVD Shop](#) [The Project](#) [Our Team](#) [Resources](#) [Sponsors](#) [My Account](#) [Contact](#) [Login](#) [YouTube](#) [g+](#) [f](#)

your banner here..

First Tier Partner

Our Mission

and educating communities towards greater local food resilience.

Our Vision

To facilitate a movement to enrich local food resilience and empower communities through:

- * Delivery of local community resilience workshops and resources;
- * Providing inspiring educational films & short stories which document community initiatives already happening around Aotearoa, NZ;
- * Building an on-line local food community.

Activating the vision

The Localising Food Project began as an educational adventure, with Earthcare Education Aotearoa founder, Robina McCurdy and a volunteer crew touring New Zealand, connecting with communities, teaching workshops and filming over 200 examples of local food resilience.

Main Documentary Trailers

Growing Schools Documentary Trailer

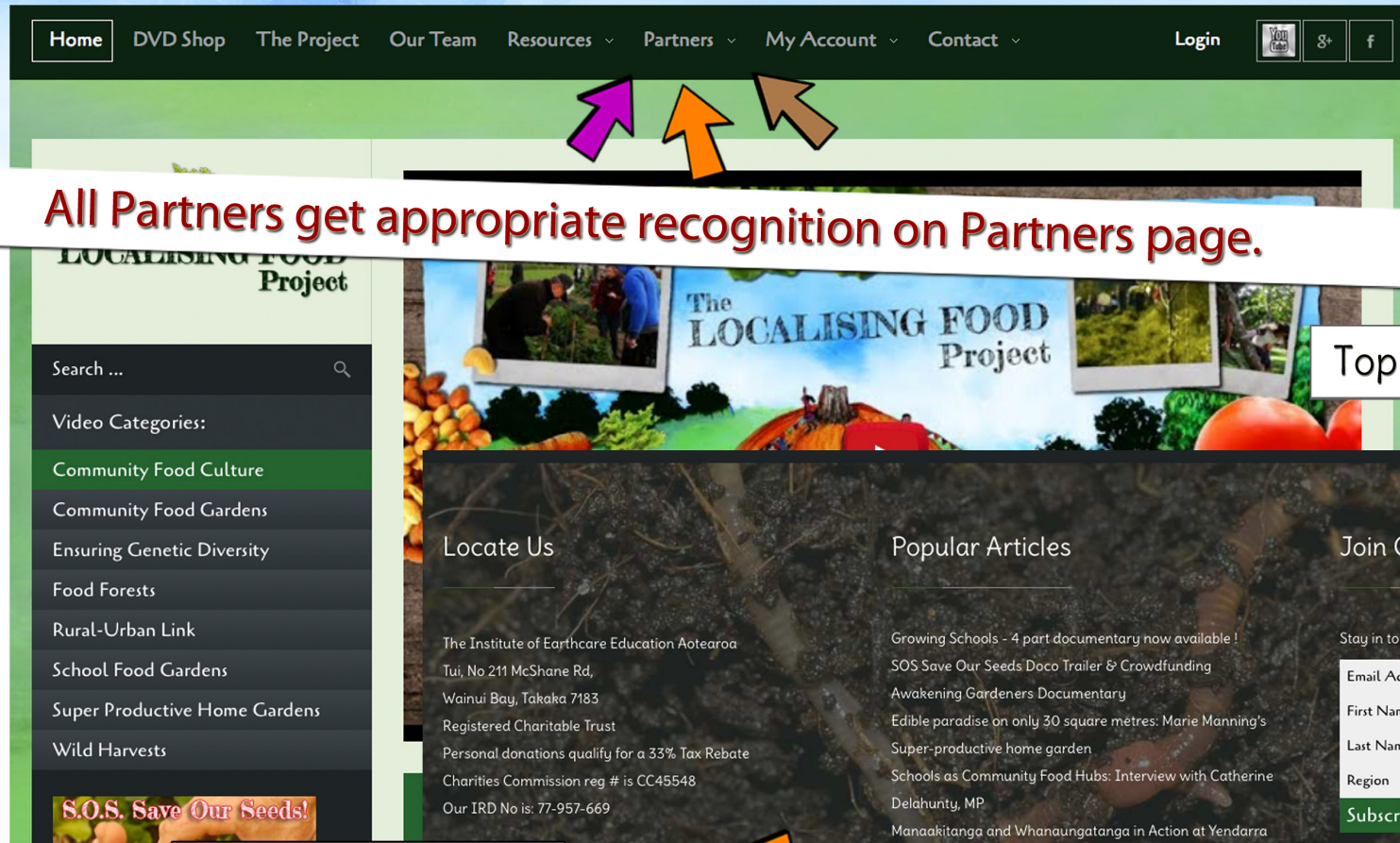
SOS Save Our Seeds! Doco Trailer & Crowdfunding

2nd & 3rd Tier Partners banner slider here

The LOCALISING FOOD Project

Visual Placement of Partner Banners on Website

be
the
change
you wish
to see
in the world



All Partners get appropriate recognition on Partners page.

Top of all pages...

1st Tier Partners
2nd Tier Partners

Bottom of all pages...

PARTNER LOGO'S

The LOCALISING FOOD Project



National Crises: Local Solutions

Addressing some of the most compelling social and environmental issues we face as a nation.

Health

"New Zealand's health crisis is directly attributed to unhealthy diets, inactivity and poverty. Obesity alone will cost at least \$8 billion dollars over the next 10 years. A key factor appears to be living in an environment that promotes consumption of energy dense, nutrient poor and 'junk' food." *Assoc Prof Louise Signal, University of Otago's Dept of Public Health.*

Unhealthy eating is also attributed as a major contributing factor to the increased incidence of a wide range of negative health conditions incl; cancer, (10 - 40%) and heart disease, (35%). *Wikipedia.*

LFP = Healthy eating & healthy action.

Environment

From food miles to oil crises, climate change impacts, agri-chemicals, GMO's and soil depletion, our environment is reeling under the weight of corporatized factory food models.

LFP = Low impact examples of sustainable food sources.

Securing our Seed Sources

75% agricultural genetic diversity has been lost in the 20th century. In USA an estimated 90% of historic fruit and vegetable varieties have vanished. *FAO.*

LFP = Reversing this decline from the grass-roots level up eg local food initiatives, home seed-saving, seed exchanges and local seed-banks.

Poverty

"270,000 New Zealand children live below the poverty line". *Unicef NZ report 2012.*
"Research by the Ministry of Health suggests that roughly 20 percent of Kiwi households with children run out of money for food". *TV3 Campbell Live Sept '12.* "The victims are the blameless, hungry children." *Lachlan Forsyth, TV3 Reporter*

LFP = Empowering solutions for household food affordability.

Food Security

Our just-in-time food delivery system is anything but guaranteed in an age of increasing disruptions. Supermarkets only have 1-3 days of supplies on shelves if supplies are interrupted. The 2010/11 earthquakes decimated Christchurch's food warehouses and supermarkets.

LFP = Food Security - making our nation resilient to shocks affecting our centralized food supplies from natural disasters or trade disruptions.

Our Children's Future

"NZ's youth suicide rate is shameful." *Prof Annette Beautrais, Faculty of Medical and Health Sciences, University of Auckland.* "There is one fundamental cause of depression and it's deadly outcome - a sense of hopelessness." *Kyle MacDonald, NZ Assoc of Psychotherapists Council spokesman on public issues.*

"School gardens have positive impacts on overall attitudes to learning, academic achievement, behaviour, social interaction, self-esteem, and a significant reduction in bullying." *Learning through Landscapes, Report, UK 2003*

LFP = Supporting school gardens education and development.

A Sense of Community

"Food globalisation is a major contributor to the isolation of households, social strife and the fragmentation of communities " *R. L. Mitchell*

LFP = Building community connections.



The LOCALISING FOOD Project



Localising Food Project Background

The Localising Food Project is an initiative of The Institute of Earthcare Education Aotearoa, a NZ registered Charitable Trust whose objectives include: “enlivening community through sustainable systems design and education.”

Over the past decade, Earthcare Trustee, Robina McCurdy has been increasingly concerned about the rapid decline in food security, escalating costs of food, the rise in diet related ill-health especially in children, and an increase in events, (like earthquakes and floods) that can disrupt food supplies. At the same time she has observed an upward trend in people throughout New Zealand growing and exchanging their own food and engaging in a range of local initiatives involving everyone from schools to farms, neighbourhoods and community groups, to local businesses and city markets. Robina asked herself, “How can we make this positive trend grow and flourish in as many places as possible?”

The Localising Food Tour

So Robina gathered a voluntary team of educators and documentary makers and travelled New Zealand from November 2012 to June 2013 on the ‘Localising Food Tour’. Interactive workshops were offered to develop local food resilience action plans and teach hands-on skills.

Many local food networks were formed, home growers upskilled, and properties transformed into food havens. Thousands of home-saved heirloom seeds were exchanged, school seedbanks set up, and food gardens established, and 230 flourishing local food projects were filmed.

Localising Food Video Series

To broaden the spread of these concepts to the New Zealand public and globally, the Localising Food project team (bios on our website) are producing a series of five educational documentaries and sharing the video stories through our multimedia website. (see our Video themes and criteria on next sheet)

Localising Food Information Hub

Through our, newsletters, social media, public media campaigns, and launch events we are providing on going information sharing, coaching and facilitation of all the inspiring and empowering 'how-to' information to increase food resilience in local communities.

All the work done to date has been achieved by the generosity of private donations and many hundreds of voluntary hours of our dedicated team.

The LOCALISING FOOD Project



Localising Food Project Themes and Categories

(1) Fruits & Nuts Unlimited

- Featuring fruit trees in streets, parks and schools; heirloom species treecrop nurseries, community fruit foraging initiatives; food forests in public spaces and home properties.
- See how this yummy 'fruit-salad collective' is nourishing our nation.

(2) Growing Schools

- Sharing inspiring examples of schools and kindergartens which have created edible gardens, food forests and nature havens for whole-child learning and sustenance.

(3) Community Gardens

- Showing how our whole community can become an abundant food basket, through the establishment of suburban community gardens, marae gardens, tertiary education gardens, carpark & alleyway edible landscapes, gardens in institutions, food bank gardens, and allotment schemes.
- Creating and empowering communities by producing food together.

(4) Securing our Seed Sources

- Sharing powerful examples of how the impact of 'global seed politics' is being redressed through the practice of home-scale seed saving, the establishment of bioregional seed banks/exchanges, and plant rescue sanctuaries, aptly named Flora's Arks.

(5) Rural-Urban Link

- Taking a deep look into farms practicing sustainable-landuse with diversified production, which are flourishing despite economic downturn, environmental degradation and food quality depletion internationally. Farmer-consumer connection, tracking products from 'field' to 'fork'.
- Featuring CSA (Community Supported Agriculture) systems such as vege boxes, joint-venture farming, collective marketing, staple crop grower co-ops, family/co-op processing plants, value added producers and heirloom animal breeders. Also featuring small scale, locally made, hand operated, renewable technologies and tools. The Rural-Urban Link theme is combined with 'Food Distribution Nodes'
- Win-win ways of directly meeting consumers needs, such as farmers' markets, 'pocket' markets, neighbourhood food clubs and co-ops, food swaps, food banks, on-line marketing & ordering, roadside stalls, locovores groups, local informal trading economy, and local trademarks.

Themes presented as Youtube stories on our website, rather than as DVDs:

(A) Super-productive Home-gardens

- Stories and tips from experienced passionate home-gardeners who grow a variety of vegetables, herbs and flowers year-round, with surplus for neighbours, friends, or local markets. We also feature families who operate micro-growing, value adding, or niche marketing commercial enterprises from their own homes.

(B) Wild Harvest

- Showing environmentally respecting ways of procuring food from the wilderness, such as wild game hunting, kai moana harvesting (fish, shellfish and seaweeds) foraging of wild herbs/weeds, gathering of beverage ingredients, and beekeeping for honey.
- To 'surplus-share' within the urban environment, such as 'locavore' initiatives, creating and using city food maps, the operation of local 'gleaning' co-ops, and extreme 'freegans dumpster-diving' activities.

(C) Community Food Culture

- Portraying a synthesis of all of the above themes, which culminating in the creation of strong vibrant communities sharing and celebrating local food abundance and producer consumer connections
- Through collective growing, gathering and processing; traditional wild harvest rites, and seasonal harvest festivals. As people progressively feel a 'sense of place', bioregional economies are strengthened.

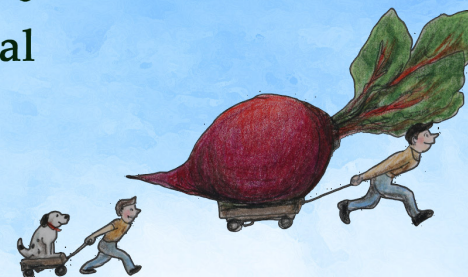


The LOCALISING FOOD Project

Selection Criteria Used For 'Localising Food' Documentary Material

Essential Criteria – each initiative selected must demonstrate all four of these qualities:

- * Embodies sustainable practice, including flexibility to the changing needs of these times.
- * Uses mainly local resources, such as plant materials, people, seeds, traditional processes, recycled materials.
- * Strives to produce organically, using only natural inputs.
- * Distributes locally, making food available to local people.



Optional Criteria – each initiative selected must demonstrate two of these seven practices:

1. Community Integration

It connects several diverse social groups (the more unlikely the better!). We're very interested in projects that involve children and whole families.

2. Stewards and Shepherds

It includes formal or informal education or training, mentoring, guiding or facilitation, and considers sustainability and succession.

3. Celebration and Cycles

It's a regular event possibly connected to the rhythms and cycles of nature, or especially celebrating times of abundance and local character.

4. Edible Landscapes within Settlements

It uses landscapes in diverse ways, so food production and harvesting are not limited only to formal gardens and vocational gardeners/farmers.

5. Reestablishing The Commons

It uses public spaces for collective food production and/or gleaning/wild harvesting. It might plant fruit trees/vegetables on street verges, council or church land and might share maintenance with a formal responsible organisation.

6. Kaitiakitanga

It demonstrates the principle and practice of kaitiakitanga (caretaking/guardianship) of locally adapted/heirloom seeds and plant materials for the benefit of the community.

7. Ecological Economics

Formal/informal economy interface. It shares produce, knowledge and skills, using innovative forms of exchange (other than, but not excluding NZ\$) which facilitate local food abundance and related value-added enterprises – thereby promoting local wealth creation.

Approaches include:

- * Sustainable Investment; reseeds the future by actively funding, mentoring and incubating food-related micro-enterprises.
- * Bioregional-scale Value Adding; has local shared ownership or management and/or uses appropriate technologies for processing crops at local/bioregional scale.
- * Cooperative Marketing; shares marketing of locally produced foods (incl value-added) under a unique co-op local label, promoting distinctive local qualities.



'Localising Food' Partnership Pledge Form

This form may be printed and send, or filled out digitally and attached to an email.

"We _____ (company name) pledge to financially sponsor the Localising Food Project to a total of \$ _____ as a
☐ 1st Tier ☐ 2nd Tier ☐ 3rd Tier Partner."

Please tick the relevant sponsor category. Details of each are provided in our Partnership Basket PDF.

Please indicate any categories of our Localising Food educational spectrum that you would like special association with.

- ☐ Super Productive Home Gardens
- ☐ Fruit & Nuts Unlimited
- ☐ Wild Harvest
- ☐ Community Food Culture
- ☐ Community Gardens
- ☐ Growing Schools
- ☐ Rural Urban Link
- ☐ Securing Our Seed Sources
- ☐ General Partnership

Partner Information

Contact person:			
Organisation's physical address:			
Organisation's postal address:			
Expected date of payment:			
Phone number:		Cell number:	
Email:		Website:	

Payment Information

Please indicate type of payment for partnership: ☐ Cheque ☐ Credit card ☐ Bank Transfer

Cheques to be made out to Earthcare Education Aotearoa.

Post to: Earthcare Education, Tui, No 211 McShane Rd, Wainui Bay, Takaka 7183

Credit card payments are received via our website: www.localisingfood.com/partners

For bank transfer, the details are: Bank – Westpac.

Account Name: Institute of Earthcare Education Aotearoa. Account number - 03 1711-0051394-04

Sponsorship contributions are normally considered part of a company's marketing budget, check with your accountant. Receipt of payment will be issued when payment is received

As a Registered Charitable Trust all personal donations to The Institute of Earthcare Education Aotearoa's 'Localising Food' project qualify for a 33% Tax Rebate.

Our Charities Commission registration number is CC45548. Our IRD No is: 77-957-669.

Enquiries: Gee Heijneman

Ph: 021 135 0202 - Email: partners@localisingfood.com

Thank you for helping to inspire and empower New Zealanders to produce and distribute local and wholesome food!