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I'm the typical Belgian dish

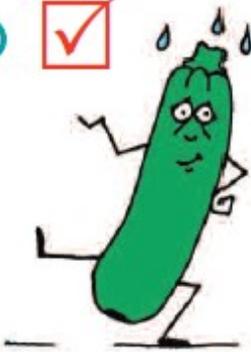


I am the ordinary common dish...a couple words to present myself better: I include 138 g of fresh vegetables every day, even if what nutritionists recommend is 500 g. You also need to know that in Belgium they import 60% of their vegetables, sometimes even from very far countries. Some researches proved that some of the content of this dish made between 2000 and 2500 kilometers before being ready on your table. Therefore, seasons are not longer important to me: strawberries in February, lettuce all winter. I'm full of animal's products: more than 600 g every day, including meat, cheese and dairy products. All of these makes me full of saturated fat. Almost the half of the daily portion of calories comes from fat....That's really too much!

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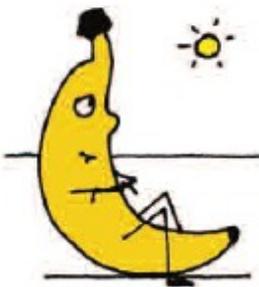
I'm a Kenyan zucchini



I need big amounts of water to grow. I am cultivated by some villagers for whom I'm not useful at all. Indeed I am exported towards the richest countries so that their habitants can eat zucchinis all year long. I ride 6000 km before getting on your table! I travelled by camion, by boat and by plane...it doesn't matter if this journey dried me a little...I'm always pretty!

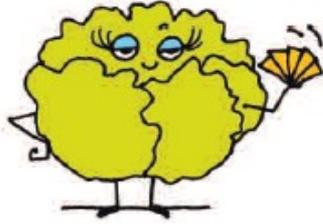
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I'm a banana



I come from different countries of South America. You can find me everywhere in the world, in any supermarket. The big multinational companies sell me all around. I am cultivated on large lands, where a lot of pesticides and chemical fertilizers are used. When they make me grow, they do not respect neither the environment nor the workers' rights nor their health.

But I'm so beautiful and cheap so...Eat me!



I'm the lettuce

During the winter I grow in a very warm greenhouse. I am beautiful; they put on me so many pesticides that I don't even have the smallest imperfection, nor any little animal on me. They feed me with soluble fertilizer... Within the transport, the greenhouse heating, the pesticides and the fertilizer, it costs about one liter of petrol oil to produce me and to get me on your table.



I'm a beautiful piece of beef

Entire, chopped, restored or whatever you like. I was made in some industrial animal husbandry that causes a few environmental problems: they don't know what to do with all my flatulence and excrements. I spend a lot of water (25.000 liters to produce 100g of meat). Nowadays, I only eat vegetal proteins (soya, manioc and cereals) produced intensively in the southern part of the world. I also eat fish sometimes, but it's not good to spread the news. Since I am a beef I need from 7 to 10 kg of cereals and leguminous to produce one kg of meat, whereas the pigs need 4 kg for one kg. The livestock of Northern countries eat the same quantity of cereals as all the inhabitants of China and India.



I'm a sea fish

In 50 years the quantity of fished fish multiplied five times. This caused the exhaustion of the reserves. Nowadays almost 80% of the fish stocks are threatened with extinction, which, in the future will destroy the sea ecosystem balance.

What will 2,6 milliard of people do, since for them I am the main source of proteins?

In order to catch me, the big industrial fleets use big devices: helicopters, satellites, factory ships. Because of their mistakes, men put back in the water, dead, one third of all the fish taken.

In the southern countries, the unprotected waters are robbed at the expenses of the local fishers.





I'm the publicity



I am everywhere, wherever you are, where you live, in you, deep in your mind I transform you in a pure consumer; purified I would say! Purified from the biggest waste: the critical spirit. I build this rich wealthy world. Dreams are possible, you only need to buy them! I help the multinationals to sell their products. I teach you deeply how to act in the difficult situations of your life. With me, you learn good things! I should be named Information, communication or permanent education!



I'm a multinational company in agrobusiness



I produce a lot, and you can find me in many countries, both as consumers and as producers and, thanks to me, many people find a job. I decide everything: the quantity of fertilizers and pesticides used in the fields, the workers' salary and their working conditions. Anyway, my main goal is to look for benefits for my actionists. I do whatever all around the world without caring about population nor environment. My big incomes are partially used to make advertisements that help me sell all my products. Thanks to this I convince people to eat a lot of products of animals even if they are not good for their health. It also helps me selling exotic products all year long.



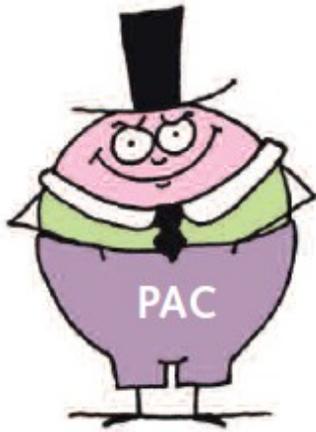
I'm the W.T.O. *The World Trade Organization*



I'm an international organization that includes nowadays almost 150 states, even if some others are knocking on my doors too. My father is the GATT (General Agreement on Trade and Tariffs), and my mother is the commercial war. The FMI (International Monetary Fund) and the World Bank are my friends. We have the same dream: to ensure the largest freedom regarding international trade of products, services and money. I therefore advocate for the best for everybody: remove barriers to the economic development of the global market, eliminate the taxes on the imports, the quotas, and diminish the bureaucratic regulations on social rights and environmental protection.

2

I'm PAC



Hi, I'm PAC (Common Agricultural Policy), I'm part of the European family and I have a son named Dumping. In my family, we practice the intensive agriculture since a lot of time! We are well known for our production of beef meat. Be careful, we are not like our American cousins Cow Boy, we only produce meat without hormones. For this reason, we import a lot of vegetal proteins from the Southern countries. It's very nice from us, they only work thanks to us! And since I produce more than I need, with the permission of WTO, I export in the same countries my products heavily subsidized. This gives me the chance to sell them a cheaper meat than the one they produce locally. Another good point! All the independent agricultures don't have more space to cultivate, so they

can stop breaking their back to feed their kids! They can live in the joyful bidonvilles outside the big towns!

2

I'm the F.M.I.



I'm the International Monetary Fund, I help the states as a good father would do in this family.

The poor are the ones who mostly need me. In fact they are usually in deep debts. These states have to give an important part of their budget to fix their debts. But sometimes it is very hard for them to do this, so the World bank and me reschedule their debt in exchange for a small Structural Adjustment Program (SAP).

This consists in applying different measures of remediation of the economy and of the public funds. By this I mean for example the reduction of expenses in the public sector or, even better, its privatization and the blocking of salaries.

In the end, I organize all this kind of things that can be only good for everybody. The support to the cultivations for the exportations is often a mandatory step. These are

considered as very profitable and therefore very good for the countries in debts. Of course, in order to get financial advantage from the lands, it is necessary to forget the traditional culture a little.

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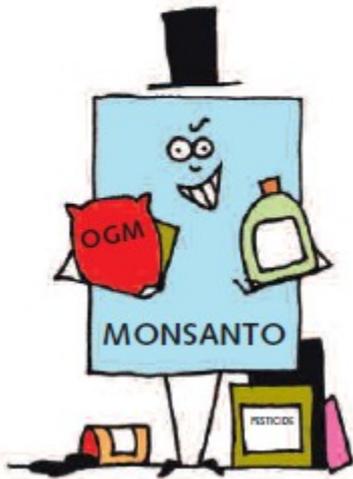
I'm a solidal purchasing group



I let little groups of consumers buy some biological or artisanal products directly from the producer and to pay a reasonable price for it. I tie people in the villages with citizens in towns, consumers with cultivators. I support a short distance agriculture.

2

I'm Monsanto



I'm an international brand that produces seeds, chemical agricultural products and medicines. Furthermore, I'm the father of Agent Orange...a famous herbicide used during the Vietnam war that still has terrible consequences on the environment and the people. I am enthusiastic about new technologies and especially about OGM (genetically modified organisms). I produce seeds that are genetically modified so that they can produce their own insecticide and resist to my herbicide. A perfect business: not only the agricultures are obliged to buy seeds every year in order to be sure that their products will have the features wanted, but they need to buy my herbicide, too! Amazing!

Of course my herbicides, insecticides, fungicides and weed killers:

- pollute the grounds and the waters and therefore the entire alimentary chain.
- kill useful insects like the bees
- make some plants wild and some insects resistant to the used products.
- can be dangerous for human health

But you can't make crepes without breaking eggs! Progress has a price...and I am the Progress.

2

I'm your favorite supermarket

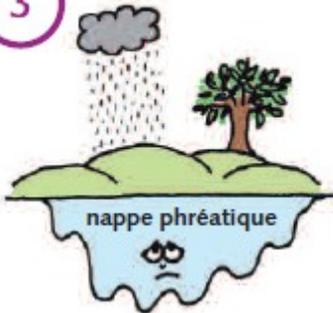


In me you can buy all that you want and also all that you never thought about! I'm here to accomplish all your wishes and to make your life simpler. Do you want to cook less? I thought about everything! Dishes already ready for all ages, fruits and vegetables already washed, sauces prepared, biscuits and other good things already divided in portions, precooked, already chewed and almost already digested! I can do everything to make you like me: strawberries during the winter, asparagus in summer, beef from Argentina and kangaroo from Australia. I go everywhere in the world only for my dear customers (and my actionists, but this is a secret). What are a couple more kilometers compared to all that I can gain?

Furthermore, I'm here to offer to you the best promotions:

2 euro for chicken, 5 euro for each kilo of leg of lamb... isn't it wonderful?

3



I'm the groundwater

I'm Belgian, I'm not doing too well: nitrates and other pollutants make me feel sick. Up there on the world it seems that nobody cares! Every year they want more and more to feed their lands so that I'm more and more sick.

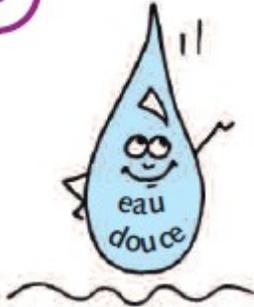
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I'm the air of the world



I'm available for all human beings and animals, and you breathe me an incredible number of times every day. I feel more and more heavy, opaque, and full of greenhouse gases emissions, pesticides, metals and acids. Heating and industries are the main responsible for my degradation. Also transports play a very important role (think that one camion out of two rides for your food).

3



I'm the fresh water

This seems a very simple thing, but it actually became extremely complicated! I became a real political, strategic and economic interest; I cause tensions and sometimes even wars.

In the world, 70% of the available water is used for agriculture, especially for exportations.

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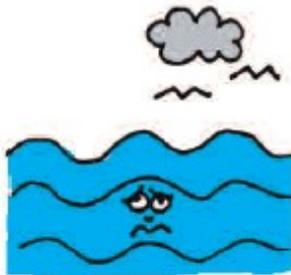


TERRE AGRICOLE

I'm the land for agriculture

They treat me very bad and they abuse of me at the point that I can't restore myself anymore. My level of erosion is from 18 to 100 times higher than my capacity of restoring. During the last 50 years, in the entire world, almost two milliards hectares of land have been destroyed. Some humans need big surfaces to feed themselves. People from the northern countries use 10000 m² each, whereas some Asian countries only use 800! Will the world be able to still produce enough for our consummation?

3



OCEAN

I'm the Ocean

I'm the water of seas and oceans. I'm not longer as clear as in the past! I warm up and I become more acid. The rivers and the drains become part of me. The chemical products that they bring with them pollute me and make my inhabitants sick: a great number of fish, cetaceans and sea plants are already victims of extinction. Since a part of my water evaporates, clouds are formed and they moved towards the land. By becoming rain, the water takes all the polluting dust in the atmosphere and brings them on the ground.



I'm a thick and humid tropical forest



forêt tropicale

I'm one of those forests called « primary » and my diversity and my richness are unique: only one hectare of mines can contain up to 200 different forestry species, which is more than the amount of species contained in all Belgium! But people destroy me because they always need to have more space.

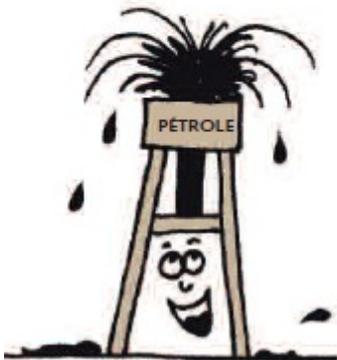
If they continue like this, my destiny is to disappear.

They do this because they want to feed some bovines so that the inhabitants of the rich countries can eat their portion of 600 g of animal products each day! They need to destroy one hectare of forest to feed a bovine and obtain 1500 hamburgers. If we had to convert the entire Amazonian basin in pastures, we could only feed the entire population on earth with hamburgers only for one month, not more! The forest would be lost, the land ruined, our biodiversity vanished.

Is it really worth?



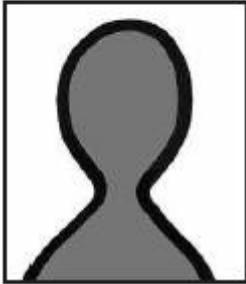
I'm the Oil



Since the last century I'm very useful and sometimes even necessary for human beings. I heat houses, I make cars moving and I'm used to make plastics and packages. I'm the basis of hygienic products and cleaning detergents. Furthermore, the intensive agriculture of the Northern countries and of more and more of the Southern, count only on me. I'm indispensable for producing chemical fertilizers, pesticides, without talking about how they need me for their machines and the transport of the goods. The problem is that when they burn me, I produce greenhouse emissions... be careful! My reserves will finish! The first reductions were in 2010, whereas the end of them it's forecast for 2040. Are you ready to face this situation?



I'm George, a Belgian farmer

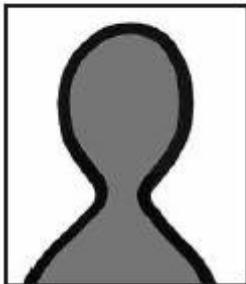


I'm 44 years old, I'm a good farmer from the Luxembourg province. I have a little land, I have a lot of trouble to keep on living like this. I sell my vegetables according to seasons, but with all the exotic products that you can find in the supermarkets, people buy regional products less than before. For instance, my zucchini are only available at the beginning of the autumn. People who eat them all year long don't want them anymore in that period of the year. I try to preserve the quality of my products, but it's very dif-

ficult.



I'm Pedro, an agricultural worker in Costarica

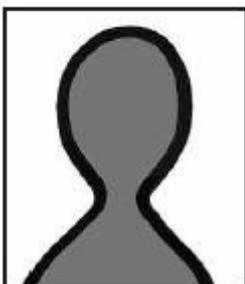


I'm Pedro. I became sterile because I was in contact with a particular pesticide (named DCBP) while working in the bananas plantations. You need to know that in Central America we use pesticides that are forbidden in Europe and in the USA, because they are really dangerous for human health and for the environment. I discovered that more than 25 millions of workers in agriculture are poisoned by pesticides every year and that 200 000 die because of it. While we are working in the plantations, some planes of the company (I will not say its

name) fly over us and cover the land with pesticides. We asked the enterprise to tell us when they do this but they refused the proposition. My young kid is obliged to work with me. Will I ever experience the happiness of hugging my grandkid one day?



I'm De Santos, a brazilian kid

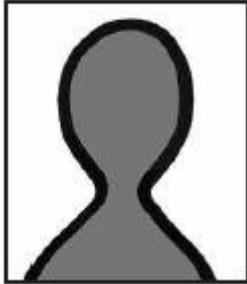


I'm 8 years old and I live in Brazil. I'm part of those children who don't have enough food to eat. Even if in my country is full of agricultural land. The majority of it is used to grow cereals and soya. But that's not for us, these proteins are brought to the rich countries to feed their livestock. Brazilian agricultural production is –along with others- used to feed 40 millions pigs of the Northern world. If all the cereals and the leguminous of the planet would be addressed to humans, it would be possible to feed the entire world

population twice. And I forgot to tell you that every year 10 thousands kids die of hunger and malnutrition here in my country. I hope not to be one of them.



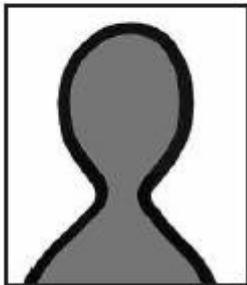
I'm Bintou, a nigerian mother



I'm from Nigeria, my baby died even if I gave to him some milk in powder made by a large European society. It seems that the budget for commercials in this company is larger than the regular budget of the World Health Organization. It seems that in the Northern part of the world people didn't know what to do with their milk: I don't understand.



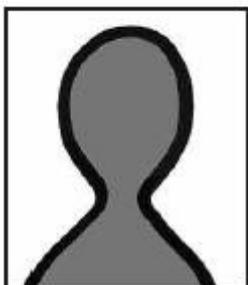
I'm Wambe, a kid from Kenya



I live in Kenya and I'm 12 years old. I'm thirsty! When I wake up in the morning I never know if I will find drinkable water during the day. Actually there is some water in my country, but this is not available for us. 70% of the water is used to irrigate the fields that produce fruits and vegetables that are later on sell in the USA or in Europe.



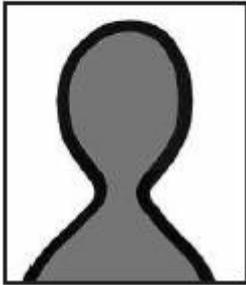
I'm Vandana, an Indian activist



I'm from India and I fight against the multinationals that steal our seeds. Seeds are life and they are the gift the Nature made us because we had a good relationship with it throughout the centuries. We refuse to lose this richness! Multinationals just patented our seeds and now we have to buy them after they have been genetically modified. This will make us dependent from the foreigners and therefore poorer.



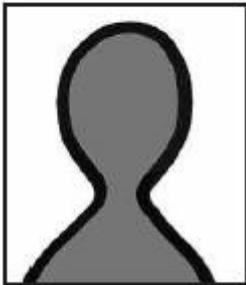
I'm Ernesto, a fisher from Chile



I live close to a very large city in Chile, and I don't have anything: no house, no land, no job. My kids are hungry. Our country fish a lot, but every day each Chilean exports 100g of animal proteins for the livestock of northern countries. Here, one kid out of five is undernourished.



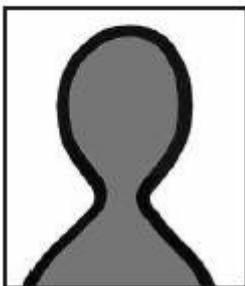
I'm Kalaya, a peasant from Thailand



Life is tough here. It seems that I have less power of buying than a dog in a northern country, which is also better nourished than me. This happens even if each Thai produces 400 calories for the livestock of the richest countries.



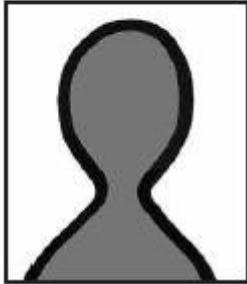
I'm Rosibel, an activiste from Salvador



I'm coordinator of the Salvadorian women's movement. My fight for better working conditions and for justice is very hard. Our region is a paradise for rich foreigners' investors. We have very low salaries and our working conditions make us very competitive on the market. I would like to unify our fights. A very cheap product in your country means a lot of incomes for a multinational, a lot of unemployment for you and overexploitation for us.

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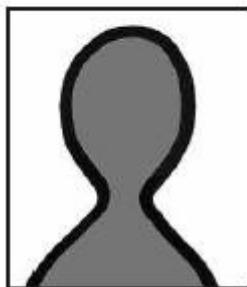
I'm Augusta, a belgian citizen



I live in a small flat in the city. I try to survive with some welfare contribution, but it's not cool! So I buy some pizza for 2 euro, some lasagna for 3 euro, an ice cream for 1 euro... and in my opinion all of these stories regarding crazy cows, pesticides and dioxin, are all jokes! Food was already rich, and BIO products...they are for rich people! To eat is to eat!

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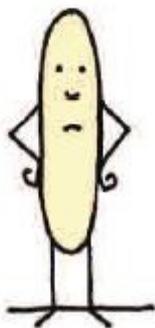
I'm Valérie, a very busy mom



I run all day among working, taking care of my kids and cooking. In my fridge I keep some different prepared food to make my life easier. I love the products already cut, salted, aromatized, pre spiced, pre eaten, pre digested, pre liquefied, already READY.

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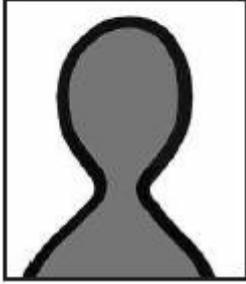
I'm a grain of rice



I'm one of the hundreds of varieties of rice that disappeared in these last decades. I was the result of creativity and cooperation with nature that lasted for ages. Men loved me at the point of relating me to their religious festivals. I was so sacred, so original and tasty that they venerated me. Since then, my name is connected to peace, eating, sharing.



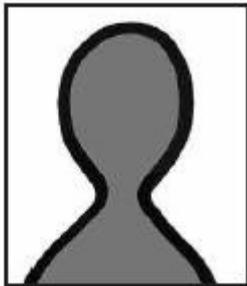
I'm Léo, an occidental baby



I'm Leo, I'm European and I'm three days old. I'm very happy to begin my life, but I'm a little worried. Already in my mom's belly, I was invaded by crazy things: pesticides, mercury, solvents, and so on. And this happened even if adults should know very well that this is very dangerous for my health and this could cause congenital anomalies, kid cancer or can multiply my genetic malformations!



I'm Marco, future daddy?



It's been some years that my girl and I are trying to have a baby, but without results. Tests show that my spermatozoids aren't enough. Without medical assistance it will be impossible for us to become parents. I heard that 20% of couples had sterility problems.