# GLOBAL CAMPAIGN FOR SEED FREEDOM 2012-15

he Global Campaign for Seed Freedom in 2012 saw the coming together 15000 individuals, over organizations and networks into The Global Alliance for Seed Freedom and intensive actions during the fortnight for Seed Freedom from 2nd October 2012 (Gandhi's Birth Anniversary) to 16th October 2012 (World food day) and the release of the Global Citizens' Report for Seed Freedom with contributions from over 120 movements, networks, individuals and organizations. Along with this an intensive campaign on the ground as well as on the web and social media was launched the declaration and campaign translated in 23 languages with over 15000 signatures from 76 countries in the world.



# Road Map for 2012

- 2011 The need for seed campaign grows out of the process of the Global Citizen's Report on GMOs "The GMO Emperor has no clothes"
- Jan to March 2012 The Seed Freedom campaign conceptualized based on the need to "connect the dots"
  - (a) To connect local seed saver groups in a global alliance to strengthen solidarity.
  - (b) To connect seed savers and seed defenders, so there is synergy between actions for creating alternatives and resisting seed monopolies, patents on seeds, biopiracy, GMOs.
  - (c) To connect food sovereignty to seed sovereignty.
- February 2012-Meeting on Save Our Seeds in Florence
- April 2012 Groups contacted for joining the alliance and contributing to the Global Report on the Seed
- 22nd April 2012 Launch of Seed Freedom Campaign and Declaration at the Youth Earth Summit, Dehradun, India.
- 3rd May 2012 Meeting in Portland with organizations of North West USA.
- 24th May 2012–Meeting with networks in Italy for Global Alliance.
- 25th May 2012–Launch of Seed Campaign at Terra Futura, Florence.
- 7th June 2012-Meeting in Berlin for the Global Alliance with networks in Germany.
- 9th June 2012-Meeting with Italian networks in Rome and launch of seed campaign with a public meeting with Agricultura Nuova, Provincia di Roma and Orti Urbani.
- 22nd June 2012-Launch of Global campaign on Seed Freedom at Rio plus 20.
- July 4th-Meeting with groups in India.
- July 7th-Meeting with farmer networks in the Province of Rome.
- 3rd-4th August Meeting with Latin American Groups in Peru and the start of a Latin American Seed Alliance at the Pachamama Festival in the Sacred Valley of the Incas.
- July-August Contributions for report received, report edited.
- Mid July-Collection of ideas for co-coordinated actions for Fortnight of Seed Freedom as well as contributions for the report.

- September Report Printed.
- 17th-21st September Workshop on Seed Freedom and Seed Sovereignty
- 2nd October 16th October Global Fortnight of actions and events for Seed Freedom.
- 2nd October 2012 Launch of Global Report on Seed Emergency and campaign in Delhi, India and the start of Bija Yatra (Seed Journey in India).
- 8th October, 2012 Launch of Global Report on Seed Emergency and public meeting in Spain
- 9th October 2012 Launch of Global Report on Seed Emergency and Seed Campaign in Rome.
- 10th October 2012 Launch of Global Report on Seed Emergency and Seed Campaign in Paris
- 11th-12th October 2012 Launch of Global Report and Campaign in Germany
- 14th-15th October Launch of Global Report and Campaign at People's Biodiversity Festival, Hyderabad
- 16th October Launch of Global Report and Campaign at United Nations COP 11 Convention of Biological Diversity
- 16th 17th October 2012 Vasundhara A national gathering of seed keepers and organic farmers and celebration of World Food Day at Navdanya.
- 24th-26th October Launch of Global Report and Campaign on Seed Freedom at Terra Madre, Turin.
- 30th October Launch of Global Campaign and Report as well as connect with Prop 37 Campaign in Los Angeles, California
- 31st October 2012 Launch of Global Campaign and Report as well as connect with Prop 37 Campaign in San Francisco, California.
- 2nd November 2012 Launch of Global Campaign and Report at the Chicago Bioneers Conference.
- 9th November 2012 Launch of Global Campaign for Seed Freedom in Perugia, Italy
- 10th November 2012 Launch of Global Campaign for Seed Freedom in Florence at European Social Forum.

# SEED FREEDOM PILGRIMAGE / BIJA YATRAS



Seed Freedom Meeting July 4th, 2012



Seed Distribution in Khajuraho, July 2012



Meeting with Organic farmers in Vidarbha for Bija Yatra, July 2012



Dr. Vandana Shiva, Blanche, Fabian and Dominique at the Kokopelli Seed Pachamama Festival

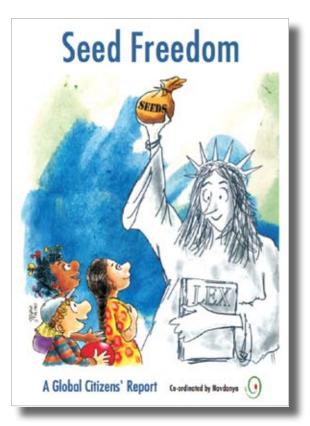


Pachamama Seed Festival, in the Peruvian Andes On 1st August, 2012, Pachamama day, activists from across the world specially Latin America got together for a week long Seed Festival organised by the seed movement Kokopelli in the high Andes. Dr Vandana Shiva was invited to give the opening address and run a full day workshop on the Seed Freedom campaign.



### Seed Freedom – A Global Citizens' Report

The Global Citizens' Report for Seed Freedom written collectively by over a hundred organizations, experts, activists, farmers and grass root level movements all around the world was released worldwide on 1st October 2012. The report also saw the launch of a global campaign to alert people, communities, institutions and governments to the serious risk to the future of the world's seed and food security and what must be done to reverse it. The report has been written through a participatory process by over a 100 individuals, communities, networks and organizations. It takes stock of the erosion of seed and seed sovereignty and the deepening seed emergency. It combines stories from seed savers with those from seed defenders. It captures both the history of past initiatives for liberating the seed as well as creative alternatives which are shaping a future beyond mono cultures and monopolies towards diversity and the commons.



It captures the movements in the defense of seed

freedom in different continents like America, Africa, Europe and Asia. Moreover, the report features the voices from the grass roots like the cultural implications of corn in Andes region, efforts of women farmers in India to keep their traditional seeds alive and the description of seed system in Africa. Prominent personalities working in the seed and food sovereignty sector including Pat Mooney, Jack Kloppenburg, Salvatore Cecarelli and many more have contributed to the report.

The report, spearheaded by Dr. Vandana Shiva and coordinated by Navdanya, the organization she founded 25 years ago to protect seed diversity and farmer's rights to save, breed, and exchange seed freely, in response to the Trade Related Intellectual Property Rights Agreement (TRIPS) of the World Trade Organization (WTO) which opened the door to the introduction of GMOs, patents on seed and the collection of royalties from small farmers by multinational agricultural corporations. The report's first objective is the "self empowerment of citizens who are aware that they have the power to liberate the seed and themselves" said Dr. Shiva. "We hope through the process of building our movement globally we will reach out to each other and strengthen our common work and be the change we want to see." The Global Citizens report on Seed Freedom is a first step to doing just that.

(Report is available for download at www.navdanya.net www.navdanyainternational.it)

# Fortnight of Actions for Seed Freedom

The Global Alliance for Seed Freedom launched a fortnight of intensive actions to create a global citizens' response on the issue of Seed Freedom that we hope will act as a wake up call for citizens and the government. The Fortnight saw a World Wide Civil Disobedience (Seed Satyagraha actions) for non cooperation with patents and IPRs on Seeds and Seed Laws that criminalize farmer's varieties and farmer seed saving. With over **195 actions in 35 countries** by individuals, movements and networks calling for an end to the seed slavery. The actions for seed freedom have not been limited to the fortnight and are continuing till we can reclaim our seed freedom.

(http://seedfreedom.in/events/category/fortnight-of-action/)

#### Some of the key actions and events from over 195 actions during the fortnight and beyond:

# New Delhi, India : Bhoomi (October 1st 2012)

The Global Citizens' report and the Global Campaign for Seed Freedom was launched on 1st October 2012, at Bhoomi, a festival organized by Navdanya celebrating seed sovereignty and womanhood. The report was released by feminist scholar and human rights activist Dr Ilina Sen along with Dr Vandana Shiva, founder and Director, Navdanya, Blanche Magariños, Environmental Advocate and activist, Kusum Panigrahi, Navdanya, Orissa, Farida Akthar, UBINIG, Banglades and Sarita Kumari, Ghanerao Foundation. The occasion was also the launch of the world wide intensive actions for Seed Freedom.



#### More details and Pictures

(http://seedfreedom.in/bhoomi-2012-press-release-on-book-launch/)

#### **Press Coverage**

http://www.stwr.org/food-security-agriculture/the-global-citizens-report-for-seed-freedom.html http://www.business-standard.com/generalnews/news/patentsseed-must-go-environmental-activist/63150/ http://www.downtoearth.org.in/content/global-report-challenges-faced-seed-sector-launched

## Dehradun, India (3rd October 2012)

Women farmers marched for Seed Freedom in Dehradun on 3rd October 2012. In addition, Navdanya organized a workshop with Global Leaders like Francis Moore Lappé, Winona Laduke and Dr. Vandana Shiva for the defense of the seed.



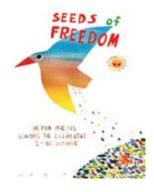


## Mallorca, Spain (8th October 2012)

Navdanya along with Slow Food-Illes Balears, Poc a poc, Unió de Pagesos, Assoc. de Varietats Locals, Amics de la Terra, Red de Semillas "Resembrando e Intercambiando" y Mallorca Lliure de Transgènics launched the global campaign and global citizens' report for seed freedom in Mallorca, Spain on 8th October 2012. Launching the Global campaign for Seed Freedom, Dr. Vandana Shiva spoke about the advance of big corporations against our Seed Sovereignty.



"Seeds are synonymous with biodiversity, had always been a common source of life, and were freely exchanged between farmers and women farmers. In recent decades this situation has changed because of pressure from the multinationals and the silence of governments, and if not stopped now, in a few years will be irreversible: a handful of corporations will control the entire global supply and we can not



allow them to decide on what we grow and eat. Spain is becoming the gateway for GMOs in Europe, with 116,306 hectares under Monsanto's MON810 maize (mostly in Aragon, Catalonia and Extremadura). " Dr Shiva called on farmers, movements, citizens and organizations to come together to address this onslaught on our seed sovereignty and thereby our food sovereignty.

Red de Semillas a network of 20 local seed saving organizations along with other networks present announced their commitment to the struggle for the Global Campaign for Seed Freedom with a week long struggle for agricultural biodiversity "Cultiva diversidad.Siembra tus derechos" (Cultivate diversity, Sow your Rights) starting from 16th October 2012.

#### Photographs

(http://seedfreedom.in/gallery/daughters-of-the-earth-mallorca/)

#### Media Coverage

http://sociedad.elpais.com/sociedad/2012/10/09/actualidad/1349774953\_616106.html http://www.redsemillas.info/?p=1767 http://diariodemallorca.es/sociedad-cultura/2012/10/09/semillas-libertad-vandana-shiva-llegan-isla/799646.html http://www.revistanamaste.com/vandana-shiva-llama-a-la-lucha-contra-las-multinacionales-de-las-semillas/

# Rome, Italy (9th October 2012)

The global report and campaign for Seed Freedom was launched by Navdanya in collaboration with the Province of Rome on 9th October 2012. The event saw over 500 people attending the release and conference "Salviamo i nostri semi, salviamo la nostra biodiversita" (Save our Seeds, Save our Biodiversity) at the headquarters of the province of Rome. Speakers at the event were Dr. Vandana Shiva, Gianluca Peciola (Councillor for Environment, Province of Rome), Pietro Perrino (Former Director of the gene bank in Bari), Maria Grazia Mammuccini (vice president, Navdanya



International), Sergio Staino (renowned political cartoonist) and Nicola Zingretti (President of the Province of Rome) Dr. Shiva called for a civil disobedience against unjust seed laws that are making it illegal for a farmer to save his own seeds. This was followed by a visit to the Urban Farms in Rome where Dr. Shiva spoke to 300 young urban farmers to make every urban garden a seed sanctuary. The urban gardens in rome now stand at 100 after Dr. Shiva's visit to Rome last May. The afternoon saw various agriclutural and food movements gather at the Città della altra economia (City for alternate economy) gather to assert their support for the Global Seed Campaign.

#### For pictures and videos of the events

http://seedfreedom.in/gallery/navdanya-and-province-of-rome-launch-the-global-seed-report-and-thecampaign-for-seed-freedom-at-the-province-of-rome-9th-october-2012-at-roma/ http://esclab.wordpress.com/

#### Press coverage

http://roma.repubblica.it/cronaca/2012/10/09/news/rischio\_la\_nostra\_sicurezza\_alimentare-44202443/?fb\_action\_ids=10152134808120464&fb\_action\_types=og.recommends&fb\_ source=aggregation&fb\_aggregation\_id=246965925417366

http://www.greenme.it/informarsi/agricoltura/8758-vandana-shiva-sovranita-semi?fb\_action\_ ids=10152134810260464&fb\_action\_types=og.likes&fb\_source=aggregation&fb\_aggregation\_ id=246965925417366

http://www.womenews.net/spip3/spip.php?article10900

http://www.teatronaturale.it/tracce/italia/14644-vandana-shiva:-liberta-dei-semi:-un--emergenza-globale.htm http://www.lavorodignitoso.org/acm-on-line/Home/News/articolo18013639.html

# Paris, France (10th October 2012)

On the 10th October 2012, Navdanya along with France libertè and Daniel Mitterand Foundation organized the release of the global report and call for intensive actions for the fortnight for Seed Freedom. Speakers at the event were Dr. Vandana Shiva, Senator Marie-Christine Blandin and MEP Catherine Grèze. Dr. Shiva stressed the need for alerting the people and government on the seed emergency and the the link between seed sovereignty and food security. Seed Freedom would mean that farmers are free to retain, grow, share, develop and sell their



seeds and the current seed legislation is trying to take these rights away directed by corporations. After presenting the Global Citizens' Report for Seed Freedom, Dr. Vandana Shiva called on France to enter into a civil disobedience against the seed industry following Gandhi's footsteps. The event attended by the press, general public and french organizations reiterated their commitment to fight the battle for Seed Freedom and non co-operation with unjust European Seed Legislation. French organizations such as Kokopelli, Réseau Semences Paysannes, Collectif pour une alternative à la Biopiraterie, Solidarité, Guerilla Gardening, Terre et Humanisme discussed future actions for the campaign for seed freedom and the need to connect the various movements for a unified voice against seed slavery. With the energy around Dr. Vandana Shiva bridges were made between various players initiating a collaborative movement for Seed Freedom.

#### For more details and Press Coverage

http://www.france-libertes.org/Vandana-Shiva-libert%C3%A9-des-semences.html#.UJfau1HyQ44 http://quetzal.over-blog.org/article-vandana-shiva-a-paris-pour-la-liberte-des-semences-111214610.html http://semenceslibres.wordpress.com/2012/10/13/conference-de-presse-de-vandana-shiva-a-paris/ http://www.romandie.com/news/n/\_L\_altermondialiste\_Vandana\_Shiva\_en\_campagne\_pour-des\_ semences\_libres92101020121931.asp

http://www.frequenceterre.com/chroniques-environnement-161012-3239-Vandana-Shiva-veut-liberer-lessemences.html

# Geneva, Switzerland (11th October 2012)

The Global Report for Seed Freedom was presented by Dr. Vandana Shiva on 11th October, 2012 in Geneva at the conference titled - "Can we end Hunger" organized by FAO, United Nations, the World Food Program on the occasion of World Food Day. Dr. Shiva spoke about the challenges and hopes in our fight against hunger and malnutrition. "Seed is the first link in the food chain and we must have seed sovereignty to achieve food security"

http://www.cooperationinternationalegeneve.ch/celebration-world-food-day-can-we-end-hunger http://www.flickr.com/photos/unisgeneva/page7/

## Stuttgart, Germany (11th - 12th October 2012)

Dr. Vandana Shiva opened the 3rd Stuttgart forum for Development on 12th October 2012 held under the motto "A future without hunger". Releasing the Global Report and Campaign for Seed Freedom to a 600 plus crowd, Dr. Shiva spoke about how biodiversity based agriculture that Navdanya has been promoting for the past 25 years produces more food and nutrition rather than the industrial models being thrust upon us. "A quarter million farmers in India have committed suicide because of the debt trap caused by high cost patented seeds and the increase in use of pesticides and fertilizers that come with



this sort of agriculture. We are destroying the conditions of life" On the eve of the Congress for Food security, was organized a film (Seeds and Seed Multinationals) and talk with Dr. Vandana Shiva, film maker Bertram Verhaag and Walter Kress (Slow Food activist). Dr. Shiva spoke to a 500 plus crowd of youngsters on the need to come together and connect to fight the struggle for seed freedom. **Photographs** 

http://seedfreedom.in/gallery-dr-vandana-shiva-calls-for-acollective-response-against-the-deepening-seed-emergencyjoin-the-global-alliance-for-seed-freedom-sign-thedeclaration-for-seed-freedom-at-www-seedfreedom-in/

#### Media Coverage

http://www.brot-fuer-die-welt.de/themen/ernaehrung/erntedank-und-welternaehrung/3-stuttgarter-forum-fuer-entwicklung.html

http://stuttgart.prinz.de/termine/veranstaltungen/film-und-talkabend-mit-vandana-shiva-special-events-sta dtleben,1511045,1,EventSchedule.html

# People's Biodiversity Festival Hyderabad, India (14th-15th October 2012) United Nations COP 11 Convention of Biological Diversity (16th October 2012)

Addressing over 3000 people who turned up at the People's Biodiversity Festival, Hyderabad, Dr Shiva called on all citizens to act for Seed Freedom and join the ongoing Fortnight of Action between October 2 and 16. Releasing the Global Citizens' Report for Seed Freedom, she said slamming seed multinationals - "Seed was not an invention as claimed by some but only a continuity of evolution of thousands of years. Patents on seeds and life forms are affecting biodiversity" reiterating farmers rights to save seeds. "Seeds are the source of life and the first link in the food chain and control over seed means control over lives, food and freedom of people, she said. If seed becomes the monopoly in the hands of a few, it would mean destruction of our bio diversity.

Dr. Shiva was the main speaker of the discussion session on Intellectual Property Rights and explained the deceptive underpinnings of the patents regime which goes against how natural resources and diversity were protected for thousands of years. All the experts, farmers and adivasis strongly rejected the regime of IPRs on seeds, natural resources and forest resources. This was followed by a training session of farmers' union on the 16th October on the above question.



Dr Vandana Shiva's gave the keynote address on Land Day organized by the United Nations at the COP11 Convention on Biological Diversity in Hyderabad, India on 16th October 2012.

Releasing the Global Report for Seed Freedom, she said, "Seed is the first link in the food chain. If corporations control our seeds, they control our food and they force feed us GMOs and nutritional empty, toxic food. For tasty, nutritious food, and for sustainable, resilient farming, we need to begin with the biodiversity of our crops and seeds. Seed diversity has been destroyed by industrial monocultures on the false claim that this increases food production. Industrial monocultures produce more commodities, not more food and nutrition. Only 2% of the commodity soya is eaten by humans. The rest is eaten by cars as biofuel or as feed by factory animals."

#### Videos from the events

http://www.youtube.com/watch?v=F31LtWXvDwk&feature=relmfu http://www.youtube.com/watch?v=UpN5RwQCwmM&feature=relmfu http://www.youtube.com/watch?v=BX1FWf4VO8Y&feature=relmfu

#### Media Coverage

http://www.thehindu.com/news/states/andhra-pradesh/seeds-cannot-be-the-monopoly-of-companies/article3998555.ece

http://newindianexpress.com/cities/hyderabad/article1300152.ece

http://www.thehindubusinessline.com/industry-and-economy/peoples-biodiversity-festival-rejects-ipr-regime/article3999786.ece

http://biodiversity-I.iisd.org/events/land-day-6/.

# National Farmers' Meeting and Celebration of World Food Day – Vausndhara 16th and 17th October 2012, Dehradun, India

16th October 2012, World Food Day, was the culmination of a fortnight of action for Seed Freedom organised across the world by the Global Citizen's campaign for Seed Freedom. In India, organic farmers and seed savers from different states gathered at the Navdanya biodiversity farm in Doon Valley for Vasundhara, the organic farmers gathering, to renew their commitment to Bija Swaraj – seed freedom, and Anna Swaraj – food freedom and food democracy sharing the seeds of diversity, seeds of freedom and seeds of hope.

Food security needs diversity. The more biodiversity intense a farm is, the more food and nutrition per acre it produces. But we can practise biodiverse ecological agriculture only if we have biodiverse seeds adapted to our ecosystems and



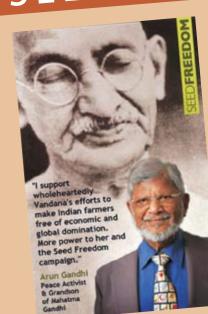


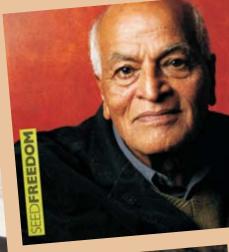
cultures. That is why we must liberate the seed to liberate humanity from hunger and malnutrition. World Food Day is Seed Liberation Day.

#### For details and photographs

http://www.navdanya.org/events/279-navdanyacelebrates-silver-j

# SEED FREEDOM CAMPAIGN





"Seeds are not a commodity, they are the foundation of life. Those who use seeds to make a profit and those who control the production and distribution of seeds the production and distribution of seeds to make money are endangering life itself. Therefore, "Fortnight of Action" for Seed Freedom is a timely and urgent initiative. We all depend on seeds and food, Let us it depend to seeds and food. all join together to defend the freedom of seeds and the freedom of farmers to save their own seeds."

Satish Kumar Editor-in-chief Resurgence & Ecologist magazine

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National Director





Mark Boyle Author of The M & Founder of F





at a turning point food system, where a do today will impact thundreds of years food supply. far and wide Please this Shiva's Vandana is no food free t seed freedom and out seed freedom' and me in this most ersive act we can do: to and share our seeds of . When we join together, an move mountains. hs to all who come here make us stronger. The us stronge

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# TERRA MADRE, TURIN, ITALY 24TH-26TH OCTOBER, 2012

At the opening of Salone del Gusto Terra Madre, on 24th October 2012 Dr. Shiva spoke to a 5000 plus crowd from all over the world to come together and join the Global Alliance for Seed Freedom. "Life renews in seeds. Food begins with seeds. In India the word for seeds means 'that from which life arises'. Today, the very source of life is being appropriated and privatized. A seed by its very nature gives. This apple seed doesn't say "give me a royalty or I won't give you the apple."



Vandana Shiva at the opening ceremony of Terra Madre Salone del Gusto



Vandana Shiva conducting a seed workshop at Terra Madre

Seeds give back and that's a problem for greed. A seed is not invented; it is millions of years of evolution, thousands of years of breeding. Every patent on a seed is a theft, it is biopiracy."

This was followed by a talk and workshop on the topic "Seeds : Where do we start"? Dr. Shiva spoke to a packed audience of more than 500 people made a call for actions for Seed Freedom. Each and every person in the audience signing the declaration for Seed Freedom and made a pledge to join the struggle against seed slavery.

#### Photographs

http://seedfreedom.in/gallery/dr-vandana-shiva-calls-for-a-collective-response-against-the-deepening-seed-emergency-join-the-global-alliance-for-seed-freedom-sign-the-declaration-for-seed-freedom-at-www-seedfreedom-in/

#### Media Coverage

http://www.ilcambiamento.it/agricoltura\_biologica/liberare\_sementi\_appello\_terra\_madre\_2012.html http://www.slowfood.com/international/slow-stories/151732/10-words-that-change-the-world-/q=D699C3?session=query\_session:42F942BB190d42C63CiHC7847B75

http://www.salonedelgusto.it/dettaglioStampa.plp?tipo=UltimaOra&id=ec955e008f51b234352421890365d52bit http://torino.mondodelgusto.it/2012/10/27/salone-del-gusto-terra-madre-2012-torino-liberare-sementi-daibrevetti-riscoprire-biodiversita/

http://www.slowfood.it/sloweb/3926896c5efae7da0289329bd1ffe097/sloweb

# LOS ANGELES October 30th 2012



Dr. Vandana Shiva addressed over 500 people at Loyola Marymount University, Los Angeles on 30th October titled "Seeds of Hope and Freedom" Releasing the report and calling for actions for the global campaign to fight the seed emergency, she said " The very basis of industrial agriculture is based on a lie. There has been a century of lying around the poisioning of our food and the most important aspect of this kind of food is you dont see its effects till way after. The cancers, and allergies around us, the killing of life at all levels, the disappearance of bees and microorganisms - all of that is the 2nd generation of pollution caused by this industry of death which calls itself a 'life science

industry". Indian farmers after having been forced to use BT cotton seeds, have now entered into a cycle of debt caused by an increase in seed prices by 8000%. They are forced to buy seeds year after year and forced to spray more chemicals because there so called science doesnt even do the work of killing pests. Over the last 15 years we have lost 250000 farmers in India. And here when citizens demand their right to know what lies in the food they are eating, Monsanto and friends are pouring millions to snatch their right away. This is food fascism"

The talk was followed by a meeting among all the individuals present to organize themselves into a broader global movement to reclaim their food, land, environmental and community rights. The following actions steps were discussed:

- 1. Create seed banks and libraries in school and community gardens.
- 2. Make LA County a GMO free zone, regardless of Prop 37 results reach out to County Supervisors to get this passed. David King to possibly spearhead this effort
- 3. Create uniform GMO free zone signage to put in gardens everywhere.
- 4. Create a Facebook page/group page "Seed Freedom LA"; "No GMO LA"; "Navdanya in LA" to concentrate efforts of the LA area food growers, food activists, clean food advocates, the public, etc.
- 5. Reach out and connect to other allies to bring them into these initiatives (such as LA Community Garden Council and Good Food LA).
- 6. Create exchange program between LA teachers/students and Navdanya in India to participate in the A-Z program. Possibly look for a grant to fund this initiative.
- 7. Gather/create a book collection on seed freedom, organic foods and gardening make this available at public libraries and other central locations. Downloadable Navdanya publications: http://www.navdanya.org/publications
- 8. Broaden the range of biodiverse practices we engage in as individuals, in our advocacy and in our gardens- for example, integrating Fibers of Freedom (http://fibres-of-freedom.com/)
- 9. Create a film on the Story of Food (to expose what has happened to our food from a broader picture and historical perspective)

#### Video from the event

http://www.youtube.com/watch?v=qfD2\_ldZWZ4&feature=youtu.be

#### Media Coverage

http://www.digitaljournal.com/article/336250

http://blogs.kcrw.com/goodfood/2012/11/evan-kleiman-interviews-vandana-shiva-about-seed-patents/ http://www.meetup.com/Los-Angeles-Whole-Food-Nutrition-Meetup-Group/events/88523852/

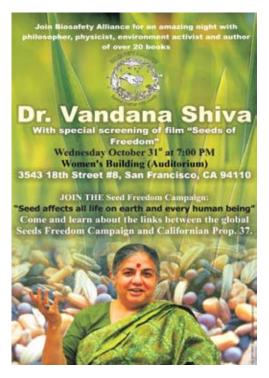
# SAN FRANCISCO October 31st 2012

Dr. Vandana Shiva spoke at the conference organized by the Bio safety Alliance for the Seed Freedom campaign in San Francisco on October 31st 2012. The Biosafety alliance joined Navdanya and other groups in the Global Alliance, promoting the campaign for Seed Freedom organizing a Seed Satyagraha week in Calfornia and Portland USA. "Seed affects all life on earth and every human being" Releasing the global report at the Biosafety Conference, Dr. Shiva spoke about the global seed freedom campaign and the Californian Prop 37.

http://biosafetyalliance.org/708/

http://biosafetyalliance.org/seedfreedom/

http://seedfreedom.in/launch-of-seed-freedom-campaign-atsan-francisco/



Giving the keynote at the Bioneers Conference attended by over 700 plus participants in Chicago, Dr. Shiva spoke about how Our times are governed by epic myths – that seed and food are industrial manufactures, not the source of life and nourishment, that industrial food systems are the only answer to hunger, that the future of humanity is in jungles of concrete not in soil, and gardens. Dr. Shiva showed how the future of the city lies in gardens and organic connections to the country side. A living city like any living system needs food for its nourishment and metabolism. Living seed is the basis of living food and living communities.

#### Video

http://www.youtube.com/watch?v=wWD5dyLerCE&featur e=youtu.be

#### Media

http://www.southendpress.org/2012/11/2/events/567





Seed Freedom in Perugia, Italy 8th November, 2012



Launch of Global Report for Seed Freedom and Campaign at the European Social Forum, Florence 9th November 2012

Dr. Vandana Shiva in Florens 2012 9th November 2012



# **Communication and Social Media Campaign**

An intensive communication and social media campaign was launched in the months leading upto the Fortnight for Seed Freedom and for the campaign thereafter. Some of the key initiatives and outcomes are as follows:

 Seed Freedom website launched in June 2012. Over 81000 visits from 149 countries to the website with over 9000 visitors per day in the mont of October. To amplify and multiply the call for action and to create

a worldwide response, the Campaign for Seed Freedom and the call to Occupy the Seed has been mirrored in hundreds of thousands of website and blogs of individuals and organizations part of the Global Alliance for Seed Freedom.

- Declaration for Seed Freedom launched on the seed freedom website, facebook, twitter, blogs and websites. The declaration translated in over 27 languages has already received over 15000 signatures on the web as well as on the ground from over 76 countries. (Source Google Analytics)
- Facebook page for Seed Freedom created in July 2012 with over 7200 members till date with the highest weekly total reach of 197,743 during the weeks for the Fortnight for Seed Freedom. In addition to this the





campaign was launched on the Navdanya facebook page with over 12000 members (Source facebook insights)

- Interactive event plug in launched on the seed freedom website, for organizations, individuals and movements to sibmit events for the Seed Freedom Campaign. 195 registered events and actions for Seed Freedom recorded on the website. (www.seedfreedom.in)
- SeedFreedom youtube channel launched in July 2012. Act for Seed Freedom video launched in over 22 languages. Over 43,146 views on the youtube channel for Seed Freedom. Moreover, short videos, testimonials and endorsements to Act for Seed Freedom campaign from important food and agriculture activists like Dr. Vandana Shiva, Francis Moore Lappe, Jeffery Smith, Polly Higgins, Allan Savory, http://www.youtube.com/user/occupytheseed

## Key TV and radio shows on the Seed Campaign

# **1.** Dr. Shiva talks to Bill Moyers on the Problem with Genetically Modified Seeds.

http://vimeo.com/45691238

"These seeds – considered "intellectual property" by the big companies who own the patents – are globally marketed to monopolize food production and profits. Opponents challenge the safety of genetically modified seeds, claiming they also harm the environment, are more costly, and leave local farmers deep in debt as well as dependent on suppliers. Shiva, who founded a movement in India to



promote native seeds, links genetic tinkering to problems in our ecology, economy, and humanity, and sees this as the latest battleground in the war on Planet Earth."

#### 2. Dr. Shiva talks Seeds and GMOS on the Deepak Chopra Show "Sages and Scientists" discusses Violent Agriculture, March 21st 2012

http://www.deepakchopra.com/video/view/408/sages\_ and\_scientists\_violent\_agriculture\_with\_vandana\_shiva\_ part2 http://www.huffingtonpost.com/alison-rose-levy/deepak-chopra-and-vandann\_b\_1376136.html

**3. Dr. Vandana Shiva on Satyameva Jayate India** http://www.youtube.com/watch?v=GtrCizGlZMM

4. Dr. Shiva on CBC Radio to Occupy the Food System, seed monopolies and the role of seed in perpetuating life in Feb 2012

http://www.cbc.ca/player/Radio/ID/2202376789/

5. Evan Kleiman interviews Vandana Shiva about Seed Patents, Farmer suicides and the campaign to reclaim seed freedom. November 2012

blogs.kcrw.com/goodfood/2012/11/evan-kleiman-interviews-vandana-shiva-about-seed-patents/

6. The film Seeds of Freedom co-produced by GAIA, Navdanya and GRAIN highlights how the loss of indigenous seed goes hand in hand with loss of biodiversity and related knowledge; the loss of cultural traditions and practices; the loss of livelihoods; and the loss of food sovereignty. The pressure is growing to replace the diverse, nutritional, locally adapted and resilient seed crops which have been bred by small-scale farmers for millenia, by monocultures of GM seed. http://seedsoffreedom.info/

**7.** Dr. Shiva slamming the seed multinationals at the Rio plus 20 conference. http://www.youtube.com/watch?v=Q9Zf-\_Ls0L8&feature=player\_embedded

**8. Dr. Vandana Shiva on BBC Hard Talk 19th November 2012** http://www.bbc.co.uk/programmes/p010d95m

## Worldwide Civil Disobedience against unjust seed laws



Over 220 actions in 39 countries through out the world through protests, marches, gatherings, seed swaps and seed exchanges, petitions, and the declaration of Seed Freedom Zones.

For more details on the global actions visit http://seedfreedom.in/events/ category/fortnight-of-action/





Seed Freedom: An Urgent Call to Save our Maize Ecuador



Occupy The Seed London, first meeting held on 2nd October 2012. Food From The Sky





Action for Seed Freedom in Ariccia, Italy



Costa Rica walkers for Seed Freedom



San Luca Toliman Guatemala Launch of IMAP Seed Guardians Campaign



PUERTO RICO VIDEO of school pupils' rap about Vandana Shiva and her quest to defend seeds performed in the Old San Juan Farmers' Market



Argentinians march against monsanto



Action for Seed Freedom at Byron Bay Australia





The 41st St Peace Garden in Norfolk, VA is a Seed Freedom Zone. We have group mediation for world peace, seed swaps, all our plants are non GMOS and open pollinated and raised organically. We love the idea of creating Seed Freedom Zones and are passing this to everyone



Seed Mandala created at Eco topia 5th National Gathering of the Australian City Farms and Community Gardens Network held at Randwock Sus



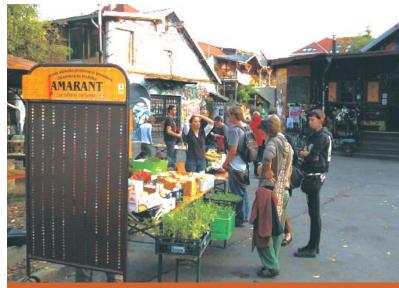
Prepartions for Seed Bombing in Egypt for Seed Freedom



Seed Matters hosted a seed swap at Heirloom



Seed Swap for Seed Freedom in Palermo



Slovenia's First Seed Market set to become monthly after the success of the one held in Ljubljana on 5th October for Seed Freedom



ottobre 2012 - settimane mondiali per la libertà del e la sovranità alimentare - iniziative catan



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SABATO 13 ettebre a CITTÀ FUTUR (via Gargano, 37 Catasia) dalle ere werkshop di Resistenza anticrisi

segue CENA SOCIALE VEGAN perzzi popolari -

The Popular Purchase Groups in Sicily for Seed Freedom



Turkey Seed Exchange Festival

