

YOUR MOUTH HAS POWER. ○ IT DRIVES DEMAND. STRENGTHENS CULTURE. CHAMPIONS HIGHER WAGES FOR STRANGERS. NOURISHES YOURSELF WHILE SUSTAINING OTHERS. ○ YOUR MOUTH CAN DO IT ALL WITHOUT SAYING A WORD. ○ BY 2050, THE UNITED NATIONS WARNS WE WON'T BE ABLE TO PRODUCE ENOUGH FOOD FOR THE NEARLY 10 BILLION PEOPLE WHO WILL BE LIVING HERE ON PLANET EARTH. ○ BUT THERE'S SOMETHING THEY HAVEN'T ACCOUNTED FOR. YOU. ○ YOU: EATING, COOKING AND USING INGREDIENTS TO STRENGTHEN YOUR RELATIONSHIP WITH FOOD. WHILE NO ONE PERSON CAN SOLVE THE FOOD CRISIS, IT'S IMPORTANT TO RECOGNIZE THAT WE ARE PART OF A GLOBAL FOOD SYSTEM. THROUGH OUR INDIVIDUAL CHOICES, WE HAVE THE POWER TO EAT OUR WAY INTO A NEW SET OF VALUES BUILT ON RESILIENT, REGENERATIVE AND FAIR FOOD ECOLOGIES. ○ THE CALL TO ARMS STARTS WITH OUR MOUTHS. LET'S TRANSFORM FROM CONSUMERS INTO CREATIVE COLLABORATORS BY EATING WITH PURPOSE. MOVE THE MARKET WITH OUR TONGUES. WORK UP AN APPETITE FOR OUR OWN AGENCY. AND LET'S FOCUS OUR ATTENTION ON THE PLACE WE KNOW BEST—HOME. ○ BY EATING HYPERLOCAL, WE KEEP MONEY CIRCULATING WITHIN OUR COMMUNITY. WE DRIVE LOCAL CULTURES BY SEEKING OUT THE DELICIOUSNESS OF FLAVORS UNIQUE TO WHERE WE LIVE. WE SUPPORT TRUE SUSTAINABILITY THAT KEEPS THE ECOSYSTEM OF FOOD PRODUCTION HUMMING SO CLOSE TO US THAT WE SHOULD HEAR IT. WE CAN PURSUE PLEASURE IN THE NAME OF THE GREATER GOOD. ○ SO EXPLORE WHERE YOUR FOOD COMES FROM. GROW SOMETHING, THEN EAT IT. TRY A DIFFERENT INGREDIENT EACH MONTH. BUY SOMETHING FROM YOUR LOCAL FARMER. TURN IT ALL INTO A MEAL FOR PEOPLE YOU LOVE. ○ BECAUSE POWER LIES NOT ONLY IN WHAT COMES OUT OF YOUR MOUTH, BUT WHAT YOU PUT INTO IT.