



HOW TO IMPLEMENT A RESPONSIBLE, SOCIAL, HEALTHY AGROECOLOGICAL CONSUMPTION?. LA GARBANCITA ECOLÓGICA

Pilar Galindo

La Garbancita Ecológica, c/ Julián del Cerro, 11 1º 28028-MADRID (SPAIN),

email: lacestabasica@gmail.com

WHAT IS RESPONSIBLE THE RESPONSIBLE CONSUMPTION?

During the last years the culture of junk food has strengthened but its damages have stimulated the increase of Agroecology and Responsible Consumption. Meanwhile, inside the later have appeared individualistic and market trends which reproduce, with the exception of chemical products, the paradigms of food globalization. We need to organize ourselves in defence of food security and food sovereignty. However, we can not ignore the social, ecological and ethical dimension which contains the systems of nutrition installed in our own appetites by publicity indoctrination. The elaboration of a nutritional culture and its social spread are the scratching point from any social, cooperative and democratic change in the ambit of production and consumption of food.

It's strategic to close the breach that capitalism produces between rural and urban areas. The need of quality food for agroecological consumers cannot contra pose the need of fare prices for responsible agricultors. There will not be a popular responsible consumption without a simultaneous development of agroecological production. At the same time, agroecological production is unfeasible or prey of the international markets and large distribution if it is not backed up by the complicity of consumers' networks. These days, the Agroecological Responsible Consumption diverges in two sides. The major is the organic and globalized food on Big Stores which, behind poisoning us, sell the antidote to whom can afford it. The minor is formed by a group of collectives and entities with scarce vocation to organize a feasible social movement of consumers connected with the most conscious ecological agricultors. It would be of course far from customers' networks of companies and far from the politicians responsible of food globalization.

We impel the Grupos Autogestionados de Konsumo (GAKs) as events of production, distribution and consumption of food from the margins of the market. We support the agroecological projects in the country from the self-managed groups of consumption in cities. These groups are committed with fighting against famine, junk food from food's multinationals the coexistence with transgenic and the globalization of the responsible consumption. All of this is from cooperation with social movements. No matter, after eleven years of work, results are scarce (Galindo et al. 2006).

A NEW DIRECTION ON ROUTE: The Ecologic Garbancita, Cooperative Society of Popular Responsible Self-managed Consumption. A Project from the Left.

Garbancita (Chickpea in femenine). It contains cultural recognizable elements – chickpea- which represents strong attributes of our project as vegetal protein, autochthon, cheap and a cure for maladies. This feminine naming in Spanish expresses

our commitment against the invisibility of caring work realized by women on the behalf of men language, supposedly universal and neutral.

Ecological. It expresses values as familiar, vegetal, ecological consumption and responsible agriculture.

Responsible consumption. It means that assumes the political, organizing, cultural and economical dimensions of its social activities.

Self-managed. Unprofitable project, autonomous from state, subsidies, political parties and the church. We intend to be a real no-government organization.

Popular. It's not only for cultural and high acquisition powered minorities, but for the whole population. It's not only for the microcommunities and militant projects. The sensibiliser collectives or with a company dimension aren't aims in themselves but means to spread practice and food culture of agroecological food consumption.

From the left. Because it faces the causes and the causalities of our irrational and sick way of nourishing ourselves,

- Global nourishing = Pollution, famine and junk food.
- Transgenic? (GMOs) No thank you. Coexistence with transgenic, no no and no!!! Neither imported, nor grown up nor consumed.
- Consumer democracy = Inequity, exploitation, pollution, individualism, indoctrination, irrational consumption.
- Agroecology and Responsible Consumption, the two different sides of the same coin. Against the "free trade" of food. In favour of the security and the sovereignty of nourishing ourselves. Agriculture and Food out of WTO.

This new project combines militancy, material resources and full time work. The material support is provided by the selling of products to consumers, especially collectives and consumption groups. The economical margin of these sales finances the expenses, the initial invest. It also finances the widening of qualified work that allows the development and the spread of the project, at the time that the surface in touch with society enlarges.

The step we have just taken is allowing us creating more consumers' groups and intensifying the relation between the GAKs and the producers that accompany us. It also makes easy us the theoretical study group and their social communication. To get over the threat of being just a bit more than a simple appendix of large food production and distribution, the GAKs commit us with self-management not only verbally but in facto.

PAID AND MILITANT WORK

It's unthinkable a successfull of an Agroecological Responsible Consumption Self-managed and Popular based on paid people without a wide support by militant work. To organize that job seems something opposed to efficiency. But this heat warrants the social quality and the feasibility of the project. To create organizing structures according needs, fetching people to integrate them, caring about its regular functioning, about circulation of relevant information, fomenting freedom of expression and taking opinions into account, fixing meeting dates on the agenda, the issue of the day, materials, participation in debates, taking of decisions and respect to these. The collaborating people must be object of an informative, formative, participative and deliberative big effort. The bases for this project collects this way of belonging and participation for the people associated who wish it.

The main force is the communication from one person to another, from certain collectives to other. When a person adheres to the project of consumption, receives information about the basic basket, information and formation about nourishment, a bulletin that informs about meetings, courses, visits to producers, social campaigns, etc.

On all that and on the story of the Self-Managed Responsible Consumption will tell you our web next coming: www.nodo50.org/lagarbancitaecologica

References

- [1] Galindo, P. (coord.) 2006. Agroecology and Responsible Consum. Theory and practice. *Ed. Kehaceres*. Madrid, 216 pp.

