

The Good Food Box Program is a Myth Buster!

By Julia Bennett: Good Food Box Customer

I call our Good Food Box a delicious exercise in myth busting. You know, those myths we all hear so often they start to sound true?

Rethinking them with a little common sense is what sustainability activist Frances Moore Lappé is talking about in her new book *EcoMind: Changing the way we think, to create the world we want*. She's an inspiring speaker, and will be coming to the Wychwood Barns Tuesday January 31 for a talk, food, music and book signing – for more info go to www.usc-canada.org.

Lappé captures my Good Food Box experience exactly. It has reframed my thinking. At first I fretted that maybe going to get the box was just too much. Life was busy, my kids needed me, work was overdue, why was I trying to fit in one more task, etc. Oddly, instead, the green box became a kind of magical detour for me, that helps a little somewhere else. Like the afternoon my daughter and I visited Occupy Toronto – a detour, despite homework, but something I felt my daughter should know more about. As soon as we walked around, this thought changed instantly. I felt nourished by the atmosphere of learning and cooperation, and the quiet of that little meditative path. It was a positive choice, something for us!

The Good Food Box is the same...I treasure my carefree nighttime excursions over to my neighbour Stephanie's front porch. I've never met her, but if I can't get there till late after the kids are asleep, she pops a brick on the box to keep out raccoons. And home I come with a box of yummy food that I don't have to shop for, at less than it would cost at a store. The kids marvel at how good and fresh the greens are, the unusual carrots – and the green peppers – wow, they taste like a pepper should taste!

Frances Moore Lappé made me laugh in her opening foreword to "EcoMind" when she described coming out of a well-meaning and informative eco-science conference feeling hopeless. Then she stopped on the sidewalk. Gee, she worked in the environmental

movement so if *she* were feeling hopeless, there was a problem! So Lappé took on seven "thought traps" we hear all the time, and reframed them with real examples that show they don't make sense. (I got my copy from the library, but it is in bookstores as well, and Type Books has tickets to her January 31 talk.)

When I open my green box, Lappé's thought traps come to mind...One of these traps is that we have to stop growth, period. Well... What *kind* of growth? Foodshare has grown to distributing 1,000 Green Food Boxes in Toronto, and grown to provide locally sourced and prepared foods to 700 schools for kids' lunches. That sounds like good growth.

Another thought trap - that we have become greedy consumers used to choice, so tricks have to be used to persuade us to make other choices. Well, no, Lappé argues, we don't have many sustainable choices – in fact, when we're offered them, we go for them! The Good Food Box is full of fresher food than I shop for tired, late at night, and for a lower cost. I didn't know about the choice before. Now I do. People do what makes sense.

A third thought trap Lappé debunks is one we hear all the time – that it's too late. But it's not, FoodShare programs are growing like this one, with 1,000 boxes out to downtown families. More evidence: the 50% increase in the number of coop local markets in the U.S., a statistic I just looked up.

For more myths and how Lappé busts them, check out *EcoMind*. Since she wrote *Diet for a Small Planet* in 1971, when she was just 28, Lappé and her daughter, Anne, have worked to foster sustainability through their own Small Planet Institute. USC Canada, a nonprofit NGO dedicated to sustainable farming and seed preservation, is bringing her here in collaboration with The Stop food kitchen and market. There are 3 more examples right there of reframing thinking and doing great things!

GOOD FOOD BOX DELIVERY SCHEDULE
FOR THE WEEK OF: **January 23**
ORDERS ARE DUE: **January 17 by 12pm**
FOR THE WEEK OF: **February 7**
ORDERS ARE DUE: **January 24 by 12pm**

Food  **Share**

