Going to scale through ‘responsible consumption’ in AFNs

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Knowledge, technology and innovation
GACD project summary (SU10)

- **Title:** Evaluating and bringing to scale alternative food networks to address diabetes mellitus and hypertension
- **PIs:** M. Batal (University Montreal); M. Paredes (FLACSO), S. Sherwood (EkoRural/Wageningen University)
- **Key partners:** *Colectivo Agroecológico* and MESSE (over 400 agencies)
- **Studies** (5,500 families) general and AFNs in city-based foodsheds, civil-society policy interventions.
Re-thinking the problem of DM and hyp
The platform:
“250 Thousand Families”
Three city-based foodsheds: Ibarra, Quito y Riobamba

Total 2,915 Hog (898 AE)

775 Hog (551 AE)

858 Hog (299 AE)

1282 Hog (48 AE)

Total 5,477 individuals: 3,416 women y 2,061 men
Responsible consumption in Quito (n=775 households)
Legislative frontiers

• Food-based Food Guide – resistance to exclusion of highly process and ultra-processed foodstuffs
• Seeds law – seeds and other genetic resources in agriculture and food as common good
• National health code – breast-feeding, labeling, protection of children from advertising
• National hygiene policy – Imposition of industrial hygiene standards in cottage industries
Challenges: defending the ‘people’s food’

• Responsibility in government agencies (Presidency, Ministry of Agriculture, Ministry of Health and the National Assembly)

• Aggressive lobbying of the National Association of Food and Beverage Manufacturers (ANFAB)
Muchas gracias!

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