

WDM food campaign

Building a network of support



Building a network of support in your local area will help to build public pressure on our campaigns nationally, as well as strengthen the prominence of your local group.

Aims

Food prices rises are gaining an increasing amount of UK media coverage but we need to make the link between rising food prices and speculation in financial markets clearer. This will help us to gain support for regulation of food speculation and ramp up public pressure for the campaign.

We need to build a network of expert and influential people in local communities that groups can develop an ongoing relationship with. We can then ask them to take actions such as responding to blog posts, media articles and writing letters in response to developments on the campaign. With a more diverse network of people commenting on food speculation we can push this issue further up the public agenda.

As a local group you are vital in broadening our base of support and encouraging local figures such as academics and union leaders to talk and write about the importance of regulating food speculation.

What you can do:

As a group, brainstorm a list of people in your local area who would be interested in this issue. We have provided you some ideas about who you could approach but this list is not exhaustive.

You can then approach the people on your list and talk to them about the campaign – explain how food price rises are being driven by investment banks and hedge funds and are having devastating effects across the world.

You can ask them if they would like to join our new online Google group called the 'UK food speculation action group'. Subscribers to this group will receive up to date actions based on what is happening in the media. For example, a report in the Financial Times says that recent food price rises have nothing to do with speculation.

We will send out a link to the report and ask the subscribers to send a letter to the Financial Times disputing their news article.

The URL for the googlegroup is:

<http://groups.google.com/group/uk-food-speculation-action>

People to approach

Academics

Academics may be interested in our campaigns and happy to comment on newspaper articles and letters. If you live in a university or college town, it could be useful to contact academics in the following subjects:

- Politics and development studies
- Economics
- Food studies
- Agricultural studies

Local journalists

It is worth building a relationship with local journalists as they will be more likely to your group's actions and campaign. Along with academics, journalists are key for making the intellectual case for change. Consider contacting journalists who cover financial, agricultural or consumer news and local business reporters.

Unions

With the growing discontent over the cuts, unions are taking a stronger position on different campaigns. Talk to the local unions based in your area.

Local food groups

Local food groups provide a great way of linking local issues and food provision to the wider issue of food speculation. You could try making links with:

- Community gardens, growing groups and allotment societies
- Food waste groups (e.g. Food Cycle)
- Food cooperatives
- Farmer's markets

If you have any questions contact Sarah Reader at sarah.reader@wdm.org.uk or calling 020 7820 4900.