

**BARRIERS TO CHANGE:  
IS AN ALTERNATIVE FOOD SYSTEM REALLY POSSIBLE?**

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*Demand for sustainable food has increased dramatically since 2007. Nevertheless, North American food culture is so fortified by capitalist and consumer ideology that deep change anytime soon is questionable. I examine the following interconnected barriers:*

- 1) The Economy: Knowledge is now the number one global commodity. For the economy to expand corporations must “produce” – and patent – knowledge; coming up with ever-new GMOs may become a requirement for corporate survival.*
- 2) The Religion of Science: Western ideology finds its roots in the dual Enlightenment myths of “progress through unending technological success” and “salvation through the accumulation of knowledge.” It is this line of thinking that allows us to treat nature as merely a resource for exploitation. Shifting our collective mindset will be a tremendous challenge. Resistance is particularly evident in arguments that the solution to the global food crisis is GMOs.*
- 3) Efficiency and Consumerism: Our lives are too fast for slow food. Fast, cheap food available 24 hours a day is required to feed the gods of Capitalism. Many attempts at integrating healthy, sustainable food into the mainstream involve speeding up slow food. That leads us right back to... fast food.*
- 4) Lost knowledge: Ecologically grown and domestically processed food (i.e. canning etc.) requires a tremendous amount of knowledge that takes years to learn. Capitalism’s demand for explicit, codified knowledge for rapid implementation and dissemination has all but extinguished these parent-to-child, master-apprentice systems of learning.*