

*"One of the best events I've ever attended."*

Mark Dowie, award-winning journalist, attendee at Slow Money Institute

# slow money

## FROM THE GROUND UP



Illustration: Mike Custode

September 9-11, 2009 • Santa Fe Farmers Market in the Railyard

Since late 2008, thousands of Americans in dozens of cities and towns have participated in the launch of the slow money movement. Is it the beginning of the nurture capital industry? A new vision of seed capital?

Join thought leaders, entrepreneurs, investors, donors, farmers and activists for Slow Money's inaugural national gathering, bringing together people from across the country, and also featuring a focus on New Mexico's regional food system.

*Let's fix America's economy 'from the ground up'... starting with local food.*

### Speakers Include

**Paolo di Croce**, executive director, Slow Food International

**Anthony Flaccavento**, executive director, Appalachian Sustainable Development

**Joan Gussow**, author, *This Organic Life* / **Peter Kinder**, president, KLD Research and Analytics

**Fred Kirschenmann**, director, Leopold Center / **David Orr**, professor, Oberlin College

**Simran Sethi**, associate professor of journalism, University of Kansas

**George Siemon**, ceo, Organic Valley / **Greg Steltenpohl**, founder, Odwalla

**Judy Wicks**, founder, White Dog Cafe / **Ann Wright**, Deputy Under Secretary, USDA

**Woody Tasch**, chairman and president, Slow Money



**To Register:** and download complete Program & Speaker information, go to [www.slowmoneyalliance.org](http://www.slowmoneyalliance.org) or call (617) 566.2600

### Event Highlights Include:

Music by **Eliza Gilkyson**

Invocation by **Robert Mirabal**



SCREENINGS of **"Food Fight and Dirt The Movie"**

Friday Night **Farm Table Feast**

Slow Money wishes to express profound gratitude for the support it has received over the years from Investors' Circle.

Thank you to our Partners



INVESTORS' CIRCLE



Slow Food



### Event Sponsors:

McCUNE Charitable Foundation



*“Slow Money gets right to the heart of everything that's ailing our economy and corroding our culture...It offers a formula for a new kind of capitalism in which farmers' markets and stock markets both flourish.”* – Kerry Trueman, *Huffington Post*

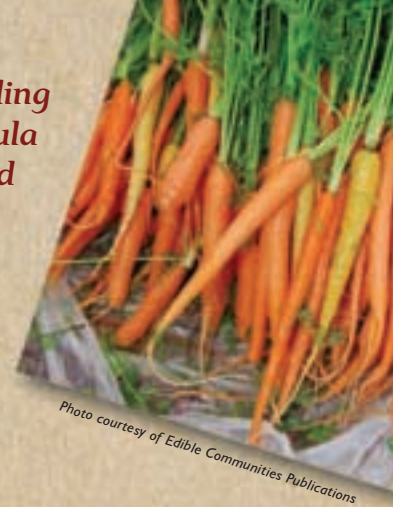


Photo courtesy of Edible Communities Publications



*Fred Kirschenmann*  
Kirschenmann Family Farms

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## PRINCIPLES

In order to enhance food safety and food security; promote cultural and ecological health and diversity; and, accelerate the transition from an economy based on extraction and consumption to an economy based on preservation and restoration, we do hereby affirm the following Principles:

- I. We must bring money back down to earth.
- II. There is such a thing as money that is too fast, companies that are too big, finance that is too complex. Therefore, we must slow our money down – not all of it, of course, but enough to matter.
- III. The 20th Century economy was an economy of Buy Low / Sell High and Wealth Now / Philanthropy Later – what one venture capitalist called “the largest legal accumulation of wealth in history.” The 21st Century economy will usher in the era of nurture capital, built around principles of carrying capacity, care of the commons, sense of place and non-violence.
- IV. We must learn to invest as if food, farms and fertility mattered. We must steer major new sources of capital to small food enterprises.
- V. Let us celebrate the new generation of entrepreneurs, consumers and investors who are showing the way from Making A Killing to Making a Living.
- VI. Paul Newman said, “I just happen to think that in life we need to be a little like the farmer who puts back into the soil what he takes out.” Recognizing the wisdom of these words, let us begin rebuilding our economy from the ground up, asking:
  - What would the world be like if we invested 50% of our assets within 50 miles of where we live?
  - What if there were a new generation of companies that gave away 50% of their profits?
  - What if there were 50% more organic matter in our soil 50 years from now?

*George Simon*  
Organic Valley Family of Farms



*Chris Bailey*  
Vermont Smoke and Cure



*Pat Montoya*  
Pat Montoya's Family Orchard

*Jack Lazar*  
Butterworks Farm



*Pilar Abadia*



*David Fresquez*  
Monte Vista Organic Farms

*Albert Straus*  
Straus Family Creamery



**Sign the Principles. Join the Alliance.**

[www.slowmoneyalliance.org](http://www.slowmoneyalliance.org)

