**THE ISSUE:** Food is fuel. The consumption of food and fossil fuels are inextricably linked. Their production is nearing capacity, and shortages in both are a very real near term possibility. Without a concerted effort at all levels to separate the two—and to develop solutions to agricultural and energy shortcomings—we will be faced with a global crisis.

**OUR GOAL:** As daunting as the outlook is, there is hope on the horizon. Sustainable America’s goal is to bring together like-minded groups to foster awareness through open dialog and educational outreach, and act as a catalyst for the development and funding of innovative, entrepreneurial solutions to the impending food/fuel crisis.

---

**FOOD IS FUEL.** It powers us through our daily routines, from breakfast to bedtime. Food is a given, easily taken for granted. It gives most Americans no great cause for concern, but it should.

**THE ISSUE:** Food is fuel. The consumption of food and fossil fuels are inextricably linked. Their production is nearing capacity, and shortages in both are a very real near term possibility. Without a concerted effort at all levels to separate the two—and to develop solutions to agricultural and energy shortcomings—we will be faced with a global crisis.

**OUR GOAL:** As daunting as the outlook is, there is hope on the horizon. Sustainable America’s goal is to bring together like-minded groups to foster awareness through open dialog and educational outreach, and act as a catalyst for the development and funding of innovative, entrepreneurial solutions to the impending food/fuel crisis.

---

**FOOD FOR FUEL VS. FUEL FOR FOOD**

A CONNECTION WE CAN AFFORD TO BREAK

Though the food and fuel markets have always been somewhat connected, in recent years we have made the connection stronger by turning food sources into a fuel source – ethanol. This connection has consequences. At best, we can expect higher prices which in turn affect the economically vulnerable the most because they spend the highest share of their income on food and fuel. At worst it could lead to physical shortages, as both markets are volatile; oil because of political upheaval and food due to sensitivity to global weather patterns and drought. The link between these two markets also means that any change in one will alter the other so prices will rise (or fall) in unison.
FOOD FOR THOUGHT. FUEL FOR CHANGE.
OUR FUTURE IS A SUSTAINABLE AMERICA

OUR GOAL
TOGETHER WE CAN SHAPE THE FUTURE.
Short-term goals for long-term gains.

SIMPLE STARTER IDEAS FOR SUSTAINABLE SOCIETAL CHANGE:

FOOD FOR THOUGHT
• REDUCE FOOD WASTE AT ALL LEVELS
• ENCOURAGE COMPOSTING
• GROW AND EAT MORE LOCALLY SOURCED FOOD, ESPECIALLY FROM URBAN FARMS
• SUPPORT FARMING TECHNOLOGY THAT INCREASES PRODUCTION WITH FEWER INPUTS

FUEL FOR CHANGE
• DEVELOP AND USE OIL SUBSTITUTES LIKE ELECTRICITY, NATURAL GAS, AND ADVANCED BIOFUELS
• ENCOURAGE MORE RIDESHARE AND PUBLIC TRANSPORTATION USE
• REDUCE CONSUMPTION BY CHANGING DRIVING BEHAVIOR, INCLUDING ANTI-IDLING

RAISING AWARENESS
• LAUNCH A COMPREHENSIVE PUBLIC EDUCATION CAMPAIGN ON PRECARIOUS STATE OF FOOD AND FUEL SYSTEMS
• COMMUNICATE THESE POSSIBLE SOLUTIONS AND MOTIVATE POSITIVE BEHAVIOR CHANGES FOR SUSTAINABLE LIFESTYLES

SUPPORTING INNOVATION
• FOSTER NEW ENTREPRENEURS AND INVESTORS IN SUSTAINABLE FOOD AND ENERGY INNOVATIONS
• BUILD HUMAN AND FINANCIAL CAPITAL IN THESE NEW FIELDS
• CREATE JOBS THROUGH NEW INDUSTRIES

SUSTAINABLE AMERICA IS CONTRIBUTING SOLUTIONS IN TWO WAYS:

NO IDEA IS TOO SMALL TO MAKE AN IMPACT, AND THERE IS NO ONE RIGHT ANSWER TO THE FOOD/FUEL CRISIS. BUT THERE IS A RIGHT DIRECTION FORWARD, TO A SUSTAINABLE AMERICA.

GET INVOLVED
The first step toward a Sustainable America is an open discourse and common language. Stay up to date and in touch with Sustainable America on our blog.
WWW.SUSTAINABLEAMERICA.ORG/BLOG

CONTACT:
EXECUTIVE DIRECTOR
Jeremy Kranowitz
203-803-1250 [w]
202-253-4975 [m]
JEREMY.KRANOWITZ@SUSTAINABLEAMERICA.ORG

LEARN MORE
Get more information about Sustainable America on our website.
WWW.SUSTAINABLEAMERICA.ORG