

¡VIVA LA RAZA!

INFLUENTIAL CHICANO PEOPLE

Cesar Chavez

Cesar Chavez was born in Yuma, Ariz., in 1927. He died in 1993 in a small village outside of Yuma.

Chavez is known for his social justice work and for founding the National Farm Workers Association in 1962. It later became the United Farm Workers.

In order to increase membership and raise awareness about the cause of farm workers, Chavez used nonviolent tactics such as boycotts and strikes. He wanted farm workers to have higher pay and safer working conditions.

His movement gained national attention, especially during the 340-mile march in 1966 from Delano, Calif., to Sacramento, Calif.

One of his tactics included fasting in order to bring attention to the dangers and injustices of working on a farm. His longest fast was in 1988 for 36 days. After him, many celebrities and social leaders followed suit.

Daniel DeSiga

Daniel DeSiga was born and raised in the state of Washington, growing up with a passion for drawing and painting.

He is known for his murals depicting Mexican farm workers in America as well as Chicano and Mexican culture.

DeSiga graduated from the University of Washington in the mid-1970s, at the peak of the Chicano movement.

He lives and works in Yakima, Wash., and his works can be found in many museums across the country.

Gloria Anzaldua

Gloria Anzaldua was born in 1942 in southern Texas. She died in 2004 due to complications with diabetes.

She is well-known for her writing and poetry and won many awards for her work including the Lambda Lesbian Small Book Press Award and an NEA Fiction Award.

Anzaldua used eight different languages in her writing — weaving in two variations of English and six Spanish variations.

One notable theme in her writing is her anger and rage, but she also allows the reader to be immersed in her world.

SOURCES: LASCULTURAS.COM, DESIGA.COM, VOICES OF THE GAP, UNIVERSITY OF MINNESOTA, UMN.EDU.

To read a Q&A of what an MSU Chicano group, Movimiento Estudiantil Xicano de Aztlan, is doing to make a difference, go to page 3B.

FACES + PLACES



HELLO MY NAME IS
Mac Dickinson

Seven years ago, computer science freshman Mac Dickinson found out what paintball had to offer for him that most sports lacked — adrenaline. "I probably (enjoy) the adrenaline that you get when people are shooting at you," Dickinson said. "I don't know any other sport that you get that rush of adrenaline so easily." Finding a place to play at MSU was a struggle for Dickinson, who has reignited the MSU Paintball Club. "I heard that there was a club, so I tried to seek it out, but all the people graduated," he said. "So I'm trying to renew it here this year."

— Compiled by Pat Evans, photo by Jason Ghiou, The State News

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theseday



PHOTOS BY NICHOLE HOERNER/ THE STATE NEWS

From left, Student Organic Farm production manager Tomm Becker, Aquinas College graduate student Rob Nussbaumer and environmental studies and applications senior and student farmer Holly Markham wash and pack vegetables into bins in preparation for the arrival of Community Supported Agriculture members.

NATURE OF GROWTH

Organic farming advocates face business acquisitions, struggles for fair trade and cooperation, increased demand for organic products

Local organic farms

Here are the farms in the area going the organic route:

MSU Student Organic Farm
Located in Holt
msuorganicfarm.com

Green Eagle Farm
5104 Stimson Road, in Onondaga

Owosso Organics
3378 Mason Road, in Owosso
owossoorganics.com

Wildflower Organic Farm
14650 Center Road, in Bath

Apple Schram Organic Orchard
1300 Mount Hope Highway, in Charlotte

The Giving Tree Farm
15433 Turner Road, in Lansing

SOURCE: MSU STUDENT ORGANIC FARM WEB SITE

By Sarah Harbison
THE STATE NEWS

If you check out Odwalla.com, you are greeted with a screen that looks like a field. There's green grass and bright blue skies, there's fun and bright colored trees in the background and before you know it, two containers of Odwalla fruit smoothie drinks appear.

So you become curious, and click on the "Who we are" tab. And you're greeted with a colorful, carnival-esque factory that is supposed to be where Odwalla products are made.

Across the screen, a message appears. "Odwalla is a juice company that has for 25 years lived by three key principles ... Make great juice. Do good things for the community. Build a business with heart."

But the funny thing is, Odwalla is actually owned by the soft-drink mogul Coca-Cola.

Odwalla was purchased by Coke in 2007 for \$181 million. Now, less than 5 percent of Odwalla's ingredients are organic, according to MSU assistant professor of community food and agriculture Phil Howard.

"By becoming part of Coca-Cola, they were able to tap into the distribution network and be literally everywhere, but at the same time — this is a company that used to support a lot of organic farms by sourcing organic products," Howard said. "Now, it's just a national product and most of the ingredients aren't organic."

Howard's research focuses on the consolidation of organic farming, as well as on the food system. In terms of consolidation, more independent organic farms are being taken over by large



Henry Pierce Dorman, 16 months, gives a brussels sprout to Steffanie Votta, a Lansing resident and Community Supported Agriculture member since the spring.

"The consolidation of the organic farm industry is a result of a big demand of organic products ... but what we're seeing is the demand for local products."

Corie Pierce, MSU Student Organic Farm manager

companies, leading to fewer companies controlling the industry.

Of the largest food processors in North America, about one-third have acquired organic companies, Howard said.

"It's important to realize that there's a fairly small number of people who are making a lot of important decisions about our food — in terms of what is

being grown, how it's being grown and basically who gets to eat," he said.

"I think some of that is a little bit hidden from us, because when we go to the grocery store we see these hundreds and hundreds and thousands and thousands of brands. And what's not apparent is a lot of times a lot of the brands are

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