



Activities Report April 8th, 2006



On April 8th, 2006 Mexico City celebrated its First GE free Food Fair in the trendy Condesa neighborhood as part of the JIGMOD 2006, held simultaneously in 300 cities in 40 different countries. From 10 a.m. until 7 p.m. assistance to the Fair was far superior from what was expected summing up to a thousand visitors through out the entire day. 100 organic producers participated in this Fair, as well as fair trade producers, environmentalists and conventional food producers companies committed to NOT using GMOs.

This Fair was held also in 7 other Mexican cities in the country, sponsored by the Mexican Network of Organic Tianguis and Local Markets. This fairs offered a huge variety of fresh and organic food produce, handcrafts made with a sustainable process, books, magazines, videos and a great variety of educational materials on GMOS, patents and Pesticides.

We had live music, workshops and games for children, a show of movies and videos on food, organic agriculture, as well as business meeting between green entrepreneurs.

Sales were good and very good for most of the participants.

Many achieved business contacts to sell their production. Many participants and visitors asked consistently when we shall organize the next Fair.

Actresses Jesusa Rodríguez and Cecilia Suárez joined the Fair and we had the participation of Rogelio Alquisiras from the Executive Committee of UNORCA at the inaugural act. (UNORCA is one of the most important peasant independent organizations in Mexico). The organizations that joined in this common effort Greenpeace México, Grupo de Estudios Ambientales GEA, Red Mexicana de Tianguis Orgánicos y Mercados Locales, The Green Corner, Aires de Campo, ANEC, Comercio Justo México, Red Ecologista Autónoma de la Cuenca de México Ecomunidades, Oxfam, and Programa de Agricultura Orgánica del DF are very satisfied with this outcome.

We launched a GE free logo that many organic companies will begin to use to communicate its GE free quality to the consumers. We also launched a document with Ten questions on Food Sovereignty, Justice and Consumption that we will deliver very soon to all 5 candidates to Presidency in the upcoming General elections to be held in Mexico next July.

We use this forum to deliver 30,000 brochures explaining why not to eat Ge food, 30,000 ge free labels and 50,000 flyers with information.

We were interviewed in some of the most influential media: one with famous journalist Granados Chapa at Plaza Pública Radio UNAM station, one with popular TV anchor Talina Fernández at Radio Centro Station, one with "Naturalist Gurú" Shaya Michan at Bésame Radio Station from Televisa Radio and one with Enrique Rodríguez Alcazar at Wradio, the most potent and known radio station in Mexico and LA. We had a significant amount of articles and photos at national and local journals. Greenpeace web page on this fair received 2,000 clicks.

The only thing we had scheduled to do but were unable to, was the videoconference. All this activities were possible thanks to the collaboration of several social actors and it was very cheap to organize: we expended not more than \$10,000 pesos cash for all the activities (approximately a thousand American dollars)!

This is a brief resume of this JIGMOD 2006 activities held in Mexico and we hope that we can participate and be part of this next year too!

Sincerely,
The Mexican Jigmod Committee