



Brighter Green

Equity. Sustainability. Rights.™

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Brighter Green Summer Newsletter Published

August 17, 2009

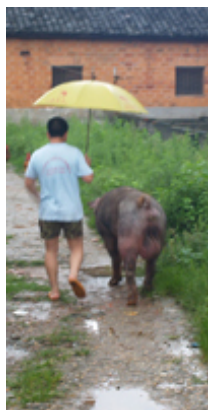
Welcome to Brighter Green's summer newsletter. We've been busy these past few months, attending events, developing our online presence, and launching our Associates Program. We also have a number of exciting projects underway. Please read on for an update, and thanks for your interest in our work.

We'd Welcome Your Support



We're a small non-profit, committed to low overheads and concrete outcomes. Please consider making a tax-deductible donation to support Brighter Green's work. We've set up an [online contribution page](#) via PayPal; donations can also be made by check or money order. Thank you!

Meat World: China

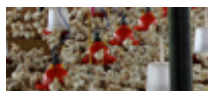


After three weeks of filming in Beijing, and Guangdong and Jiangxi provinces in southern China, Brighter Green's **groundbreaking documentary** on the intensification of China's meat and dairy industries is entering post-production. Editing will be getting underway soon. Directed by award-winning Chinese independent filmmaker Jian Yi, working with an all-Chinese crew, "Meat World: China" explores how, given the pace at which it's embracing the industrialized model, China will deal with the inevitable pressures on the environment, animal welfare, public health, and food security that such a system poses. The film also delves into whether, when they learn more, the Chinese will want to continue on this path. Our partners are Karin Chien of **dGenerate Films** and Susannah Ludwig of **Flourish Films**.

Brighter Green in Guatemala, Upstate NY

In May, Executive Director Mia MacDonald attended the "**Women Redefining Democracy**" conference organized by the Nobel Women's Initiative in Antigua, Guatemala. She represented Brighter Green and Nobel Laureate Wangari Maathai, with whom Brighter Green has partnered, and also blogged. In early August, Mia spoke at the **Farm Sanctuary Hoe-Down**, held in Watkins Glen, New York, where she discussed the environmental impacts of industrial animal agriculture.

Study of Globalization of Factory Farming Continues



Following the publication of **Skillful Means: the Challenges of China's Encounter with Factory Farming** in English and Chinese versions, BG is completing additional case studies on factory farming

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News at Brighter Green

Brighter Green in the Huffington Post 5/4/10

Mia MacDonald posted a blog on Goldman Sachs's investment in factory farming in China on the Huffington Post. Read it [here](#). Feel free to add your comments or share with others or link to it. [\[Read More...\]](#)

Mia MacDonald's Presentation from Pace Law School Now Available 4/21/10

Brighter Green Executive Director Mia MacDonald recently discussed the environmental impacts of factory farming at a Pace Law School Panel, organized by the Student Animal Legal Defense Fund and the Environmental Law Society. Click [here](#) for the PDF of this presentation.

Hot off the Press: Diet for a Hot Planet 4/14/10

Brighter Green colleague **Anna Lappé's** new book is out. **Diet for a Hot Planet** addresses the climate impact of our food choices, and what we can do

to make a difference. Thanks, Anna, for mentioning Brighter Green's work in helping to shape a more just and sustainable food system for New York City!

**Article by Mia MacDonald
Featured in Resurgence
Magazine 3/9/10**

The March issue of Resurgence Magazine, themed "The Future of Food," has published an article by Brighter Green Executive Director Mia MacDonald. Click [here](#) for a PDF version of the article, "Eat Like it Matters."

**Congratulations to Karin Chien!
3/8/10**

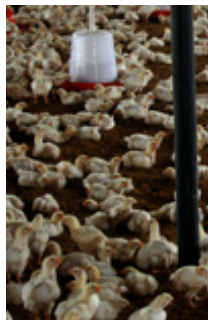
Karin Chien, founder of **dGenerate Films** and Co-Executive Producer with Brighter Green of **Meat World: China**, has won the **Piaget Producers Prize** at the **Independent Spirit Awards**. Karin won the award for her work on *The Exploding Girl*, and *Santa Mesa*.

**Mia MacDonald Joins Green
Belt Board 1/31/10**

Executive Director Mia MacDonald has joined the Board of Directors of **Green Belt Movement International-North America**. Founded in 1977 by Nobel Peace Laureate and Brighter Green colleague, **Wangari Maathai**, the Green Belt Movement (GBM) promotes a bottom-up, holistic approach to development and environmental conservation. [\[Read More...\]](#)

**OpEdNews Reprints Brighter
Green Article 1/8/10**

The [piece by Mia MacDonald](#), originally published in "Sanctuary," the newsletter of **Farm Sanctuary**, makes clear the connection between animal agriculture and environmental degradation, and spotlights city-level "green food" resolutions.



and animal-based agriculture focused on Brazil, Ethiopia, and India. They will be available this fall and will, like the China study, encompass climate change, resource challenges, food security, animal welfare, and public health. This research will also provide the groundwork for future documentary projects like "Meat World: China," which grew out of "Skillful Means." Ideally, we'd film in Brazil, Ethiopia, India, and the U.S. In the meantime, please check out Mia MacDonald's [recent piece](#) on China's response to factory farming, featured recently on [ChinaDialogue](#), a bilingual Web forum for news and analysis about China and the environment.

Brighter Green Launches Associates Program

Brighter Green is pleased to welcome Associates **Sangamithra Iyer**, blogging from **India** this summer, and **Stella Zhou**, read blog [here](#). Through the program, Brighter Green seeks to include in its work individuals from around the world who possess fresh and vital perspectives to provide critical thinking on policies for the environment, sustainability, equity, food security, and animal welfare and rights.

Girls' Education, Leadership, Rights Training Initiative



The ten participants, needy and bright Maasai girls from Tanzania and Kenya, are winding up their second term of high school and preparing for a month-long holiday. The girls are studying hard under the watchful and caring eyes of our partners in East Africa. Their leadership potential is becoming apparent, and the girls are more confident and determined by the day. To ensure the project's continued success, we are currently [raising funds](#) to cover the girls' school fees and living expenses for the rest of this year. Please consider lending your support. You can learn more about the [girls' lives](#) and soon we'll be posting a video about the project featuring one of our partners, Lucy Mullenkei of Kenya's [Indigenous Information Network](#).

Brighter Green Expands Web Presence

Find us online through our frequently updated [blog entries](#), new [Facebook page](#), and online multimedia, coming soon. We have also posted a comprehensive [Resource](#) section on our site that provides links to reports and articles on the growth and impacts of industrialized animal farming, particularly in the global south.

FoodprintNYC



Brighter Green and other members of the **FoodprintNYC Alliance**, including **Just Food, Farm Sanctuary**, and the **Small Planet Institute**, are supporting efforts to see passage by the New York City Council of the **"FoodprintNYC" resolution** this year. Introduced by Councilmember Bill de Blasio, the resolution, which calls for food and agriculture to be included in efforts to reduce New York City's greenhouse gas emissions, is the first of its kind in the U.S. It seeks to create a more local, climate friendly food system for all New Yorkers.

Stay tuned...

Brighter Green is investigating ways of participating in upcoming events focused on the multiple challenges of climate change, and needed responses at policy and individual levels. These include [350.org's](#) international day of climate action on October 24th here in New York, and the **COP 15** climate talks in Copenhagen, Denmark, December

**Presentations from
Copenhagen Climate Talks Now
Available 1/7/10**

Presentations from Brighter Green and the Green Belt Movement's Copenhagen **side event** are now available. Click to view PDFs from Brighter Green's **Mia MacDonald, Dupoto Forest and Wildlife Association's Samwel Naikada** and **The Green Belt Movement's Fredrick Njau**. Interested in more? Here's Mia's **blog** on the side event.

**Brighter Green on Air America
Radio 12/18/09**

Richard Greene, host and producer of a daily show on **Air America**, interviewed Mia MacDonald last night at the Klimaforum about "Meat World: China" and Brighter Green's work on the globalization of industrial animal agriculture.

[\[Read More...\]](#)

**Meat World: China Screening a
Hit in Copenhagen 12/17/09**

Brighter Green's screening of **Meat World: China** took place last night at the Klimaforum in Copenhagen. The turn out was great, with the venue filled to capacity, and a lively discussion taking place afterwards. Read more about the event in Mia MacDonald's **blog**.

**COP 15 Post Covers Wangari
Maathai and Side Event
12/17/09**

Citing parts of Samuel Naikada's presentation at the "side event" co-sponsored by the Green Belt Movement and Brighter Green on December 11 at the Copenhagen climate summit, the COP 15 Post (a daily paper on the summit proceedings in English) has published **an article** on Wangari Maathai, and climate change in Kenya.

**Check Out the Green Belt
Movement Website for More
Blogs from Copenhagen**

7th to 18th.

Please feel free to share this newsletter with friends and colleagues.

Download formatted newsletter for printing

12/14/09

In addition to posting here, Brighter Green's Executive Director Mia MacDonald is also blogging from the Copenhagen climate talks for Nobel peace laureate Wangari Maathai's Green Belt Movement. Read her blogs [here](#).

Three New Draft Papers Added to Website **12/11/09**

Brighter Green has posted three new draft summaries (PDF)—of **Ethiopia, Brazil,** and **India**—of its forthcoming papers on the challenges to public health, environmental conservation, and animal welfare faced by these countries as they attempt to increase their production of meat and dairy.

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