

“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*

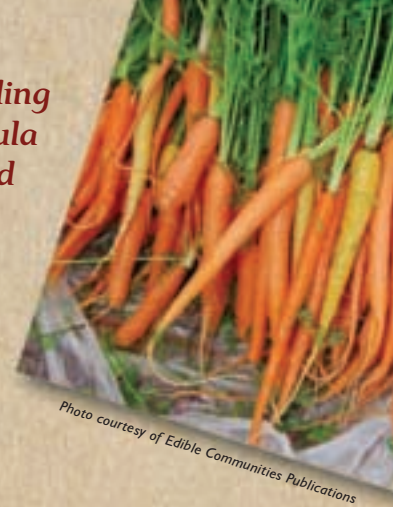


Photo courtesy of Edible Communities Publications



Fred Kirschenmann
Kirschenmann Family Farms

slow money

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

