

# Brighter Green China Programme 2017—raising consumer awareness in China

New York-based public policy action tank Brighter Green's China programme provides detailed research and policy analysis about the climate, environmental, health, food security, and animal welfare consequences of industrial animal agriculture in China. It also presents alternative pathways. With colleagues in China, they are organising screenings and discussions on factory farming and sustainable, 'good food' and agriculture, based on two documentary films about rising meat consumption in China, 'What's For Dinner?' (WFD) and the sequel, 'Six Years On' (SYO), directed by Beijing-based independent filmmaker Jian Yi.

Brighter Green also runs a lively interactive 'What's For Dinner?' online WeChat platform. They connect individuals and civil society groups in China with one another and with experts and advocates internationally; and they liaise with researchers, journalists, filmmakers, academics, and students in China and other countries interested in China's changing food system and the growth of industrial animal agriculture and consumption of animal-based foods. In 2017, they are focusing on two main projects.

First is the Good Food Academy, through which, together with their Chinese partners, they are aiming

to build the most reliable and respectable food-related Chinese-language knowledge hub on the Internet, designed for use by researchers, policy-makers, journalists, activists/advocates, students, and young people. This is informed and inspired by those who are interested in 'the true costs of food, with a dual emphasis on the impacts of industrial animal production and consumption, and (re)discovering 'good food'. Nothing like this currently exists in China.

Second is the Good Food Road

Show, which will see a small core team of Chinese activists, joined by an international activist, embarking on two road trips across up to 20 of China's provinces conducting 'good food' workshops during 2017. Through the workshops, the Good Food Road Show will bring a range of

critical food-related issues, including social, environmental, and ethical impacts, to the general public, including school children, students, and parents with young children, and in various locations including schools and colleges, restaurants and cafes, temples, corporations, and community and lifestyle centres. The road show project links to the Good Food Academy, with the road show serving as the Academy's 'mobile classroom'.

Event as part of the Brighter Green China Programme. Brighter Green



**Source:** Brighter Green