

To mark the International Year of Family Farming, the United Nations and the European Commission Representation in the UK present:

The Moo Man



Heike Bachelier

Heike Bachelier studied philosophy and worked as a live television director before becoming a producer in a German film production company. She is trained in international production and script writing, and founded Trufflepig Films with her partner Andy Heathcote. Together, they have directed and produced *The Lost World of Mr. Hardy* and *The Moo Man*, which premiered in competition at Sundance 2013. Heike's German debut feature film *Feindberührung* (Enemy Engagement) won the Prix Europa 2011 for best feature documentary.



Stephen Hook

The Hook family have been farming for over 250 years. Steve and father Philip run a 70 cow organic dairy herd, on environmentally important RAMSAR and SSSI land. Their farm became organic in 2000. In 2007, they started to sell unpasteurized milk, initially 5 litres out the back of a Volvo estate in their local town! Today, they sell all their milk as unpasteurized milk, cream and butter, via two local doorstep rounds, eight farmers markets in London, and a pioneering nationwide internet based next day delivery service. Hook and Son supply half of England's current raw milk market, and now employ 17 people.



Rosie Boycott

Rosie Boycott is a journalist and author. In the 1970s she co-founded the feminist magazine Spare Rib and the publishing concern Virago Press with Marsha Rowe. She has worked on The Daily Mail, The Sunday Telegraph, Harpers and Queen, and Esquire but is probably best known for her role as Editor of The Independent on Sunday, The Independent, and The Express. She has also written several books. In 2008 she was appointed as the Chair of London Food Board .

Photo by Charles Glover



Leonard Mizzi

Dr. Leonard Mizzi is the Head of Unit (A3) in the Directorate General for Agriculture and Rural Development in the European Commission, a post held since 1 January 2007. Prior to joining the European Commission, Dr. Mizzi was the Director of the Malta Business Bureau in Brussels - the joint representative office of the Malta Chamber of Commerce and Industry, and the Malta Hotels and Restaurants Association, between 1996-2006.



Gregory Barrow

Greg Barrow has worked for the United Nations World Food Programme for the past 10 years in London and at headquarters in Rome. He is currently Director of WFP's London Office. Before joining WFP, Greg worked for 14 years as a TV and radio journalist for the BBC, reporting from sub-Saharan Africa, and covering the work of the United Nations in New York.

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2014: THE INTERNATIONAL YEAR OF FAMILY FARMING

The 2014 International Year of Family Farming (IYFF) aims to raise the profile of family farming and smallholder farming by focusing world attention on its significant role in eradicating hunger and poverty, providing food security and nutrition, improving livelihoods, managing natural resources, protecting the environment, and achieving sustainable development, in particular in rural areas.

The goal of the 2014 IYFF is to reposition family farming at the centre of agricultural, environmental and social policies in the national agendas by identifying gaps and opportunities to promote a shift towards a more equal and balanced development.

Key facts:

- Family farming is the predominant form of agriculture both in developed and developing countries
- There are more than 570 million farms in the world, of which over 500 million are family owned
- Family farms are responsible for at least 56% of agricultural production

Why is family farming important?

- Family and small-scale farming are inextricably linked to world food security.
- Family farming preserves traditional food products, while contributing to a balanced diet and safeguarding the world's agro-biodiversity and the sustainable use of natural resources.
- Family farming represents an opportunity to boost local economies, especially when combined with specific policies aimed at social protection and well-being of communities.



You can read more about the Food and Agriculture Organization of the United Nations (FAO) and the International Year of Family Farming here:

<http://www.fao.org/family-farming-2014/en/>

The European Commission organised the conference *Family Farming: A dialogue towards more sustainable and resilient farming in Europe and the world* in November 2013. The report is available here: http://ec.europa.eu/agriculture/events/2013/family-farming/proceedings_en.pdf