

Hazon

Jewish inspiration. Sustainable communities.

Israel Ride

October 2013 / Heshvan 5774

hazon



Complicated moment for the Jewish community...

- Pew Study...
- Declining rates of affiliation – especially to synagogues & federations
- Conservative movement esp hard-hit
- Much lower attachment to Israel
- Israel no longer a locus of unity – increasingly a point of strong intra-communal disagreement

many of our current institutions are simply not reaching many of our people – especially younger people

Attachment, Attitudes About Israel

<i>How emotionally attached are you to Israel?</i>	NET Jewish	Jews by religion	Jews of no religion
	%	%	%
Very attached	30	36	12
Somewhat	39	40	33
Not very/Not at all	31	23	55
Don't know/Refused	1	1	*
	100	100	100
<i>Been to Israel?</i>			
Yes	43	49	23
No	57	51	77
Don't know	*	*	0
	100	100	100

Complicated moment for the US, the west, the world....

- Climate-change and its consequences
- Food sustainability and food security
- Coping with technology and a 24/7 world
- How do different religions & groups live together?
- Responding to cynicism and absence of hope

It's our intuition...

- These are not separate issues
- Jewish tradition comes most powerfully alive when we point it towards some of the greatest challenges of our time
- What's needed is a slew of new programs, initiatives and ideas – that
 - draw upon the best of Jewish tradition;
 - engage, inspire & connect our people;
 - create new doorways to Jewish life;
 - that strengthen existing institutions,
 - and bring new people into Jewish life & leadership....

The word “hazon” means “vision”





JEWISH INSPIRATION. SUSTAINABLE COMMUNITIES.

Everything we do...

renews Jewish life

and enables the Jewish community,

as a community,

to help create **a more sustainable world for all**

Hazon...

- Founded 2000 in NY
- Grown every year since by pretty much every metric
- Staff in SF, Denver, Boulder, Philadelphia, NY
 - Finishing merger with Isabella Freedman Jewish Retreat Center, Falls Village CT
 - post-merger c45 staff, \$6.5m budget

We effect change in three ways...

- Transformative experiences
- Thought-leadership
- Capacity-building

We effect change in three ways...

- **Transformative experiences**
 - The bike rides – NY, CA, Israel, Cross-USA
 - The Hazon Food Conferences
 - Jewish Food Festivals
 - Retreats at Isabella Freedman
 - Adamah – a 3-month Jewish farming fellowship
 - Teva – Jewish environmental education for middle-schoolers
 - Siach conferences in US & Israel....
- ***Changing the world by changing people's lives***
- Thought-leadership
- Capacity-building

We effect change in three ways...

- Transformative experiences
- **Thought-leadership**
 - Writing
 - Speaking & teaching around the country
 - Curriculum-development
 - Advocacy

Changing the world through the power of ideas
- Capacity-building

We effect change in three ways...

- Transformative experiences
- Thought-leadership
- **Capacity-building**
 - **Grant-making (incl from the Rides, but not only...)**
 - **Network development**
 - **Leadership programs**
 - **Research**
 - **Strengthening institutions – esp synagogues, but also now JCCs**
 - **Supporting rabbis & existing leaders**

Changing the world by focusing not just on individuals, but on institutions & networks

What this looks like...







אדמה
TEVA ADAMA

The logo features a green stylized plant icon above the word "TEVA" in blue and "ADAMA" in red. To the right, the Hebrew word "אדמה" (Adama) is written in large black letters.

THOUGHT-LEADERSHIP

Writing, speaking, teaching, curriculum-development

- **Sustainable Holiday Guides**
- **The Jew & the Carrot**
- **Food Guide and Audit Toolkit**
- **Hazon CSA Program**
- **The Shmita Project**
- **Farm Bill**



CAPACITY-BUILDING

Supporting the Jewish environmental movement



Philadelphia



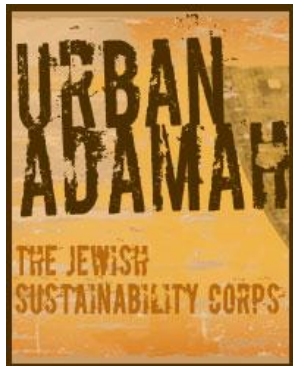
Boston



Los Angeles



New York



San Francisco



Baltimore



The Gan Project

Sowing the Seeds of a Healthy Sustainable
Chicago Jewish Community

Chicago



Toronto



Grow. Learn. Sustain. Enjoy. Repeat.

Denver





THE ANIMAL ACTIVIST *Dekila Chungyalpa*

A Buddhist defends the Earth's last tigers.

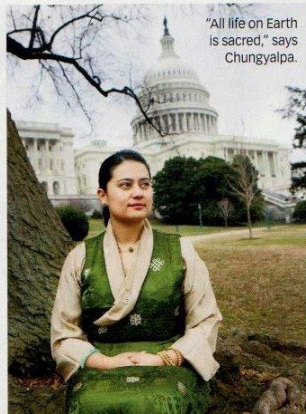
Chungyalpa founded the World Wildlife Fund Sacred Earth program. The group works with religious leaders in Asia on environmental initiatives such as the conservation of tigers, whose numbers in the wild have dwindled to 3,200.

Her eco aha! moment: "I was born in Sikkim, a tiny state in India, in the Himalayas. As a child, I'd go into the forest to forage for chestnuts, but I was always distracted by the wildlife around me. Once, I saw a red panda—they're very rare, and very lazy—up in the trees. Another time, from across the river, I saw a mother bear and her two little black cubs. From a young age, it was obvious to me that all life on Earth is sacred."

Her work: Chungyalpa is encouraging religious leaders in the so-called Tiger States (countries where the world's remaining tigers live) to speak out on behalf of the animals.

"There's a reverence for life in Buddhism and Hinduism, but it's hard to fight the commercialism around wildlife," she says. In China, for example, delicacies like tiger penis soup, thought to increase virility, sell for hundreds of dollars, meaning local Himalayan communities often have much more to gain from aiding the poachers than from protecting the tigers. Chungyalpa is working to provide alternative income sources, such as ecotourism.

What's next: Chungyalpa recently persuaded Cambodian Buddhist monks to patrol the banks of the Mekong River to help protect the endangered Mekong dolphin, whose numbers have fallen below 100 as a result of the use of illegal gill nets.



"All life on Earth is sacred," says Chungyalpa.



Savage aims to create more sustainable Jewish communities.

THE COMPASSIONATE FOODIE

Nigel Savage

A devout Jew feeds his flock—and redefines kosher.

Savage is the founder of Hazon (Hebrew for "vision"), a Jewish nonprofit based in New York City that runs the largest faith-based community-supported agriculture program, or CSA, in the country. The group pairs synagogues with nearby farmers to provide locally grown food for more than 4,000 families, and donates any leftovers to the poor—this year it expects to give away 30,000 pounds' worth.

His eco aha! moment: "My first career was as a fund manager at Rothschild, a bank in London. In the mid-'90s, I took a year's sabbatical to work in Israel, and a friend invited me on a 31-mile hike from the Mediterranean to the Sea of Galilee. I had come from a nerdy, intellectual wing of the English Jewish community, and that was the first instance when I had spent any great amount of time outdoors. I started to think about our obligation to the physical world through a religious prism—about the way that religious environmentalism was capable of not only creating a better world but also rejuvenating religious communities."

His work: Hazon is putting Jewish purchasing power behind local organic farms, while helping CSA members reexamine

ancient traditions in the context of the modern world. Says Savage: "For 3,000 years, we've asked, 'Is this food fit for me to eat?' The word *kosher* literally means 'fit.' And in creating a Jewish CSA, we wanted to devise a mechanism for people to start to ask that question in a different way for the 21st century. For instance, I only eat eggs that come from hens that have not been stuck in an eight-by-eight-inch cage. For me, that's what keeping kosher means."

What's next: Last year Hazon helped launch the Jewish Climate Change Campaign to promote radical shifts in synagogues' eco-practices by 2015. "What would it mean to put a bike rack in every synagogue in the world? What would it mean to change food policy in every synagogue so we're not serving industrialized food?" Savage asks. "It's those sorts of questions that we want to put on people's agendas."

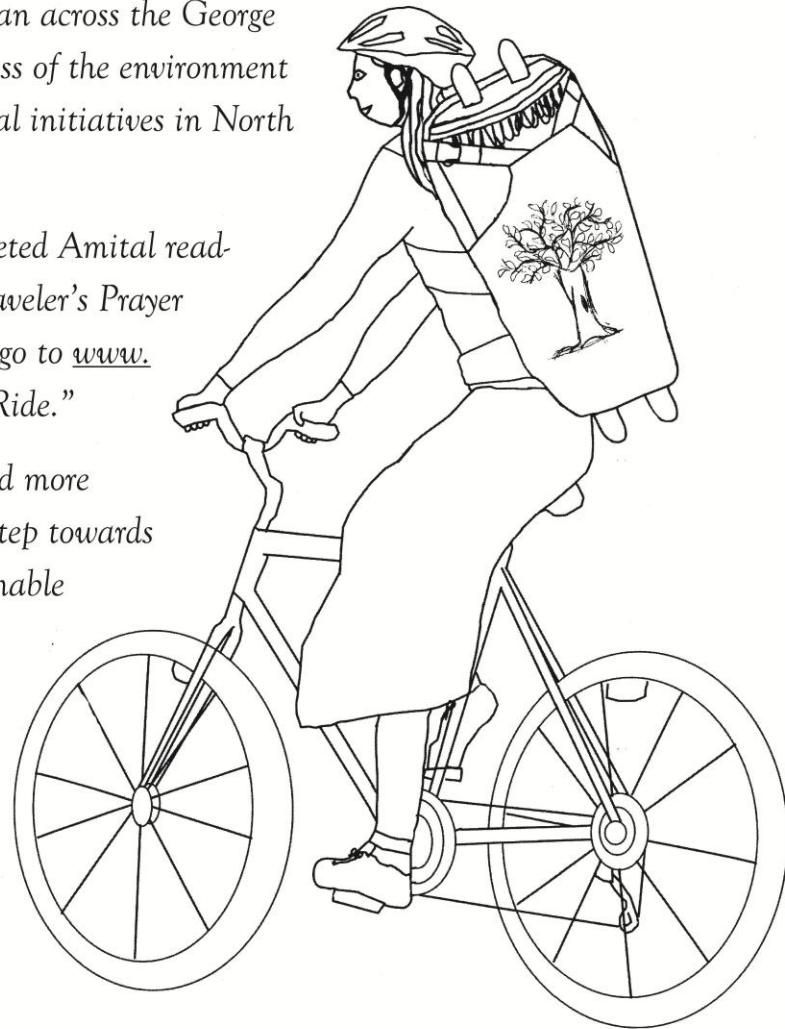
What keeps him motivated: "One of the powers of religion is that it offers a long perspective. Historically, the Jewish people have faced down challenges just as daunting as climate change, and we've never, ever lost hope. We've never lost the determination to roll up our sleeves and make a better Jewish community and a better world." **Q**

For her Bat Mitzvah mitzvah project, Amital trained for Hazon's New York Jewish Environmental Bike Ride. The 2-day ride included 190 riders aged 11 to 70+, of whom Amital was the youngest. She biked 90 miles over two days, from upper New York state into Manhattan across the George Washington Bridge, to raise awareness of the environment and support for Jewish Environmental initiatives in North America and Israel.

To see a YouTube video of bike-helmeted Amital reading the English translation of the Traveler's Prayer (תפילת הדרך) at the ride's kickoff, go to www.Hazon.org and click on "New York Ride."

Hazon seeks to create a healthier and more sustainable Jewish community as a step towards creating a healthier and more sustainable world for all.

Amital dreams of participating in Hazon's 7 Day Israel Ride. Your donation to Hazon (earmarked for Amital Haas) can help make that dream a reality, and support the vision of Hazon. Go to www.Hazon.org.

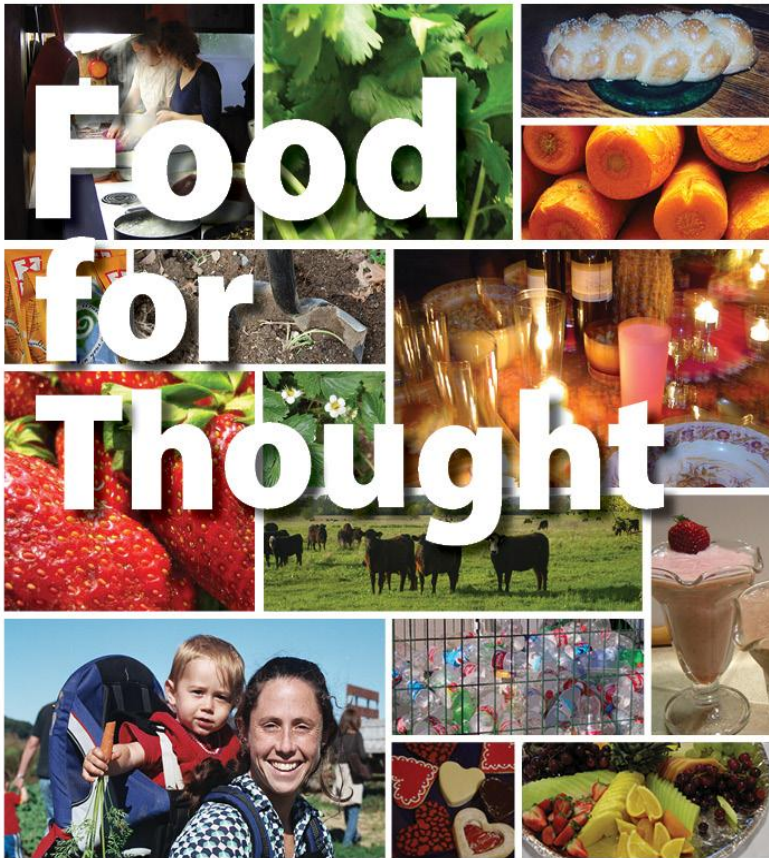


Thought-leadership, transformative experience & capacity-building: catalyzing and leading the Jewish Food Movement

- 2004: first Hazon CSA (support from Israel Ride)
- 65 CSAs
- Jewish Food Conference
- The Jew & the Carrot
- Food For Thought
- Adamah
- Jewish Food Festivals
- Israel Sustainable Food Tour
- Israel / US Food gathering?
- Food Justice Fellow
- Jewish Working Group on the Farm Bill
- Sue Fishkoff: *Kosher Nation*
- Fred Bahnson: *Soil & Sacrament*

Thought-leadership

Cutting edge curricula on Jews, food and contemporary life



Hazon's Sourcebook on Jews, Food & Contemporary Life



Nigel Savage
Anna Hanau



Los Angeles Times



'I'm back' turns into 'I'm gone'

The Dodgers quickly shift their marketing strategy away from Ramirez...

And now, is baseball serious?

In anti-doping policy has more clout, but some say it will fall short...

50 The number of government bonds... 31% The proportion of... 21-8 The Dodgers' record...

State could run out of cash by July

An analyst projects a \$2-billion deficit of voters deficit as five budget measures...

BANKS BREATHE 'SIGH OF RELIEF'

Some new results for economic recovery... Fed and Wall had the list of those that...

More coverage

Bill Plushkin... The Obama... OULATIM... 11... 11...

An appetite for ethical eating

For 'eco-kosher' Jews, choosing organic and locally grown products helps fulfill a religious obligation to protect the environment.

With Sabbath candles burning and 14 guests seated around her dinner table, Joanna Arch held up a cup of kosher red wine and thanked the bidditch prayer in Hebrew...



APRIL 15, 2009. A poolside at a spa in the San Antonio region of Texas.

In the eye of the firestorm

SAINT PETERSBURG, Fla. (AP) — The remnants of a powerful storm... Making progress... The Obama...

COLUMN ONE

An appetite for ethical eating

For 'eco-kosher' Jews, choosing organic and locally grown products helps fulfill a religious obligation to protect the environment.

Miriam Maccow and Anna Debra Halperin

With Sabbath candles burning and 14 guests seated around her

dinner table, Joanna Arch held up a cup of kosher red wine and thanked the bidditch prayer in Hebrew:

"God blessed the seventh day and made it holy because it is the rest from all his creative work."

As is the custom, the guests observed the holiday of rest with a meal, but with a twist:

They were sharing a "kosher table" dinner on this Friday evening, with food that was locally grown, mostly organic and intended to elevate their practice of Judaism. Arch and her husband, David Andorko, passed around guest chairs—made at

home—sprinkled with a regatta, thyme and chives. Sarah Newman brought ratatouille made with her home-grown tomatoes and vegetables from a farmers market.

The others, too, prepared food that was not only kosher and vegetarian, they explained, but provided a way for them to strengthen their ties to their faith and to live out a Jewish imperative to protect the Earth.

The dinner reflected a powerful current in Jewish culture: a conscientious growing number of people are choosing to express their values through the food they eat on their tables, altering the most basic day-to-day decisions about nourishment. Why? Jews are now picking lo-

quats from her yard—rather than buying them at the store—for the customary cake called *challah* that she made for the Sabbath potluck.

The movement has become popular in recent years that 100 years ago as increasingly forging relationships with farmers, farm education programs are starting up and Jewish "sustainability" conferences are attracting good crowds. At a three-day gathering in Northern California in

[See Food, Page A-9]



HERALD BOWL TODAY

11 Hurricanes to lean year-old freshman Corey Harris (12)

CAL: Jahvid Rest (4) seen as key in game expected to be decided on ground



SPORTS
GIANTS SIGN RANDY JOHNSON TO \$8 MILLION 1-YEAR DEAL

San Francisco Chronicle

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RIM BOTTOM LINE FOR RETAILERS

tin hunters out in force, but their spending won't be what's likely the worst holiday season in decades

By Vance Karpoff and Deborah Coge
Chronicle Staff Writers

Shoppers swarmed stores across the Bay Area on Friday to take advantage of big discounts, leaving some Christmas traditions also-dead a bleak economy.

But the crowd, common as they may have been for weeks ago, Business appeared to be relatively tame.

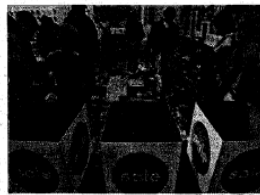
Macy's store department was overrun with customers who left footprints scattered across the floor as bagged and boxed stacks of toys, books and toys.

With stores still full of merchandise, many stores opened before dawn on Friday and others

ended at 6 P.M. and Walgreens closed in an effort to unload inventory. Even then, the largest retailer missed interest from shoppers, who are watching their budgets and job cuts, a credit crunch and a slumping stock market.

At Macy's, President's Choice Square, shoppers were shuffling head-to-head on the sidewalk in what looked like a mass pilgrimage. Business appeared to be relatively tame.

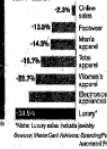
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Shoppers search the sale aisle for bargains on Friday at the Lego by store inside Hillside Shopping Center in San Mateo.

Holiday sales drop

Retailers reported double-digit declines in holiday sales from a year ago, according to preliminary data. Despite the holiday season, retail sales fell from the previous year.



KIDS-ON SCIENCE: Workshop fills gaps in school lessons, stimulates imagination, curiosity



Salmon, director of SF's Mission Science Workshop, gives a demonstration about water and air to students from Edison Charter Academy.

A place to awaken kids' inner Einsteins

By Neena Adams | Scientific Method 101

Campaign to make kosher food more sustainable

By Matthew Kormanik
Chronicle Staff Writer

Andy Pastorek held a knife in his hands as he stood before Rabbi Jim Crown, who cradled in his arms a turkey he'd raised since it was a chick on the Yolo County farm on which they were standing.

Katner, a kosher butcher, said a blessing in Hebrew: "Blessed art thou, O God, Lord of the universe, who has sanctified us with his commandments and commanded us about proper slaughter."

And then he quickly sliced deep into the bird's neck, as he and those gathered began an intensive, seven-hour process of slaughtering, eviscerating and cleaning 35 turkeys to make them kosher — observing laws proscribed in the Torah.

What made the event particularly unusual was that the 21 Jews who came to the Wind Dancer Ranch on Wednesday also sought to be in accord with the growing sustainable food movement, which has a critical nexus in the Bay Area.

The death of sustainably grown kosher meat led to Wednesday's effort.

"Right now, a Jew who keeps kosher has to compromise on the ethics and sustainability of their meat," said Roger Studley, 43, an Albany resident who organized the event and who hopes to open the West Coast's first sustainable kosher meat business, Kail Foods West, next month.

The melding of ancient religious rules with a contemporary secular campaign at Wind Dancer Ranch provided a unique lens into the evolution of food ethics — and how they can be made to work together.

► SUSTAINABLE: Page A10

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>>> *Jewish inspiration; sustainable communities*

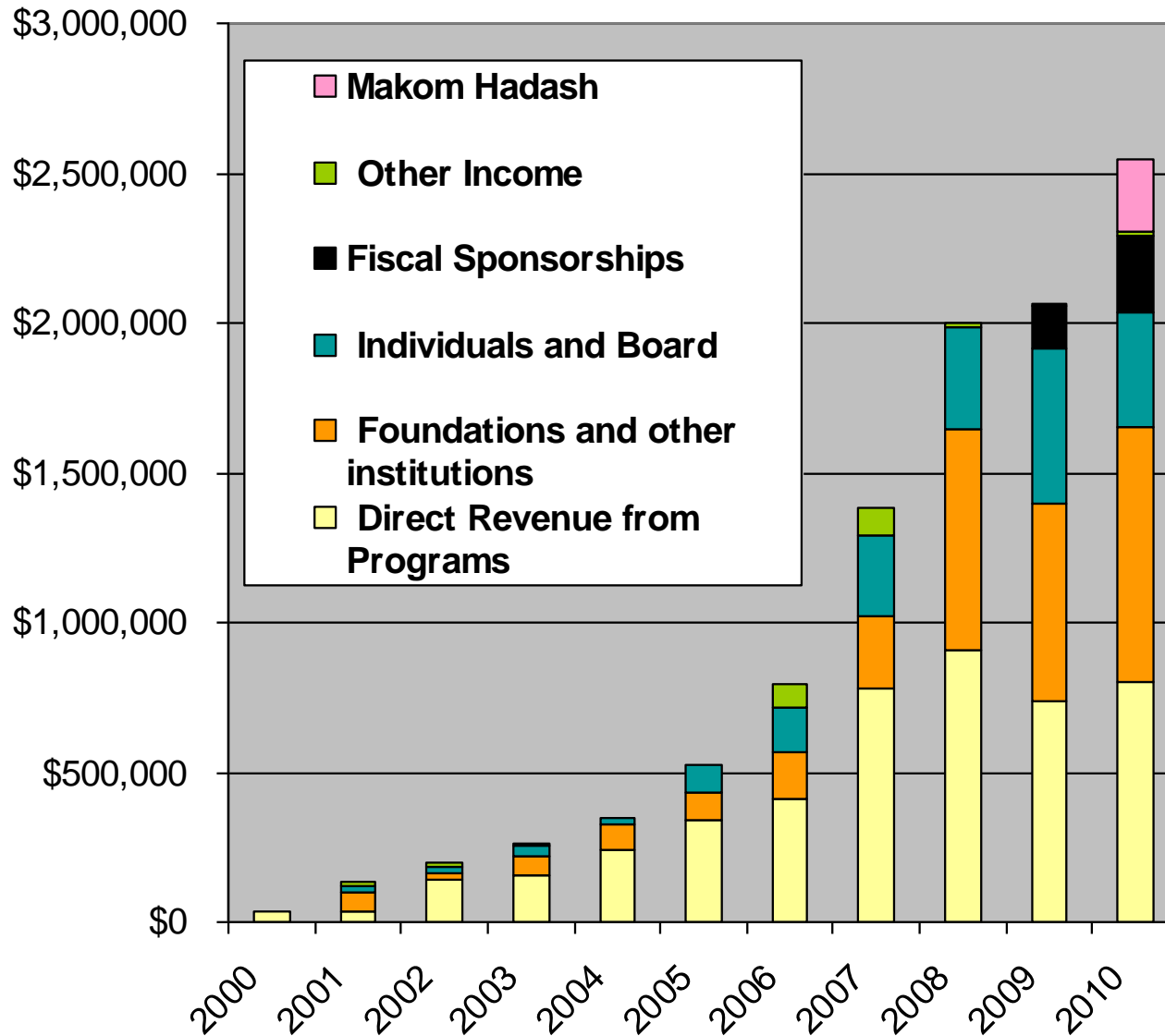


Food Festivals

Colorado | San Francisco | Philadelphia | Palo Alto



Revenue growth, pre-merger



Front edge 1: intentional communities

- “in every generation...”
- Why now?
 - Technology
 - Urban renewal
 - Adamah, Urban Adamah, Avodah, Moishe Houses
- Conference at Pearlstone, Nov 14 – 17
- JAFI, Israel
- IF, San Diego, Detroit?

Front edge 2: shmita

- 2007 – oy...
- Hazon, JFS – Shmita Project
 - Putting shmita back on the calendar
 - Questions about food, land, debt, rest
 - 7-year cycle in Jewish institutions
- Shmita texts – now out
- Day of learning, Christmas Day, NY with YCT (& JTS)
- Shmita Summit, London, March 2014
- Budapest, May 2015
- Israel
 - Siach, spring 2012
 - 20 people x 5 meetings...
 - Teva Ivri >> Shai Peron, Amir Peretz
 - Ruth Calderon, Jan 2014, MKs
- Maybe we'll talk on shabbat?

The front edge of our work 3: the JOFEE Report

- Jewish Outdoor, Food, & Environmental Education
- What if we took the field to scale?
- JOFEE educators across the community?
- Growing Adamah, Teva, Urban Adamah, Eden Village, Ramah Outdoor Adventures
- Conversations with, eg: YCT, USCJ, JCCA, Pardes
- Report due Q1

“I don't think I've told anyone at Hazon quite how drastically I have been moved / changed by the conference, by the people I met, the community I felt so a part of, and the overall passion regarding everything / everyone I encountered.

Towards the end of the conference, something clicked...which led me to thinking about what I'd like to do, the people I'd like to be surrounded by on a more frequent basis, and the impact that I want to make on this earth, during the short time we're here. .

...Which led me to seriously consider applying for Adamah....A great transitory journey through the earth, food, and Judaism that can lead me... anywhere. And reconnect me to a powerful community that speaks to me like none other. All because of one weekend with Hazon.”

- Eli, 20 something, a week after the 2007 Food Conference





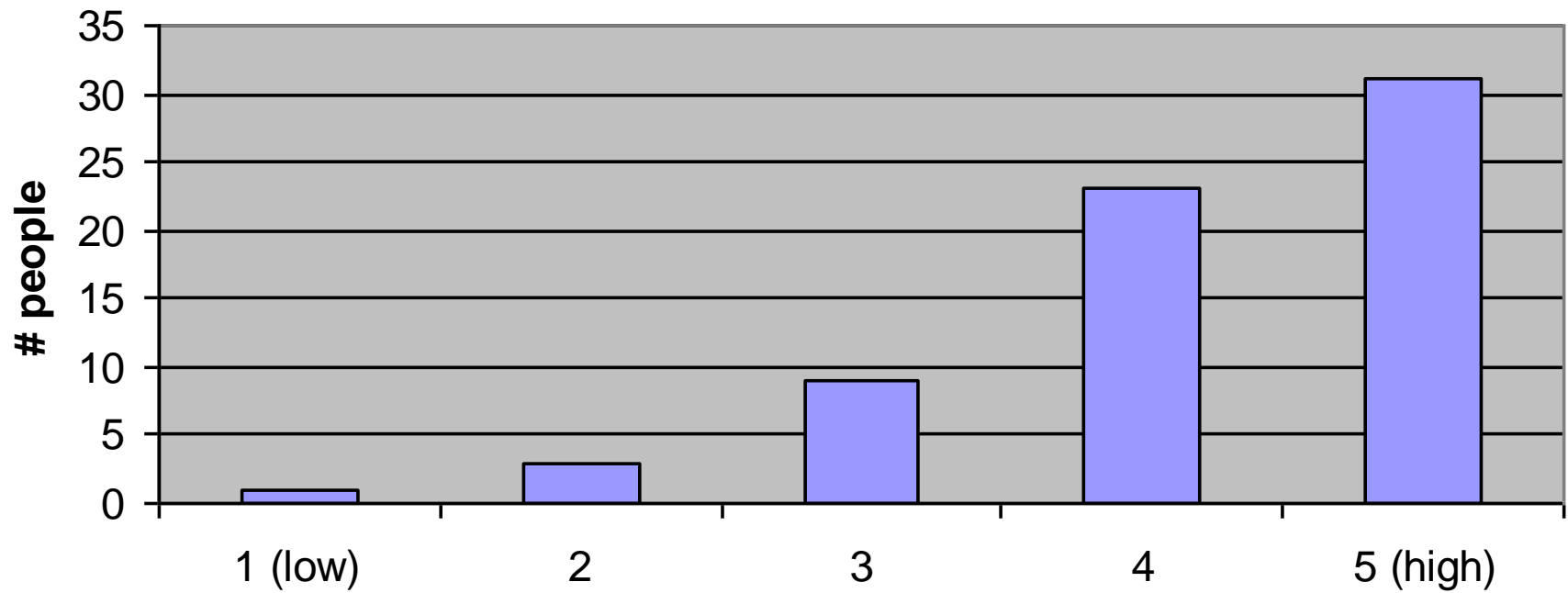
Pushing the Envelope Farm

eat witheli



“a sense of hope for the Jewish people...”

This Conference Renewed My Sense of Hope for the Future of the Jewish People



During the Ride – and after...

- Staff on Ride: Nigel, David, Jeremy, Sarah, Edward, Steve
- Board members: Howard Metzenberg, Howie Rodenstein, Rabbi Marc Soloway (& many others with strong involvement - eg Rabbi Eve Ben Ora, Sarah Shulman, others...
- Be in touch especially afterwards if we can be of use...
 - Kids / Teva
 - Speaking & teaching
 - Resources for rabbis & educators, including food & shmita
 - Developing a food policy in your Jewish institution
 - Retreats throughout they year at Isabella Freedman
 - (Purim with Roseanne Barr...)
 - Food Festivals, Food Conference
 - Next year: Israel Sustainable Food Tour, the week before the Ride

***“The Torah is a commentary on the world
and the world is a commentary
on the Torah...”***



JEWISH INSPIRATION. SUSTAINABLE COMMUNITIES.



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Everything we do...

renews Jewish life

and enables the Jewish community,

as a community,

to help create **a more sustainable world for all**

Thank you!!!!

**Being on this Ride
supports all this work
– and a whole lot
more....**



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