

HEART OF THE MATTER

Thank you so much for printing Laetitia Beraud's insightful Viewpoint from Lille, France, Jan. 15. It was amazing to see such deep insight from a youngster. She really gets to the heart of the matter, and her juxtaposition of Voltaire's quote with the quote from the anonymous Muslim woman at the end of the article was masterful.

I would argue that the root of the problem is that some of the Muslim population feels as if they cannot identify with the mainstream French society in which they marginally live. This separation of identity breeds a mindset in which you can literally live in the same city with people, yet feel no connection or shared fate. You can then dehumanize those whom you do not identify with, and even brutally kill them over some perceived slight.

One may argue the answer to this conundrum would be some soul searching on the part of these young extremists, but I would argue that the most direct solution would be for the non-Muslim people of France to use this opportunity to reach out and embrace the moderate Muslim culture there and pull these people into their fold of shared dreams and culture. To merge identities and families is the



MIKE DIXON AND MARCUS MARIOTA AT REALITY KITCHEN

MARCUS AND WE

Just when you think you've seen it all at Reality Kitchen, we recently had a special visit from a very special friend, UO Ducks quarterback Marcus Mariota!

He heard about the program we have and was kind enough to stop by before leaving town for the national championship game. Mariota also signed a football after touring our bakery and visiting with program participants. Running a community inclusion program means many things, and when one of the community's favorite sons comes to visit, we make sure he leaves with some pretzels and our best wishes for his success in his future!

Thanks so much, Marcus! Come on back any time.

Jim Evangelista
Reality Kitchen Nonprofit
Eugene

way to go. That way the distance between the two cultures would diminish and eventually get washed away. The type of ideas that breed extremism would not have any ground to plant themselves when everyone looked around and saw only family.

Scott Zarnegar
Bohemia City

TRAUMATIC FOR KIDS

I'm having trouble understanding the reasoning behind your Jan. 15 cover, the Mickey Mouse beheading. I have an 18-month-old daughter in a huge Mickey phase, and I didn't feel it was appropriate

for her to see Mickey like that. Since she is so young, luckily it doesn't have much impact on her but I worry as a mother for older children who do recognize what is happening.

I can't shield her from everything, I know, but when I can't understand the point of something is when I take offense. Please consider what you put on your covers as they are out in public at almost every business we frequent. This is the first time I've had a problem with it. Thank you for your attention to this matter.

Sarah Hotaling
Eugene

PORNOGRAPHY OF FEAR

I just brought home the Jan. 15 *Weekly* and my 4-year-old daughter said it best: "That's horrible. They just shouldn't do that; it's not right!" I responded, "You're right." The cover shows ISIS beheading Mickey Mouse, a reference to the Disneyland in Paris, and the terrorist killing of the 12 cartoonists at the *Charlie Hebdo* paper in the name of the prophet Mohammed, by ISIS apparently (I might add a religious extremist group).

Her initial reaction is right: All of society should be reviled and sickened by this disgusting use of beheading as a tool

VIEWPOINT BY LYNNE FESSENDEN

Slow Money

INVESTING CLOSER TO HOME IS NOW EASIER

The Slow Money movement is about transitioning from an economy based on extraction and consumption to an economy based on conservation and renewal. It is about investing close to home and seeing your dollars make tangible change in your community. Following on the heels of the international Slow Food movement, which was begun by Italians to defend regional traditions, good food, gastronomic pleasure and a slow pace of life, Slow Money is based on the premise that we should be investing in the future of our food, i.e., the soil, the farms and the food businesses populating our local food systems.

We know what it looks like when households invest in a farm for a year, through a Community Supported Agriculture program: Farmers make a living, they get cash up front in the spring; consumers get a weekly box of food throughout the season and assume some of the risk. What would it look like if some of us took the CSA concept a bit further? Imagine several community members giving farmers small loans of \$2,000 to \$5,000 toward that new greenhouse or tractor. Maybe the loan is repaid in cash, maybe in food. Obviously you are not going to grow your kids' college fund in this way, but if we all planted a mere 1 percent of our savings where we live, the collective investment would be extraordinary.

The Slow Money principles (from slowmoney.org):

- We must bring money back down to earth.
- 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.

- The 20th century was the era 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 will be the era of nurture capital, built around principles of carrying capacity, care of the commons, sense of place and nonviolence.

- We must learn to invest as if food, farms and fertility mattered. We must connect investors to the places where they live, creating vital relationships and new sources of capital for small food enterprises.

- Let us celebrate the new generation of entrepreneurs, consumers and investors who are showing the way from making a killing to making a living.

- 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.

Slow Money founder Woody Tasch spoke at UO in February 2013 and the crowd sat up and listened. Tasch is the author of *Inquiries into the Nature of Slow Money: Investing as if Food, Farms, and Fertility Mattered*. He spent another day in Eugene, meeting with a group of farmers, food business owners and interested investors. The Slow Money South Willamette Valley chapter emerged from this event.

Community member Erin Ely attended the national Slow Money conference in Boulder that spring and



came back with information about different models for local investing. The group decided to keep it simple and stick with the peer-to-peer lending for starters. Interested investors were brought together with farmers and other food business owners looking for

capital, and the lending details were worked out between individuals. In the past year and a half, six peer-to-peer loans totaling \$98,000 have been made to two farms and four food businesses.

Now another community investment model is on the horizon. Just this month a ruling was passed by state regulators that will allow Oregonians to easily invest in and earn a return from

Oregon businesses that create jobs and contribute to their own communities. Referred to as Community Public Offering, this program allows businesses in the state to raise up to \$250,000 in capital from their fellow Oregonians. Businesses must first meet certain criteria to help assure investors that they are a legitimate Oregon enterprise. Individual investors must be Oregon residents and can invest up to \$2,500 in any one offering.

Amy Pearl, executive director of Hatch Innovation in Portland, says, "If Oregonians brought back home just 1 percent of the savings they have in Wall Street and invested those dollars in Oregon businesses, we could have nearly a billion dollar infusion of investment in the state's economy." Pearl was instrumental in drafting the new rules and working with state regulators to bring the concept of community capital to Oregon.

Learn more about Community Public Offering at a launch event from 6 to 9 pm Thursday, Jan. 29, at Red Wagon Creamery, 55 W. Broadway. Read more at slowmoneyswv.org.

Lynne Fessenden is the executive director of Willamette Farm and Food Coalition, a community nonprofit connecting farmers and consumers in Lane County. Lanefood.org