

COM4AGRIPLANT COMIC COLLECTION



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THE WIND OF CHANGE



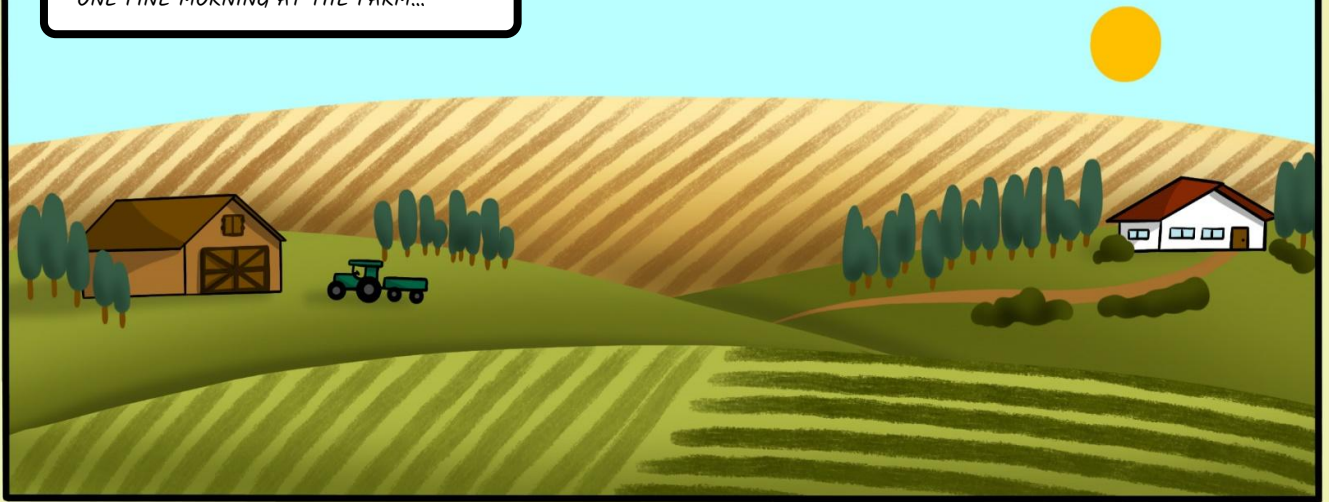
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Comics for Promoting Plant-Based Agriculture



Comic 1

TOPIC 1:
WHAT IS PLANT-BASED
FARMING AND
CONSUMPTION?

ONE FINE MORNING AT THE FARM...



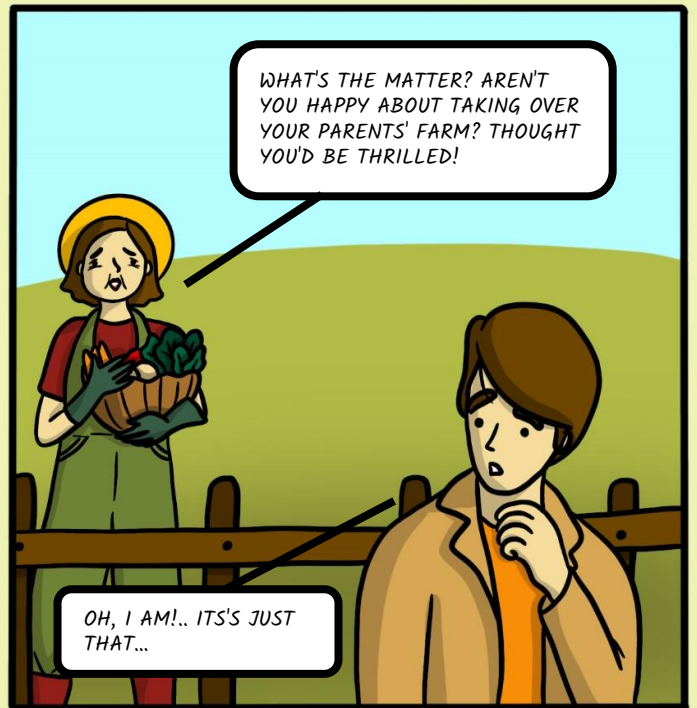
GOOD MORNING, PETER!

OH! HI
SUSAN.....



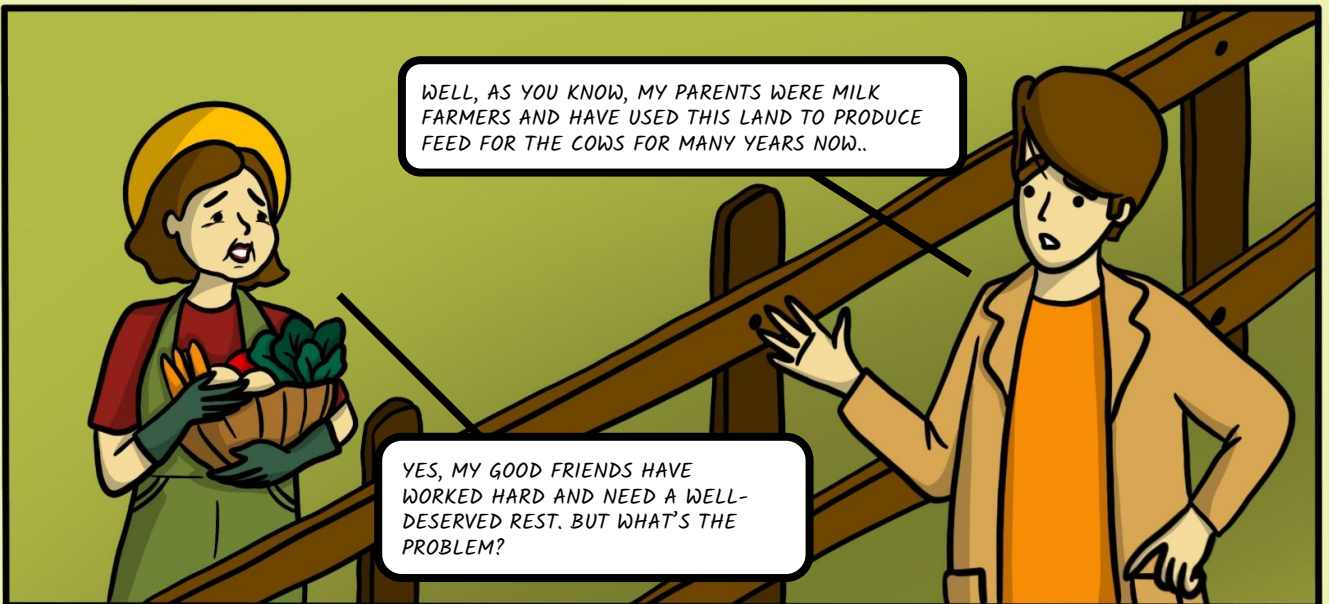
WHAT'S THE MATTER? AREN'T
YOU HAPPY ABOUT TAKING OVER
YOUR PARENTS' FARM? THOUGHT
YOU'D BE THRILLED!

OH, I AM!.. ITS'S JUST
THAT...

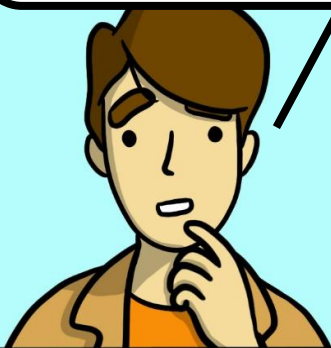


WELL, AS YOU KNOW, MY PARENTS WERE MILK
FARMERS AND HAVE USED THIS LAND TO PRODUCE
FEED FOR THE COWS FOR MANY YEARS NOW..

YES, MY GOOD FRIENDS HAVE
WORKED HARD AND NEED A WELL-
DESERVED REST. BUT WHAT'S THE
PROBLEM?



IT'S JUST SOMETHING MY MOTHER TOLD ME: "NOW PETER THE FARM IS YOURS. IT'S YOUR TURN TO MAKE YOUR MARK!" SO I'M THINKING... SHOULD I JUST CONTINUE AS USUAL? OR PERHAPS IT'S MY CHANCE TO MAKE A CHANGE...?



GO ON...



WELL, I HAVE CHILDREN OF MY OWN NOW.. I WANT TO MAKE SURE THAT THEY EAT GOOD HEALTHY FOOD, THAT THIS FARM KEEPS PRODUCING FOR MANY YEARS...

...I ALSO WANT THEM TO LEARN TO RESPECT ANIMALS, AND I WANT TO MAKE SURE THEY WILL LIVE IN A HEALTHY, RICH ENVIRONMENT!



IT'S GOOD TO MEET ANOTHER RESTLESS HEART! AS THEY SAY, "WHERE THERE'S A WILL, THERE'S A WAY!" AND IN THIS CASE, THERE IS A WAY!



WHAT ARE YOU SAYING?

I'M SAYING YOU CAN FOLLOW MY EXAMPLE! GROW ONLY HEALTHY NUTRITIOUS FOOD FOR HUMANS, WITHOUT EXPLOITING ANIMALS, AND WITH SUSTAINABLE PRACTICES THAT RESPECT OUR ENVIRONMENT!



THAT SOUNDS INTERESTING...



THAT...IS CALLED **PLANT-BASED FARMING!**

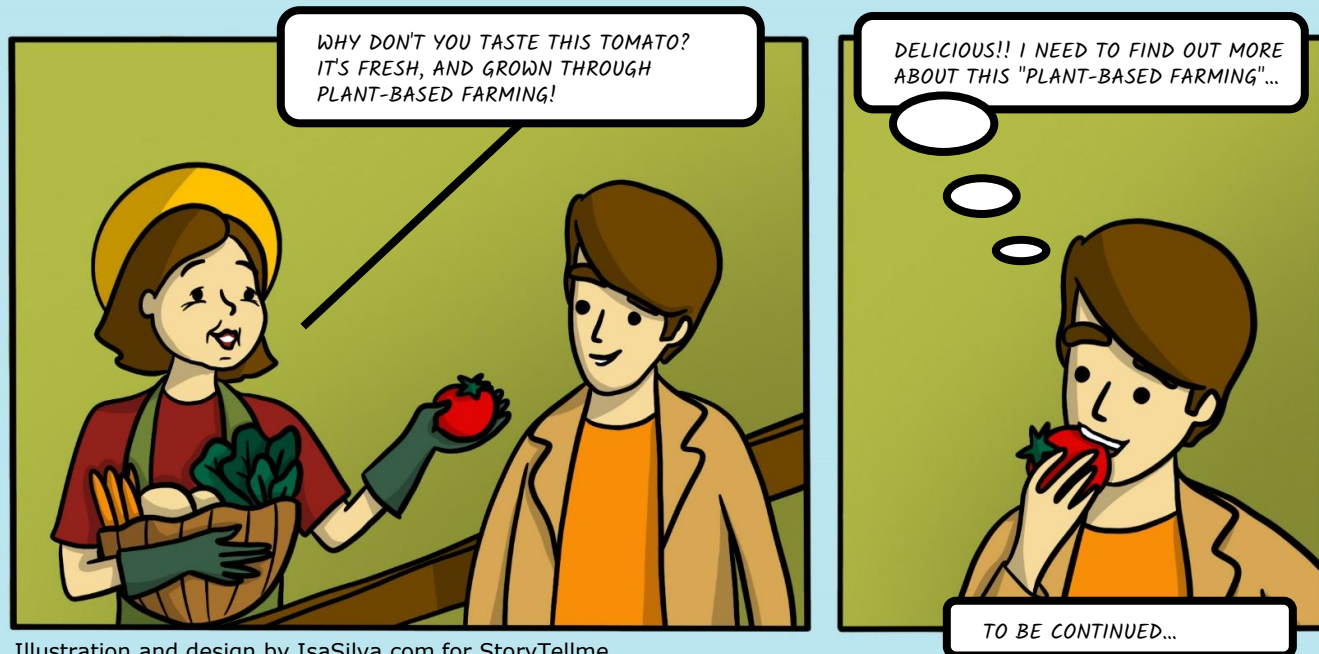


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Comic 1

TOPIC 1:
WHAT IS PLANT-
-BASED FARMING
AND CONSUMPTION?

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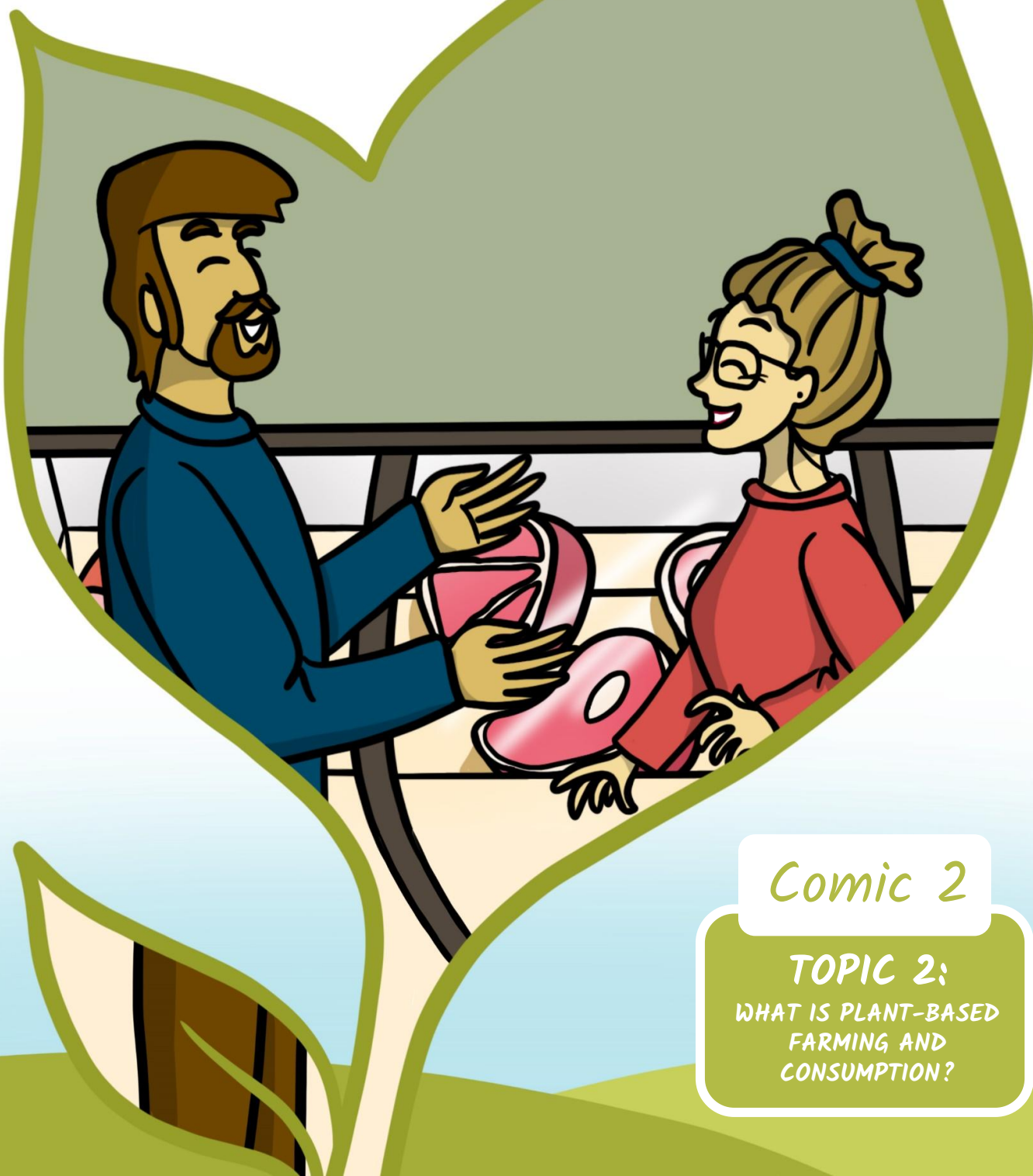


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AN UNEXPECTED ENCOUNTER



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Comic 2

TOPIC 2:

WHAT IS PLANT-BASED
FARMING AND
CONSUMPTION?

MEANTWHILE, AT THE SUPERMARKET...

LET'S SEE... SOME BEEF,
PORK, OR LAMB...? OR
PERHAPS ALL 3?..

AGATHA?...IS THAT YOU?

IT IS YOU! OH COME ON, AGATHA, I
HAVEN'T CHANGED SO MUCH, HAVE I?

ADAM? OH MY GOD,
IT'S BEEN AGES!!!

IT'S WONDERFUL
TO SEE YOU!

WHAT ARE THE ODDS,
BUMPING INTO MY OLD
FRIEND AFTER ALL THIS
TIME...AND IN FRONT OF A
MEAT STAND AT THAT!

WHAT DO YOU MEAN?

WELL, LET'S JUST SAY THAT THESE
DAYS YOU LIKELY WON'T FIND ME IN
FRONT OF MEAT STANDS. I DON'T
EAT MEAT ANYMORE.



WHY? WHAT'S WRONG WITH YOU? DO YOU HAVE A MEDICAL CONDITION?



I ASSURE YOU, I AM PERFECTLY OK! I JUST DECIDED TO FOLLOW A PLANT-BASED DIET!

BUT...WHY?



I JUST WANT TO LEAD A HEALTHY LIFE, WHILE DOING MY BIT FOR THE ENVIRONMENT AND RESPECTING ANIMALS, THAT'S ALL...



THAT MAKES SENSE...BUT AREN'T YOU HUNGRY ALL THE TIME?

PLANT-BASED DOESN'T MEAN FASTING..YOU CAN EAT VEGETABLES, FRUITS, GRAINS, LEGUMES, HERBS, NUTS, DAIRY ALTERNATIVES...



...PLUS, THERE ARE DIFFERENT TYPES OF PLANT-BASED DIETS... SOME ALSO INCLUDE ANIMAL PRODUCTS LIKE EGGS AND DAIRY, OR EVEN A LIMITED CONSUMPTION OF MEAT!



REALLY? I THOUGHT PLANT-BASED MEANT VEGAN! STILL, I IMAGINE YOUR OPTIONS ARE RATHER LIMITED...



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Comic 2

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WHAT IS PLANT-
-BASED FARMING
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GREEN HARVEST



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SUSAN'S MARKET

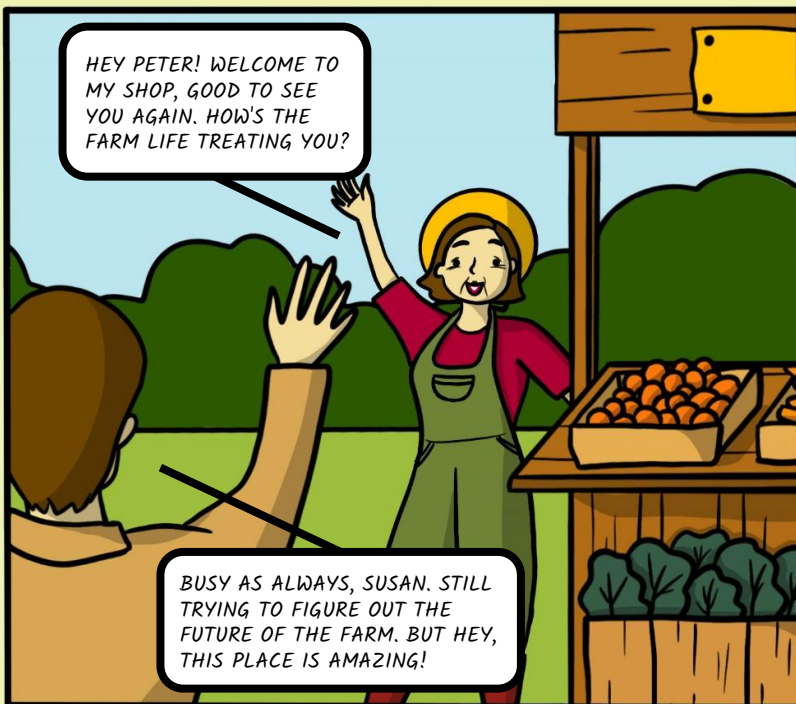


Comic 3

TOPIC 1:
WHAT IS PLANT-BASED
FARMING AND
CONSUMPTION?



SUZAN'S MARKET, A BUSTLING PLACE FILLED WITH VIBRANT, PLANT-BASED PRODUCE...



HEY PETER! WELCOME TO MY SHOP, GOOD TO SEE YOU AGAIN. HOW'S THE FARM LIFE TREATING YOU?

BUSY AS ALWAYS, SUSAN. STILL TRYING TO FIGURE OUT THE FUTURE OF THE FARM. BUT HEY, THIS PLACE IS AMAZING!



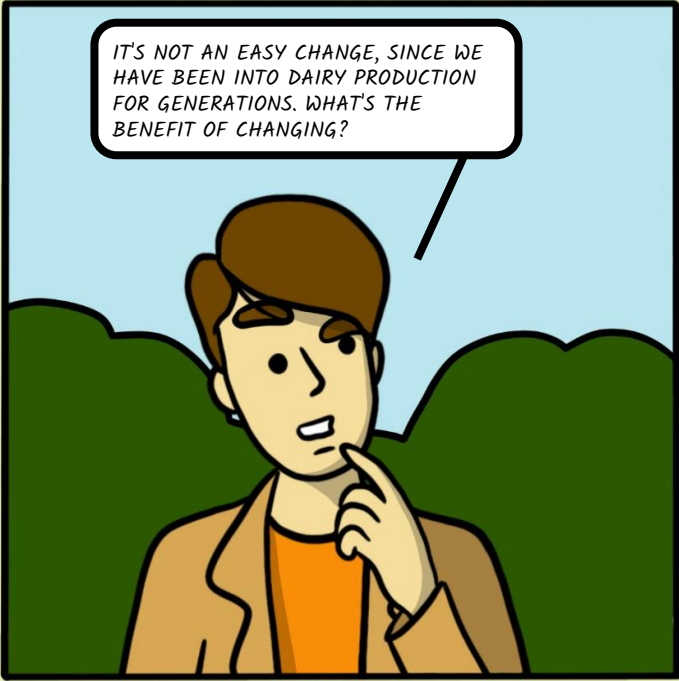
THANK YOU! WELL, TRUE, A LOT HAS CHANGED IN THE LAST 10 YEARS, SINCE I HAVE MY OWN FARM AND DEDICATED MYSELF TO PLANT-BASED PRODUCTS.



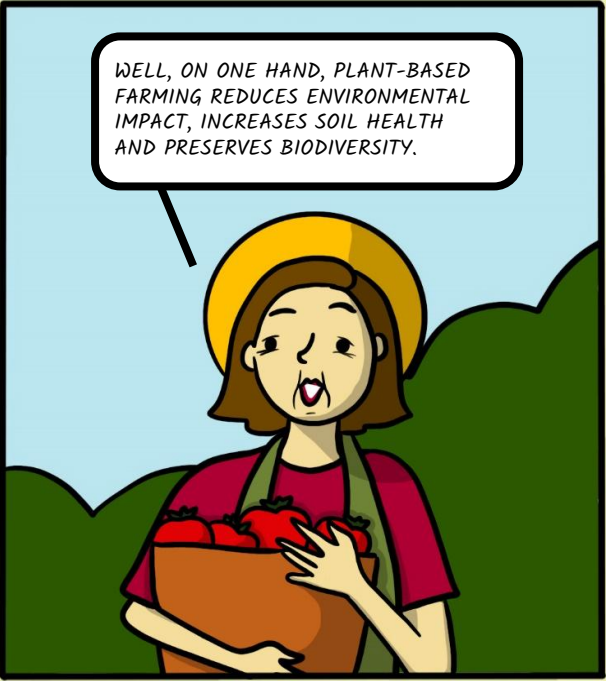
IT WASN'T ALWAYS AN EASY PATH, BUT WHEN I LOOK AT MY HAPPY CUSTOMERS, I KNOW IT WAS WORTH IT.



SPEAKING OF THE FUTURE, HAVE YOU CONSIDERED PLANT-BASED FARMING? IT'S NOT JUST TRENDY, IT'S SUSTAINABLE AND PROFITABLE.



IT'S NOT AN EASY CHANGE, SINCE WE HAVE BEEN INTO DAIRY PRODUCTION FOR GENERATIONS. WHAT'S THE BENEFIT OF CHANGING?



WELL, ON ONE HAND, PLANT-BASED FARMING REDUCES ENVIRONMENTAL IMPACT, INCREASES SOIL HEALTH AND PRESERVES BIODIVERSITY.



BUT IT'S NOT ONLY ABOUT ENVIRONMENTAL SUSTAINABILITY! THINK ABOUT THE ECONOMIC ASPECTS TOO. YOU WON'T BE DEPENDENT ON UNPREDICTABLE MILK PRICES, FOR EXAMPLE.



I'M OPEN TO CHANGE, BUT HOW DOES IT BENEFIT CONSUMERS?



FOR ONE, IT'S HEALTHIER! PEOPLE ARE INCREASINGLY CONSCIOUS OF WHAT THEY EAT. PLUS, YOUR PRODUCE CAN BE ORGANIC, LOCALLY SOURCED, AND TASTIER, WHICH IS A BIG SELLING POINT.



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Comic 3

TOPIC 1:
WHAT IS PLANT-
-BASED FARMING
AND CONSUMPTION?

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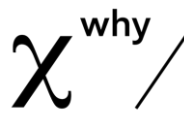


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HELP YOURSELF AND THE PLANET!



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Comic 4

TOPIC 1:

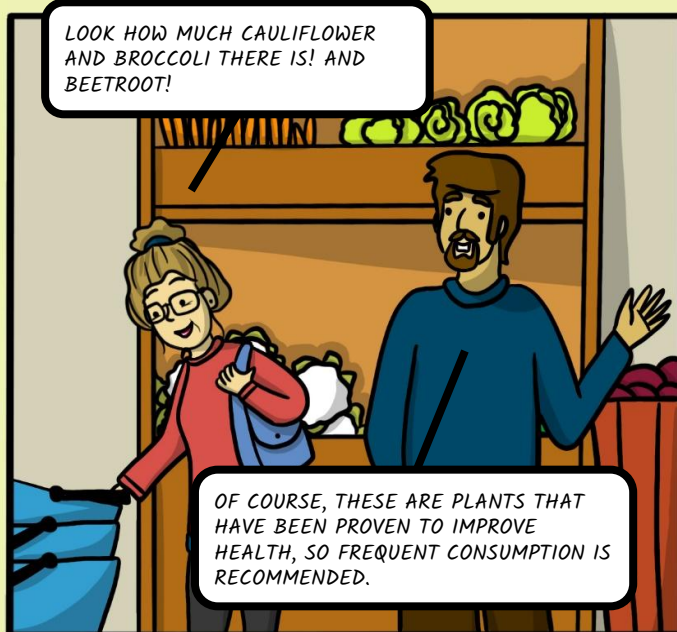
WHAT IS PLANT-BASED
FARMING AND
CONSUMPTION?



YOU WILL SEE, YOU WILL BE SURPRISED BY THE FRESHNESS AND TASTE OF FOOD.

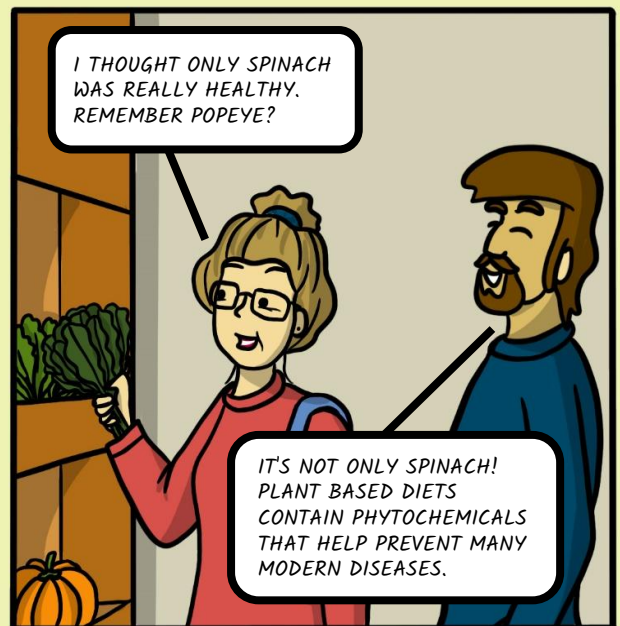


GOOD MORNING! MMM, HOW IT SMELLS!



LOOK HOW MUCH CAULIFLOWER AND BROCCOLI THERE IS! AND BEETROOT!

OF COURSE, THESE ARE PLANTS THAT HAVE BEEN PROVEN TO IMPROVE HEALTH, SO FREQUENT CONSUMPTION IS RECOMMENDED.



I THOUGHT ONLY SPINACH WAS REALLY HEALTHY. REMEMBER POPEYE?

IT'S NOT ONLY SPINACH! PLANT BASED DIETS CONTAIN PHYTOCHEMICALS THAT HELP PREVENT MANY MODERN DISEASES.



SO WE SHOULD BE MODERN TOO, AND EAT MORE PLANT-BASED FOOD?

THAT'S RIGHT. YOU WOULD AVOID MANY SERIOUS DISEASES AND DO YOUR BIT FOR THE ENVIRONMENT

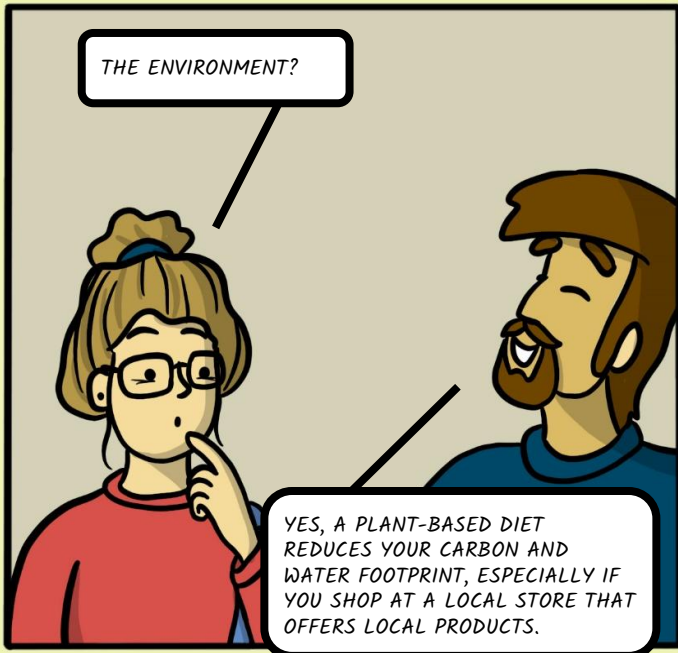




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Comic 4

TOPIC 1:
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FIELDS OF DEBATE



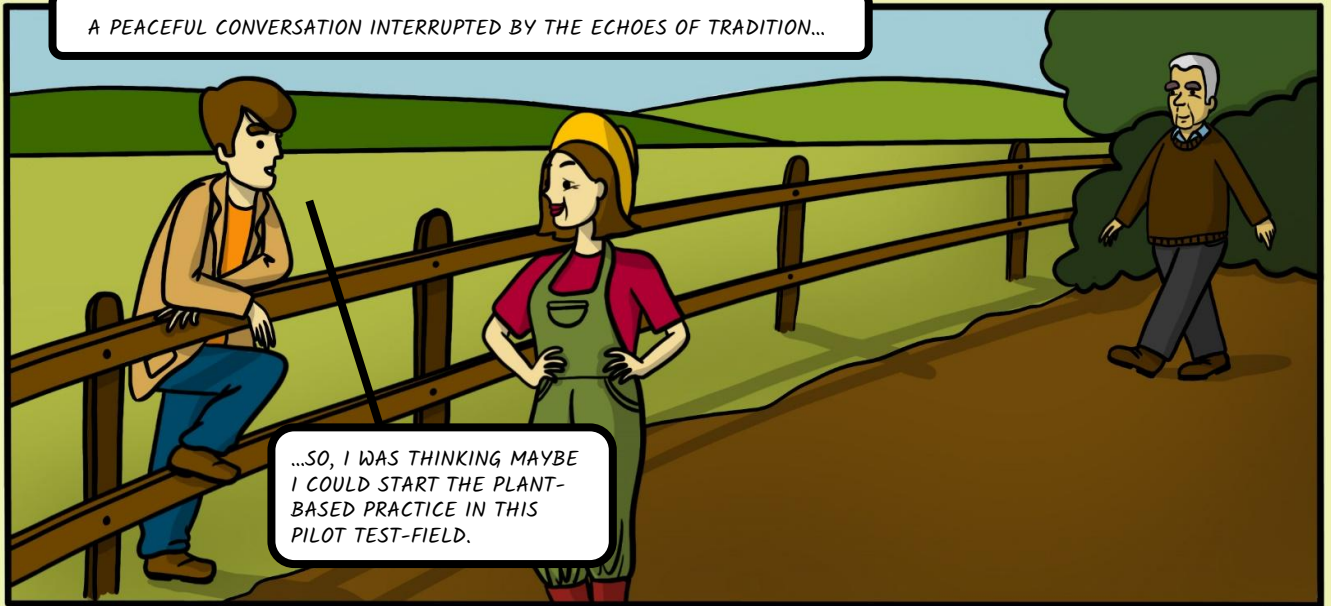
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Comic 5

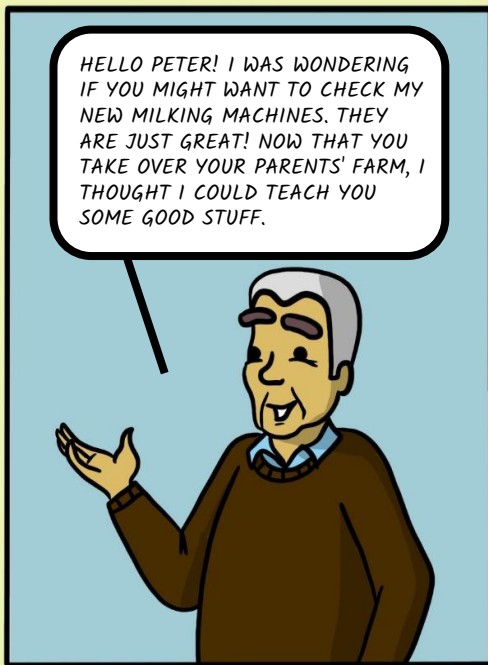
TOPIC 1:
WHAT IS PLANT-BASED
FARMING AND
CONSUMPTION?

A PEACEFUL CONVERSATION INTERRUPTED BY THE ECHOES OF TRADITION...



....SO, I WAS THINKING MAYBE I COULD START THE PLANT-BASED PRACTICE IN THIS PILOT TEST-FIELD.

HELLO PETER! I WAS WONDERING IF YOU MIGHT WANT TO CHECK MY NEW MILKING MACHINES. THEY ARE JUST GREAT! NOW THAT YOU TAKE OVER YOUR PARENTS' FARM, I THOUGHT I COULD TEACH YOU SOME GOOD STUFF.



OH, HELLO JOHN! ALWAYS GOOD TO SEE NEIGHBOURING FARMERS. IT IS A GENEROUS OFFER, HOWEVER, I MIGHT NOT BE INVOLVED IN DAIRY PRODUCTION IN THE NEAR FUTURE.



WHAT NONSENSE ARE YOU TALKING ABOUT? YOU WANT TO SELL THE FARM? YOUR PARENTS HAVE BEEN WORKING SO HARD, AND NOW YOU JUST THROW IT AWAY?



HEY, DON'T WORRY JOHN, I WILL NOT SELL THE FARM. I AM JUST THINKING OF A CHANGE. YOU HAVE PROBABLY MET SUSAN, SHE IS HERE TO HELP ME, AND WE ARE DISCUSSING THE POSSIBILITIES OF STARTING PLANT-BASED FARMING HERE AT MY FIELD.



OH, YES, THE VEGGIE-LADY. HAS SHE GIVEN YOU POISONED TOMATOES THAT MAKE YOU LOSE YOUR MIND? PLANT-BASED FARMING...? JUST ANOTHER TRENDY BUZZWORD, LIKE VEGAN, ORGANIC AND REGENERATIVE. ENOUGH OF THESE USELESS CONCEPTS. I TELL YOU THE SECRET: TRADITION AND HARD WORK!



JOHN, IT'S A NEW APPROACH TO FARMING, PROMISING TO ADDRESS ENVIRONMENTAL CONCERNS AND CHANGE CONSUMER PREFERENCES.



CONSUMER PREFERENCES, HUH? TELL IT TO MY CUSTOMERS, WHO COME BACK FOR THE GOOD OLD-FASHIONED CHEESE! DO YOU THINK THEY WOULD BE HAPPY IF I TOLD THEM, FROM NOW ON THEY HAVE TO STICK WITH TASTELESS VEGGIE MILK?



AND SUSTAINABILITY... THE STRONGEST FANCY WORD! WHAT ABOUT THE SUSTAINABILITY OF MY ECONOMY AND MY WELFARE? MY COWS PROVIDE MEAT AND MILK FOR A LIVING. PLANT-BASED ABSURDITY SURE DOES NOT GIVE YOU THE VOLUME YOU NEED!



JOHN, IT'S NOT JUST ABOUT VOLUME. IT'S ABOUT QUALITY, HEALTH AND A FUTURE THAT RESPECTS THE ENVIRONMENT.

WE SHOULD BE OPEN TO AT LEAST TRY NEW SOLUTIONS, RIGHT?



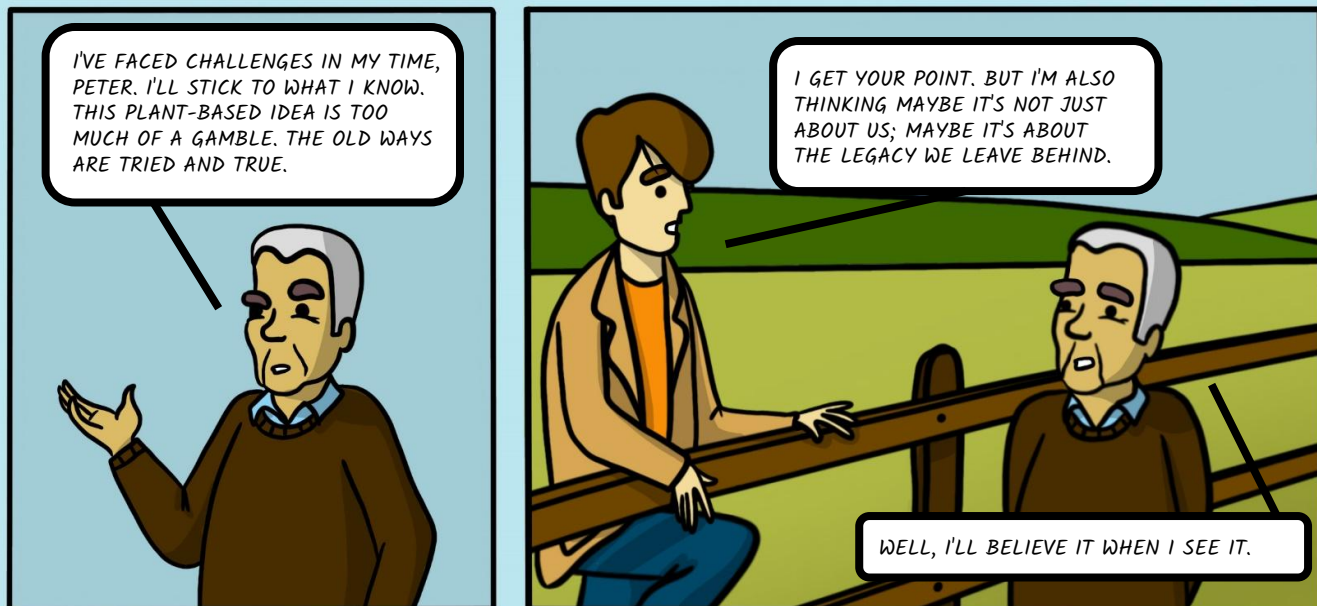


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Comic 5

TOPIC 1:
WHAT IS PLANT-
-BASED FARMING
AND CONSUMPTION?

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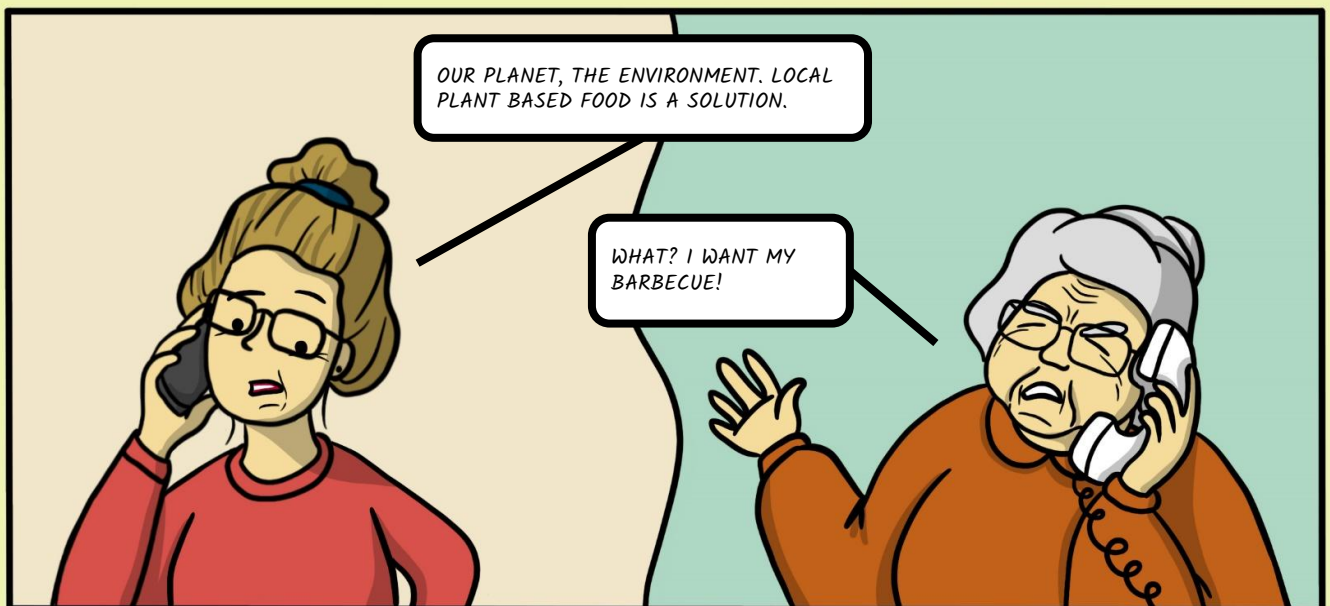
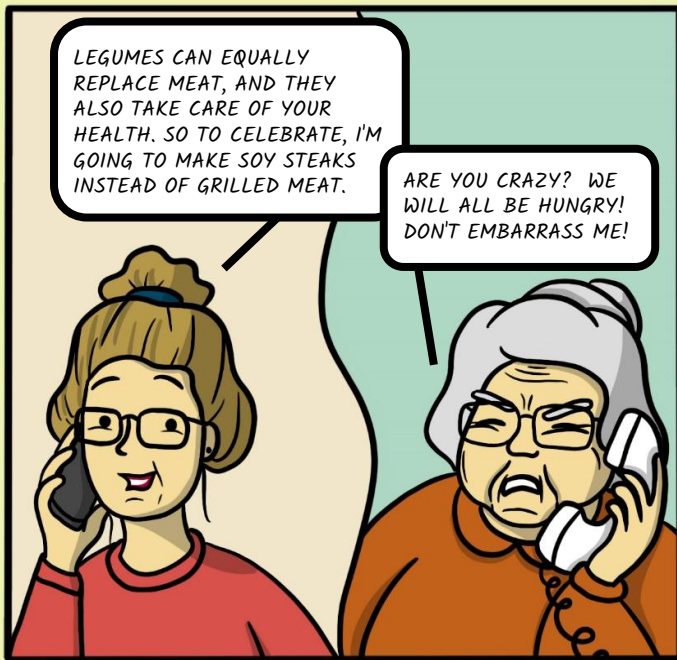
CHANGING HABITS CAN CAUSE A FIGHT



Comic 6

TOPIC 1:
WHAT IS PLANT-BASED
FARMING AND
CONSUMPTION?





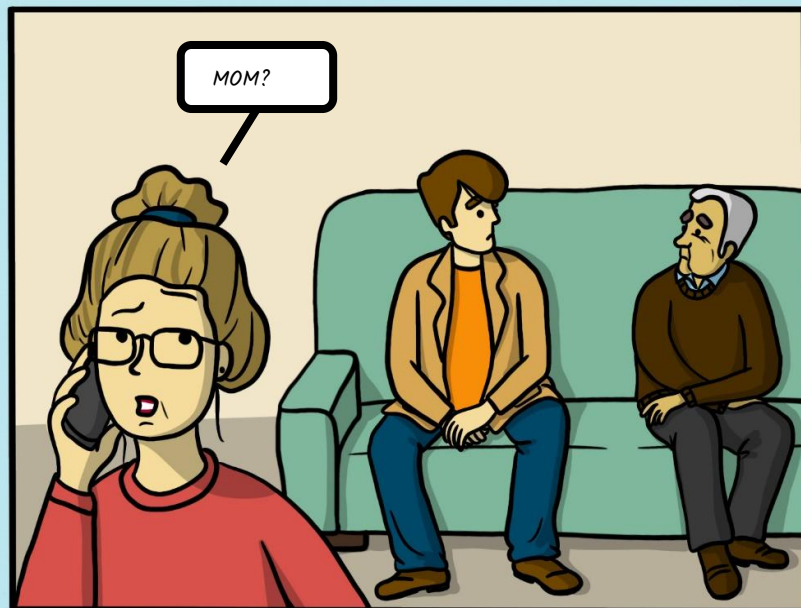


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Comic 6

TOPIC 1:
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-BASED FARMING
AND CONSUMPTION?

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DRAMATIC TWIST

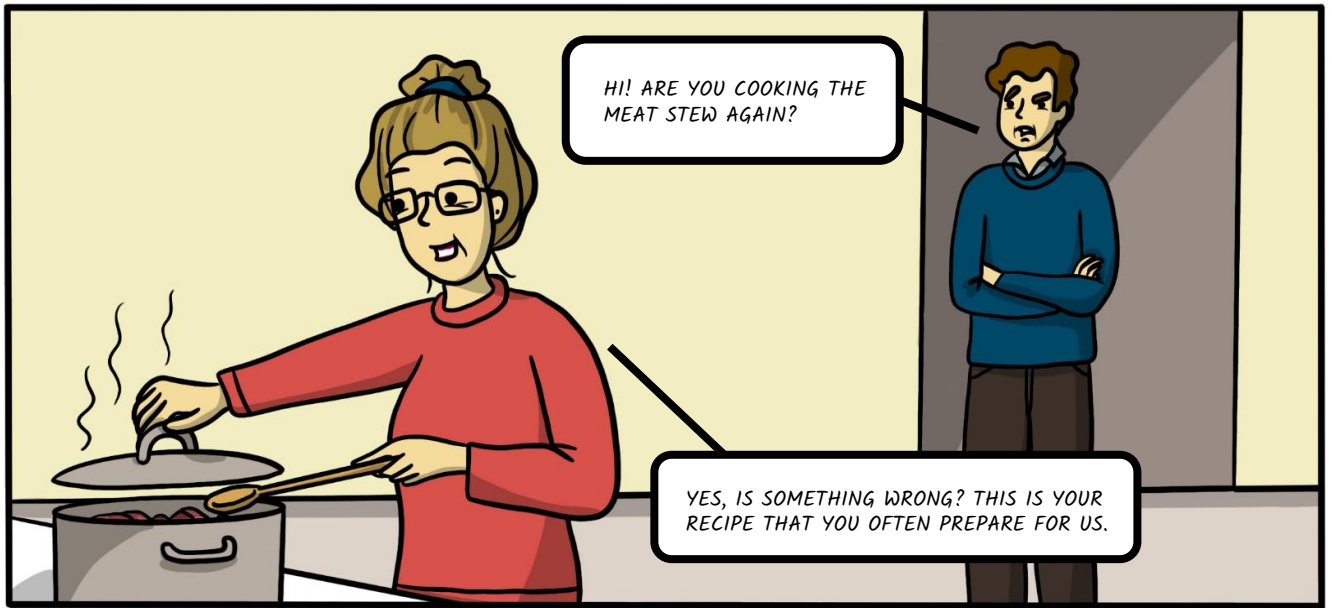


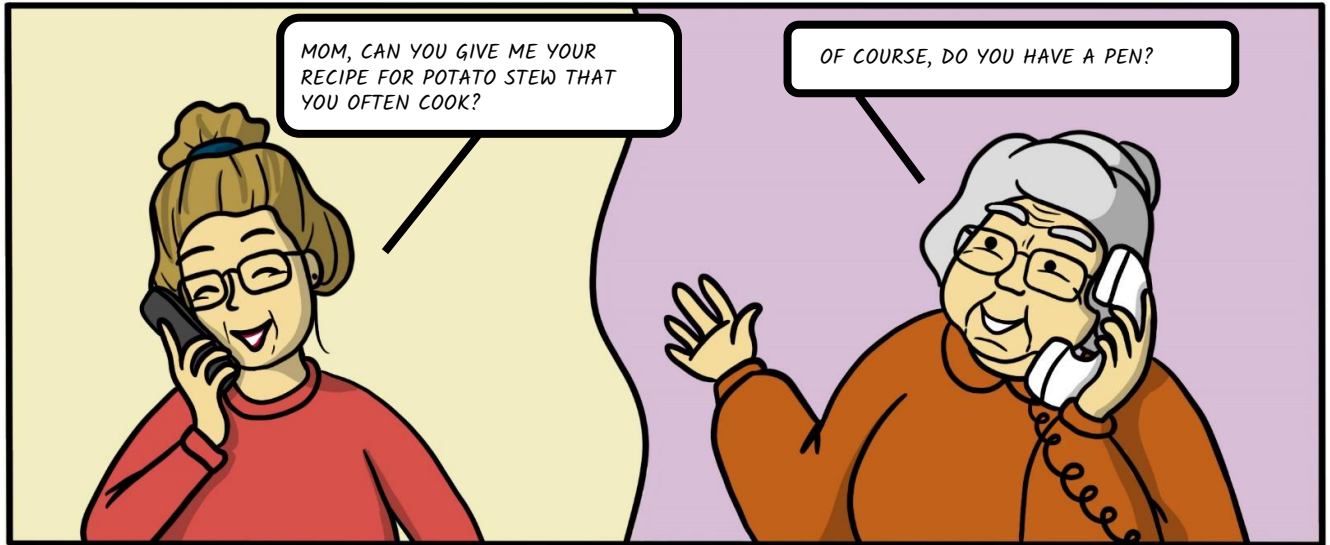
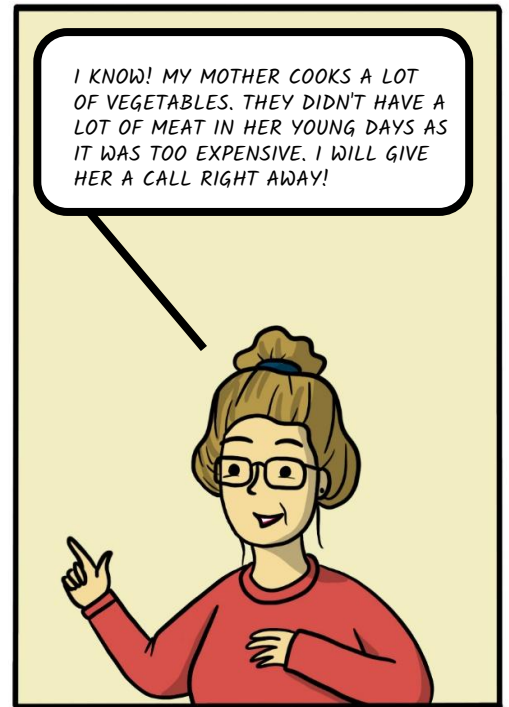
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Comic 1

TOPIC 2:
WHAT IS
PLANT-BASED
NUTRITION?





Comic 1

TOPIC 2: WHAT IS PLANT-BASED NUTRITION?

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MARKETPLACE ENCOUNTER

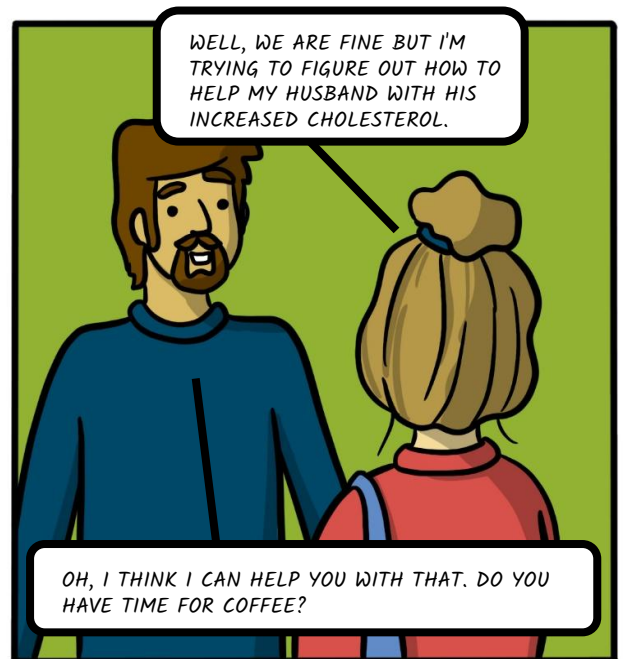


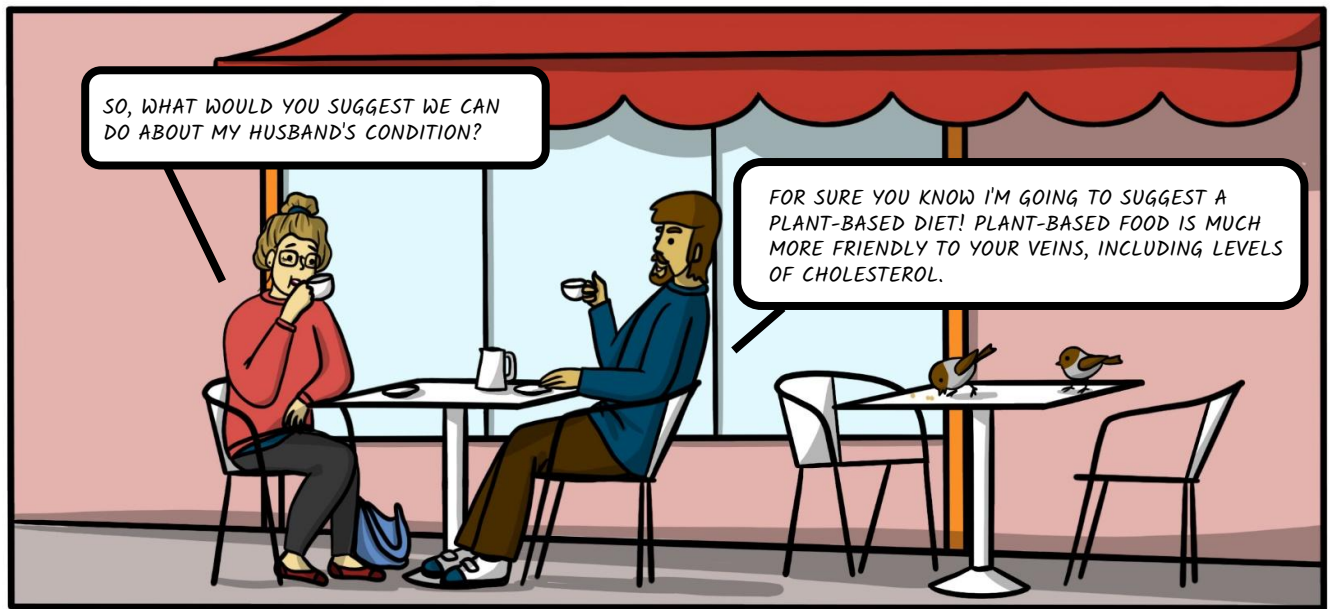
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Comic 2

TOPIC 2:
WHAT IS
PLANT-BASED
NUTRITION?





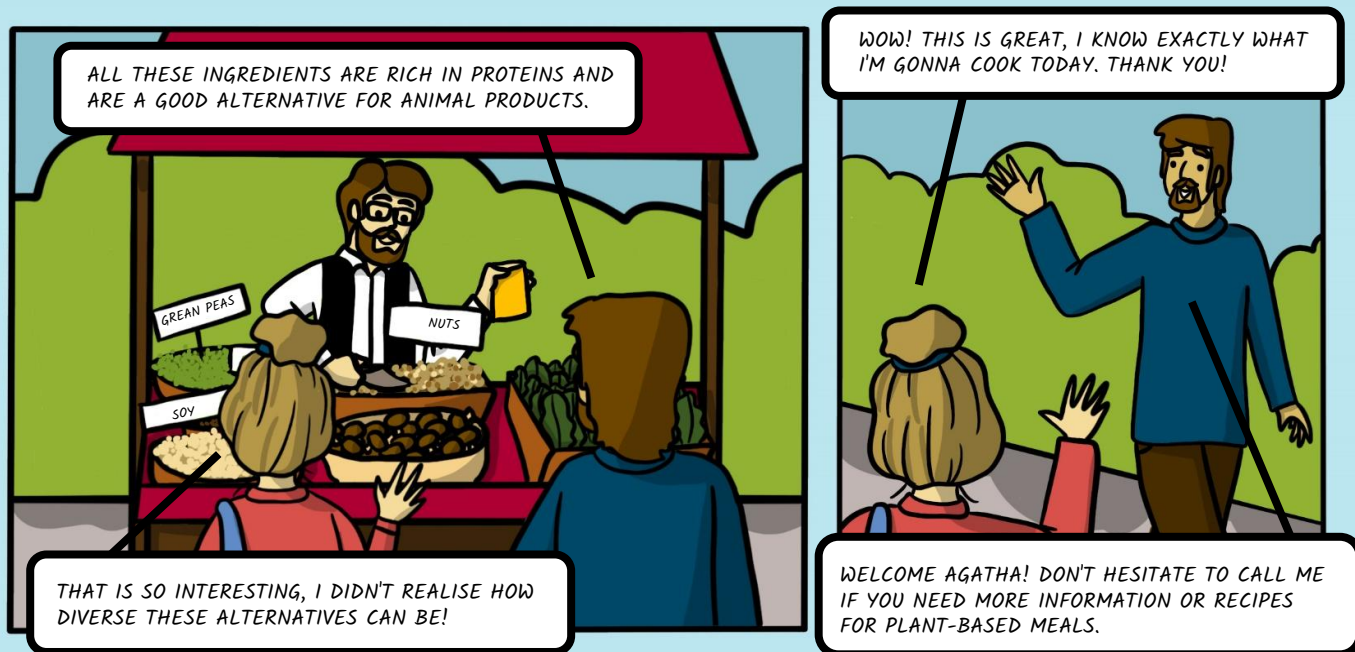


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Comic 2

TOPIC 2:
WHAT IS
PLANT-BASED
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NO MEAT, NO MEAL?



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Comic 3

TOPIC 2:
WHAT IS
PLANT-BASED
NUTRITION?





Comic 3

TOPIC 2: WHAT IS PLANT-BASED NUTRITION?

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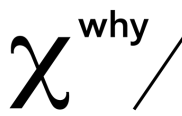


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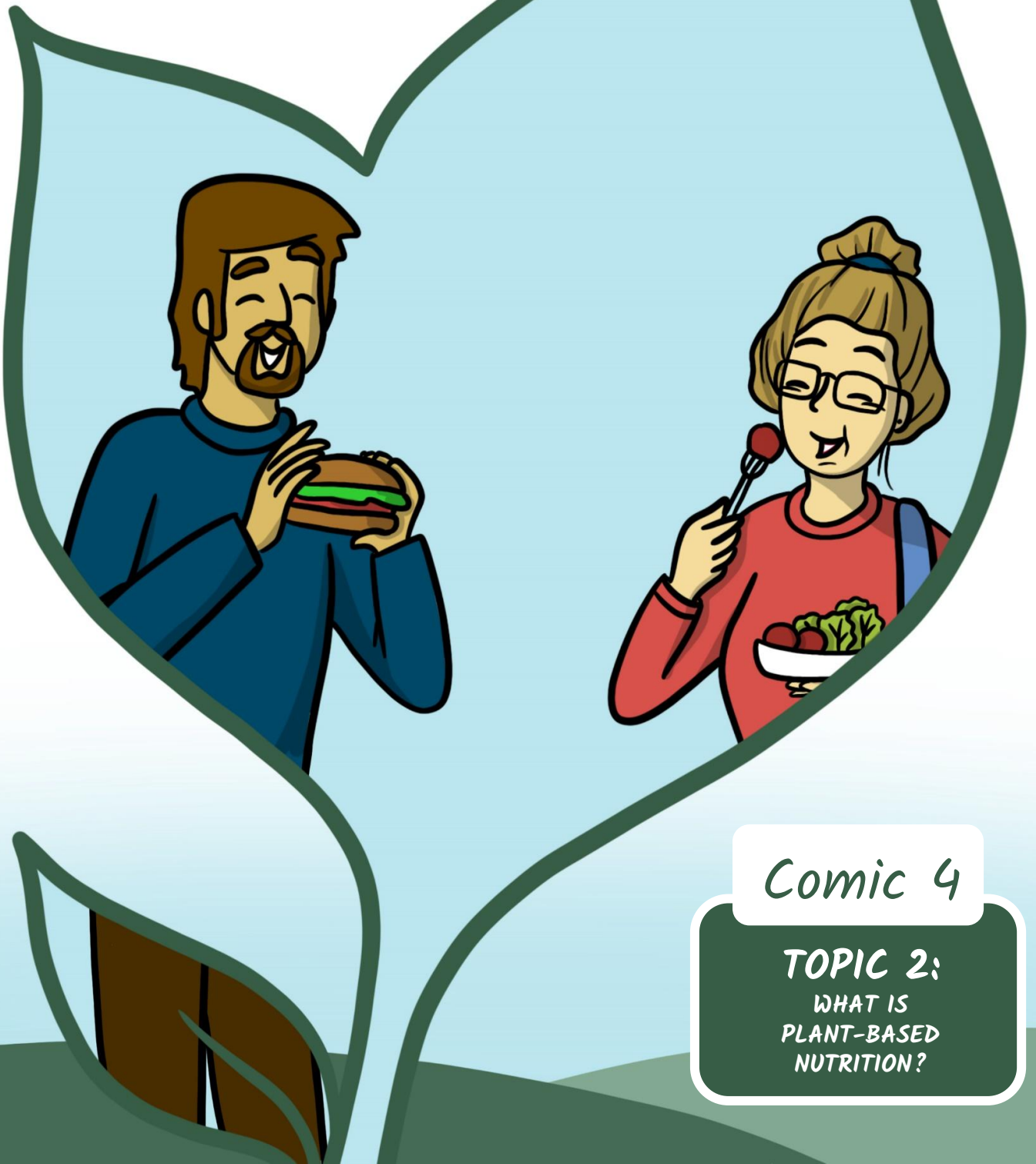


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ENLIGHTENMENT AT THE FESTIVAL



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Comic 4

TOPIC 2:
WHAT IS
PLANT-BASED
NUTRITION?

PLANT-BASED FESTIVAL



LOOK AT ALL OF THESE MATERIALS, THEY ARE VERY INFORMATIVE ON PLANT-BASED NUTRITION.

OH GREAT, THIS WILL BE VERY HELPFUL! I DIDN'T REALISE THAT THERE IS SO MUCH MATERIAL ON THIS SUBJECT.



WHAT IS THIS "MEAT" BALL MADE FROM? IT IS SO TASTY! YUM!

THIS ONE IS MADE FROM CHICKPEAS. BUT LOOK HERE, THIS BURGER IS MADE FROM BEETROOT. WILL YOU TASTE IT?



OHhhh, SO MUCH CHOICE! LOOK AT THIS SALAMI, IT LOOKS LIKE NORMAL SALAMI. I WILL BUY SOME OF THESE FOR MY FAMILY.

YES, THIS SALAMI IS MADE FROM PEA PROTEINS BUT YOU CAN ALSO BUY SEITAN WHICH IS WHEAT PROTEIN OR PRODUCTS FROM SOY LIKE TOFU OR CHUNKS.



WHAT IS THIS!? I WON'T EAT THIS VEGGIE STUFF!



HEY, COOL DOWN! COME HERE, YOU CAN LEARN FACTS ABOUT PLANT-BASED DIETS IF YOU ARE INTERESTED.



AND ALSO IT IS SCIENTIFICALLY PROVEN THAT CHOOSING A PLANT-BASED DIET HAS BENEFITS FOR HEALTH AND THE ENVIRONMENT.

C'MON! HOW CAN YOU MAKE A SAUSAGE WITHOUT MEAT? I WILL BELIEVE IT WHEN I SEE IT!



HERE YOU GO, TRY THIS ONE. THIS SAUSAGE IS MADE FROM SOY PROTEIN.

HM, IT'S NOT SO BAD. IT'S BETTER THAN I EXPECTED. BUT STILL...



YOU KNOW, I WAS ALSO SKEPTICAL AT THE BEGINNING, BUT I SEE NOW THAT PLANT-BASED PRODUCTS TASTE REALLY GOOD. GIVE YOURSELF A CHANCE!

IS THIS CHEESE? CAN I USE THIS FOR PIZZA?



YES, THIS CHEESE IS MADE FROM CASHES, YOU CAN USE IT FOR MANY DISHES.

LET ME LOOK AT THIS RECIPE FOR PLANT-BASED CABBAGE ROLLS, IT LOOKS DELICIOUS.

PLANT-BASED CABBAGE ROLLS.

INGREDIENTS: 100 G RICE, 200 G SOY CHUNKS, 1 SAUERKRAUT HEAD, 2 ONIONS, OIL, VEGETABLE STOCK, SALT, PEPPER.

COOKING PROCESS: COOK RICE, IN THE MEANTIME FRY SOY CHUNKS IN OIL, POUR OVER VEGETABLE STOCK. LET IT COOL AND THEN MIX IT WITH COOKED RICE AND FRIED ONION. SEPARATE CABBAGE LEAVES AND ROLL MIXED MASS INTO EACH LEAF. CHOP THE REST OF THE CABBAGE, PUT ON THE ROLLS AND COOK FOR 1,5 HOURS ON SMALL FIRE.

WOW, IT IS NOT AS EXPENSIVE AS I EXPECTED! PEOPLE NORMALLY THINK THIS PLANT-BASED FOOD IS SO EXPENSIVE BUT NOW I SEE THE PRICES ARE COMPLETELY ACCEPTABLE.



I HOPE THIS WAS USEFUL EXPERIENCE FOR YOU, AGATHA. LET'S KEEP IN TOUCH FOR THE NEXT OCCASION!



I AM SO GLAD TO VISIT THIS FESTIVAL! I FEEL MUCH MORE CONFIDENT IN COOKING PLANT-BASED MEALS NOW. THANK YOU!

Illustration and design by IsaSilva.com for StoryTellme

Comic 3

TOPIC 2:
WHAT IS
PLANT-BASED
NUTRITION?

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GREEN GRILL



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Comic 5

TOPIC 2:
WHAT IS
PLANT-BASED
NUTRITION?



OH, BUT DO YOU KNOW THAT THIS IS NOT MEAT SALAMI? THIS IS MADE FROM PEA PROTEIN, I BOUGHT IT AT THE PLANT-BASED FESTIVAL YESTERDAY.

STOP JOKING AROUND! THIS IS MEAT, I KNOW HOW SALAMI TASTES. VEGGIES COULD NEVER TASTE THAT GOOD.

I'M NOT JOKING. THIS REALLY IS A PLANT-BASED SALAMI. WE HAVE A MEAT-FREE BARBECUE TODAY. I'M SO GLAD YOU LIKE IT!

WELL, I NEVER WOULD HAVE THOUGHT THAT I WOULD SAY THIS BUT IT TASTES REALLY REALLY GOOD!

HERE YOU GO, TRY THIS GRILLED TOFU! I BET YOU WILL LIKE IT TOO.

OK, AND ADD ALSO SOME GRILLED ZUCCHINI. I GUESS TODAY IS THE DAY TO TRY SOMETHING NEW.

OH JOHN, I'M GLAD YOU ARE WILLING TO TRY OUR "GREEN GRILL"! SINCE WE HAVE SWITCHED TO A MORE PLANT-BASED DIET MY CHOLESTEROL LEVEL IMPROVED AND I FEEL MUCH BETTER. I HIGHLY RECOMMEND THIS SMALL CHANGE TO EVERYBODY.

AND ALSO YOU DON'T HAVE TO ENTIRELY EXCLUDE MEAT FROM YOUR DIET. THE WHOLE FAMILY FEELS MUCH BETTER NOW WHEN WE EAT LESS MEAT THAN BEFORE.

Comic 5

TOPIC 2: WHAT IS PLANT-BASED NUTRITION?

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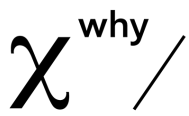


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A JOURNEY TOWARDS REVELATION

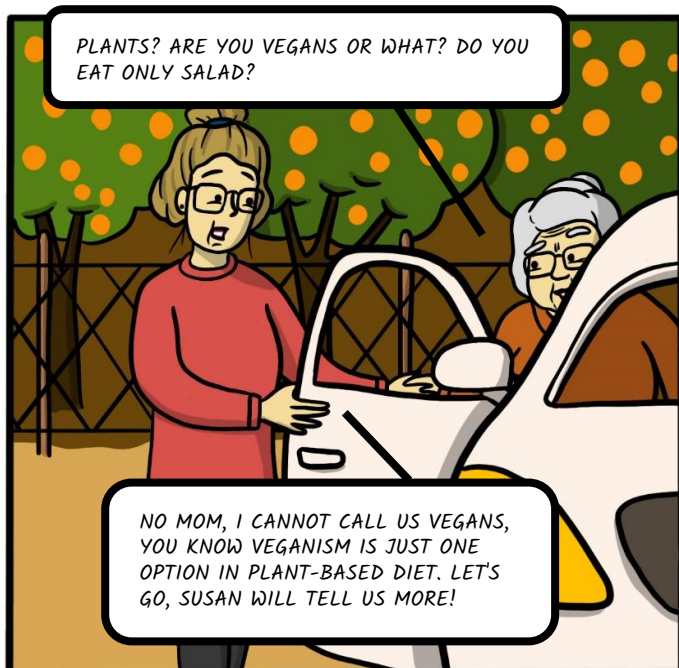
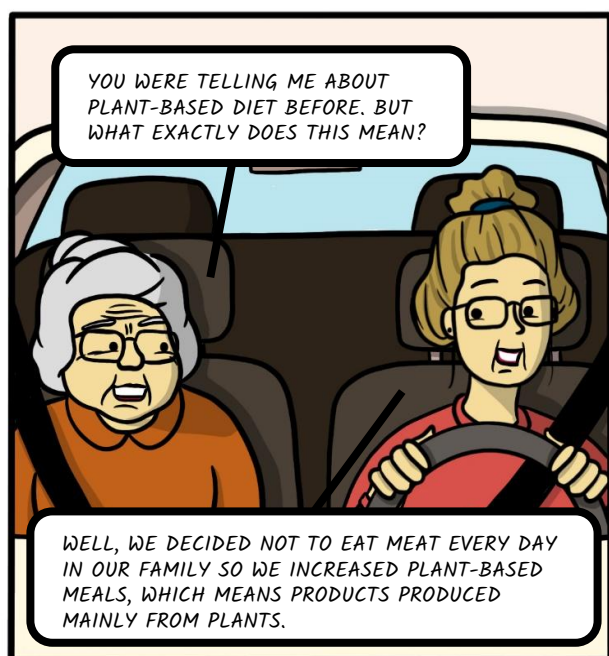
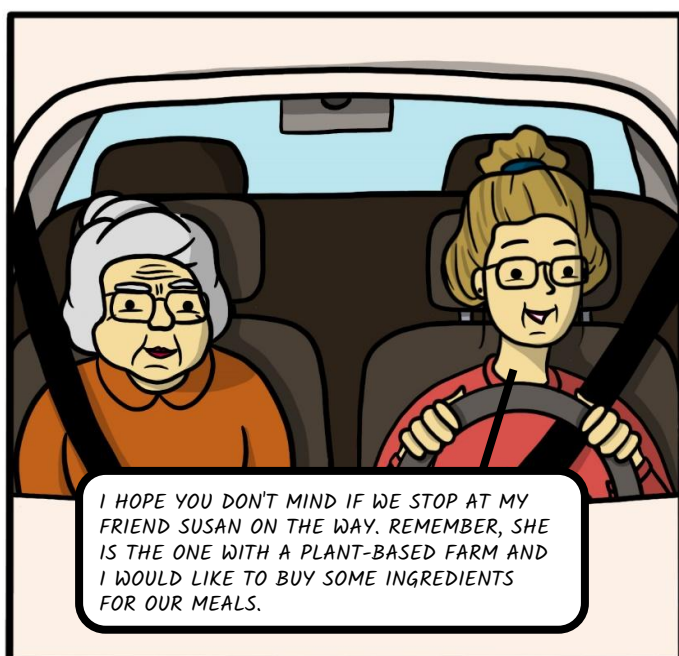


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Comic 6

TOPIC 2:
WHAT IS
PLANT-BASED
NUTRITION?



BEING VEGAN IS A POLITICAL AND PHILOSOPHICAL CHOICE OF LIVING THAT REFUSES THE USE OF ANY ANIMAL PRODUCT OR BY-PRODUCT. VEGANS DON'T WEAR LEATHER OR SILK, NEITHER USE HONEY OR PRODUCTS TESTED ON ANIMALS. PEOPLE WHO CHOOSE A PLANT-BASED DIET FOCUS ON ANIMAL FREE PRODUCTS MAINLY ON THEIR DIETS.



INTERESTING, SO THE VEGANISM IS NOT JUST ABOUT FOOD!

YOU CAN SEE DIFFERENT PLANTS WE GROW HERE AT THE FARM, FOR EXAMPLE CORN, POTATOES, CARROTS, PEAS, MILLET, BUCKWHEAT... AND WE ALSO MAKE PRODUCTS OUT OF THEM WHICH WE SELL IN A SHOP AND ON THE MARKET, FOR EXAMPLE MILLET PORRIDGE OR CARROT SPREAD.



MILLET PORRIDGE! I USED TO COOK A LOT OF IT... OH MEMORIES...

MOM, HOW DID YOU PREPARE THIS PORRIDGE?



DIFFERENT WAYS, LIKE MILLET PORRIDGE WITH DRIED PLUMS OR WITH BRUSSELS SPROUTS AND HOKAIDO PUMPKIN. MMM, THAT IS SO GOOD! AND IF I DIDN'T HAVE MINCED MEAT I USED MILLET PORRIDGE FOR STUFFING PEPPERS.

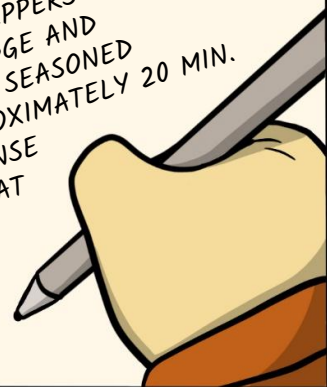
YOU SEE MOM, YOU HAVE BEEN COOKING PLANT-BASED MEALS BUT YOU JUST WEREN'T AWARE OF THAT!



DOROTHY, I'M INTERESTED IN THIS RECIPE FOR STUFFED PEPPERS. COULD YOU SHARE IT WITH ME?

INGREDIENTS: 1 RED PEPPER PER PERSON, VEGETABLE BY CHOICE (CARROTS, ZUCCHINI, ONIONS...), 200 G COOKED MILLET PORRIDGE, TOMATO SAUCE, 1 L WATER, SALT, PEPPER, LAUREL LEAF.

COOKING PROCESS: STUFF PEPPERS WITH MIXTURE OF MILLET PORRIDGE AND VEGETABLES AND COOK IN SEASONED TOMATO SAUCE FOR APPROXIMATELY 20 MIN. IF THE SAUCE IS NOT DENSE ENOUGH, USE GROUND OAT FLAKES OR FLOUR TO THICKEN IT.



BACK IN THE CAR

WHO WOULD HAVE THOUGHT THAT I'M ACTUALLY A PLANT-BASED COOK, HI, HI! YOU KNOW WHAT, I WILL GATHER ALL MY PLANT-BASED RECIPES AND PUT THEM IN A COOK BOOK FOR YOU, WHAT DO YOU THINK?

OH MOM, THAT WOULD BE AWESOME! EVEN MORE DELICIOUS PLANT-BASED DISHES FOR OUR FAMILY.

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Comic 6

TOPIC 2:
WHAT IS
PLANT-BASED
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THE GREEN AWAKENING

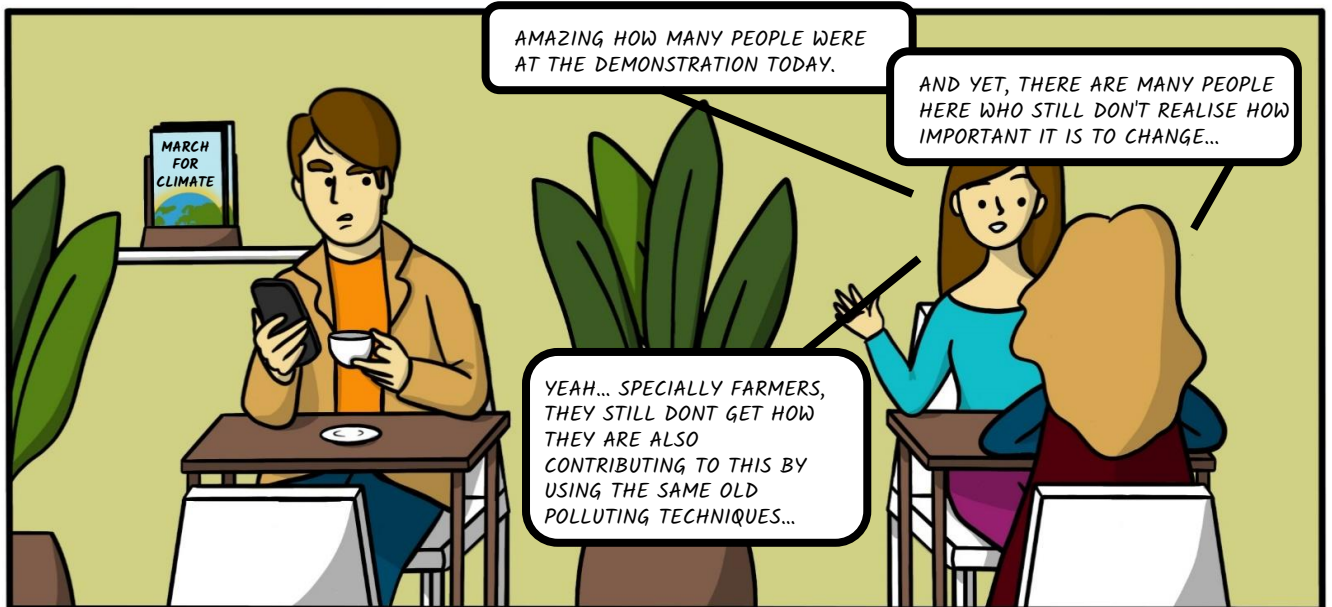
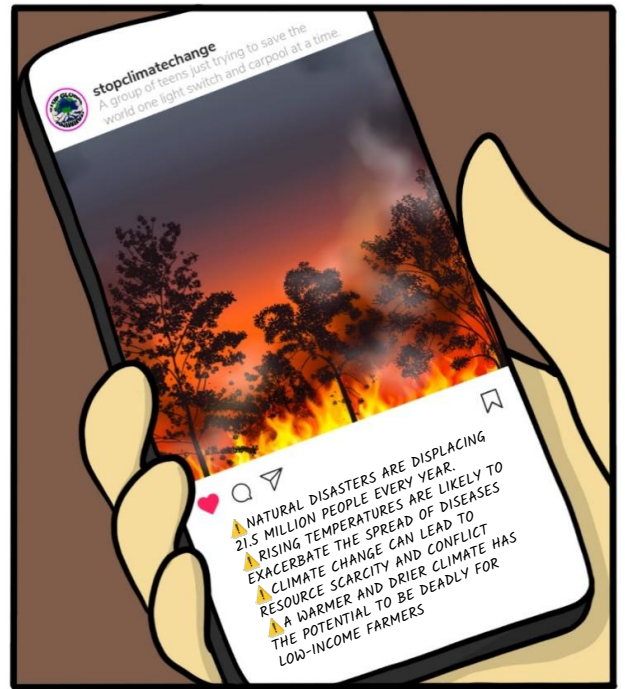


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Comic 1

TOPIC 3:
SUSTAINABLE
PLANT-BASED
FARMING



THERE WERE THESE TWO WOMEN SAYING HOW WE FARMERS ARE CONTRIBUTING TO THE AWFUL EFFECTS OF CLIMATE CHANGE...UNBELIEVABLE

UNFORTUNATELY THEY ARE RIGHT PETER...

WHAT DO YOU MEAN? HOW?

DO YOU REMEMBER THAT SOME TIME AGO I STARTED TO CHANGE MY FARMING TECHNIQUES, LIKE NOT USING ANIMALS AND GROWING PLANT-BASED FOOD RIGHT?

WELL, TURNS OUT THAT ANIMALS IN LIVESTOCK FARMING, LIKE COW FARMING, EMIT METHANE AND CONTRIBUTE TO CLIMATE CHANGE.

I HAVE READ THAT BETWEEN 11 AND 20% OF GLOBAL GREENHOUSE GAS EMISSIONS COME FROM LIVESTOCK. AND IF WE CONTINUE LIKE THIS, THE GLOBAL TEMPERATURES WILL INCREASE BY MORE THAN 2°C... CRAZY, RIGHT?

REALLY?

ALSO, WITH OLD-SCHOOL ANIMAL FARMING WE NEED MORE AND MORE LAND TO FEED ALL THESE ANIMALS. PLUS WE LOSE FOREST LAND, AND THIS MEANS MORE CO₂ IN THE ATMOSPHERE.

AND THEN THERE IS THE LARGE AMOUNTS OF LAND, WATER, ENERGY AND FOOD RESOURCES THAT IT NEEDS...YOU KNOW, WITH THE WATER SCARCITY THAT IS HAPPENING GLOBALLY, IT JUST DIDN'T FELT RIGHT...

DID YOU KNOW THAT ABOUT THE 90% OF THE WORLD'S WATER FOOTPRINT COMES FROM AGRICULTURE, USING 70% OF ALL AVAILABLE FRESHWATER?



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Comic 1

TOPIC 3:
SUSTAINABLE
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EVERYTHING IS CHANGING



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Comic 2

TOPIC 3:
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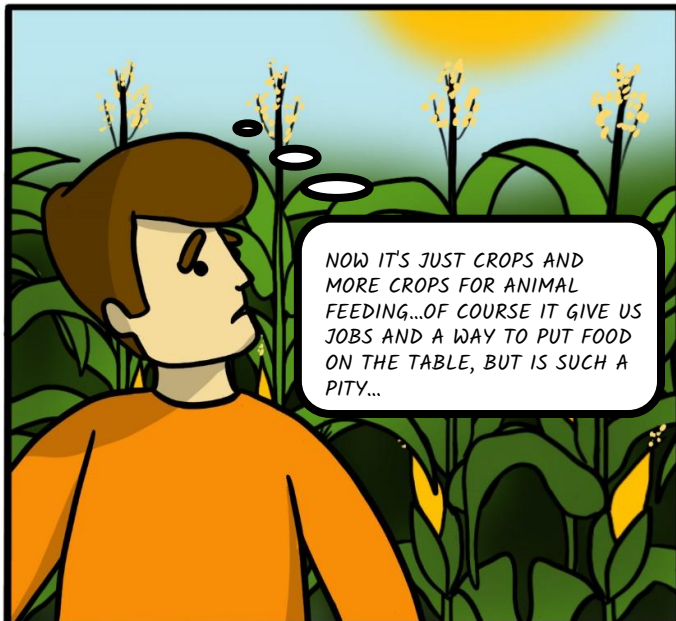
WOW...THESE TEMPERATURES ARE NOT NORMAL IN THIS PERIOD OF THE YEAR. IT IS INCREDIBLY HOT...



I REMEMBER WHEN THIS USED TO BE A SMALL FOREST WHERE I PLAYED WHEN I WAS LITTLE...

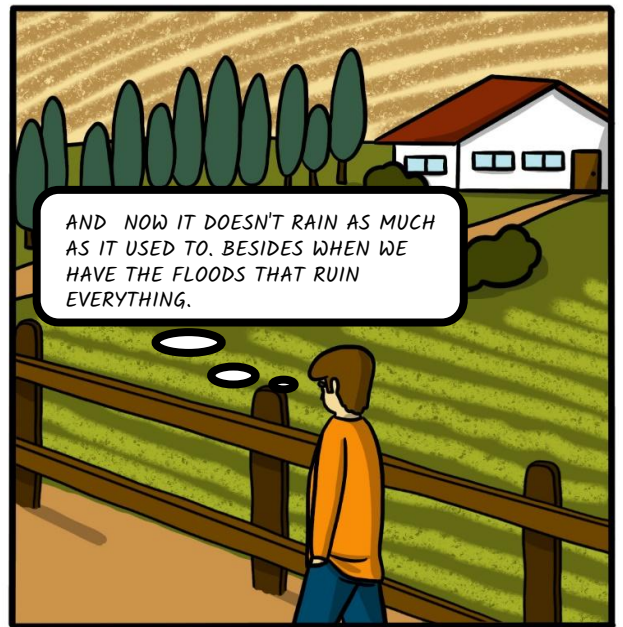


NOW IT'S JUST CROPS AND MORE CROPS FOR ANIMAL FEEDING...OF COURSE IT GIVE US JOBS AND A WAY TO PUT FOOD ON THE TABLE, BUT IS SUCH A PITY...



I REMEMBER THE BIRDSSO COLOURFULL. THERE ARE NO BIRDS ANYMORE.





Comic 2

TOPIC 3: SUSTAINABLE PLANT-BASED FARMING

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LESSON 1: SUSTAINABLE CROP SELECTION

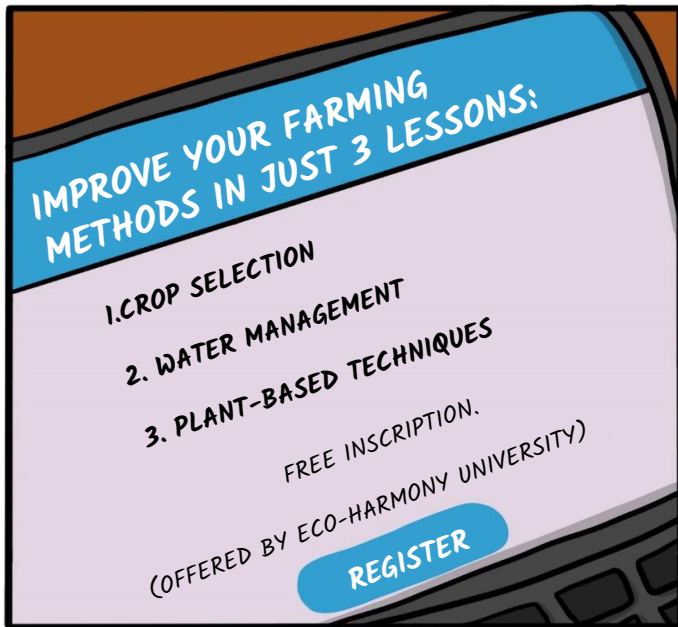
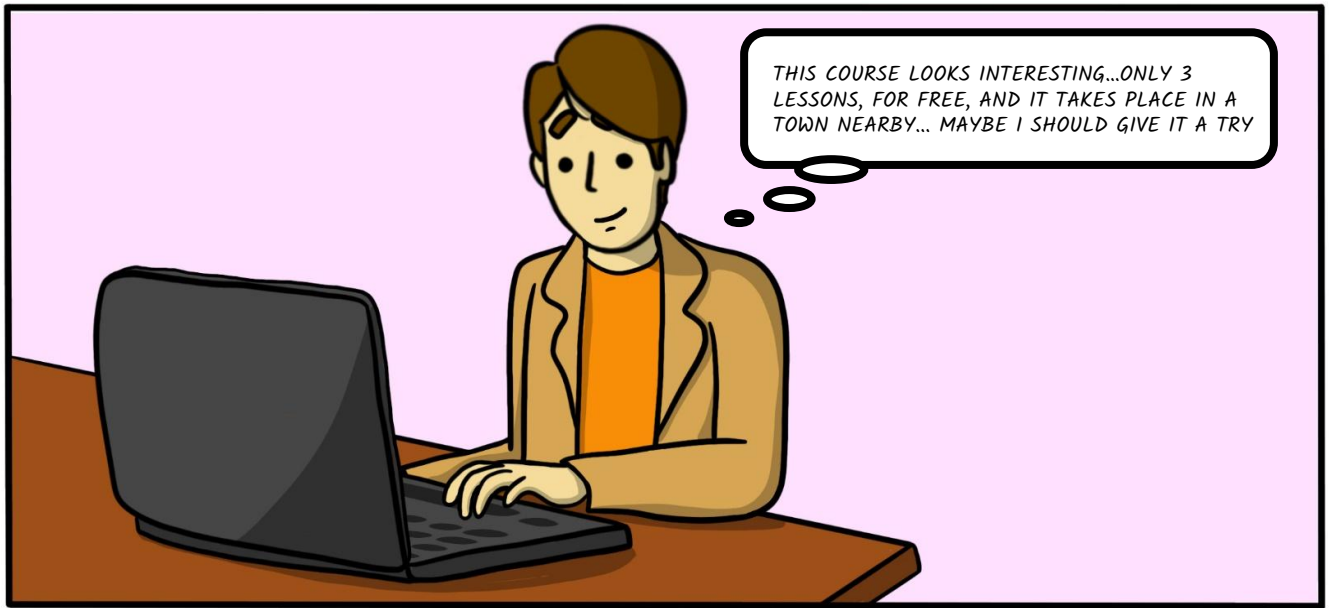


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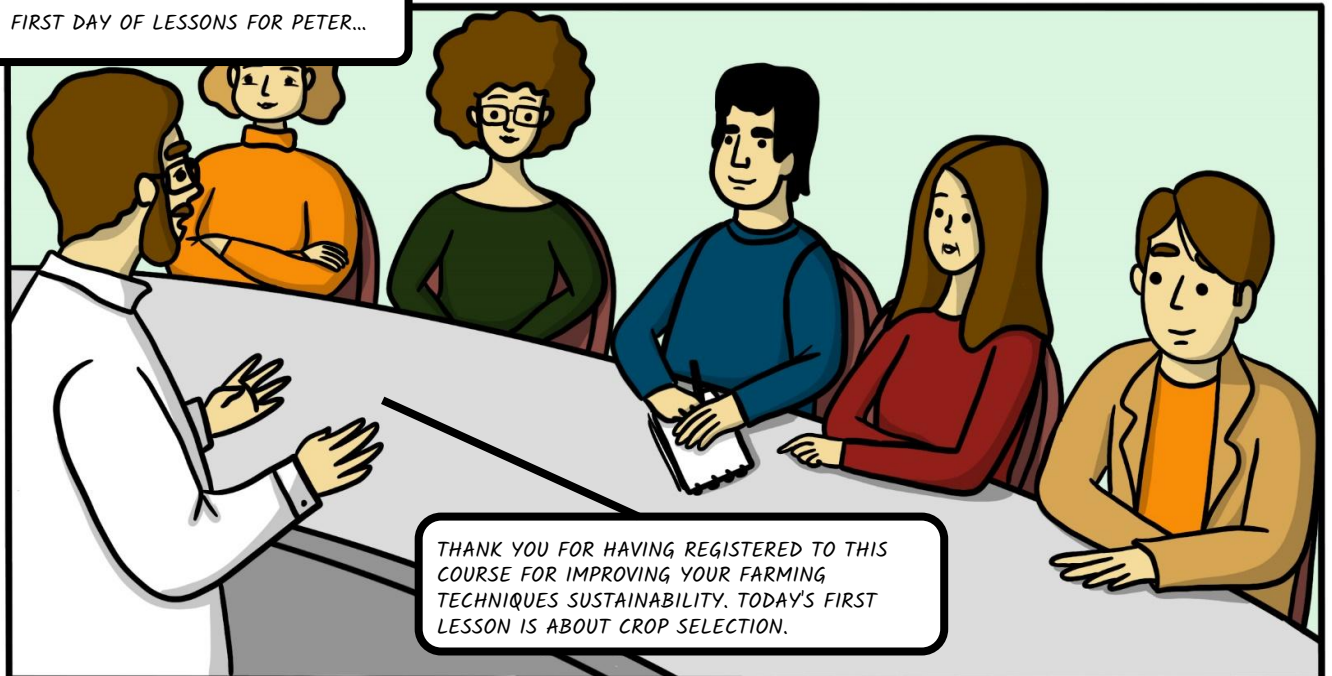


Comic 3

TOPIC 3:
SUSTAINABLE
PLANT-BASED
FARMING



FIRST DAY OF LESSONS FOR PETER...



DIFFERENT PLANTS REQUIRE DIVERSE NUTRIENTS, AND A GOOD CROP PLANNING AND MANAGEMENT IS ESSENTIAL FOR THE SOIL.

THERE ARE SOME TECHNIQUES LIKE CROP ROTATION, COVER CROPS AND GREEN MANURES TO MANAGE SOIL HEALTH AND FERTILITY. BUT FIRST IS IMPORTANT TO CHOOSE THE CROPS WISELY.

SORRY PROFESSOR, BUT HOW CAN WE DO THAT?

WE NEED TO ASK OURSELVES, IS THERE A MARKET FOR WHAT I WANT TO PRODUCE? WILL IT GROW WELL? AND THE ANSWERS DEPEND ON OUR LOCAL CLIMATE AND CONDITIONS.

AND ONCE WE KNOW IT, WHAT IS THE NEXT STEP?

CHOOSE A VARIETY THAT HAS THE CHARACTERISTICS YOU WANT. MAKE SURE YOU GET THE RIGHT SEED.

YOU CAN CONSIDER TO COMBINE CROPS THAT COMPLEMENT EACH OTHER, AND SEEK ADVICE FROM OTHER FARMERS IN OTHER VILLAGES

I CAN ALWAYS ASK SUSAN

AND THEN YOU CAN START THINKING ABOUT THE NEXT STEPS: CROP ROTATION, INTERCROPPING AND SOIL CULTIVATION METHODS.



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Comic 3

TOPIC 3:
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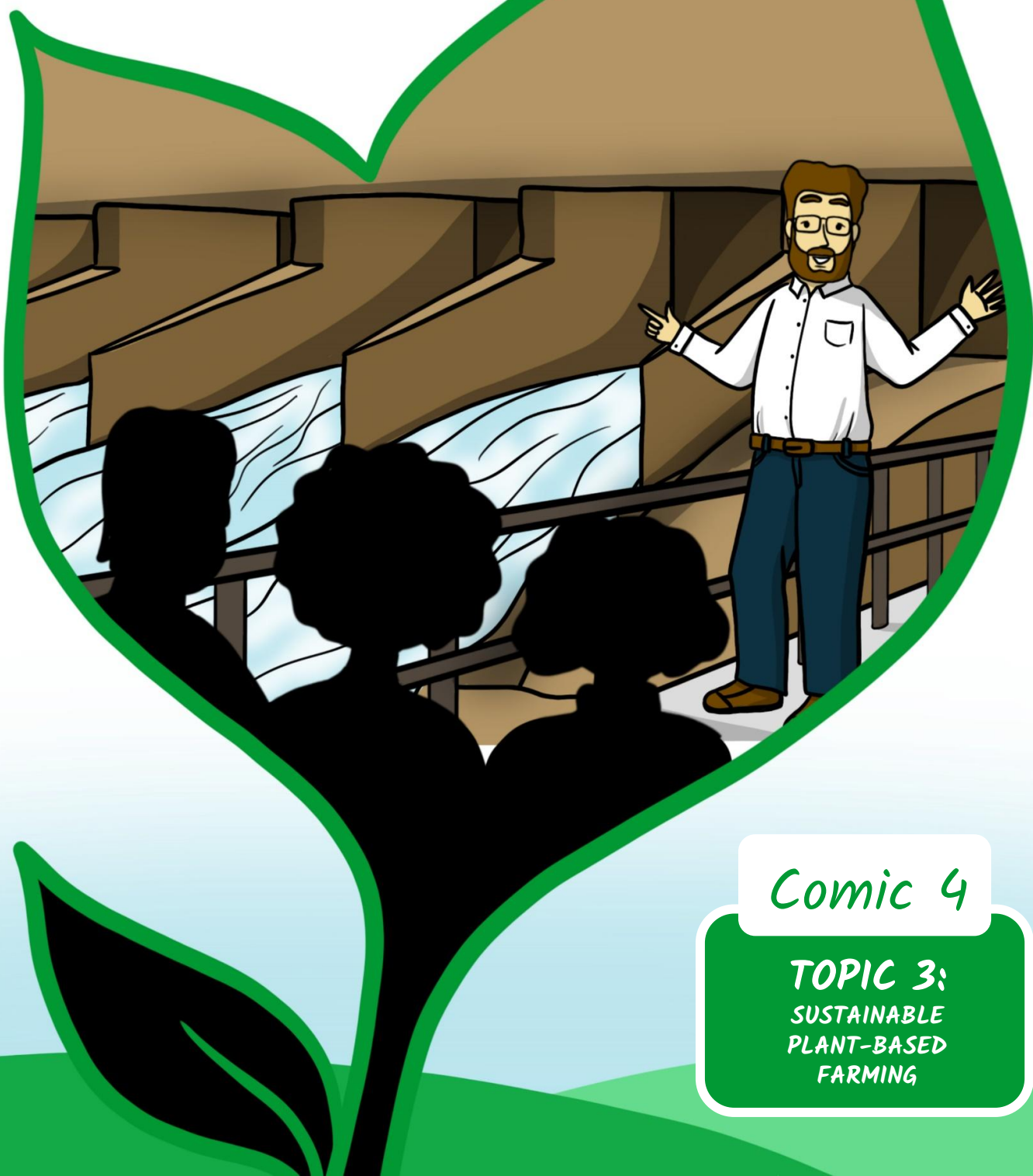


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LESSON 2: NAVIGATING WATER MANAGEMENT



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Comic 4

TOPIC 3:
SUSTAINABLE
PLANT-BASED
FARMING



WELLCOME ALL. AS YOU MAY GUESS FROM OUR LOCATION, WE ARE GOING TO TALK ABOUT WATER MANAGEMENT.



AS YOU MAY KNOW, FARMING IS RELATED TO SOME WATER MANAGEMENT ISSUES, INCLUDING INADEQUATE USE AND POLICIES.

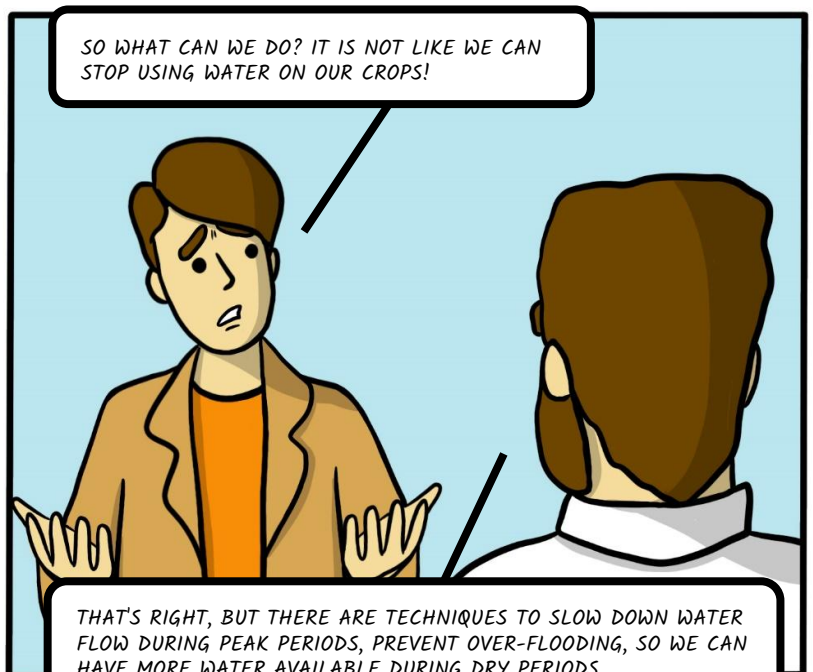


PROFFESOR, HOW IS IT RELATED EXACTLY?

WELL, NOWADYS, AGRICULTURE USES 70% OF ALL FRESHWATER WITHDRAWALS GLOBALLY, AND ALSO A LOT OF WATER THAT CANNOT BE RECOVERED, MOSTLY BECAUSE IT EVAPORATES.

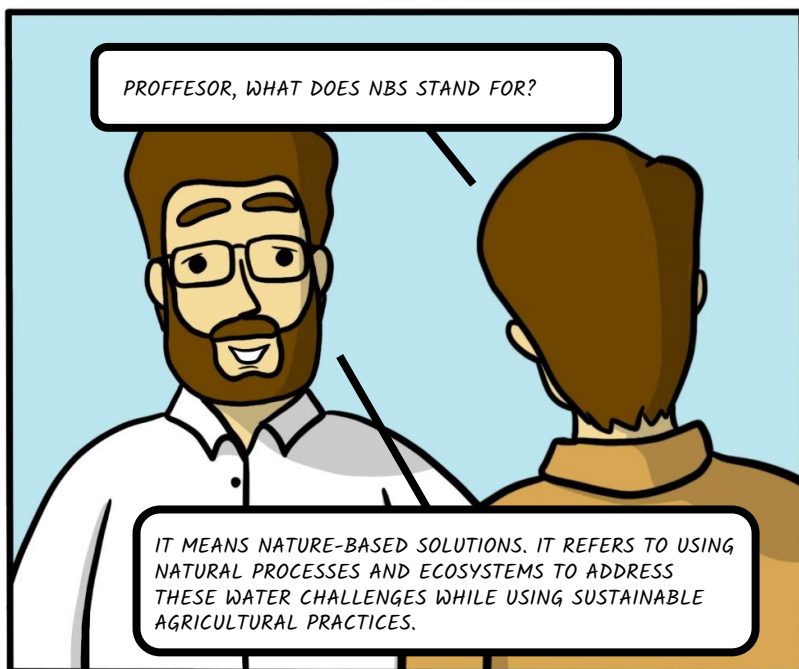
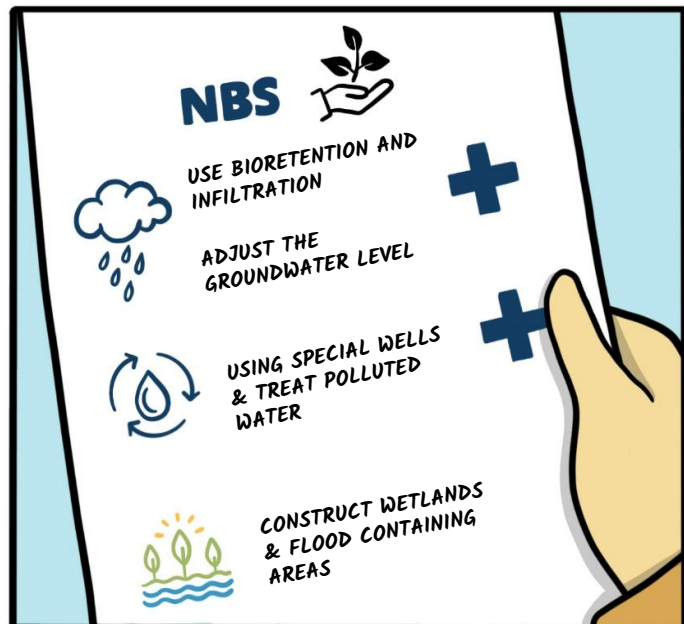
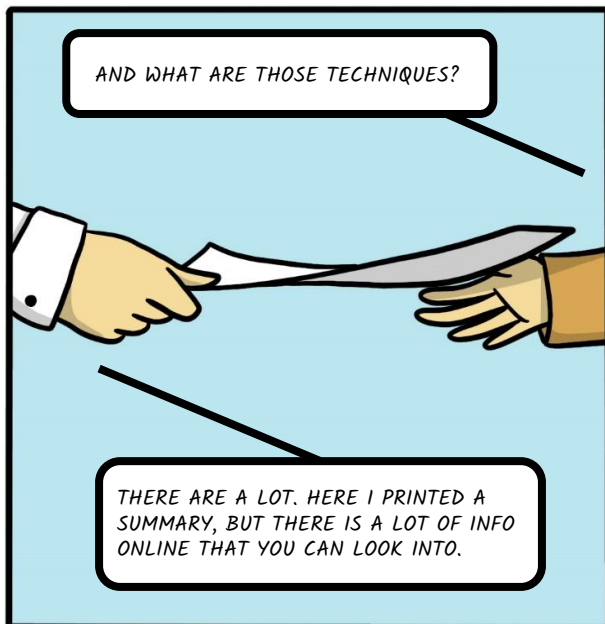


AND AS YOU KNOW, WATER IS CRUCIAL FOR FARMERS, AS IT HELPS TO ADAPT TO EXTREME WEATHER, FOR EXAMPLE WHEN THERE IS NOT ENOUGH RAIN.



SO WHAT CAN WE DO? IT IS NOT LIKE WE CAN STOP USING WATER ON OUR CROPS!

THAT'S RIGHT, BUT THERE ARE TECHNIQUES TO SLOW DOWN WATER FLOW DURING PEAK PERIODS, PREVENT OVER-FLOODING, SO WE CAN HAVE MORE WATER AVAILABLE DURING DRY PERIODS.



Comic 4

TOPIC 3: SUSTAINABLE PLANT-BASED FARMING

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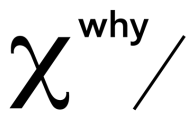


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LESSON 3: PLANT-BASED FARMING TECHNIQUES



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Comic 5

TOPIC 3:
SUSTAINABLE
PLANT-BASED
FARMING

TODAY'S LESSON IS SPECIAL. I WANTED TO INTRODUCE TO YOU NIKOS, A MEMBER OF THE PANHELLENIC BIOCYCLIC VEGAN NETWORK.



HI EVERYONE!

CAN YOU TELL THEM SOMETHING ABOUT WHAT YOU DO, AND ESPECIALLY ABOUT YOUR FARMING TECHNIQUES?



YES, FOR SURE.

WE TRY TO COMBAT CLIMATE CHANGE BY AVOIDING ANIMAL-BASED FARMING, OPTING FOR A MORE EFFICIENT LAND USE THROUGH THE EXCLUSIVE PRODUCTION OF PLANTS FOR HUMAN CONSUMPTION.



WE PRIORITIZE PRESERVING AND REGENERATING SOIL FERTILITY, USING PLANT-BASED METHODS LIKE GREEN MANURE, MULCHING, PLANT-BASED COMPOST, AND CO2 BINDING BIOCYCLIC HUMUS SOIL.



USING THESE TECHNIQUES WE CAN ENHANCE BIODIVERSITY, FOSTERING A NATURAL ECOLOGICAL BALANCE AND AVOIDING LIVESTOCK FARMING, REDUCING ALSO CONTAMINATION.



I PERSONALLY WORK AS A FARMER IN A LEMONS, OLIVES AND ORANGES FARM, AND WE DO EVERYTHING PLANT-BASED AND ACCORDING TO THE EU ORGANIC REGULATION AND THE

BIOCYCLIC VEGAN STANDARD.

PLANT-BASED FARMING OFFERS SUSTAINABLE, ECONOMICALLY INDEPENDENT PRACTICES, ESPECIALLY BENEFICIAL FOR SMALL LOCAL FARMERS, LIKE MYSELF. IT ALLOWS ME TO SELL MY HIGH QUALITY PRODUCTS DIRECTLY TO CONSUMERS.

ARE THERE ANY QUESTIONS FOR NIKOS?

YES, GO AHEAD.

HOW CAN PLANT-BASED FARMING HELP SMALL FARMERS EXACTLY?

WE CAN IMPROVE SOIL QUALITY AND MAKE SURE OUR CROPS KEEP GROWING WELL IN THE FUTURE BY USING LOCAL STUFF TO FEED THE SOIL. THAT WAY, WE DON'T HAVE TO RELY ON EXPENSIVE AND POLLUTING CHEMICALS FROM BIG COMPANIES TO HELP OUR PLANTS GROW, AND WE BUILD THE RESILIENCE OF OUR FARMS.

OK, IF THERE ARE NO MORE QUESTIONS, WE CONCLUDE HERE. THANK YOU FOR YOUR PARTICIPATION IN THE COURSE, AND HOPE IT WAS USEFULL. THANKS FOR BEING HERE NIKOS.

MY PLEASURE.

HONESTLY, IT WAS MORE THAN USEFULL.

Comic 5

TOPIC 3: SUSTAINABLE PLANT-BASED FARMING

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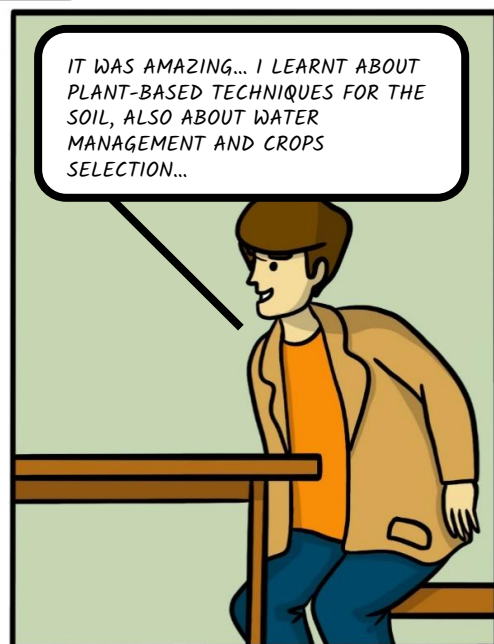
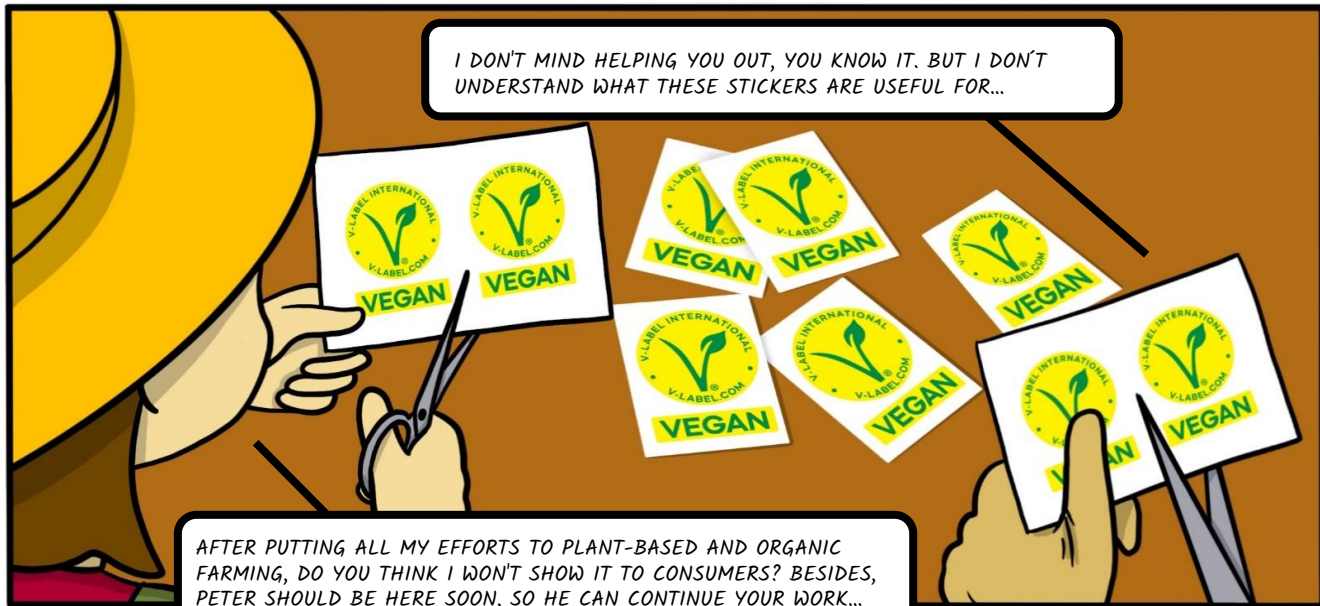


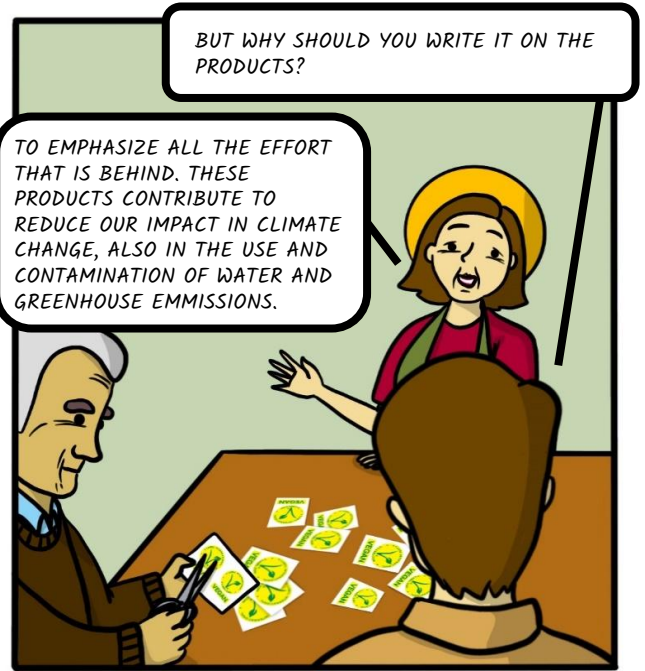
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Comic 6

TOPIC 3:
SUSTAINABLE
PLANT-BASED
FARMING





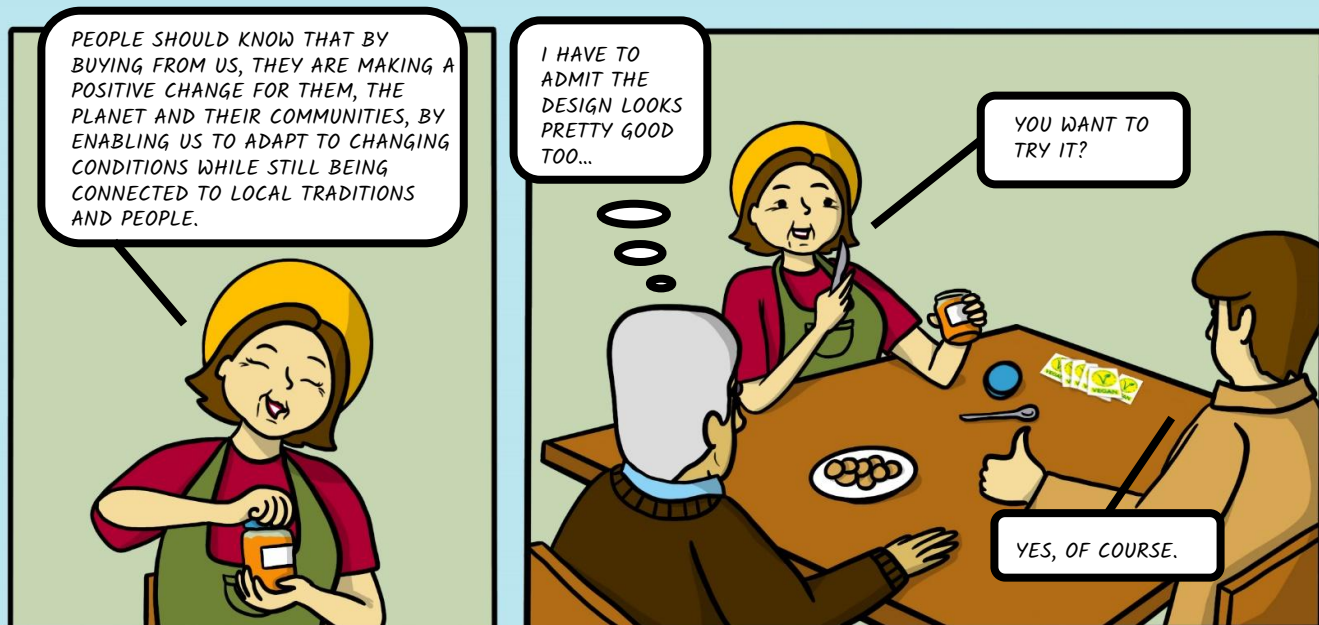


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PLANTING THE SEED

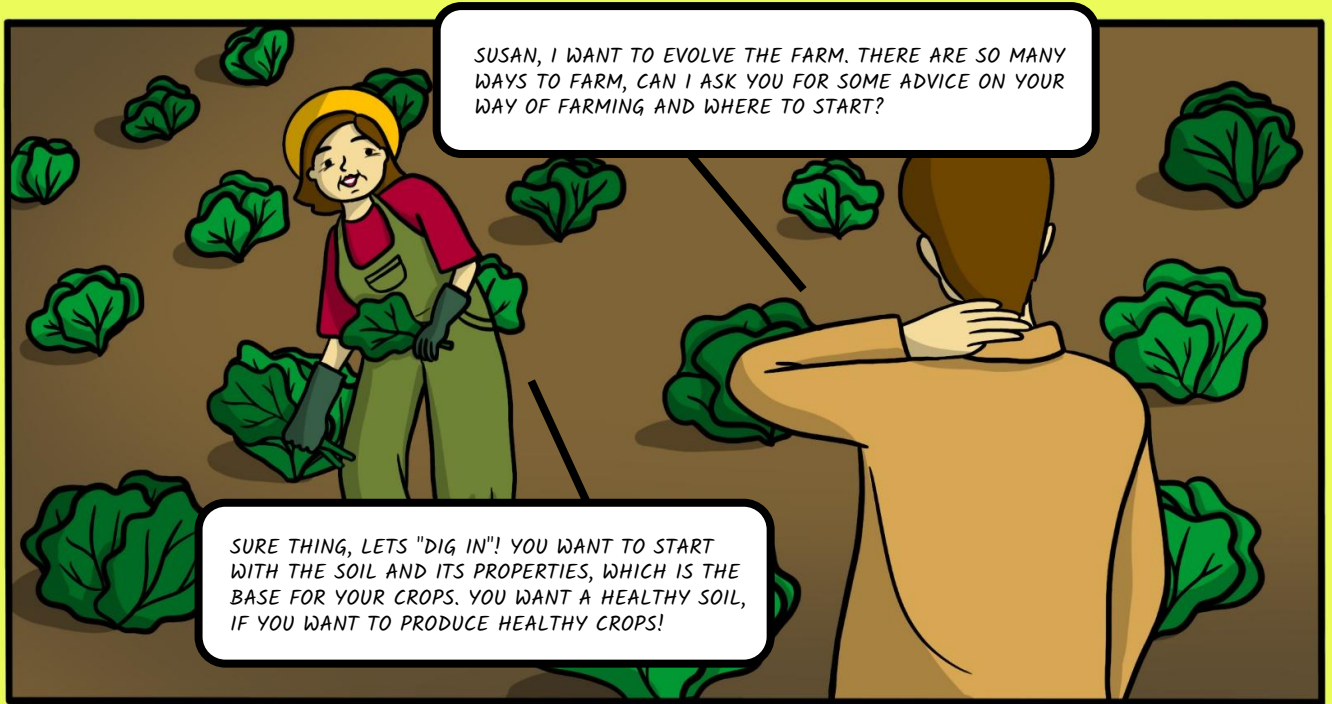


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Comic 1

TOPIC 4:
PLANT-BASED
FARMING IN ACTION



SUSAN, I WANT TO EVOLVE THE FARM. THERE ARE SO MANY WAYS TO FARM, CAN I ASK YOU FOR SOME ADVICE ON YOUR WAY OF FARMING AND WHERE TO START?

SURE THING, LETS "DIG IN"! YOU WANT TO START WITH THE SOIL AND ITS PROPERTIES, WHICH IS THE BASE FOR YOUR CROPS. YOU WANT A HEALTHY SOIL, IF YOU WANT TO PRODUCE HEALTHY CROPS!



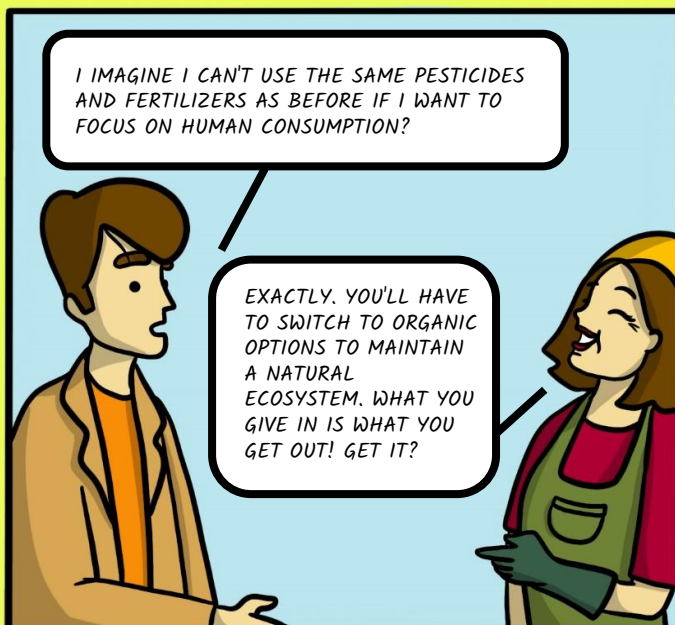
I'VE HEARD CROP DIVERSITY IS KEY. HOW DO I CHOOSE THE RIGHT PLANTS?

START BY IDENTIFYING CROPS THAT ARE SUSTAINABLE FOR YOUR SOIL AND LOCAL DEMAND. AFTER ALL, YOU WANT TO SELL YOUR PRODUCTS TO LOCAL CONSUMERS AND NOT USE IT AS ANIMAL FEED.



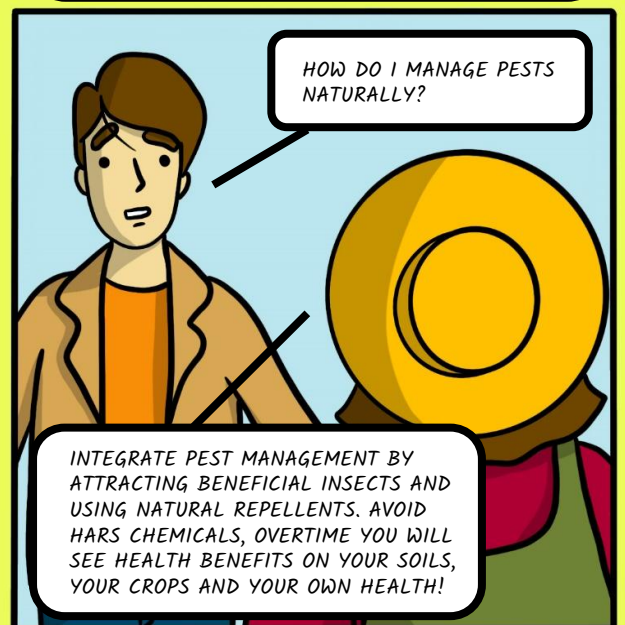
WHAT'S THE NEXT STEP AFTER SELECTING THE CROPS?

YOU'LL NEED TO PLAN YOUR CROP ROTATION TO KEEP THE SOIL HEALTHY AND FERTILE. SINCE YOU WON'T BE FEEDING ANY ANIMALS, EVEN THE GREENING CROPS SHOULD BE USABLE FOR HUMAN CONSUMPTION. AVOID CROPS THAT ARE MOSTLY USED AS ANIMAL FEED.



I IMAGINE I CAN'T USE THE SAME PESTICIDES AND FERTILIZERS AS BEFORE IF I WANT TO FOCUS ON HUMAN CONSUMPTION?

EXACTLY. YOU'LL HAVE TO SWITCH TO ORGANIC OPTIONS TO MAINTAIN A NATURAL ECOSYSTEM. WHAT YOU GIVE IN IS WHAT YOU GET OUT! GET IT?



HOW DO I MANAGE PESTS NATURALLY?

INTEGRATE PEST MANAGEMENT BY ATTRACTING BENEFICIAL INSECTS AND USING NATURAL REPELLENTS. AVOID HARS CHEMICALS, OVERTIME YOU WILL SEE HEALTH BENEFITS ON YOUR SOILS, YOUR CROPS AND YOUR OWN HEALTH!

AND FOR SALES? CROPS DON'T JUST
SELL THEMSELVES, I NEED TO STAND
OUT TO JUSTIFY THE HIGHER PRICE.

EXPLORE LOCAL MARKETS AND SHOPS THAT MIGHT
BE INTERESTED IN YOUR NEW PRODUCE. TAKE NOTE
OF SEASONAL PRODUCTS AND ASK THE PRODUCERS
OF THEIR WAY OF FARMING. CONSIDER WHAT TYPE
OF CROPS LOCAL FARMERS GROW AND LEARN FROM
THEIR GOOD EXAMPLE.



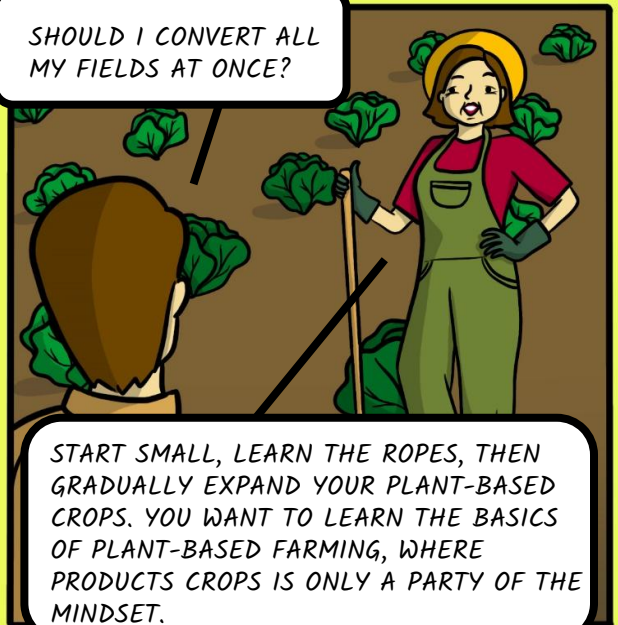
WHAT IF I FACE OBSTACLES
ALONG THE WAY?

JOIN LOCAL FARMING GROUPS FOR
SUPPORT. SHARING KNOWLEDGE IS KEY.
YOU CAN ALSO CALL ME FOR HELP, DAY
OR NIGHT! JUST NOT AFTER 8PM



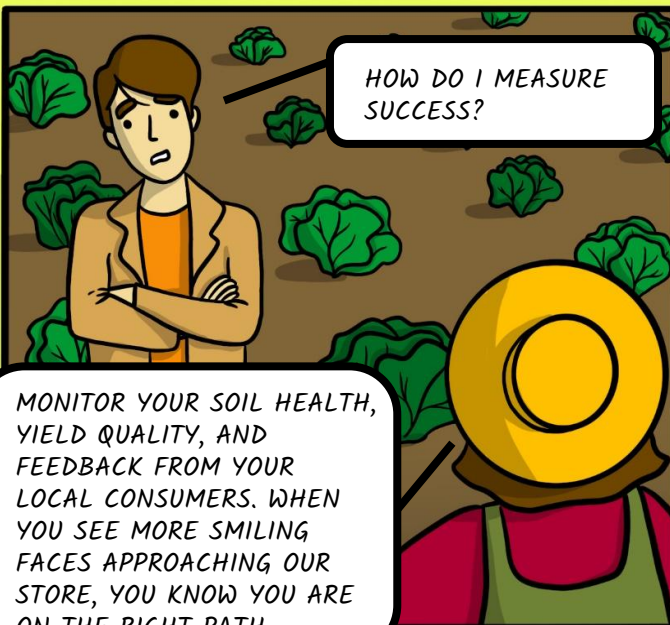
SHOULD I CONVERT ALL
MY FIELDS AT ONCE?

START SMALL, LEARN THE ROPES, THEN
GRADUALLY EXPAND YOUR PLANT-BASED
CROPS. YOU WANT TO LEARN THE BASICS
OF PLANT-BASED FARMING, WHERE
PRODUCTS CROPS IS ONLY A PART OF THE
MINDSET.



HOW DO I MEASURE
SUCCESS?

MONITOR YOUR SOIL HEALTH,
YIELD QUALITY, AND
FEEDBACK FROM YOUR
LOCAL CONSUMERS. WHEN
YOU SEE MORE SMILING
FACES APPROACHING OUR
STORE, YOU KNOW YOU ARE
ON THE RIGHT PATH.



THANKS, SUSAN! I FEEL MORE
CONFIDENT TO TRY THIS "PLANT-
-BASED" FARMING AS YOU CALL IT.

YOU'RE ON THE RIGHT PATH PETER,
CHANGING THE WAY YOU THINK IS THE
FIRST STEP IN CHANGING THE WAY
YOU DO. LET'S MAKE YOUR FARM
THRIVE SUSTAINABLY!



Comic 1

TOPIC 4: PLANT-BASED FARMING IN ACTION

Illustration and design by IsaSilva.com for StoryTellme

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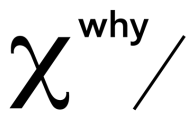


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THE ROOTS OF TRADITION

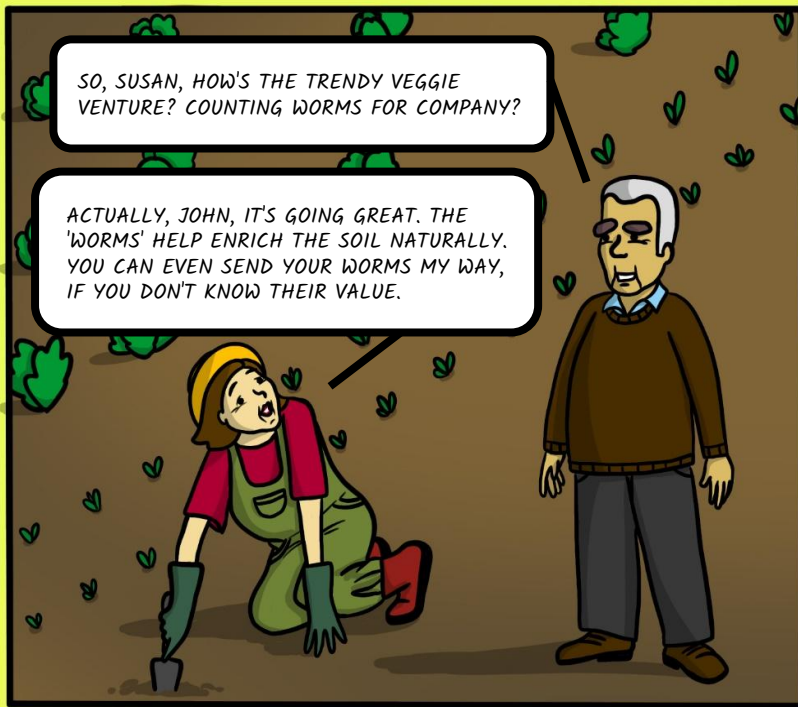


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Comic 2

TOPIC 4:
PLANT-BASED
FARMING IN ACTION



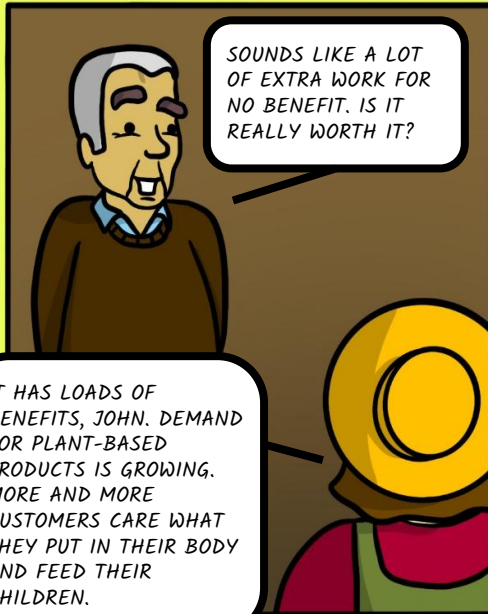
SO, SUSAN, HOW'S THE TRENDY VEGGIE VENTURE? COUNTING WORMS FOR COMPANY?

ACTUALLY, JOHN, IT'S GOING GREAT. THE 'WORMS' HELP ENRICH THE SOIL NATURALLY. YOU CAN EVEN SEND YOUR WORMS MY WAY, IF YOU DON'T KNOW THEIR VALUE.



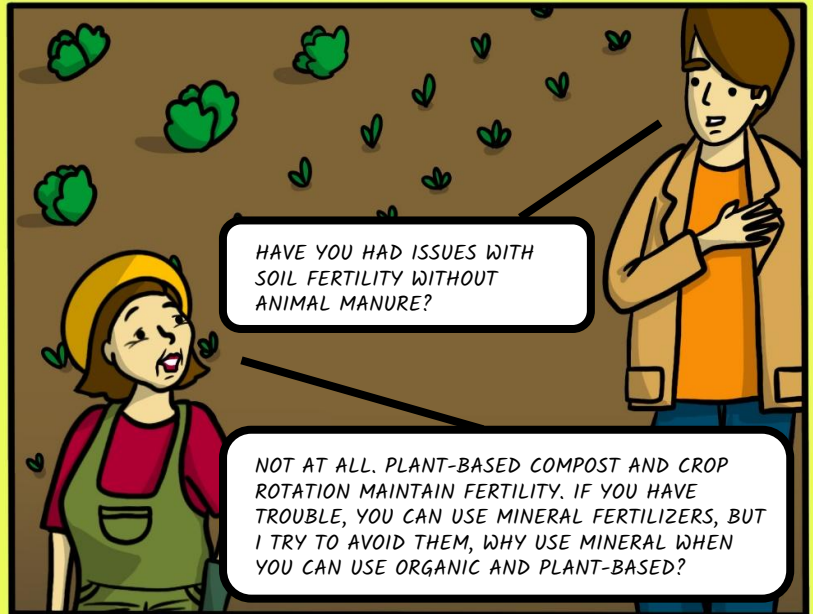
WHAT CHALLENGES DO YOU FACE WITH THIS TYPE OF FARMING, SUSAN?

WELL, ADAPTING TO NEW METHODS TAKES TIME AND HAS ITS CHALLENGES, BUT IT'S REWARDING IN MANY WAYS.



SOUNDS LIKE A LOT OF EXTRA WORK FOR NO BENEFIT. IS IT REALLY WORTH IT?

IT HAS LOADS OF BENEFITS, JOHN. DEMAND FOR PLANT-BASED PRODUCTS IS GROWING. MORE AND MORE CUSTOMERS CARE WHAT THEY PUT IN THEIR BODY AND FEED THEIR CHILDREN.



HAVE YOU HAD ISSUES WITH SOIL FERTILITY WITHOUT ANIMAL MANURE?

NOT AT ALL. PLANT-BASED COMPOST AND CROP ROTATION MAINTAIN FERTILITY. IF YOU HAVE TROUBLE, YOU CAN USE MINERAL FERTILIZERS, BUT I TRY TO AVOID THEM, WHY USE MINERAL WHEN YOU CAN USE ORGANIC AND PLANT-BASED?



I BET YOU DON'T GET THE SAME YIELDS AS TRADITIONAL CROPS, RIGHT? I SAW YOUR STAND WAS HALF FULL AT THE MARKET ON SUNDAY.

THE YIELDS ARE DIFFERENT, BUT THE MARKET PRICES AND SOIL HEALTH MAKE UP FOR IT. THE RIGHT CUSTOMER KNOWS THE VALUE OF ORGANIC FOOD THAT IS FREE OF ANIMAL LABOR.



WHAT ABOUT PESTS WITHOUT PESTICIDES?

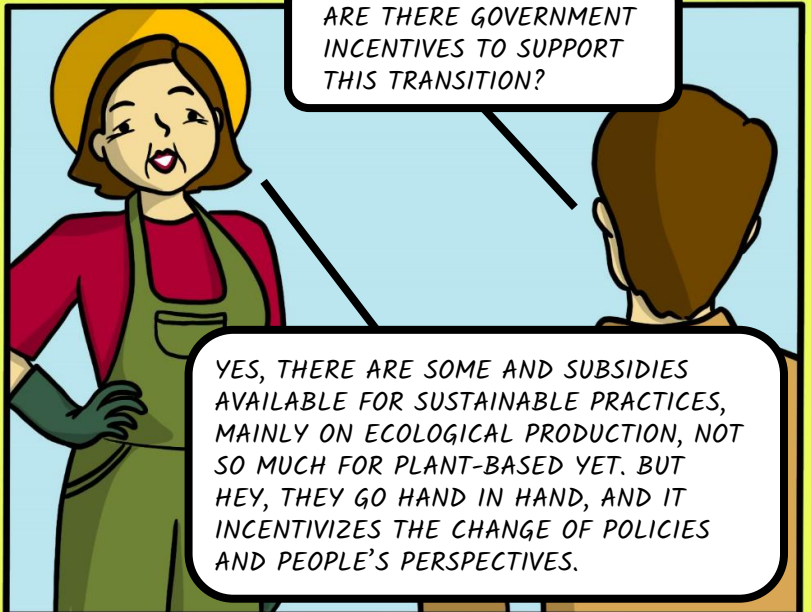
BENEFICIAL INSECTS AND COMPANION PLANTING ARE NATURE'S PEST CONTROL. YOU DO NEED SOME EXTRA CARE AND KNOWLEDGE. YOU CAN USE THEM IF YOU MUST.

AND WHEN THE TREND DIES, WHAT THEN? BACK TO COWS?



THIS IS ABOUT SUSTAINABILITY, JOHN. IT'S A LONG-TERM INVESTMENT IN OUR FUTURE. PLUS, WHY WOULD I WANT TO INVOLVE ANIMALS IN FARMING, IF I CAN DO IT ALL PLANT-BASED, LIKE NATURE INTENDED?

ARE THERE GOVERNMENT INCENTIVES TO SUPPORT THIS TRANSITION?



YES, THERE ARE SOME AND SUBSIDIES AVAILABLE FOR SUSTAINABLE PRACTICES, MAINLY ON ECOLOGICAL PRODUCTION, NOT SO MUCH FOR PLANT-BASED YET. BUT HEY, THEY GO HAND IN HAND, AND IT INCENTIVIZES THE CHANGE OF POLICIES AND PEOPLE'S PERSPECTIVES.

HMM, MAYBE THERE'S SOMETHING TO THIS AFTER ALL. BUT I'LL KEEP DOING THINGS MY WAY, AS MY FATHER DID IT, AND HIS FATHER BEFORE!



THERE'S ROOM FOR TRADITION AND INNOVATION TO COEXIST, JOHN. PEOPLE WON'T JUST GIVE UP ANIMAL PRODUCTS OVERNIGHT, I UNDERSTAND THAT. JUST TRY TO BE MORE SUSTAINABLE!

YOUR EXPERIENCE IS INVALUABLE, SUSAN. I'M EAGER TO LEARN MORE.



HAPPY TO SHARE MY EXPERIENCE AND THINKING. EVERY QUESTION YOU BOTH ASK LEADS TO A BETTER FUTURE FOR US, OUR CHILDREN AND EVEN THE ANIMALS!

Comic 2

TOPIC 4: PLANT-BASED FARMING IN ACTION

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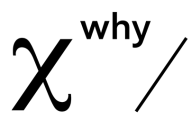


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THE FERTILIZATION DILEMMA

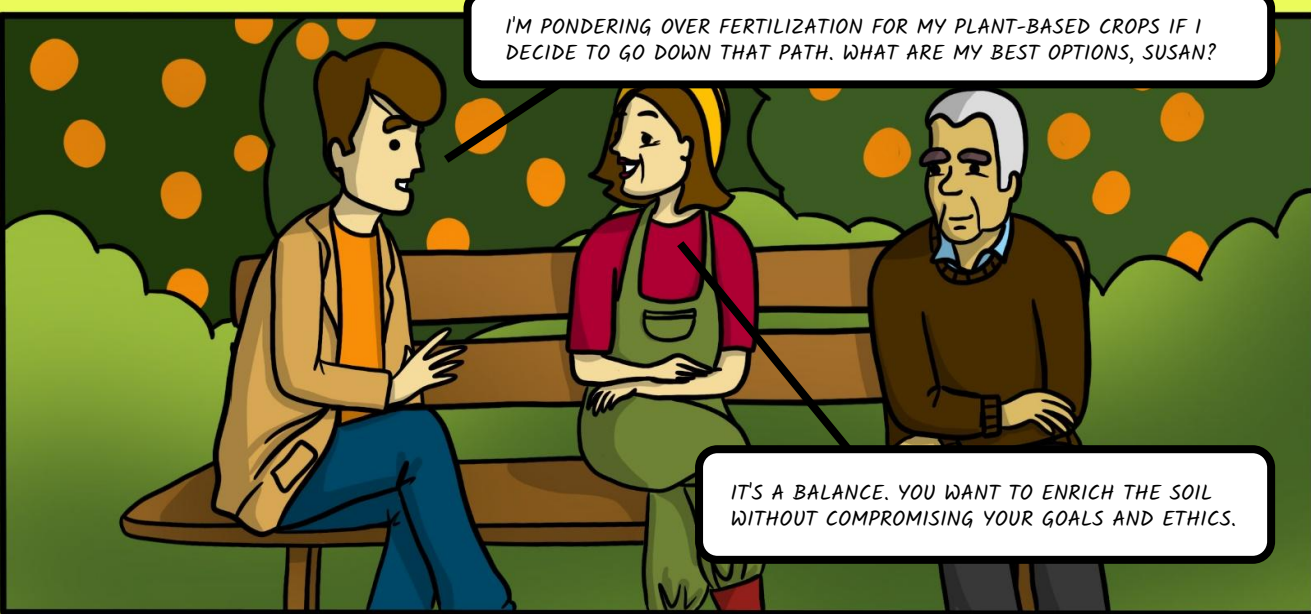


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Comic 3

TOPIC 4:
PLANT-BASED
FARMING IN ACTION



I'M PONDERING OVER FERTILIZATION FOR MY PLANT-BASED CROPS IF I DECIDE TO GO DOWN THAT PATH. WHAT ARE MY BEST OPTIONS, SUSAN?

IT'S A BALANCE. YOU WANT TO ENRICH THE SOIL WITHOUT COMPROMISING YOUR GOALS AND ETHICS.



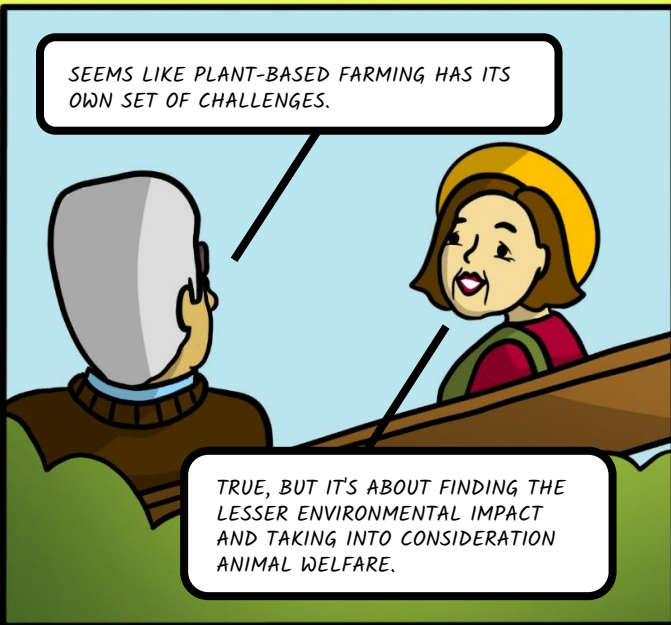
WHY NOT USE ANIMAL MANURE? IT'S TIME-TESTED, EFFECTIVE AND NATURAL. WE'VE DONE IT FOR GENERATIONS, AND IT'S NOT LIKE YOU'RE HURTING THE ANIMALS. IT WILL BE PRODUCED NATURALLY ANYWAY, WHY NOT USE IT? OR IS THAT "ANIMAL-CRUELTY" TO YOU?

ANIMAL MANURE WORKS, BUT IT DOES CONFLICT WITH MY VIEW OF LIVESTOCK FREE FARMING. IF THE ANIMALS ROAM FREE, LET THEM FERTILIZE YOUR FIELDS, YOU CAN EVEN COLLECT IT AND USE IT. IT'S JUST THAT I DON'T LIKE THE IDEA OF INDUSTRIALIZING LIVESTOCK HUSBANDRY.



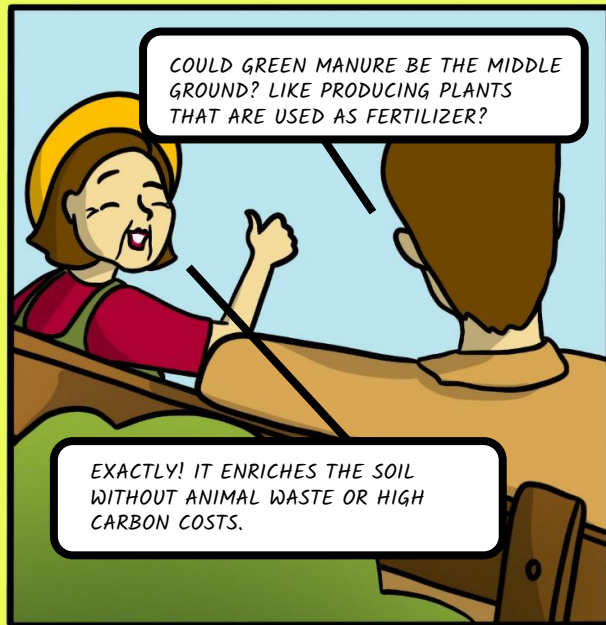
WHAT ABOUT THE CARBON FOOTPRINT OF MINERAL FERTILIZERS? THEY ARE NOT EXACTLY ENVIRONMENTALLY FRIENDLY.

THEY'RE ANIMAL-FREE BUT MANUFACTURING AND TRANSPORT EMIT GREENHOUSE GASES, THAT IS TRUE.



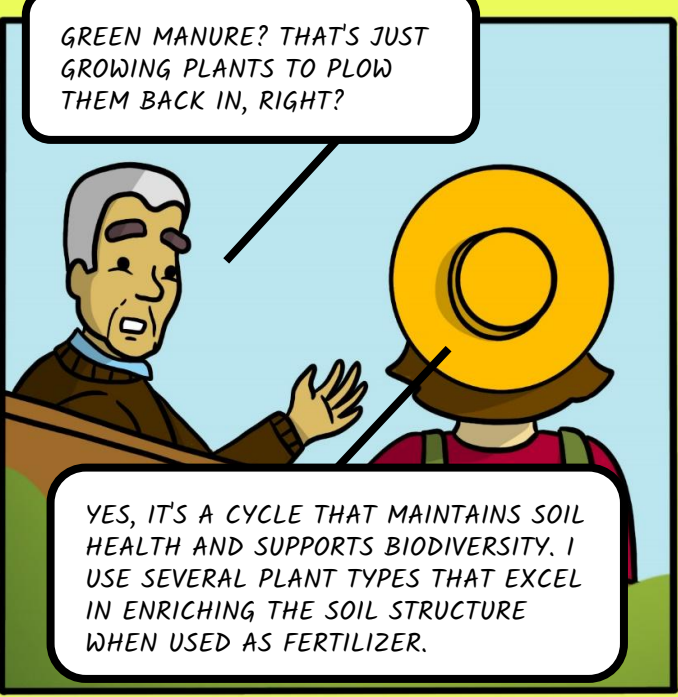
SEEMS LIKE PLANT-BASED FARMING HAS ITS OWN SET OF CHALLENGES.

TRUE, BUT IT'S ABOUT FINDING THE LESSER ENVIRONMENTAL IMPACT AND TAKING INTO CONSIDERATION ANIMAL WELFARE.



COULD GREEN MANURE BE THE MIDDLE GROUND? LIKE PRODUCING PLANTS THAT ARE USED AS FERTILIZER?

EXACTLY! IT ENRICHES THE SOIL WITHOUT ANIMAL WASTE OR HIGH CARBON COSTS.



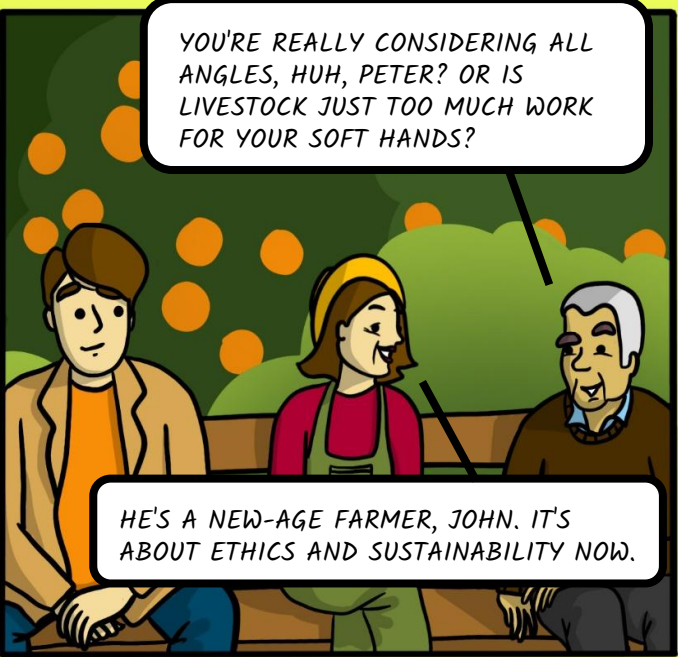
GREEN MANURE? THAT'S JUST GROWING PLANTS TO PLOW THEM BACK IN, RIGHT?

YES, IT'S A CYCLE THAT MAINTAINS SOIL HEALTH AND SUPPORTS BIODIVERSITY. I USE SEVERAL PLANT TYPES THAT EXCEL IN ENRICHING THE SOIL STRUCTURE WHEN USED AS FERTILIZER.



BUT IS IT AS EFFECTIVE AS TRADITIONAL METHODS?

IT CAN BE, WITH THE RIGHT MIX OF PLANTS AND PROPER MANAGEMENT. YOU HAVE TO KNOW WHAT AND WHEN TO PLANT THESE CROPS.



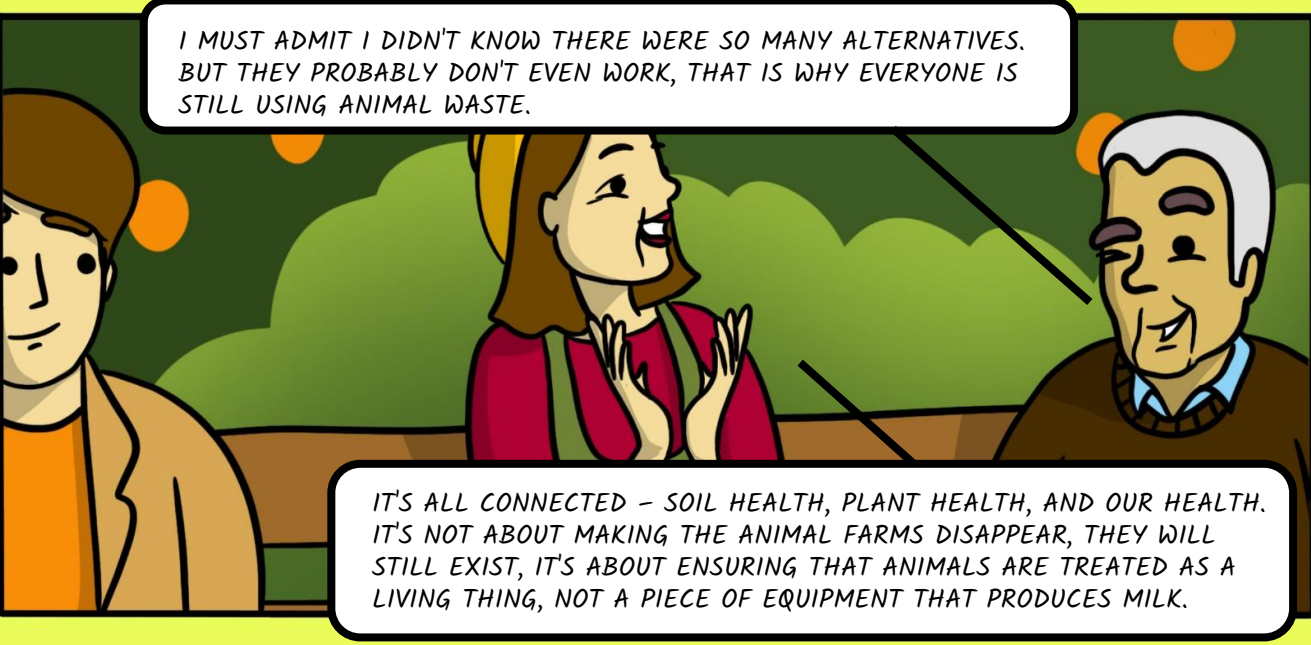
YOU'RE REALLY CONSIDERING ALL ANGLES, HUH, PETER? OR IS LIVESTOCK JUST TOO MUCH WORK FOR YOUR SOFT HANDS?

HE'S A NEW-AGE FARMER, JOHN. IT'S ABOUT ETHICS AND SUSTAINABILITY NOW.



SUSAN, COULD COMPOSTING BE A VIABLE SOLUTION?

ABSOLUTELY, COMPOSTING PLANT-BASED WASTE RETURNS NUTRIENTS DIRECTLY TO THE EARTH. BUT THAT IS ANOTHER TOPIC, WHICH NEEDS A LECTURE OF ITS OWN.



I MUST ADMIT I DIDN'T KNOW THERE WERE SO MANY ALTERNATIVES. BUT THEY PROBABLY DON'T EVEN WORK, THAT IS WHY EVERYONE IS STILL USING ANIMAL WASTE.

IT'S ALL CONNECTED - SOIL HEALTH, PLANT HEALTH, AND OUR HEALTH. IT'S NOT ABOUT MAKING THE ANIMAL FARMS DISAPPEAR, THEY WILL STILL EXIST, IT'S ABOUT ENSURING THAT ANIMALS ARE TREATED AS A LIVING THING, NOT A PIECE OF EQUIPMENT THAT PRODUCES MILK.

Comic 3

TOPIC 4: PLANT-BASED FARMING IN ACTION

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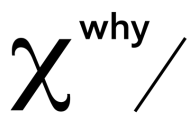


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THE FERTILE DEBATE: ORGANIC VS. MINERAL



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Comic 4

TOPIC 4:
PLANT-BASED
FARMING IN ACTION



SUSAN, I WAS THINKING ABOUT WHAT WE WERE DISCUSSING YESTERDAY. USING ANIMAL WASTE GOES AGAINST THE GOAL OF PLANT-BASED FARMING AND THE SUSTAINABILITY ASPECT, DOES IT NOT?

IT'S A COMMON DILEMMA. LET'S CONSIDER THE ECOLOGICAL CYCLE AND OUR GOALS.



BUT ANIMAL MANURE IS A NATURAL BY-PRODUCT. YOU WANT TO JUST THROW IT AWAY?

WHILE THAT'S TRUE, IT DOES SUPPORT THE LIVESTOCK INDUSTRY, WHICH PLANT-BASED TRIES TO REDUCE OR TO MAKE MORE ANIMAL FRIENDLY.



MINERAL FERTILIZERS COULD BE AN ALTERNATIVE, BUT YOU TALKED ABOUT THEIR ECOLOGICAL COST?

THEY'RE MORE ENERGY-INTENSIVE TO PRODUCE AND TRANSPORT, LEADING TO A LARGER CARBON FOOTPRINT.



EVERYTHING HAS ITS TRADE-OFFS. YOU CAN'T ESCAPE THAT YOUNG ONE.

CORRECT. IT'S ABOUT ALIGNING YOUR PRACTICES WITH YOUR VALUES AND SUSTAINABILITY GOALS. WHAT SOMETIMES LOOKS BETTER IN THE SHORT TERM, IS NOT WHAT IS ALWAYS BEST IN THE LONG RUN.



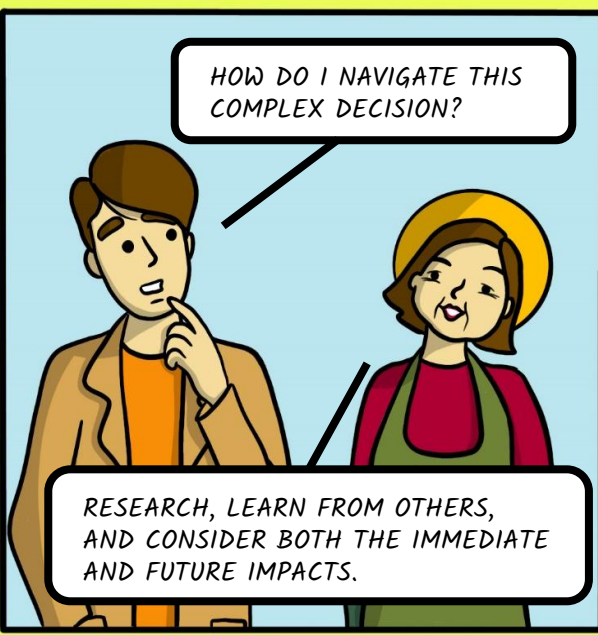
I WANT TO ENRICH THE SOIL WITHOUT MINERAL FERTILIZERS, BUT LOOKS LIKE I DON'T HAVE A LOT OF OPTION IN THIS KIND OF PRACTICE.

CONSIDER PLANT-BASED COMPOSTS AND COVER CROPS, WHICH ADD NUTRIENTS WITHOUT ANIMAL PRODUCTS.



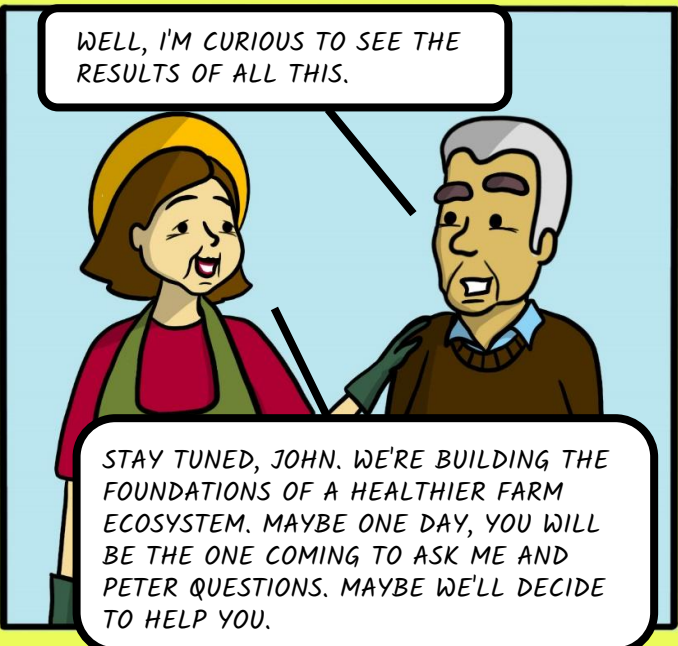
SEEMS LIKE YOU'RE GOING TO A LOT OF TROUBLE FOR THESE PLANTS.

GOOD THINGS TAKE EFFORT, JOHN. SUSTAINABLE FARMING IS ABOUT LONG-TERM BENEFITS.



HOW DO I NAVIGATE THIS COMPLEX DECISION?

RESEARCH, LEARN FROM OTHERS, AND CONSIDER BOTH THE IMMEDIATE AND FUTURE IMPACTS.



WELL, I'M CURIOUS TO SEE THE RESULTS OF ALL THIS.

STAY TUNED, JOHN. WE'RE BUILDING THE FOUNDATIONS OF A HEALTHIER FARM ECOSYSTEM. MAYBE ONE DAY, YOU WILL BE THE ONE COMING TO ASK ME AND PETER QUESTIONS. MAYBE WE'LL DECIDE TO HELP YOU.



ARE THERE CERTIFICATIONS I SHOULD AIM FOR THAT CAN HELP MY FARM AND PRODUCTS ON THE MARKET?

ORGANIC CERTIFICATIONS CAN BE A GOAL, EMPHASIZING YOUR COMMITMENT TO SUSTAINABLE PRACTICES.



I NEVER THOUGHT FARMING COULD BE SO COMPLICATED.

IT'S A SCIENCE AND AN ART, JOHN. AND EVERY STEP FORWARD IS A STEP TOWARD A BETTER PLANET.

Comic 4

TOPIC 4: PLANT-BASED FARMING IN ACTION

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TRANSITION TALES



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Comic 5

TOPIC 4:
PLANT-BASED
FARMING IN ACTION



SUSAN, I'VE BEEN THINKING... HOW CAN WE TRANSITION FROM A LIVESTOCK FARM TO GROWING CROPS FOR HUMAN CONSUMPTION?

IT STARTS WITH A VISION, PETER. AND DETERMINATION. ROME WAS NOT BUILT IN A DAY. BUT I CAN GUARANTEE, YOU WILL FEEL GRATEFUL IF YOU CHOOSE THIS PATH.



AND WHAT ABOUT THE ANIMALS I ALREADY HAVE, LIKE THE CHICKENS AND GOATS?

THEY CAN STILL BE PART OF YOUR ECOSYSTEM. CHICKENS PROVIDE PEST CONTROL, AND GOATS CAN MANAGE THE WEEDS. ANIMALS ARE BENEFICIAL ON THE FARM IN MANY WAYS.



BUT ISN'T THAT STILL USING ANIMALS? HOW DOES THAT FIT INTO PLANT-BASED FARMING?

IT'S ABOUT BALANCE AND MAKING GRADUAL CHANGES TOWARDS A MORE PLANT-FOCUSED FARM. THE GOAL IS NOT TO GET RID OF ALL THE ANIMALS ON ALL OF THE FARMS, JUST TO REDUCE THE INDUSTRIALIZATION OF LIVESTOCK FARMING.



I GUESS I'LL NEED TO LEARN ABOUT NEW CROPS. MOST OF WHAT I GROW NOW IS FOR ANIMAL FEED.

YES, YOU'LL WANT TO RESEARCH MARKET TRENDS AND NUTRITIONAL VALUES. IT'S A LEARNING CURVE, BUT THERE ARE PLENTY OF RESOURCES.



WHAT ABOUT HIS EQUIPMENT? HE CAN'T JUST GET RID OF THE GEAR FOR LIVESTOCK OVERNIGHT.

YES, TRANSITION MEANS SELL SOME AND REPLACE OTHERS. FOR EXAMPLE, TRACTORS ARE STILL USEFUL, BUT YOU MIGHT NEED NEW PLANTING MACHINES.

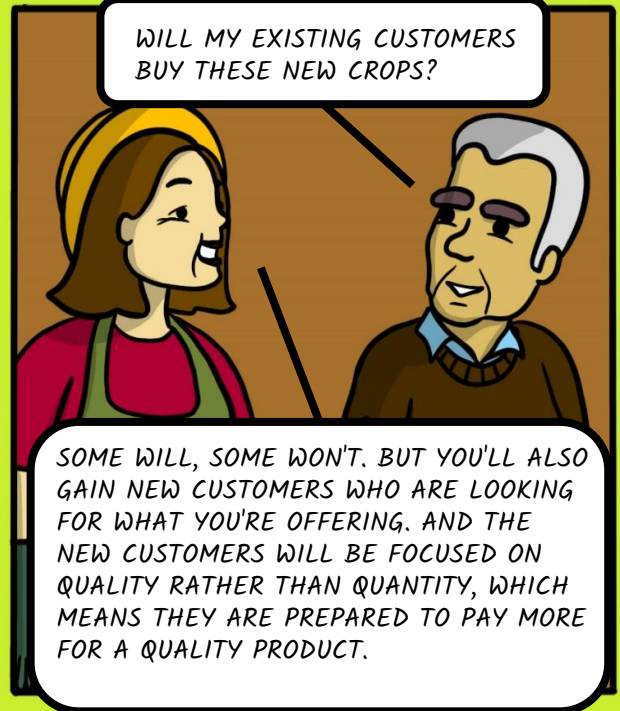
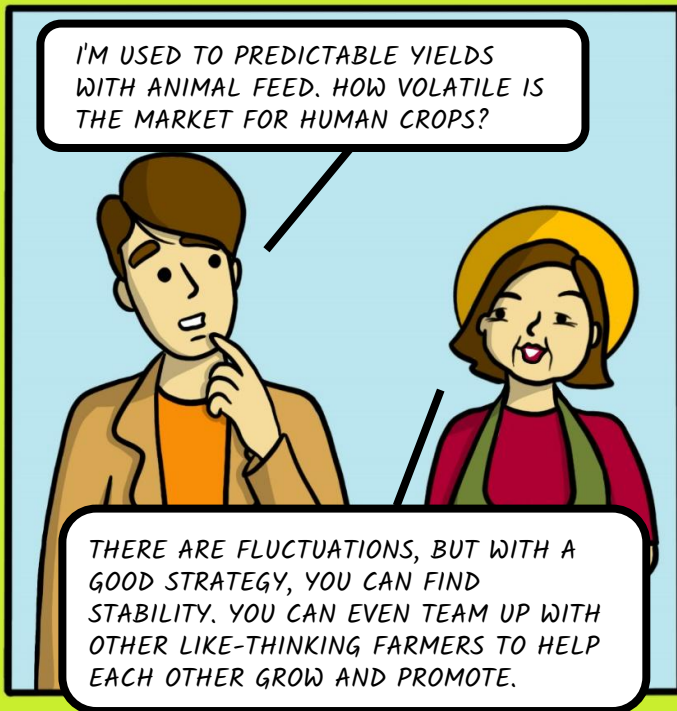
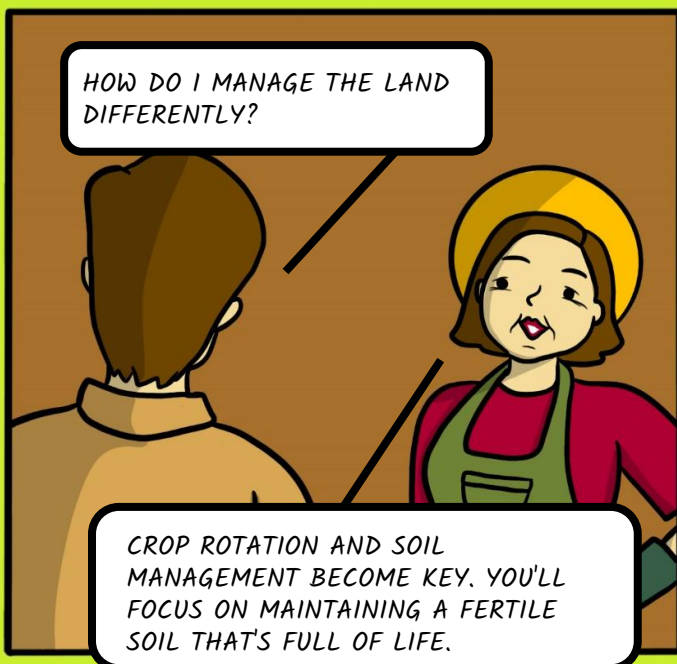




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Comic 5

TOPIC 4:
PLANT-BASED
FARMING IN ACTION

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DIVERSITY THRIVES: THE ECOSYSTEM'S SYMPHONY

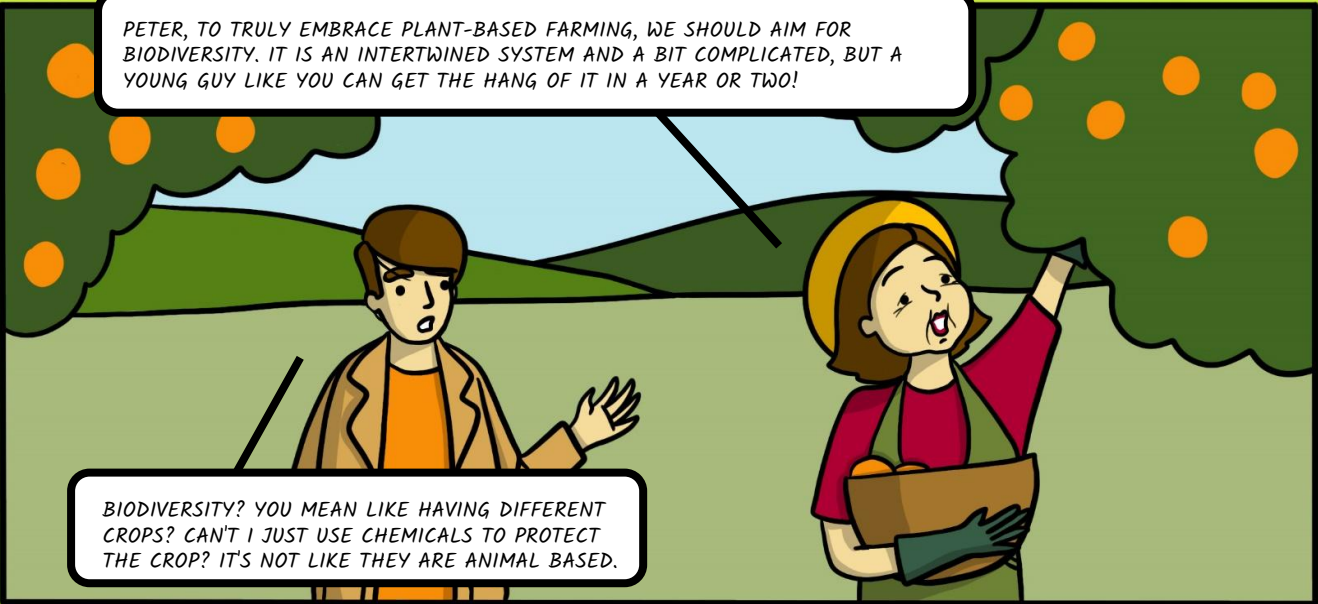


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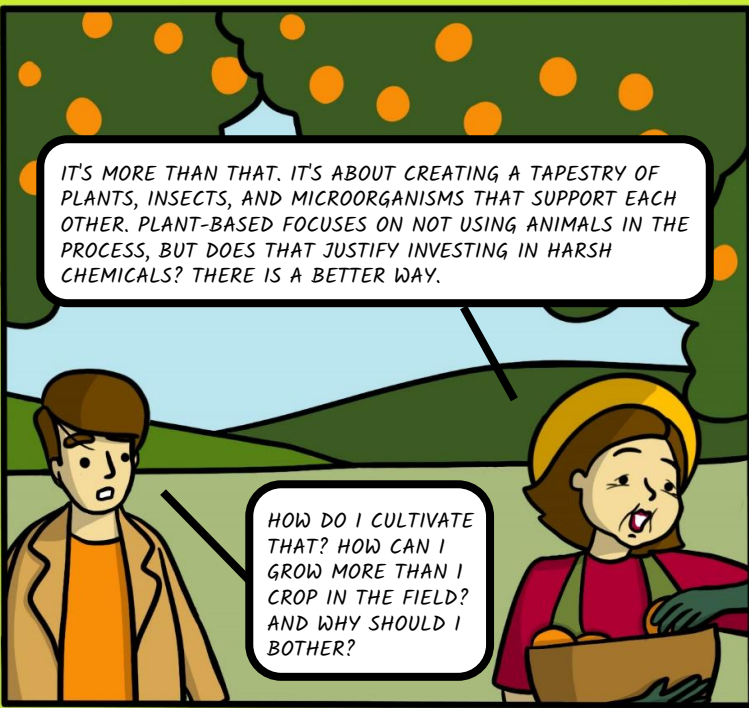
Comic 6

TOPIC 4:
PLANT-BASED
FARMING IN ACTION

A man with brown hair, wearing an orange shirt and a tan jacket, stands in a field with his hands raised in a questioning gesture. A woman with brown hair, wearing a yellow sun hat, a red shirt, and a green apron, holds a basket of oranges and points towards a tree with orange fruit. The background shows rolling green hills under a blue sky.

PETER, TO TRULY EMBRACE PLANT-BASED FARMING, WE SHOULD AIM FOR BIODIVERSITY. IT IS AN INTERTWINED SYSTEM AND A BIT COMPLICATED, BUT A YOUNG GUY LIKE YOU CAN GET THE HANG OF IT IN A YEAR OR TWO!

BIODIVERSITY? YOU MEAN LIKE HAVING DIFFERENT CROPS? CAN'T I JUST USE CHEMICALS TO PROTECT THE CROP? IT'S NOT LIKE THEY ARE ANIMAL BASED.

The man and woman are in the same field. The woman is holding the basket of oranges and looking at the man. The background is the same as the first panel.

IT'S MORE THAN THAT. IT'S ABOUT CREATING A TAPESTRY OF PLANTS, INSECTS, AND MICROORGANISMS THAT SUPPORT EACH OTHER. PLANT-BASED FOCUSES ON NOT USING ANIMALS IN THE PROCESS, BUT DOES THAT JUSTIFY INVESTING IN HARSH CHEMICALS? THERE IS A BETTER WAY.

HOW DO I CULTIVATE THAT? HOW CAN I GROW MORE THAN 1 CROP IN THE FIELD? AND WHY SHOULD I BOTHER?

The man is shown from the chest up, looking thoughtful with his hand on his chin. A large yellow sun hat is visible on the right side of the frame.

START WITH A VARIETY OF CROPS. THEN, ADD FLOWERS AND SHRUBS THAT ATTRACT POLLINATORS AND BENEFICIAL INSECTS.

WON'T THAT ATTRACT PESTS TOO?

The woman is talking to the man, who is seen from the back. She is holding the basket of oranges. The background is a solid light blue.

SOME, YES. BUT THE GOOD INSECTS WILL HELP KEEP THEM IN CHECK. IT'S ALL ABOUT BALANCE.

A NATURAL PEST CONTROL, THEN? I DIDN'T EVEN CONSIDER THAT...

The woman and man are facing each other. The woman is holding the basket of oranges. The background is a solid light blue.

EXACTLY. AND WITH DIVERSE PLANTS, YOUR SOIL WILL BE HEALTHIER, AND YOUR CROPS MORE RESILIENT.

RESILIENT IN WHAT WAY?

THEY'RE BETTER ABLE TO WITHSTAND DISEASE, PESTS, AND EVEN WEATHER CHANGES. FOR EXAMPLE: CORN, BEANS, AND SQUASH. THE CORN PROVIDES A STRUCTURE FOR THE BEANS TO CLIMB, THE BEANS FIX NITROGEN IN THE SOIL TO BENEFIT ALL THREE PLANTS, AND THE SQUASH SPREADS ALONG THE GROUND, BLOCKING SUNLIGHT FROM WEEDS AND DETERRING PESTS WITH ITS PRICKLY STEMS.

THAT SOUNDS PRETTY IMPORTANT CONSIDERING IN THE PAST WE HAD PROBLEMS WITH DROUGHT FOLLOWED BY HEAVY RAIN.

PLUS, A DIVERSE FARM IS A BEAUTIFUL FARM. IT CAN BECOME A LOCAL ATTRACTION.

I HADN'T THOUGHT OF THAT. AGRITOURISM COULD BE AN ADDITIONAL REVENUE STREAM. PLUS, THE FIELD WILL LOOK BEAUTIFUL!

AND IT'S A PERFECT WAY TO EDUCATE THE PUBLIC ABOUT SUSTAINABLE FARMING. LEAD BY EXAMPLE PETER!

I'M STARTING TO SEE THE WHOLE PICTURE. BIODIVERSITY IS NOT JUST GOOD FOR THE FARM, BUT FOR BUSINESS TOO.

THAT'S RIGHT, AND IT'S ALSO ABOUT PRESERVING OUR NATURAL HERITAGE.

SO, MY FARM COULD ACTUALLY CONTRIBUTE TO CONSERVATION? THAT WOULD MAKE MY GRANDPARENTS REALLY HAPPY.

ABSOLUTELY. EVERY PLANT YOU GROW, EVERY INSECT THAT VISITS, IS A PART OF A LARGER ECOSYSTEM.

THIS IS A NEW LEVEL OF FARMING - MORE IN TUNE WITH NATURE.

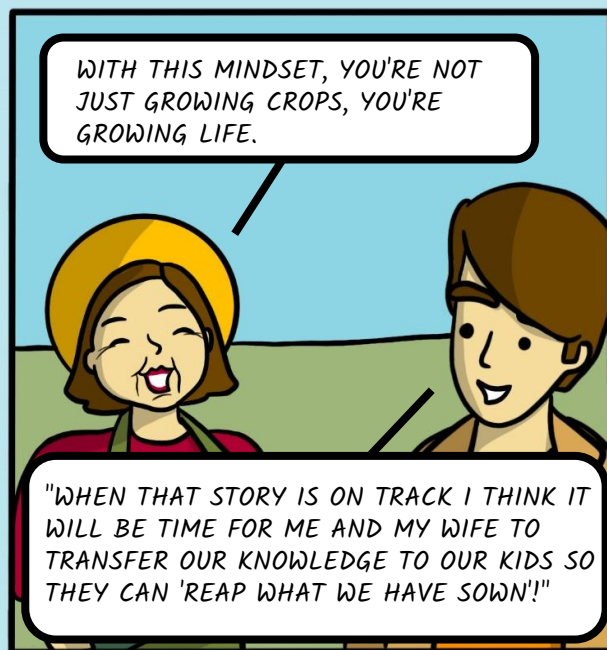


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Comic 6

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PLANT-BASED
FARMING IN ACTION

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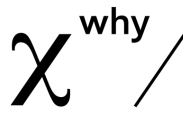


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NO PLASTIC BAGS?



Comic 1

TOPIC 5:
MARKETING OF
PLANT-BASED
PRODUCTS

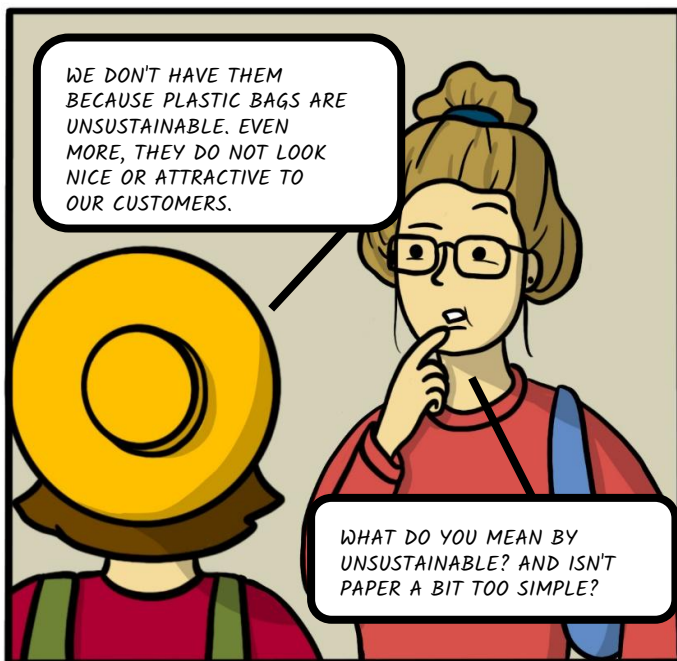




OH, WELL! WE DON'T HAVE PLASTIC BAGS.



HOW COME YOU DON'T HAVE PLASTIC BAGS? ALL OTHER SHOPS IN TOWN HAVE THEM.



WE DON'T HAVE THEM BECAUSE PLASTIC BAGS ARE UNSUSTAINABLE. EVEN MORE, THEY DO NOT LOOK NICE OR ATTRACTIVE TO OUR CUSTOMERS.

WHAT DO YOU MEAN BY UNSUSTAINABLE? AND ISN'T PAPER A BIT TOO SIMPLE?



PLASTIC BAGS DO NOT BIODEGRATE FAST. THEY STAY ON THE EARTH FOR THOUSANDS OF YEARS. AND YES, PAPER IS SIMPLE, BUT SIMPLE IS GOOD! IT MAKES PRODUCTS LOOK MORE NATURAL.

I SEE... SO WHAT SHOULD I DO?



WELL... THERE ARE SOME OPTIONS. YOU CAN BRING YOUR OWN BAG THAT YOU USE FOR MANY TIMES, CHOOSE APPLES THAT ARE PACKED IN MORE SUSTAINABLE MATERIALS THAN PLASTIC.

MY OWN BAG?



YES, THAT IS THE MOST SUSTAINABLE OPTION! UNTIL YOU HAVE YOUR OWN BAG, YOU CAN USE THIS ONE, IT IS ENVIRONMENT FRIENDLY.

Comic 1

TOPIC 5: MARKETING OF PLANT-BASED PRODUCTS

Illustration and design by IsaSilva.com for StoryTellme

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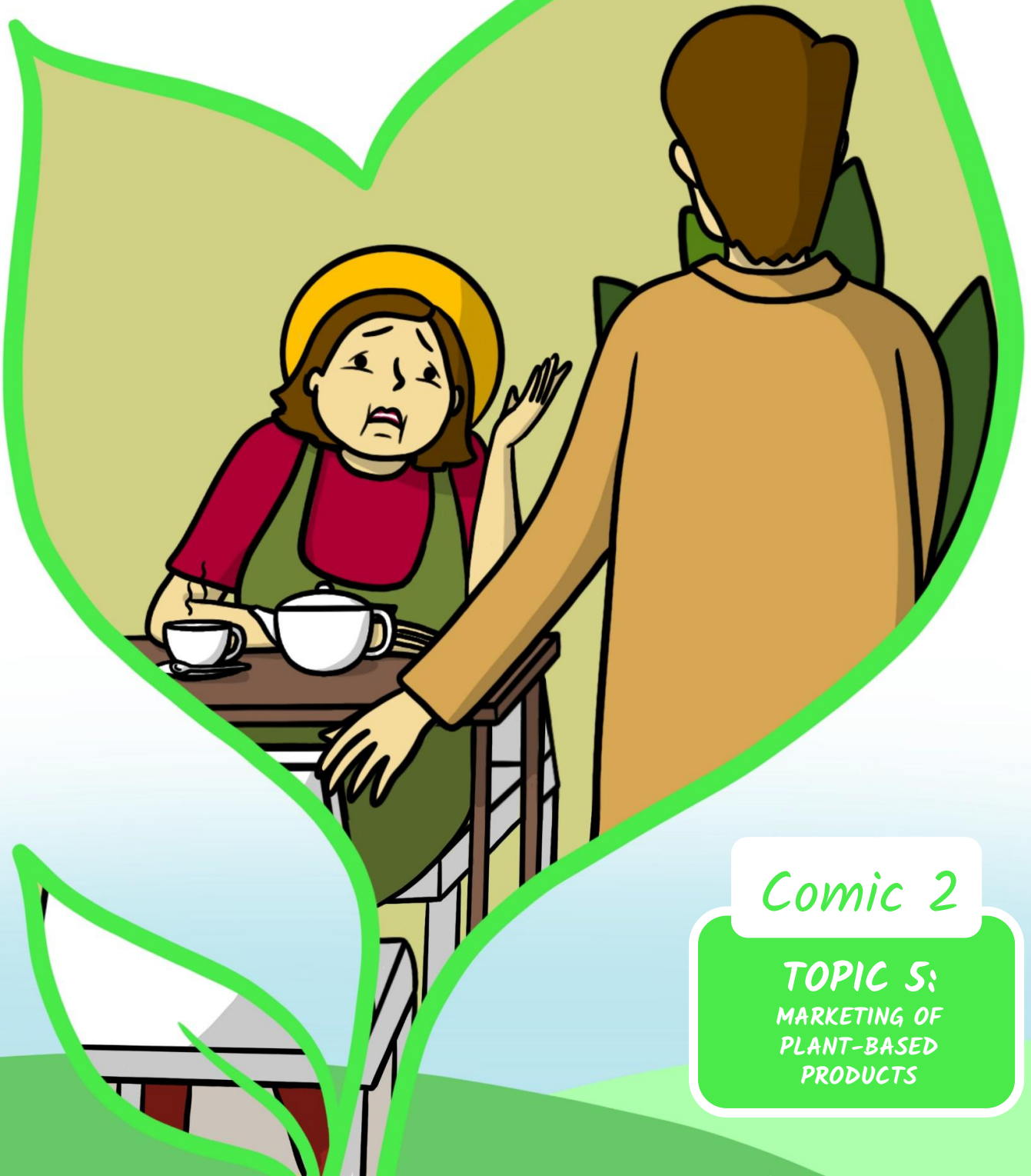


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KEEP IT SIMPLE!

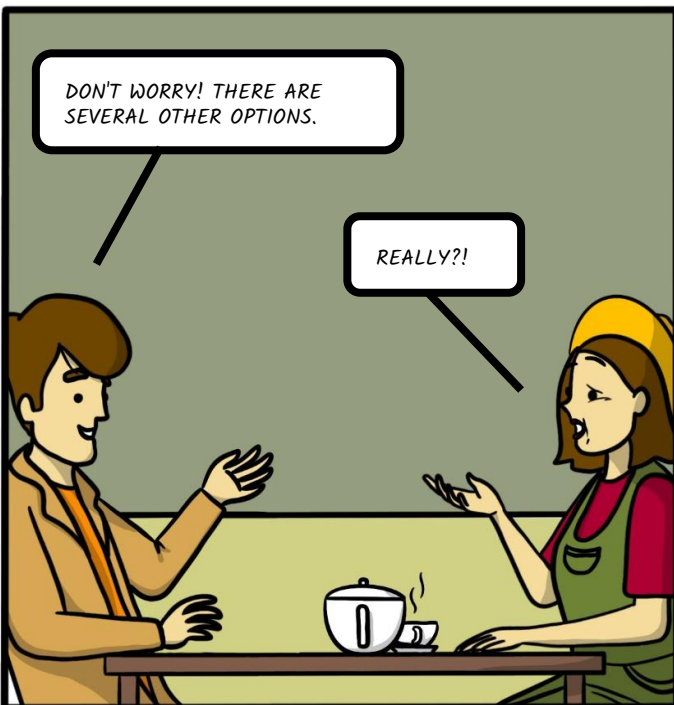
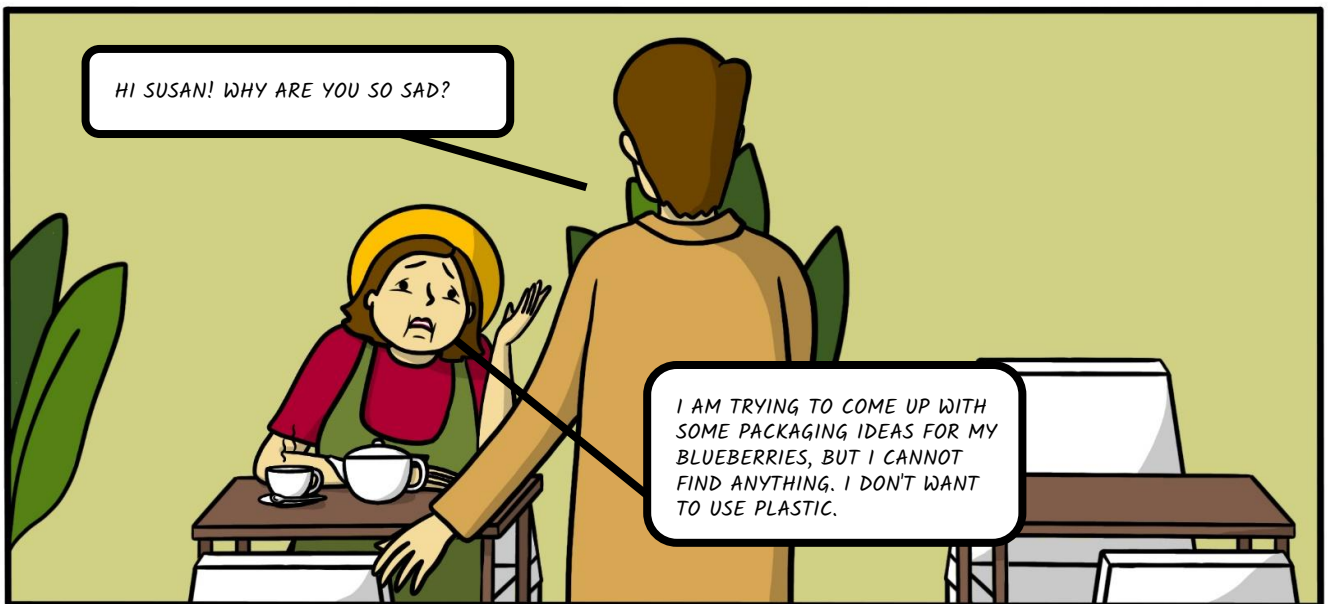


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Comics for Promoting Plant-Based Agriculture



Comic 2

TOPIC 5:
MARKETING OF
PLANT-BASED
PRODUCTS





Comic 2

TOPIC 5: MARKETING OF PLANT-BASED PRODUCTS

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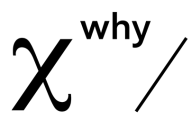


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PLANT-BASED PACKAGING

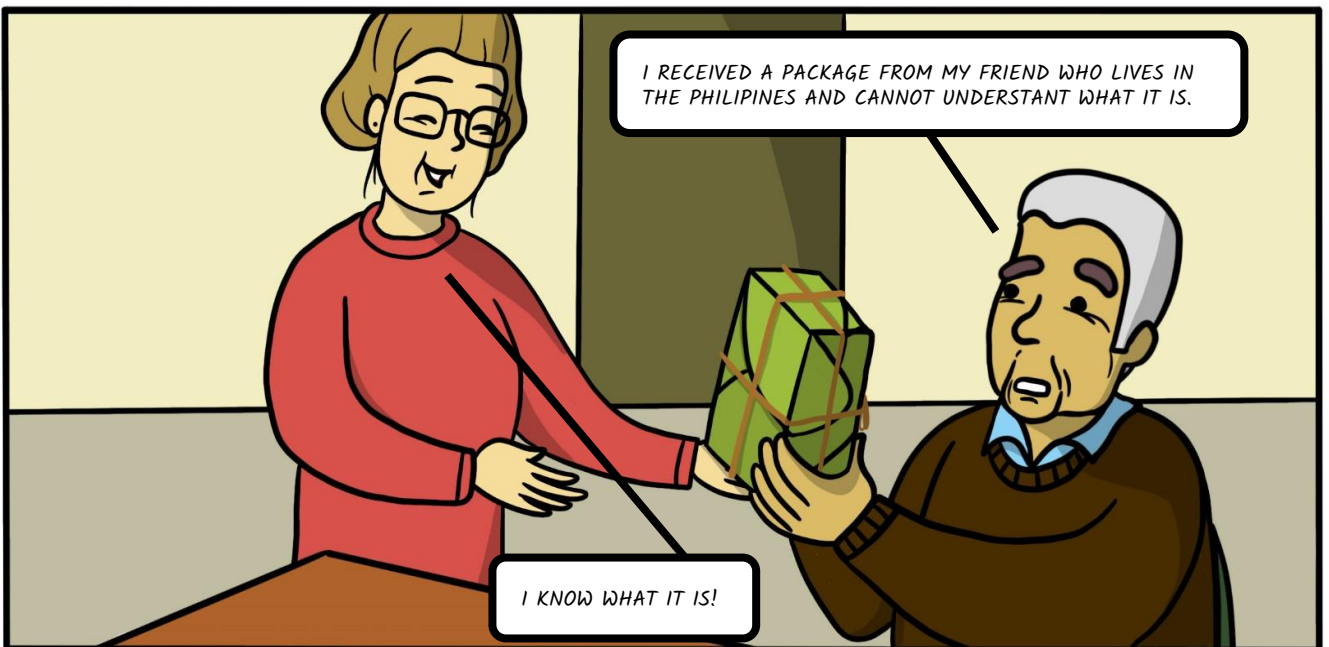


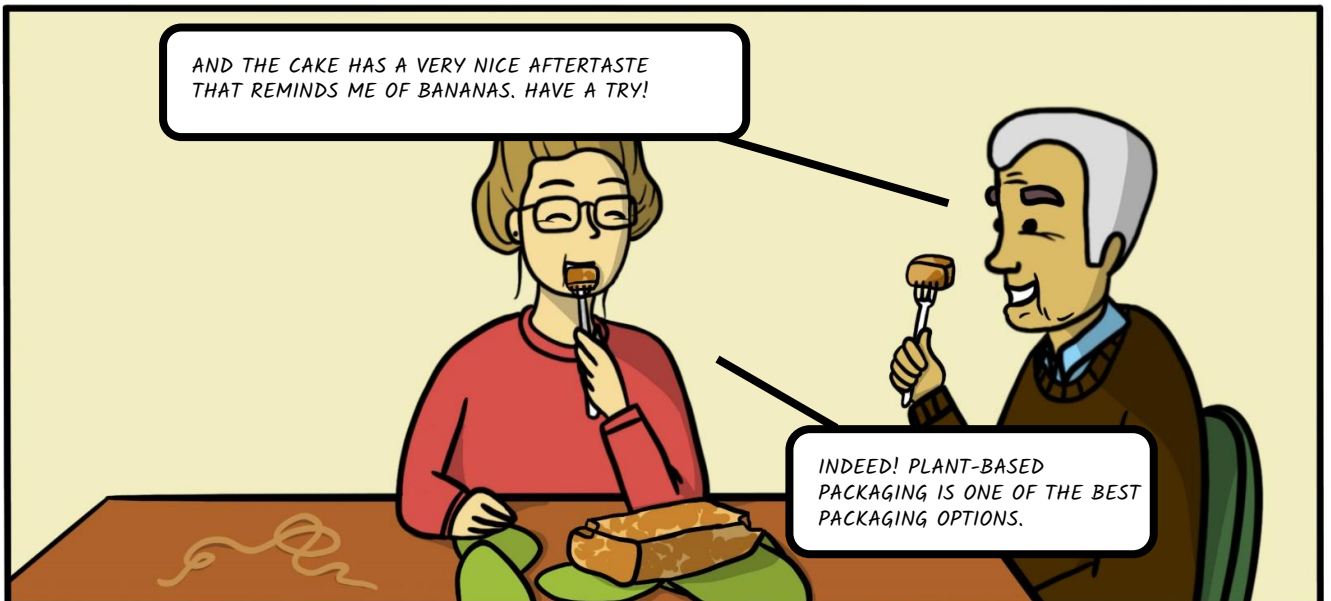
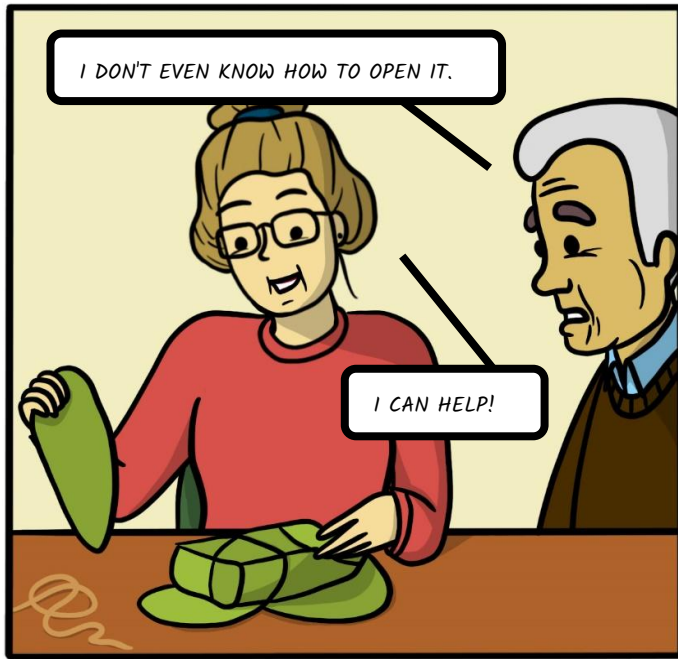
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Comic 3

TOPIC 5:
MARKETING OF
PLANT-BASED
PRODUCTS





Comic 3

TOPIC 5: MARKETING OF PLANT-BASED PRODUCTS

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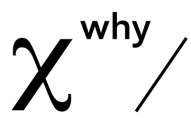


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VEGAN OR NOT VEGAN?



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Comic 4

TOPIC 5:
MARKETING OF
PLANT-BASED
PRODUCTS





Comic 4

TOPIC 5: MARKETING OF PLANT-BASED PRODUCTS

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Comic 5

TOPIC 5:
MARKETING OF
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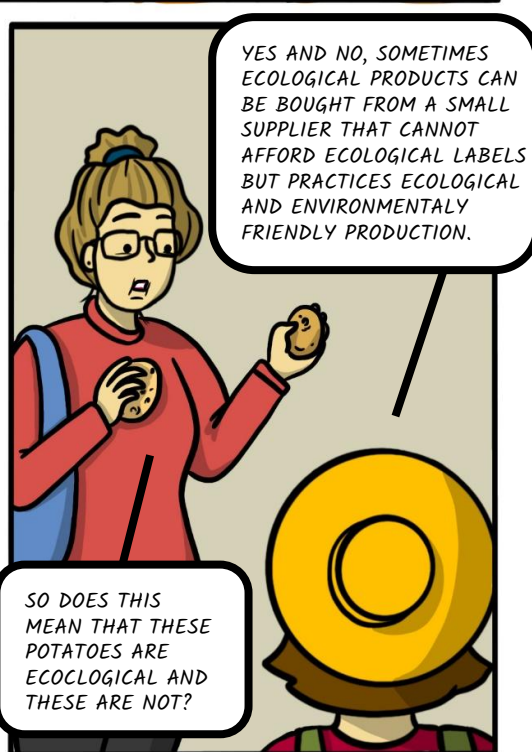
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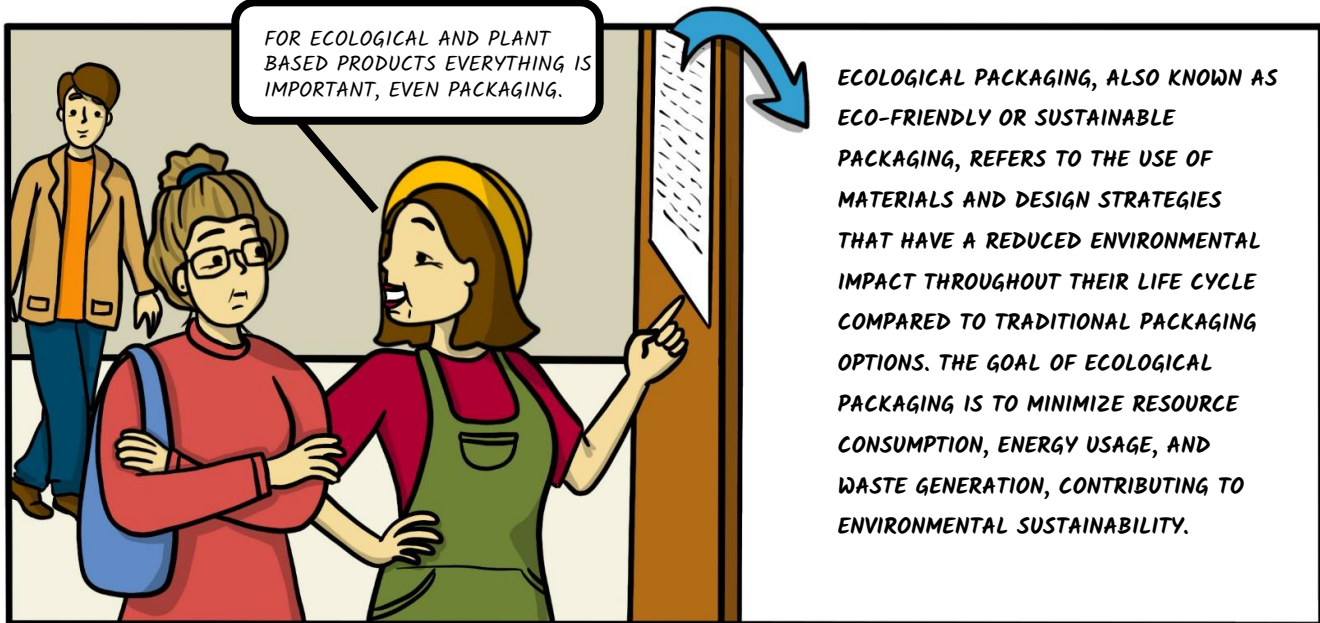


IT IS AN ENVIRONMENTAL CERTIFICATION MARK AWARDED TO PRODUCTS AND SERVICES THAT MEET SPECIFIC ENVIRONMENTAL AND PERFORMANCE CRITERIA SET BY THE EUROPEAN UNION. THIS LABEL IS DESIGNED TO HELP CONSUMERS EASILY IDENTIFY PRODUCTS AND SERVICES WITH A LOWER ENVIRONMENTAL IMPACT COMPARED TO STANDARD ALTERNATIVES. THERE ARE MANY MORE LABELS THAT YOU MIGHT FIND IN EUROPE SUCH AS ORGANIC CERTIFICATION LABELS OR V-LABEL.



INTERESTING!





Comic 5

TOPIC 5:
MARKETING OF
PLANT-BASED
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STEP OUT OF THE STONE AGE

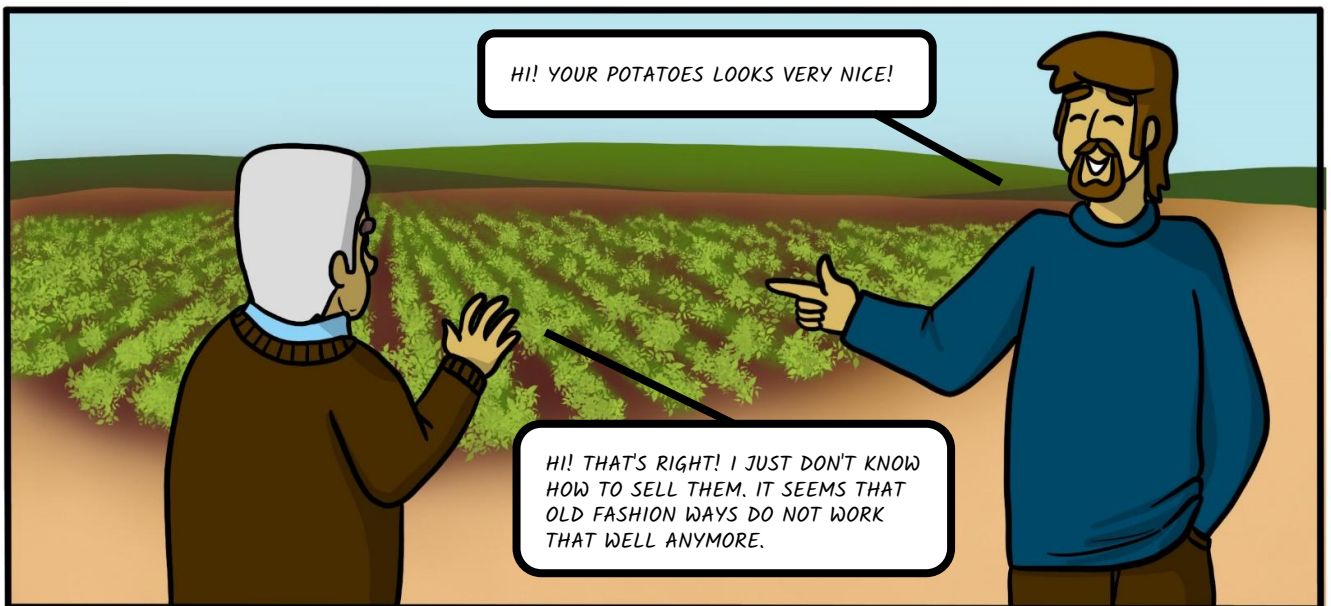


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Comic 6

TOPIC 5:
MARKETING OF
PLANT-BASED
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Comic 6

TOPIC 5: MARKETING OF PLANT-BASED PRODUCTS

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