

# LAND JUSTICE

*Re-imagining Land, Food, and the Commons in the United States*



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*Re-imagining Land, Food, and the  
Commons in the United States*

FOODFIRST  
BOOKS

Edited by Justine M. Williams and Eric Holt-Giménez

# WriteShop

(The Food First way...)

A fast and efficient way of documenting knowledge, sharing stories, forging a strategic vision, and activating the voices of social movements

# In the Beginning...

**Convene 12-20  
Farm, Food &  
Climate Justice  
leaders**

**Write Concept  
Note**

**Secure funding**

# A New Deal for a Just Transition: The power of a farm, food, and climate justice alliance

- 1: Parity, Environmental stewardship, and supply management
- 2: Dairy, beef, poultry and the green path out of corporate feudalism
- 3: Urban farming and environmental justice
- 4: Labor, equity, farm and food workers
- 6: Farming, justice, and climate change
- 7: Community Supported Agriculture
- 8: Indigenous land and food systems
- 9: Black Agrarianism, reparations and climate change
- 10: Immigration, labor, and a pathway to farming
- 11: Gendering our agrarian future

# Preparation

Participants submit  
3-5 page  
manuscripts

Set Date  
&  
Reserve Venue

**Organize Team:**  
**2 Coordinators**  
**2 Writers**  
**1 Artist**  
**1 Videographer**

# The WriteShop



# Strategizing Session

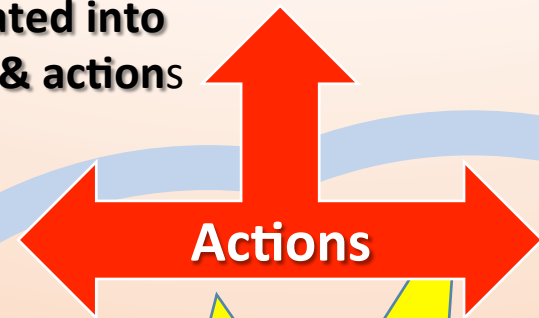
- **Summarize lessons, conclusions**
- **Synergies & Visioning**
- **How can our book advance our mission?**
- **How can it strengthen our actions, campaigns & mobilizations?**
- **How can we coordinate and support each other?**
- **Timeline**
- **Agreements**

# Post-production

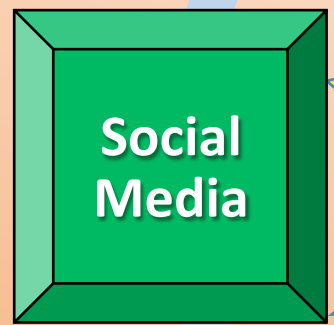
- **Invited authors write Preface, Introduction, Summary**
- **Graphics from Artist and photos contributed by authors**
- **Copy edit by Food First**
- **Proofing by everyone!**
- **First print-on-demand runs—100 books/organization**

**Launches integrated into local campaigns & actions**

**Coordinated book launches across the country. Farm-food-climate justice authors travel to each other's events.**



**Author-driven social media using materials from the WriteShop Videos—Instagram—Facebook & Twitter**



**Writers help place in Local & state newspapers, magazines, websites**

**Interviews & features on local + national stations**



*reflection—action—***REFLECTION***—action—reflect*

## **Impact Evaluation Webinar**

- **Launches**
- **Actions**
- **Overall impact**
- **Lessons Learned**
- **Next Steps**

# WRITESHOP PROCESS

Preparation phase



Preparation phase



Plenary presentation & draft 1



Draft 2



Draft 2



Revising of drafts  
By Authors & Co authors



Draft 3



Final editing, Artwork, Desktop publishing & Printing



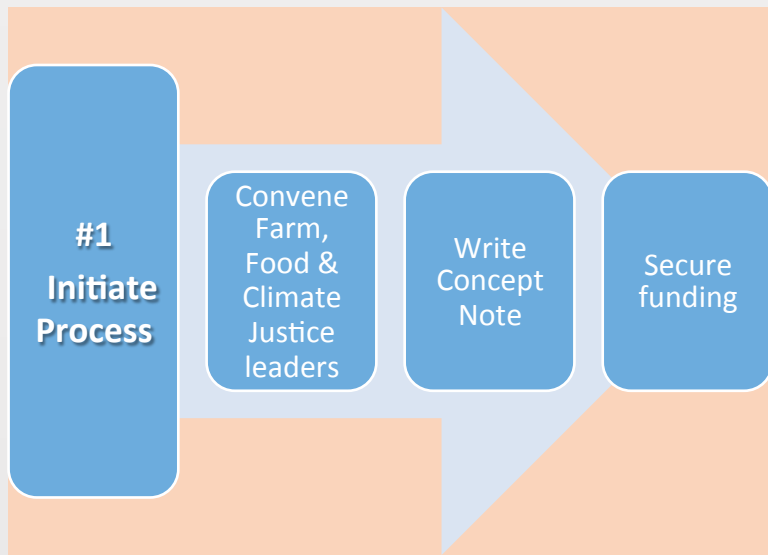
Publisher

Final editing, Artwork, Desktop publishing & Printing



Book launch & Distribution

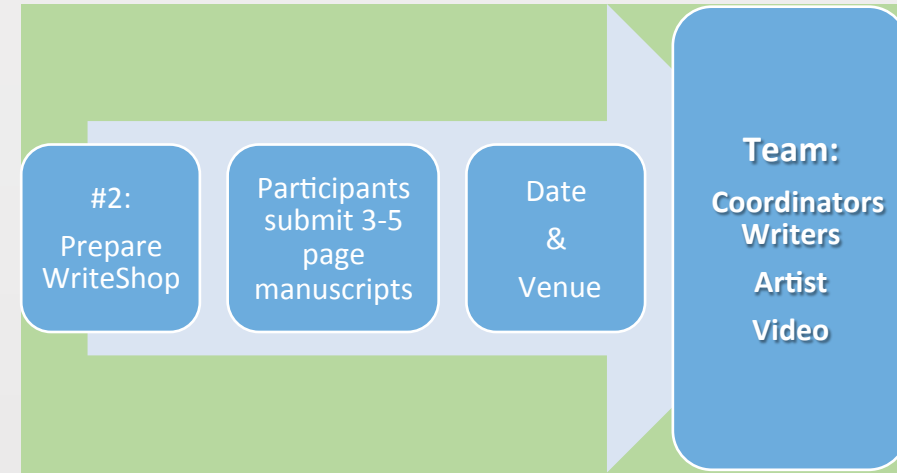




**Process repeats**



**1st reads discussion, writers note, artist draws, video tapes**

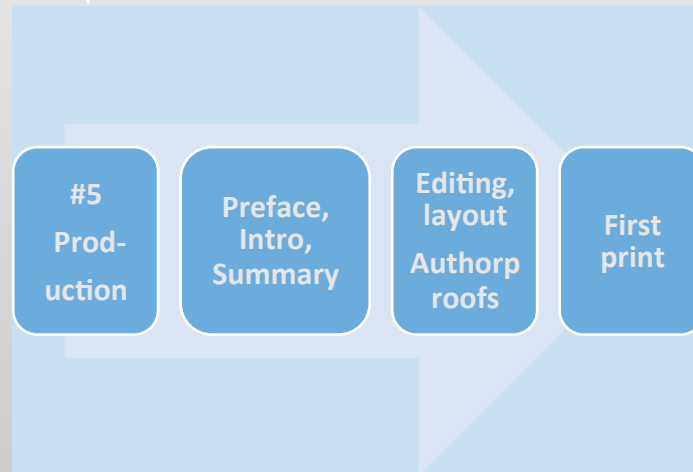
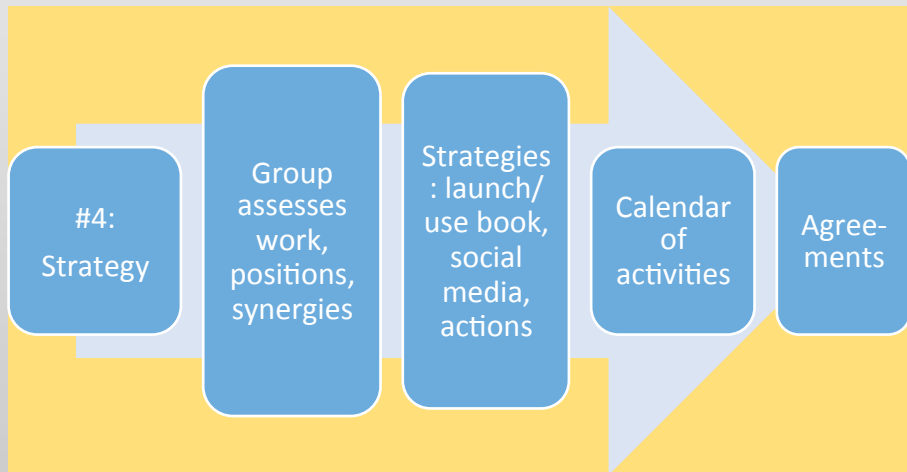


**#3 Retreat**



**Writers & authors edit**

**Second drafts shared**



# The Usual Way

- Producing publications is costly
- It takes time
- It takes space
- During the process manuscripts may get lost



- Upon completion, manuscript may not be printed



# The aim of the Writeshop

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The aim of the Writeshop is to develop, revise and put material into final form as quickly as possible, taking full advantage of the various workshop participants.

# The Writeshop Process

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- It brings together experts (farmers, researchers, extension workers together with artists, editors, desktop publishing specialists) to document lessons and experiences on commonly identified themes.
- It simplifies scientific terminologies for comprehension by lay persons
- It is an effective mechanism to document and evaluate impact stories and changes

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# Adaptations

IIRR has adapted the process to:

- Produce brochures, posters, leaflets etc...
- Develop various tools like capacity assessment, HIV/AIDS mainstreaming
- Prepare position and scientific papers
- Simplify scientific papers for use by extension agents and farmers
- Develop training materials and modules
- Field guides and manuals

# Preparation

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- Identify information/knowledge gap
- Set the topic
- Hold consultative meetings with stakeholders
- Set the list of content
- Decide on the size of each section
- Select resource persons
- Identify Writeshop staff: editors, artists and designers
- Write the draft manuscripts
- Prepare logistics for the Writeshop



**The first draft is presented to participants using appropriate tools**



**Participants critic the draft and suggest illustrations**



**Designers lay out the draft**



- **The draft is then edited and re-written**

## **The author presents the revised draft**

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- **The participants critic the second draft**
- **They also comment on the illustrations**
- **The draft is Re -written/revised**

- **Participants make their final comments**
- **The comments are included in the final revision**

**Final revisions  
and proof  
reading is done**

**The manuscript is  
now ready for  
final editing and  
printing**



# Examples of books published using the Writeshop Process

