

Harry Blazer – Message to Food Revolutionaries

My father was one of the pioneers in the discount business. At an early age, I learned about the power of disintermediation and in creating irresistibly great value (where value is the nexus of price, quality and experience). I have been a food innovator and advocate for Fresh for 36 years. And have influenced the industry in many ways that often are not even understood.

I have always had a healthy disrespect for authority and the status quo. I question, I probe, I try to be excellent, I am all about learning. Basically, I am a revolutionary at heart. That is one of the reasons why, when large chains are stuck or need a break-through, I get a call. I have a knack for envisioning and manifesting the non-possible (that which was formerly regarded as unattainable).

I view food as one of the last levers remaining to maintain human freedom, to resist the multifarious mechanisms of control that are producing great headwinds against the creation of true wealth. And indeed, the world needs a revolutionary approach to the way we grow and sell our food.

I have huge respect for innovators who, through force of will and positive intentionality, have manifested what was formerly the non-possible in soil based, urban agriculture. And I have huge respect for the thousands of perma-culturalists, agro-ecologists, biodynamic and dedicated organic practitioners who understand the importance of vital soils and who endeavor to nurture and enrich soil while they nurture and enrich the communities they serve with their wholesome yields. And I have a lot of respect for those who are finding new ways to disintermediate and market and merchandise their products through farmers markets, coops, CSA's etc. The key to creating sustainability is to create markets for sustainable products.

We are at a true crossroads in human evolution. There is a choice we are facing between synthetic vs. non-synthetic life. We need to push to create high value, high nutrition, affordable food with integrity using agricultural practices that support vital soils, clean air and water – the foundations of wealth on earth. Otherwise, the advocates of collectivism, synthetic life and trans-humanism will create a new branch in our evolutionary history based on an alternative way to feed the world.

I have made a choice about the way I want to live my life. And that choice is epitomized by the role that wholesome, Fresh foods play and can play in creating vital individuals, communities and ecologies. At Harry's Farmers Market, we demonstrated the power of Fresh with integrity and worked hard to create the Best Value in Fresh in North America. And I continue to encourage food retailers and manufacturers to dedicate themselves to promoting real food that nourishes and nurtures people and our world.

We stand ready to aid the food revolutionaries of the world of all persuasions who are dedicated to making High Value Fresh more accessible i.e. available and affordable.

