

**Profugo**

P.O. Box 393  
Wynnewood, PA 19096  
www.profugo.org  
info@profugo.org

# The Kernel



Volume 2, Issue 3

April 2009

Inside this issue:

Round Up	1
Not On Our Watch	2
Organic Wine	3-4
Upcoming Events & News	4

Round Up

Spring is finally here! The weather is warming up and people are shedding their layers. Bikes are being dusted off and the running shoes are making their yearly come back. To cap it all off, it looks like the economy is thawing as well!

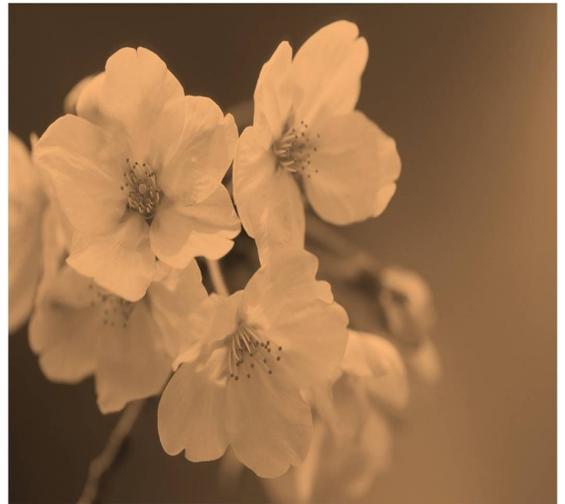
We are busy as bees within the leadership team (although we may seem deceptively calm on the exterior). Last year, we set some pretty audacious goals for ourselves. This year, it is time to execute and make those goals a reality. We have at least two events lined up for this summer and we are hoping for a multi-city Sweat For Hope 5K this fall.

One of the many lessons we learned on our trip to Wayanad earlier this year is that we need to conduct a smaller project on the ground, prior to launching into the full scale development of our Center of Development. There are many ideas under consideration on how we can make this happen.

One of the most amazing things that we are experiencing is the support from the community! We are very thankful for all the emails we receive and for the people who are so willing to participate. Just in the last month we have built relationships with students from multiple universities!

We got together with students from the Fair Trade Club at the University of Scranton. We shared with them Profugo's vision and were greeted with excitement and interest in participation. We look forward to collaborating with the Fair Trade Club of the University of Scranton!

Students at Eastern University used Profugo as a case study for their 'Community Development' class. We are so grateful that these students



were willing to take our vision and share it with their class. Some members of our team also participated in the Micro-Finance Conference at Eastern University. It was a great time of learning, reconnecting with old friends, and making new ones as well.

Many things are in the pipeline for this year for our website, including social networking and e-commerce additions. We are looking for people with programming and design skills (PHP, MySQL) to help us with these activities. With all the tasks that are lined up, we very much feel the need for full-time staff to take us forward. We will be putting out a formal notice regarding this position in the near term.

We are always looking for opportunities to share Profugo's vision with people. Please let us know if we can come speak at your school, organization or workplace. We would be delighted to do so.

~Greetings from one profugo to another!

## Not on Our Watch

By Brenda Chadambura

Humanitarian atrocities, such as the Rwandan genocide or the Burmese cyclone Nargis that left 134,000 people dead or missing, occur around the world without society paying much attention. Those embroiled in the mire of these political, social and environmental injustices are left with little chance of survival, let alone the hope for a prosperous future. Enter the recently formed non-profit organization, Not On Our Watch.

Not On Our Watch is focused on developing advocacy campaigns that draw the world's attention and its leaders to these humanitarian issues where hundreds of thousands of lives are at stake if not addressed. Founded by actors George Clooney, Don Cheadle, Matt Damon and Brad Pitt, along with Hollywood producer Jerry Weintraub and human rights lawyer David Pressman, Not On Our Watch has been in existence since 2007. The founders have been using their "uniquely powerful voices" to especially bring to light three crucial regions in Burma, Western Darfur and Eastern Chad; and most recently Zimbabwe.

Following an assessment visit to Sudan, George Clooney met with both President Obama and Vice President Biden in February of 2009 to press for full deployment of UNAMID peacekeeping officers to protect Sudanese civilians in potential danger of genocide. Matt Damon recently met with refugees living in sub-human conditions in South Africa after fleeing their homes in Zimbabwe. The refugees have been crossing the borders to escape political persecution, harsh economic conditions that have brewed, according to Forbes magazine, the world's worst inflation rate of 2,000,000%, and an alarming cholera epidemic that has left over 3700 people dead.

Not On Our Watch has also made efforts to highlight the continued desperate situation in Burma after Cyclone Nargis, with inadequate food aid, health and shelter supplies. This 2008 cyclone came to Burma at a time when the political tension was high after the "Saffron Revolution" in 2007. The revolution was a peaceful protest led by monks and Burmese civilians against the military dictatorship that had refused to cede power to elected Nobel Peace Prize Laureate Aung San Suu Kyi since 1990. The peaceful march resulted in violent crackdown of the protesters by the current government run by Senior General Than Shwe. Suu Kyi has been under house arrest for 12 of the past 18 years and represents over 2000 other prisoners of conscience fighting the current regime



that has left over half the population living below the poverty line and approximately 3200 ethnic villages destroyed.

The board members of the advocacy group are rallying the world to put pressure on Than Shwe to fulfill his promise to release Suu Kyi in May of 2009 - a promise that has been broken in the past with no viable justification. Don Cheadle and John Prendergast of the International Crisis Group, collaborated on a book titled "Not on our watch: The Mission to End Genocide in Darfur and Beyond" to educate the reader on what they can do to effect change in Darfur and other populations in crisis.

In addition, Not On Our Watch has awarded grants worth over \$3 million to relief organizations such as Oxfam, Save the Children and the International Rescue Committee who are working in the aforementioned regions. Particular grants have been awarded for disaster relief while others have been siphoned towards sustainable agriculture and other income generation projects to assist in the rebuilding of the lives of people affected by varying disasters.

[Notonourwatchproject.org](http://Notonourwatchproject.org) gives the public various ways to push for positive global change in the lives of many. With the efforts of Profugo and other like-minded organizations, perhaps our generation is learning to boldly say "not on our watch" when a fellow profugo needs a hand up.

## Organic Wine

By Erich Sachse

Over the past decade, the organic movement has spread like wildfire. We have all become accustomed to walking into our grocery store or farmer's market and seeing organic fruits and vegetables lined up. According to statistics from the Organic Trade Association, sales of organic products have been increasing by 20% annually since 1997, increasing seven-fold from \$3.6 billion to an estimated \$25 billion in 2008. But did you know that wine too, can be organic?

Much like other organic products, organic wine has seen an uptick in interest over the past few years, now reaching approximately 2-3% of total vineyard plantings. In fact, organic wine is so hot right now that newly-elected President Obama chose an all-organic wine selection for his first state dinner at the White House. Despite the new publicity around organic wine, many producers have been using organic and biodynamic techniques for decades, shunning the modern chemical interventions in favor of more traditional methods that do not risk chemical influence on the grapes destined for their wines.

As with other organically farmed products, organic wine is made from grapes that have had minimal chemical intervention, such as fertilizers, fungicides, herbicides, and pesticides. Like any other type of agriculture, grapes are prone to many different types of spoilage as they are being grown and harvested. In order to avoid this spoilage, organic producers need to use different tactics to protect their crops, while not intervening using chemical techniques that might spill into the flesh of the grape, either directly or indirectly through ground water. In the United States, organic wine also needs to be bottled without the use of sulfur dioxide, a preservative that is used nearly universally in the vinification process.

Organic wine has long had a reputation as being of inferior quality. In many cases, this is due to the lack of sulfites, the omission of which can lead to the wine spoiling easily and not tasting fresh. As with other organic products, the extra care that is given to the grapes through organic farming methods can pay off in the glass. Organically produced wine typically carries a slight price premium, as with most organic products, but producers are finding a newfound value in marketing their green credentials to the marketplace. This has led to an increase in organic farming and the marketing of techniques used specific to organic farming. The truth is that many excellent wines are made using organically grown



grapes, including leading wineries in Burgundy, the Loire Valley, and the Pacific Northwest.

Some producers choose to go one step beyond organic, and use a set of farming practices known as "biodynamic viticulture". Biodynamic viticulture applies all of the organic principles, but also adds additional practices based on the work of Rudolf Steiner, a philosopher who believed that farming needed to be practiced in a way that looked at the entire system as a living organism. His work was also heavily influenced by astrological practices. This leads to odd practices such as burying cow horns and spraying the soil with cow manure and ground up cow horns at various times according to the season, moon-phase, and zodiac calendar. Although biodynamic practices are easy to dismiss, many top producers use them, including Domaine de la Romanee Conti, one of the most famous producers of wine in Burgundy, whose top wines sell for several thousand dollars – per bottle!

*(continued on page 4)*

## Organic Wine

*(continued from page 3)*

When you look at wine labels, there are already myriad confusing terms on them – some of which have a legal definition, others which are included for marketing purposes. Even more confusing, these definitions vary from region to region, as they are all regulated locally. It's no surprise that many people feel overwhelmed when they walk into a wine store! Organic wine adds another dimension along which to confuse consumers. See the sidebar for a list of wine terms and their meaning on US wine labels.

"What does organic wine have to do with Profugo?", you are likely asking yourself. The answer is – quite a bit! Profugo is looking to build a sustainable model for international development, which will rely on for-profit businesses in order to launch additional Centers of Development. As part of the first Center of Development in Wayanad, we are planning to have a coffee plantation producing organic, fair trade produced coffee for sale in export markets. Profugo's principles align closely with those of the organic movement in teaching sustainable farming. And many of us involved with Profugo enjoy a nice glass of wine!

### **United States Organic Wine Terms:**

**"Organic Wine"** – Wine made from at least 95% organically grown grapes, without the addition of any sulfites as a preservative.

**"Made with Organically Grown Grapes"** – Wine made from at least 75% organically grown grapes. Sulfites may be added.

**"Sustainable"** - has no legal definition in the United States. Typically, sustainable farming techniques evaluate water conservation, biodiversity, and plan nutrition, among other aspects of the viticulture and vinification process. There are independent certification agencies whose seals may appear on a label.

**"Biodynamic"** - also has no legal definition in the United States. Typically, biodynamic producers farm organically and also follow additional biodynamic techniques. Demeter is the leading independent certification agency for biodynamic farming.

---

## Upcoming Events & News

### **May 2, 2009—Lansdowne Arts & Crafts Fair, Lansdowne, PA**

We will be participating in this fair to sell Dandles and to engage the Lansdowne community with Profugo's mission. Stop by to visit us or let us know if you're available for a shift staffing our table.

### **June 6, 2009—Profugo Volleyball Tournament, Plymouth Meeting, PA**

Profugo is busily planning a volleyball tournament June 6th at the Plymouth Meeting Community Center in suburban Philadelphia - space is limited, so start forming your team now! Stay tuned for more information!

### **June 27, 2009—Profugo Winetasting Event, Philadelphia, PA**

Profugo is also planning a wine tasting event to be held June 27th at Pentimenti Gallery in Philadelphia. Keep monitoring the Profugo website for more information about this exciting chance to connect with us!

### **Volunteers Needed!**

We are currently busy putting the plan together for 2009 and beyond. We are in need of volunteers who will take up leadership positions over key areas. We need people who have skills in technology, writing (communication), marketing (publicity), graphics design, etc. Interested? Please drop us an email at [info@profugo.org](mailto:info@profugo.org).