



The Second Salt of the Earth Gathering Cultivating Climate, Food, and Land Justice in California's Central Valley

October 10 - 11, 2025

Madera Community College, 30277 Ave 12, Madera, California

We are excited to announce that the second Salt of the Earth Encuentro will take place in the fall of 2025. The first Encuentro in 2023 brought together organizers, activists, artists, academics, small farmers, and food entrepreneurs to share their work and knowledge on the event's central themes. Building on the lessons learned from that gathering, we will deepen our discussions this time on climate justice, economic justice, and the power of food to strengthen community solidarity and build connections.

We believe that honest conversations about our origins are even more critical in today's divisive political climate. Now more than ever, we must harness the power of food, land, and environmental stewardship to foster understanding and expand dialogue to wider audiences. By returning to the basics of gathering and uniting, we remind people of the strength and power within our communities.

The Second Salt of the Earth will be a two-day gathering and the central event of a year-long multimedia campaign aimed at challenge economic inequalities and environmental issues in the Central Valley. It will highlight the essential contributions of immigrants, refugees, and communities of color to regional food systems.

Another highlight will be the opening of a multimedia exhibit that tells compelling stories about



Save the Date
**2nd Salt of the
Earth Encuentro:**



A national encuentro of the
AFSC Pan Valley Institute

For more information contact us at
panvalleyinstitute.org

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the migration of various crops, foods, and indigenous agricultural knowledge brought to the Central Valley by a diverse range of communities. These include Native Americans who were forcibly displaced from their land, African Americans who migrated from the Southeast, and immigrants from farms in Armenia, South and Southeast Asia, Mexico, and Central America.

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With these two gatherings, we intend to:

Transform the narrative of farm work as unskilled labor and instead recognize the essential contributions of people of color to the region's agricultural wealth, economic development, and rich food culture.

Show how diverse communities have influenced the region's food culture—not only through agricultural labor but also by introducing new produce, sharing indigenous knowledge of land stewardship, and enhancing the region's culinary heritage.

Share stories about culinary journeys and their cultural significance, highlighting small farmers, food entrepreneurs, and indigenous communities that have contributed traditional foods and cultivation practices.

Transform the narratives surrounding immigrants, refugees, and communities of color in the Central Valley. Instead of being depicted as socially disadvantaged or uneducated, these communities will be celebrated for their rich knowledge of food and land – gifts they've shared to foster communities of care throughout the region.

Challenge the conventional narratives that portray industrial agriculture as the only driver of productivity in the Central Valley. By emphasizing indigenous farming techniques, cultural food practices, and immigrant entrepreneurship, we uncover alternative approaches to food production that prioritize sustainability and community well-being over maximum profit.

Recognize the soil, native plants, and watersheds that industrial agricultural practices have influenced. By emphasizing indigenous land stewardship techniques and sustainable farming practices, we promote ecological methods that benefit the entire Central Valley ecosystem.

At the second Salt of the Earth *Encuentro*:

Immigrants and refugees—especially women—will strengthen their relationships, skills, and resources for income-generation projects focused on climate and food justice. Their broader networks will create opportunities for meaningful engagement in political, cultural, and economic spheres, enabling them to more effectively challenge migration, economic, and climate injustices.

Focusing on specific cultural practices, agricultural innovations, and food traditions will foster greater cross-cultural appreciation and understanding. This increased awareness helps bridge the gaps between communities that have historically remained disconnected despite their proximity.

We will bring back staples from the first Salt of the Earth, such as the bus tour and the cultural kitchen. We will continue to create spaces for intimate and profound dialogues, or *platicas*. There will be an outdoor market (TaMeJavi). Activities in art and creative expression will frame the *Encuentro*.

Stay tuned for our landing page that will announce the program, sponsorship opportunities, registration, and more information to assist with your attendance!

About PVI

For 27 years, the Pan Valley Institute has strengthened and promoted active immigrant citizenship throughout California's Central Valley. Founded in 1998 as a program of the American Friends Service Committee, PVI now stands at a historic threshold, transitioning to independence with plans to create the region's first popular education center.

Located in Fresno and expanding to Tulare, Merced, and Madera counties, this immigrant-led organization creates intergenerational learning spaces that empower participants to become agents of social change.

Learn more about PVI at PanValleyInstitute.org.