

# FOOD DEMOCRACY

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# FOOD /fōd/ DEMOCRACY /di'mäkresē

FOOD /fōd/ something that nourishes, sustains, or supplies.

DEMOCRACY

# FOOD DEMOCRACY

/di'mäkrəsē

government by the people.

[ FOOD that which nourishes, sustains, or supplies  
DEMOCRACY is viewed by citizens to enable practice  
of political, social, economic and cultural  
self-determination.

# ABSTRACT

OBJECTIVE

STIMULI

PROPOSED RESPONSE

PROPOSED OUTCOME

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Select and outline a notion, problem/ or event that you can passionately attach and respond to:

## OBJECTIVE

- to explore the terms in which Genetically Modified (GM) practices are undermining the value of food security and sovereignty within the global food industry.

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- to explore the terms in which Genetically Modified (GM) practices are undermining the value of food security and sovereignty within the global food industry.
- to restore the short-term vision, lack of moral responsibility and ethical consideration amongst society towards GM and the negative affects it has on the production of food and its environment.



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- to restore the short-term vision, lack of moral responsibility and ethical consideration amongst society towards GM and the negative affects it has on the production of food and its environment.
- to recognise that food has been reduced to an image and image is a battle visual communication can wage.

FOOD  
↻ THE FUTURE = struggle for survival  
FUTURE  
FUTURE  
FUTURE  
FUTURE  
FUTURE

a crucial shift in  
value to read

FOOD beyond its shelf presence  
↻ improve quality of life,  
without increasing economic ↻  
environmental impacts through  
negligence.

# ABSTRACT

Select and outline a notion, problem/ or event that you can passionately attach and respond to:

## STIMULI

### Genetic Modification & Biotechnology

- Genetically Modified (GM) practices had increased to 114 million hectares of global plantings by 2007, an enormous increase considering GM crops had only been introduced a decade prior.

Since 2007, biotech GM crops now acquire an estimated 170.3 million hectares globally, and an annual growth rate of 6 per cent.

# ABSTRACT

Select and outline a notion, problem/ or event that you can passionately attach and respond to:

If all the world's GM crop fields from 2012 were sewn together it would blanket almost all of Alaska.

## STIMULI

Genetic Modification & Biotechnology

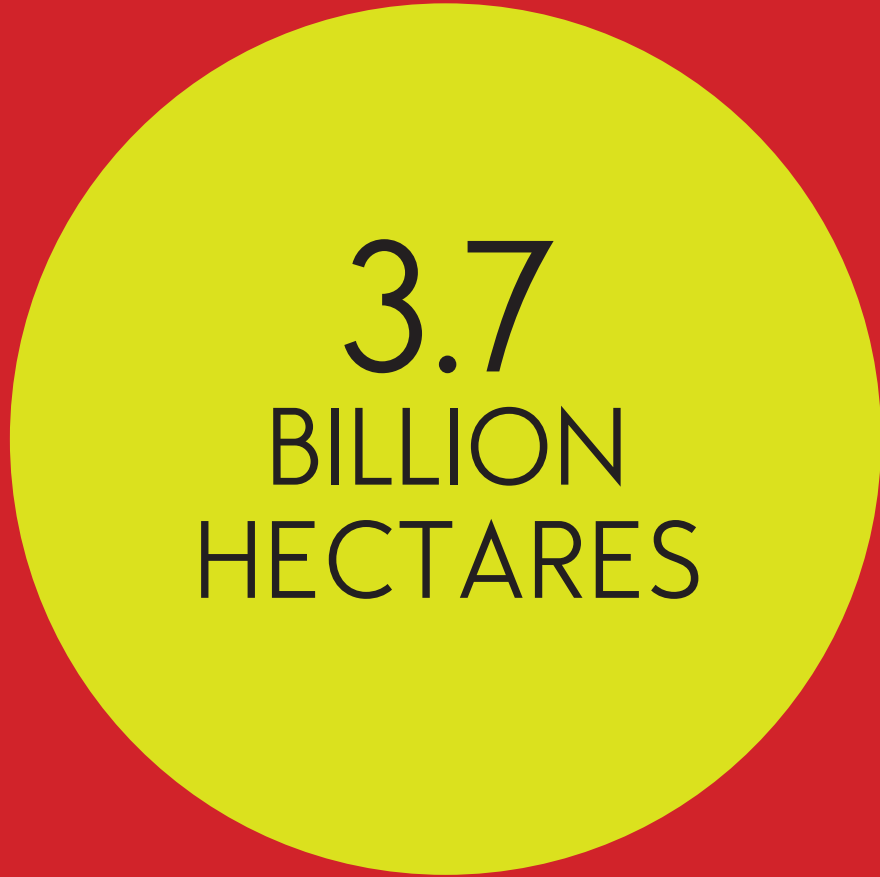
- Genetically Modified (GM) practices had increased to 114 million hectares of global plantings by 2007, an enormous increase considering GM crops had only been introduced a decade prior.

Since 2007, biotech GM crops now acquire an estimated 170.3 million hectares globally, and an annual growth rate of 6 per cent.









Area of land used to grow GM crops since introduction in 1996.



Area of USA



# ABSTRACT

Outline your proposals in terms of possible methods of response. Show intellectual engagement with solving the issues relating to your selected problem.

## PROPOSED RESPONSE

A: Graphics (Static)

- " ILLUSTRATIVE POSTER COLLECTION
- " GUERRILLA CAMPAIGN
  - Website (Mock)
  - Promotional Merchandise



# Q1

Describe your idea and concept of your work in relation to the outline.

## PROPOSED RESPONSE

A: Graphics Poster Collection (Static)  
Bt Guerrilla Campaign

”What’s going on ”behind the label” of the food in our supermarket shelves...? A secret genetic experiment... and you should know that just because it’s not listed on labels, doesn’t mean it’s not there.”

True Food Network  
Roff, RJ 2003, p. 511

# Q1

Describe your idea and concept of your work in relation to the outline.

## VISUAL LITERACY to CREATE HABIT

As the fight for food democracy wages, relatively little has been yielded to interact directly with Generation Y, and encourage ‘*commitment to the rights and power of the*’ young ‘*individual consumer*’ (Roff RJ 2003, p. 514).

To highlight the threats on our food systems, and the repercussions it has on the future of humanity, I have created a series of graphic posters to cohere with a campaign based on the relationships between: Genetically Engineered / Genetically Modified Organisms (GMO), Agrobiotechnology and their impact on the Global Food Market.

Highlighting both threats to the individual and shared community, I hope to focus my attention on developing individual rationality and responsibility. These graphics work hand in hand to promote neoteric approaches to the defetishisation that is needed amongst our generation. I hope to present a solution that will emphasise the need to understand our current reality, and a crucial shift in value towards FOOD.

# GEN-WHY SHOULD I CARE?

New Delhi, May 11, 2011

"... study covered 30 pregnant women and 30 women who had come from tubectomy at the centre. None of them had worked or lived with a spouse working in contact with pesticides, consuming what is assumed as a typical diet (that included GM foods; soybeans, corn and potatoes).

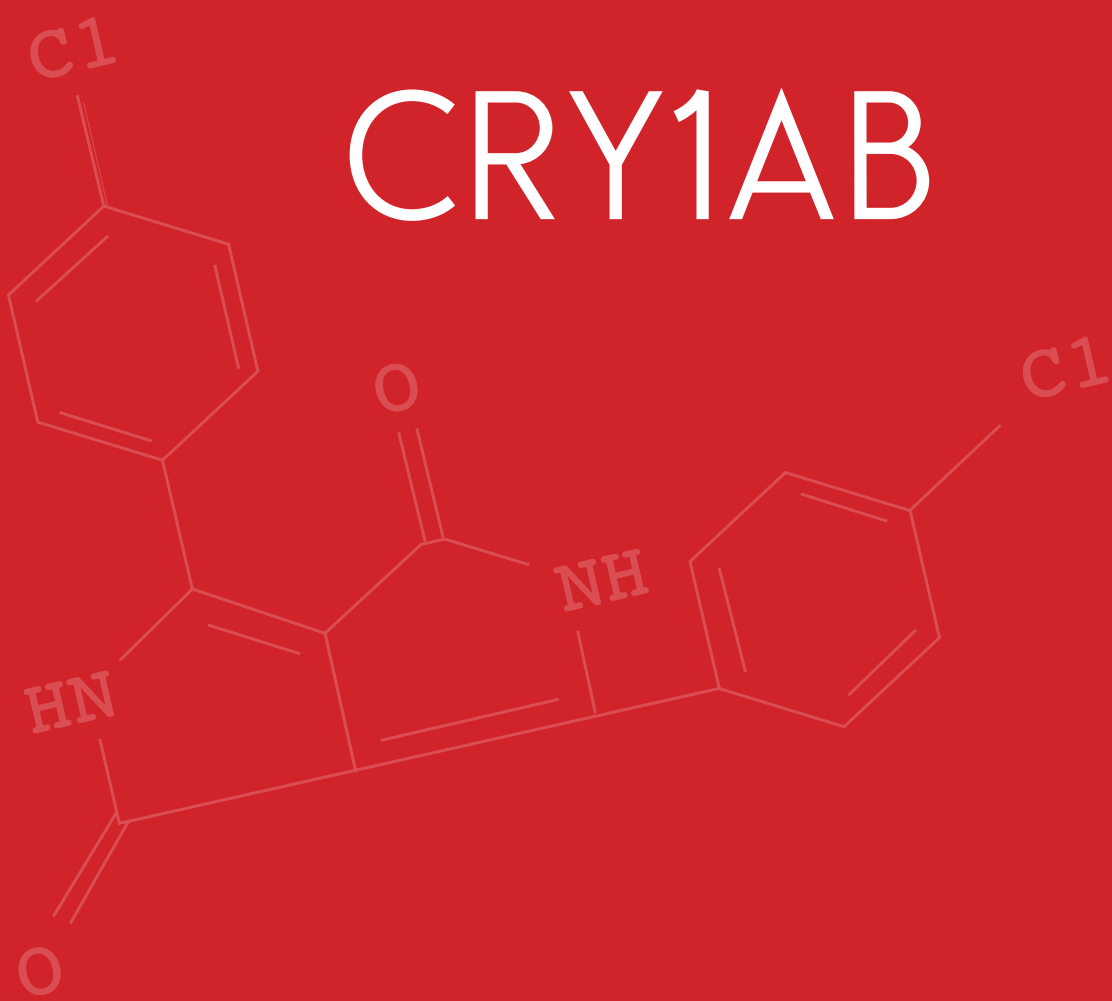
Cry1AB toxin was detected in 93 per cent and 80 per cent of maternal and fetal blood samples respectively and 69 per cent of tested blood samples from non-pregnant women."

# GEN-WHY SHOULD I CARE?

New Delhi, May 11, 2011

“Earlier studies had found trace amounts of the Cry1Ab toxin in gastrointestinal contents of livestock fed on GM corn.

... high risk of exposure through consumption of contaminated meat.”



# CRY1AB

AKA BACILLUS THURINGIENSIS (BT)

Derived from Soil Bacterium

- white blood cell count lowered by 9 to 12 per cent indicating lower immunological function.
- levels of aspartate aminotransferase (AST) 54 to 60 per cent than the controls - ie. liver and heart damage
- elevated bilirubin and lower plasma acetylcholinesterase, evidence of liver damage.
- ovary weight 50 per cent less than the controls.

# Q2

What kind of communication approach do you use?

## VISUAL LITERACY to TREND

I have used both print and digital medium. I feel this combination is affective in reaching the millennial learner.

### SPECIFICS

- The posters are large in size - AO (1189 x 841 mm)
- Minimal, yet eye-catching
- Bold colour and negative space draw attention to illustrations.
- Digital features (such as the QR Reader) allow for quick access to the web.

Bonus: No need to remember URL's

Shock tactics are used through Utopian illustrations and also the size of the posters (as opposed to general A4 and A3). This is to catch the attention of the viewer, however, the campaign's underlining purpose is to influence a 'trend of understanding purpose and influence' amongst Generation Y.



# Q3

What are, in your opinion, concrete benefits to the society because of your communication?

## VISUAL LITERACY for SOCIETY

The BT campaign is a fresh take on capturing the imagination and conscience of Generation Y. The eye-catching visuals pull in the target audience and draw attention to the issues at large.

The poster collection represents three catergories;

**GMO Toxicology**

**GMO Science**

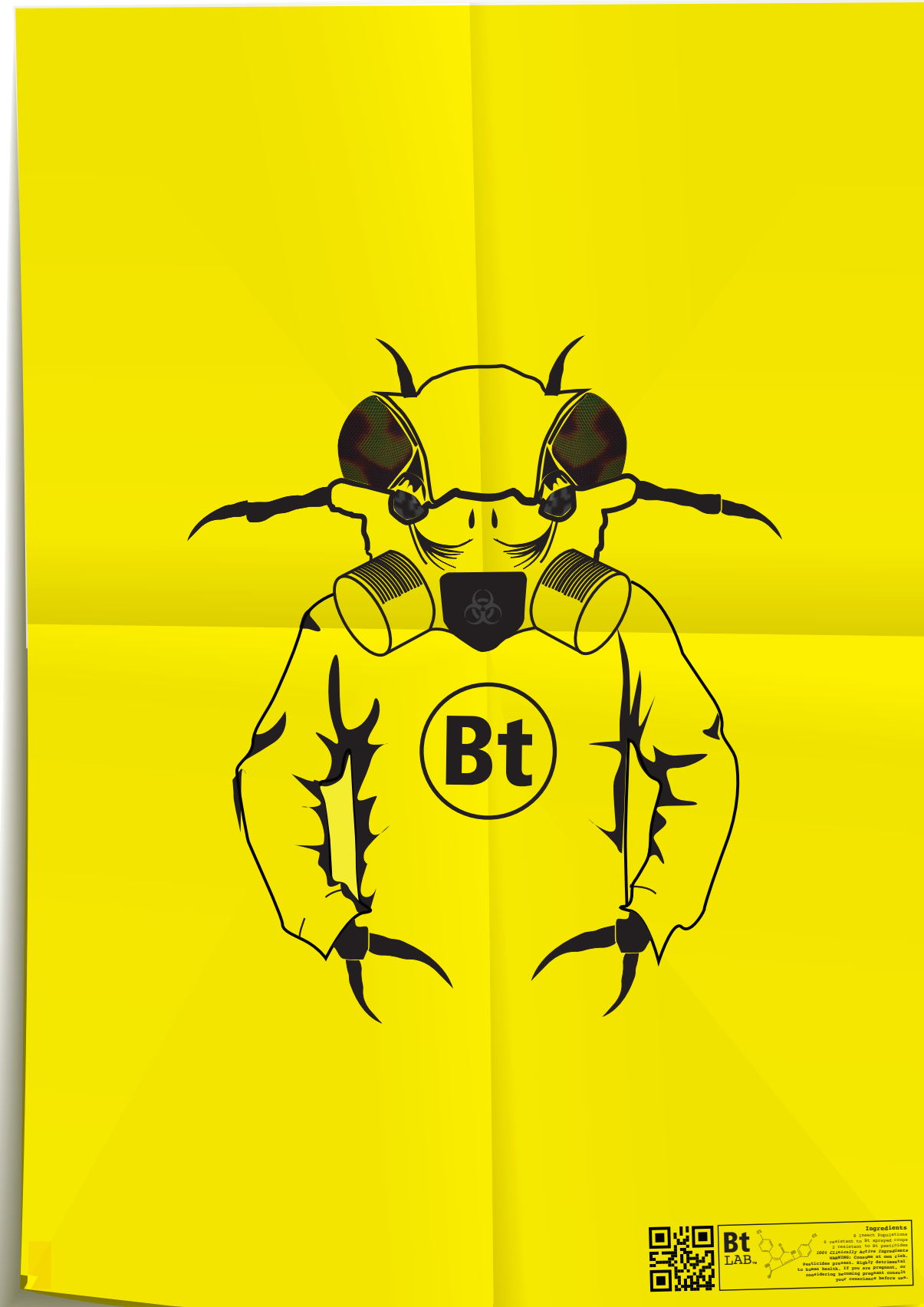
**GMO Labelling**

- Bt’s aim is to reinvent the value of food amongst ‘Gen-Why?’.
- The mission is to use captivating, almost Utopian illustration and extensive information to **entertain, educate and inspire**.
- Visuals used aim to challenge what young minds “think they know everything about” and introduce new and personal angles of looking at the problem.

This campaign hopes to break the locks of fetishisation, and its stronghold on a generation that does not quite understand their influence in the shaping of food culture, and ultimately... the future itself.

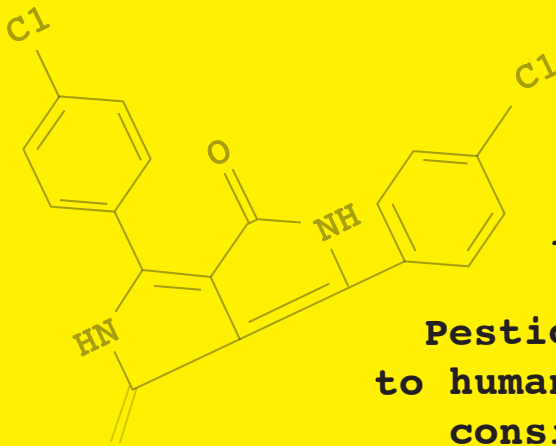
# POSTERS

- 1. TOXICOLOGY OF GMO
- 2. SCIENCE & MODIFICATIONS
- 3. GMO LABELLING





**Bt**  
**LAB™**  
GMO  
TOXICOLOGY



**Ingredients**

8 Insect Populations  
6 resistant to Bt sprayed crops  
2 resistant to Bt pesticides  
**100% *Clinically Active Ingredients***

**WARNING: Consume at own risk.**  
**Pesticides present. Highly detrimental to human health. If you are pregnant, or considering becoming pregnant consult your conscience before use.**





Bt

LAB™

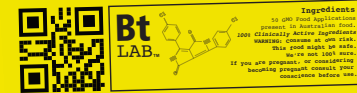
GMO

SCIENCE

CC(=O)N1C(=C(C(=O)N1C2=CC=CC=C2Cl)C3=CC=CC=C3Cl)C4=CC=CC=C4Cl

Ingredients

High levels of Anthocyanins  
(Chemical Flavonoids)  
Derived from the Snapdragon Flower  
**100% Clinically Active Ingredients**  
**WARNING: Consume at own risk.**  
**Adverse reactions may include: Cancer,  
Heart Problems and Diabetes. If you are  
pregnant, or considering becoming pregnant  
consult your conscience before use.**





Bt

LAB™

GMO

LABELLING

Clc1ccc(cc1)C2=C(C(=O)N2C(=O)N3C(=O)C(=C3)C4=CC(=CC=C4)Cl)C5=CC=CC=C5

Ingredients

50 GMO Food Applications  
present in Australian food.

100% *Clinically Active Ingredients*

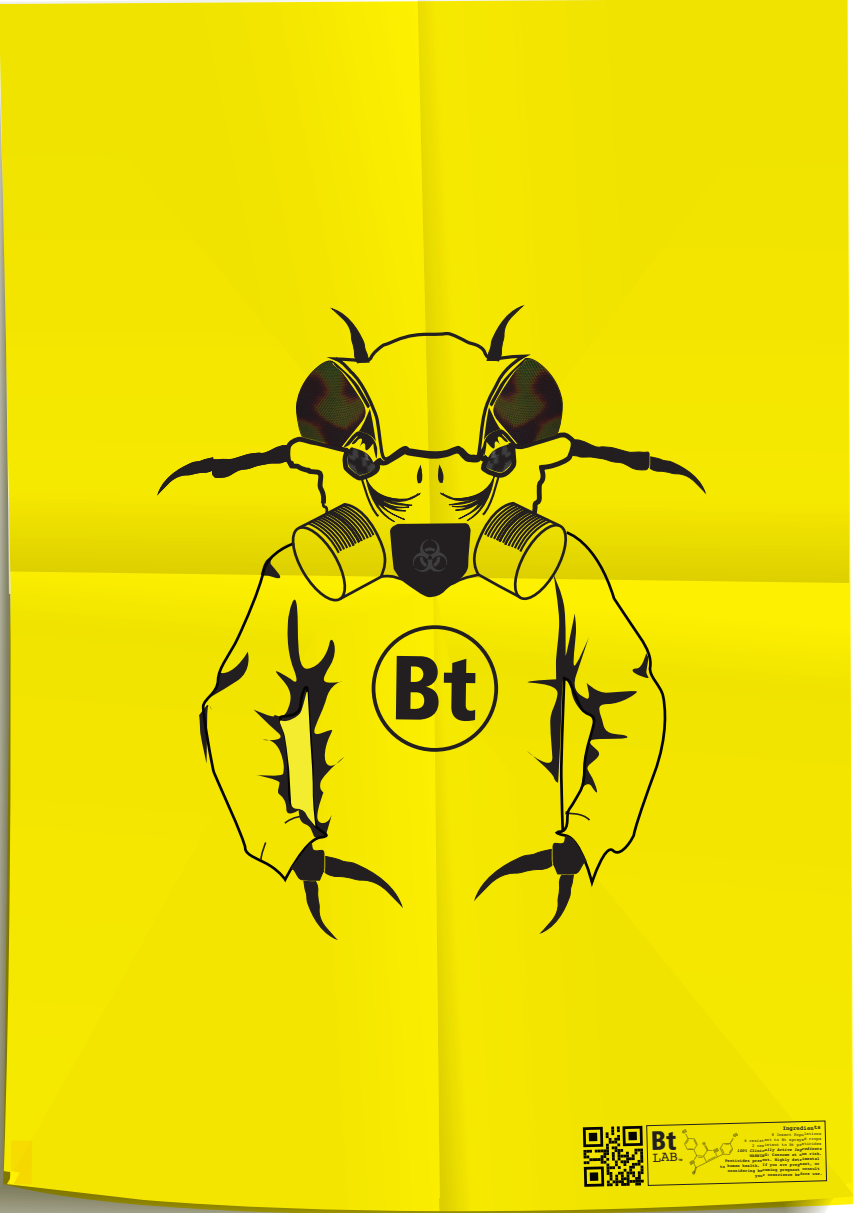
WARNING: Consume at own risk.

This food might be safe.

We're not 100% sure.

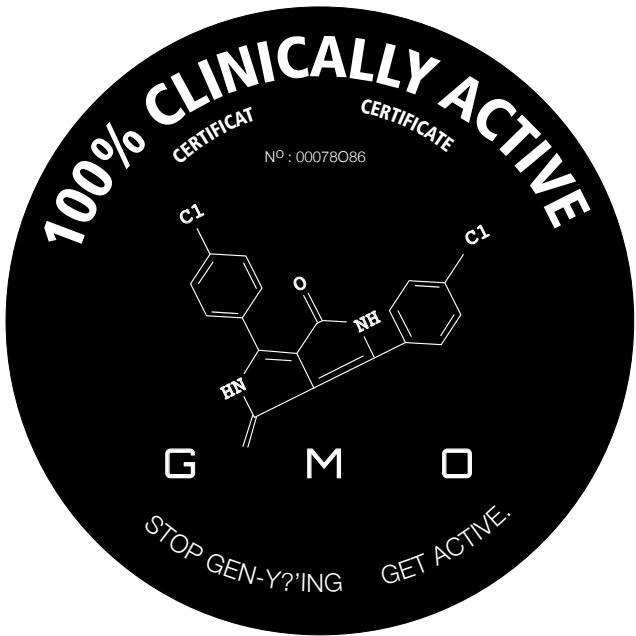
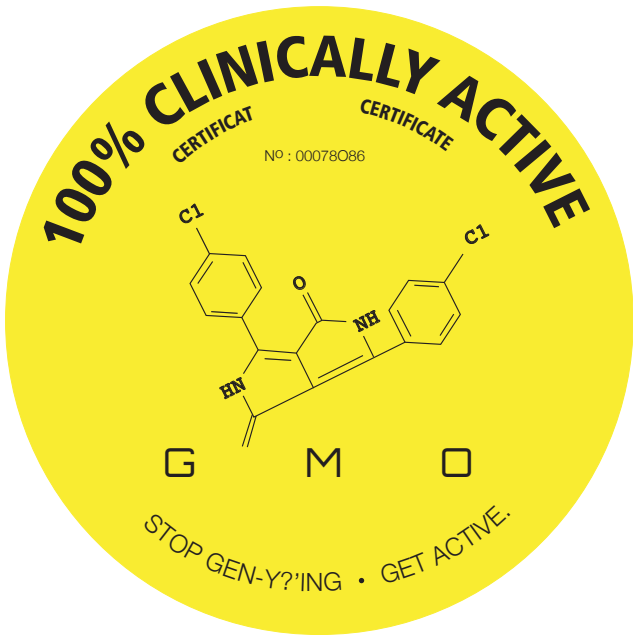
If you are pregnant, or considering  
becoming pregnant consult your  
conscience before use.







STICKERS



FRONT



BACK



# Q4

What did you personally learn from creating your work?

## GENETICALLY MODIFIED HEALTH? (GMH)

**GMO Toxicology** and data provided by GMO research is forever changing what FOOD means to the survival of humanity. Children born today will be eating this food for their whole life - what we choose to overlook will affect the long-term toxicology of our future generations.

**GMO Science** - “Scientists have expressed concern that pest-insects are becoming resistant to the very toxins designed to ward them off crops...” (Berry, S 2012).

A purple tomato may appear larger, contain less or no seeds and possess high traces of antioxidants - however - proven disruptions to liver and kidney function, deteriorating heart health and general wellbeing SHOULD enforce a need for shifts in food value (particularly that of creating new “species” of foods).

# Q4

What did you personally learn from creating your work?

## GENETICALLY MODIFIED HEALTH? (GMH)

**GMO Labelling** - We live in an environment that does not value clarity and individual research. Fine print is almost always overlooked.

In Australia, food products containing GMO; either as a whole food, or as an ingredient in processed food, must have their GM status identified. However, there are loop holes;

- **Foods where GM ingredients are highly modified (cooking oils, margarine, starches, chocolates, bakes goods) require no mention.**
- **Foods made at bakeries, restaurants and takeaways require no mention.**
- **Companies are allowed up to 1% of GM organisms in food without labelling required.**

*\* Source: Pazzano, C, SBS News, November 15 2012*

# Q5

Why is your work GOOD communication work?

## FEEDING GEN-WHY?

I do not believe the opinions of “Gen-Why?” are as blurred as they appear to be. I’m asking the millennial generation to start asking questions, seek more involvement and invest into their future.

Image is a battleground over perception. Food is not simply something that is envisioned. Food is image. This is why there is such a powerful emphasis on aesthetics over function - yet in this case, the function of the food to sustain our bodies (as one example) is what we require in order to survive.

The Bt posters and campaign are cultivated to appear a particular way: to challenge the current image of food. Ideally it acts to eliminate the projection of problems from our past into the future, and tip the scales of preception vs. reality into the favour of the latter.

Reality is what we’ll face. It’s about time “Gen-Why?” stood up to the challenge.

# Q6

Where and how do you intend to implement your work?

## LOCALE?

### PRINT

- CBD
- Universities
- Popular “Millennial” hangouts
- Bars / Restaurants
- Supermarkets

*Basically wherever a surface can accomodate a poster. Gen-Y is everywhere.*

### WEB

- The QR codes lead to one domain.
- Facebook and Twitter may be implemented to increase its social impact.



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