

FACT

ANIMALS AUSTRALIA:

- Over 700,000 week-old calves discarded yearly as 'waste products' of the dairy industry. Most people aren't aware that in order to produce milk, dairy cows are kept almost continually pregnant. Unwanted calves are sent to slaughter in their first week of their innocent life.

- The dairy industry enjoys a carefully crafted public image, that their cows live happy and fulfilled lives in the open fields of the lush green paddock... this is not the case.

MEMEFEST- Food Democracy

RATIONALE

Food democracy is a continuing issue in Australia and many other countries in the world. Food production is a great concern and holds many issues within the society. One of my main issues with food production is the treatment of animals. As a person who eats meat, I strongly feel that animals should have the happy and safe life that they rightly deserve. This brings up the issue of factory farming. I believe the animal should live their life freely in the paddock and not confined within the horrendous circumstances of the factory or over packed muddy and filthy yards. Dairy cows are constantly kept pregnant to produce milk for our consumption, and their calf's are being slaughtered less than a week old because they have too many. This is also something that needs to be addressed. I feel that the animals that give their meat to us for human consumption in return should be given the best quality of life as they deserve.

My idea for the food democracy campaign is to use a carefully picked dairy product called "Happy Cow" and make a new label that reflects on the dairy and cow farming industry. This brand sells dairy products such as snack size cheeses, sliced cheese and other cheese products. The dairy industry uses a carefully crafted public image that leaves many consumers with visions of happy animals and green rolling hills. In reality this tenuous image masks a history of animal abuse, which continues unabated due to a lack of public awareness. So what I want to do is create a label design that plays on the original image by replacing the image of the rolling hills, blue open sky and lush green meadow with an image of the opposite, the actual living conditions of the cows. I will play on the notion of the "Happy Cow" within the label design of the original product. I feel that this will be a subtle yet strong design that will educate people about the untold conditions and treatment of our cows.

My design will be used to show people how the factory farming and dairy industry treat our cattle. It will play on the way farming companies and marketing cleverly place a veil over the consumer's eyes, portraying idealistic living conditions from the truth.

"HAPPY COW"

Label application



Front label



Side label

FINAL PRODUCT





PLACING

Supermarket shelf

This placement will hopefully make the public more aware of the hidden truth of the treatment of our cattle in our farms.

