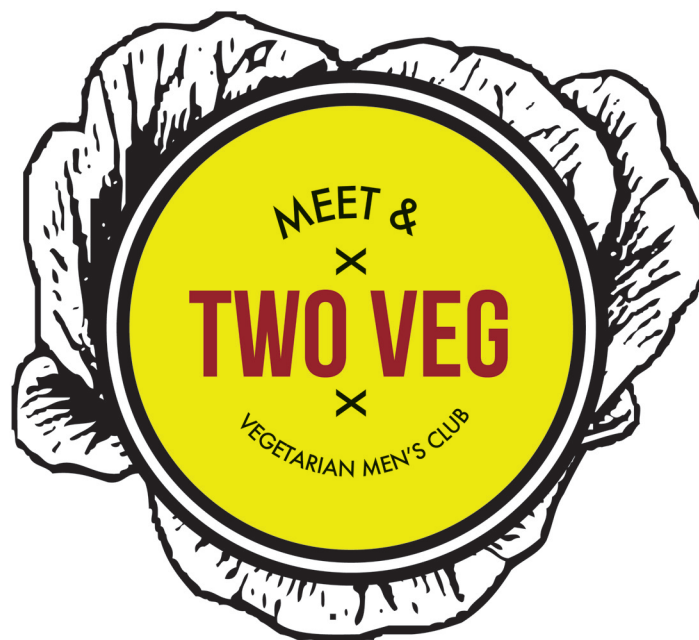


FOOD DEMOCRACY

SOPHIE VAN DER DRIFT

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WHY?

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Industrial farming of livestock in Australia provides for demand for animal protein

Livestock production effects the environment via biodiversity loss, surface soil loss, salinity, pollution of water ways & eutrophication of seas

8x more fossil fuels required for animal protein than plant protein

For every kilogram of high-quality animal protein produced, livestock are fed nearly 6 kg of plant protein > we see the diversion of grain from human consumption to animal consumption

If all of the grain currently fed to livestock in the US alone was directly diverted to human consumption, it could feed nearly 800 million people

MEAT IS OVER-VALUED AS PATRIOTIC AND MASCULINE IN AUSTRALIAN CULTURE

There has been a deliberate construction of social norms, we see consumption defined by culture, not physiological needs

DEMOGRAPHIC

YOUNG AUSTRALIAN MEN WHO MAY HAVE A BURGEONING CONSCIENCE ABOUT THE WORLD

Chosen this demographic because men are less inclined towards Vegetarianism

This demographic is often actively involved in the culture of a given vicinity > therefore they may have interesting insight

CONCEPT: MEET & TWO VEG

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THE AIM WAS TO DEVELOP A CAMPAIGN THAT OPERATES UPON THE FOLLOWING PRINCIPALS:

- 1/ RAISING AWARENESS OF THE AFFECT OF MEAT CONSUMPTION ON FOOD SECURITY {PRIMARILY VIA RESOURCE WASTAGE}
- 2/ ESTABLISHING A RELAXED SPACE THAT ENCOURAGES INTERACTION, DIALOGUE, AND CHALLENGING OF PERSPECTIVES
- 3/ ALLEVIATING MASCULINE STEREOTYPE OF EXCESSIVE MEAT CONSUMPTION
- 4/ FELLOWSHIP {COLLECTIVE LEARNING AND STRENGTH IN NUMBERS, BRING ALONG FRIENDS}

MEET & TWO VEG, is a club for men around Brisbane to provide a setting for discussion. A bit like a supper club in that events are planned with collaborating local restaurants that provide a set vegetarian menu for participants.

MEET & TWO VEG doesn't expect that everyone will eliminate meat from their diet entirely as an outcome of this project, Rather, it aims to provide alternatives and show participants that vegetarian food is a viable option, whilst also raising awareness of vegetarianism and food security.

MEET & TWO VEG does not impose viewpoints, but allows participants to have free-flowing conversations prompted by initial stimuli focused on food security (an image, text, statement etc.).

The events will see a group of 20-40 men meeting up to enjoy good vegetarian food and interesting company. 20-40 is the chosen amount as it is a large enough group for diversity thus creating a microcosm of a larger culture, but small enough to prevent exclusion.

An event will run for around 3 hours once a month, leaving time for food and discussion, and, at the end of the night, a group dialogue about each table's findings.

CAMPAIGN ITEMS

MEET & TWO VEG CONSISTS OF FOUR CAMPAIGN ITEMS:

- 1/ A COASTER DESIGN WITH LINKS TO THE WEBSITE
- 2/ A POSTER DESIGN WITH LINKS TO THE WEBSITE
- 3/ A WEBSITE
- 4/ A BADGE SERIES

COASTER

CONCEPT/

To create an item that could be distributed in places where groups of young men congregate. I wanted to establish group interest in the item as men would be more likely to participate if they had a friend join (safety in numbers).

Used playful statements that play on male insecurities (finances, appearance etc.) to garner initial attention & then provided detail as to how this correlates to vegetarianism & food security.

'DON'T BRING HOME THE BACON. VEGETABLES ARE CHEAPER --- VEGETARIANS SAVE DAILY (LEAVING MORE FOR THAT EXTRA PINT) BUT ALSO ACTIVELY PARTAKE IN A BETTER FOOD SECURITY FUTURE FOR ALL AUSTRALIANS'

Links to website for more information.

Printed on recycled paper coasters.

LOCATION/

Male dominated spaces - pub, bar, heavily meat based restaurants (e.g. Norman Hotel).



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POSTER

CONCEPT/

The poster design was to be distributed at the gym, where hoards of young men with very distorted perceptions of animal protein consumption congregate.

Could be placed in change rooms, in equipment areas, or ideally near mirrors.

Research showed that society *perceives* vegetarians as more attractive and used this as a starting point to garner attention.

'VEGETARIANS ARE MORE ATTRACTIVE --- AND THAT'S WITHOUT A WORKOUT'

Playful headline text will get person reading body copy which contains more substantial content about food security.

Mention of events, meeting up for good food and conversation.

Link to website.

Printed on recycled stock.

LOCATION/

Gyms - on/near mirrors



BODY COPY READS:

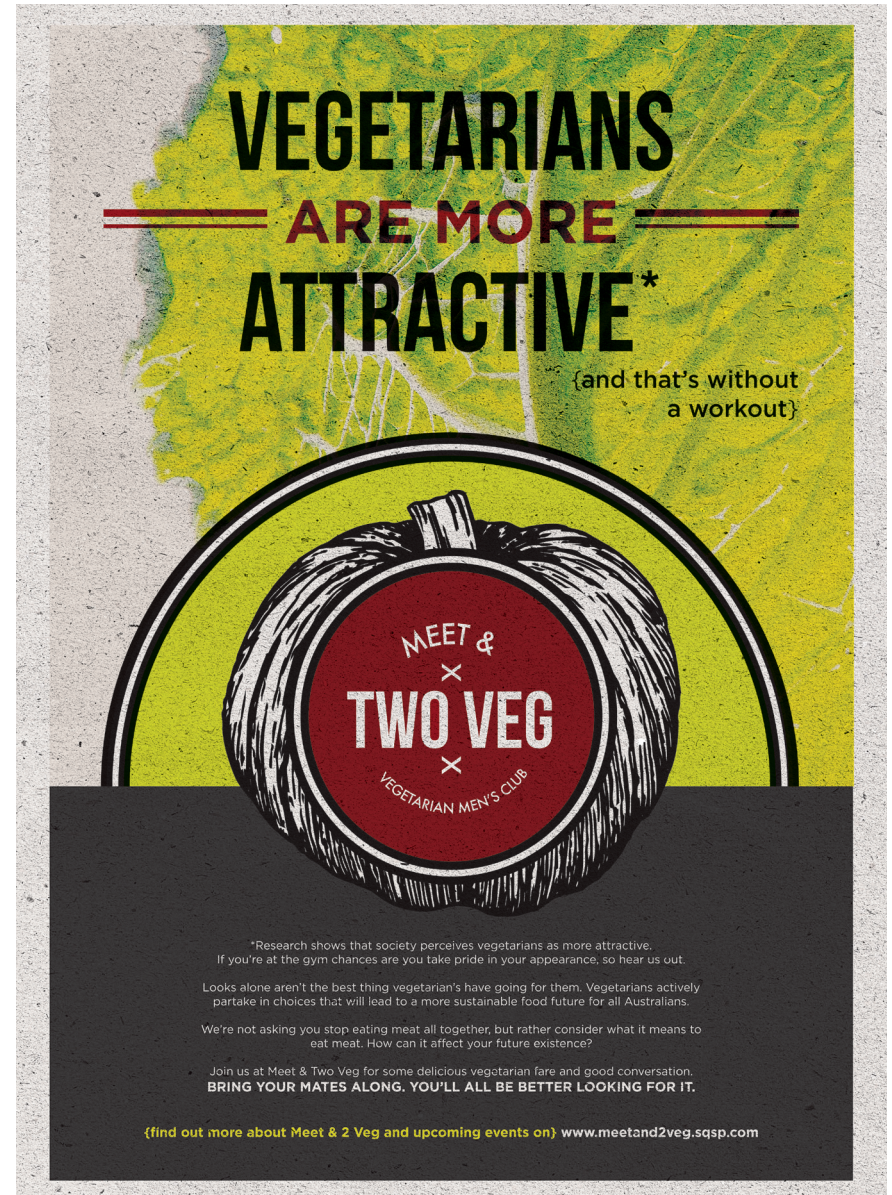
*Research shows that society perceives vegetarians as more attractive. If you're at the gym chances are you take pride in your appearance, so hear us out.

Looks alone aren't the best thing vegetarian's have going for them. Vegetarians actively partake in choices that will lead to a more sustainable food future for all Australians.

We're not asking you to stop eating meat all together, but rather consider what it means to eat meat. How can it affect your future existence?

Join us at Meet & Two Veg for some delicious vegetarian fare and good conversation.

Bring your mates along. You'll all be better looking for it.



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WEBSITE

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CONCEPT/

Website was designed as a means for the user to find out more information about Meet & Two Veg

Provides greater insight into Meet & Two Veg as a project + it's ethos

GIVES USER INFORMATION ON UPCOMING EVENTS, MENUS AND ABILITY TO BOOK A PLACE OR ENQUIRE VIA WEBSITE

Links to websites that provided considerable insight for the organisation + that M&2V feel are worth reading

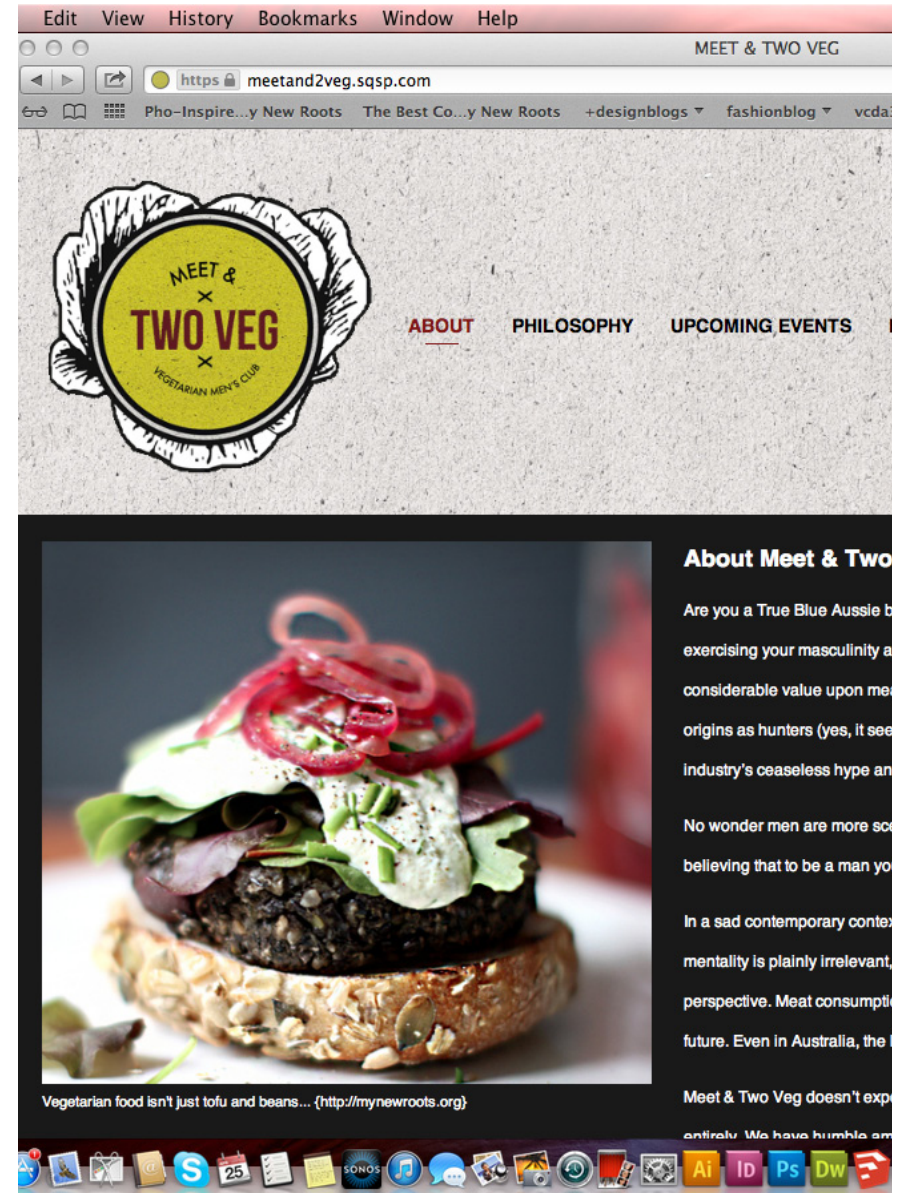
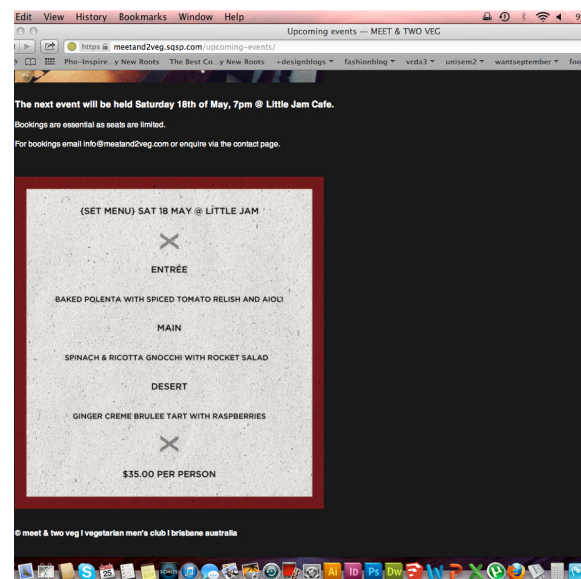
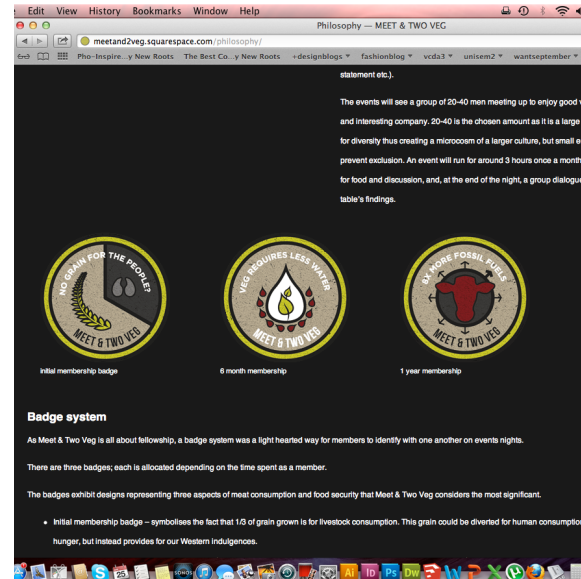
> this will be updated regularly
> will eventually develop into a blog format

Also provides details on badge series so participants/prospective participants can find out more about what they symbolise

Empathises with demographic who are technologically connected

LOCATION/

Online



BADGE SERIES

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CONCEPT/

Given that Meet & Two Veg is creating a club context, 1 badge series allows a participant to

IDENTIFY AS A MEMBER

It plays on a 'boys scout' aesthetic/ concept & adds a lighthearted dimension to the event

> Research showed that fostering continued participation is the most important aspect of dialogue sessions and therefore badges are merited according to one's continued participation

1/ initial membership badge

2/ 6 month membership badge

3/ 1 year membership badge

The badges exhibit designs **REPRESENTING THREE ASPECTS OF MEAT CONSUMPTION AND FOOD SECURITY** that Meet & 2 Veg considers the most significant. Info is available on website.

LOCATION/

Club meetings



BADGE 1 SYMBOLISES

1/3 of grain grown is for livestock consumption. This grain could be diverted for human consumption to alleviate hunger, but instead provides for our Western indulgences.

BADGE 2 SYMBOLISES

Animal protein requires 5-10x more water than the cultivation of plant protein, wasting limited water supplies.

BADGE 2 SYMBOLISES

Farming animal protein requires 8x more fossil fuels than plant cultivation, adding to the issue of global warming that will, in time, also affect food security.

