A FOOD DEMOCRACY Initiative
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PROJECT OVERVIEW

'Pick Me' is an initiative that aims to encourage individuals to increase their local knowledge of the produce available in their areas.

METHOD OF COMMUNICATION
A pair of colour wheels that document the availability of seasonal produce in Sydney and New South Wales.

TARGET AUDIENCE
1) Individuals that are interested in the quality of their food and their local economy.
2) Communities in Sydney.

SHORT-TERM GOALS
To encourage local communities to purchase local produce from farmers’ in their area.

LONG-TERM GOALS
1) To ensure the longevity of produce farmers and that they are supported by their communities.
2) To strengthen communities and sustain their local economy.
3) To reduce food wastage.
METHOD OF COMMUNICATION: COLOUR WHEELS
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Each portion of the colour wheel attempted to reflect 3 layers found in fruits and vegetables in season. This technique aims to mirror the vibrant atmosphere of fruits and vegetables evident at a farmers’ market which varies according to the seasons.

**COLOUR ANATOMY: FRUIT & VEGETABLE SLICE**

- **CORE**
  Reflects the colour of seed or root.

- **INNER LAYER**
  Reflects the colour of the ‘flesh’

- **OUTER LAYER**
  Reflects the ‘skin’ of the fruit or vegetable.
METHOD OF COMMUNICATION: COLOUR WHEELS
METHOD OF USE: FOR THE HOME