

Food Democracy

"Which apple do you like?"



Jeanie Lin
s2775739
fish.lin-1930@hotmail.com

Describe your idea and concept of your work in relation to the outlines

Problem

- Copyrights of seeds makes environmental problems and the suffering of local farmers
- GM foods have potential dangers

Solution

- Make people involving and educating them the dangers of GM food first, and the back stories of GM foods.

Concept

- To create an organisation, and start from a VOTE campaign, using people's daily fruit APPLES to get people's attentions, and then leading them into the further education progress
- To spread the ideas of :
 - Back to natural
 - Care about your health
 - Give more supports to the local farmers, refused to eat GM foods
 - To copyleft the seeds by GM food labelling

What kind of communication approach do you use?

A2 Poster

to catch their eyes, does not have to be much educational meanings, but the purpose is to let them to make a choice

Book mark

with the words “GO NATURAL” on, it is like a reminder in every aspects of life

Two vote boxes

one is for GM apple, the other is non-GM apple

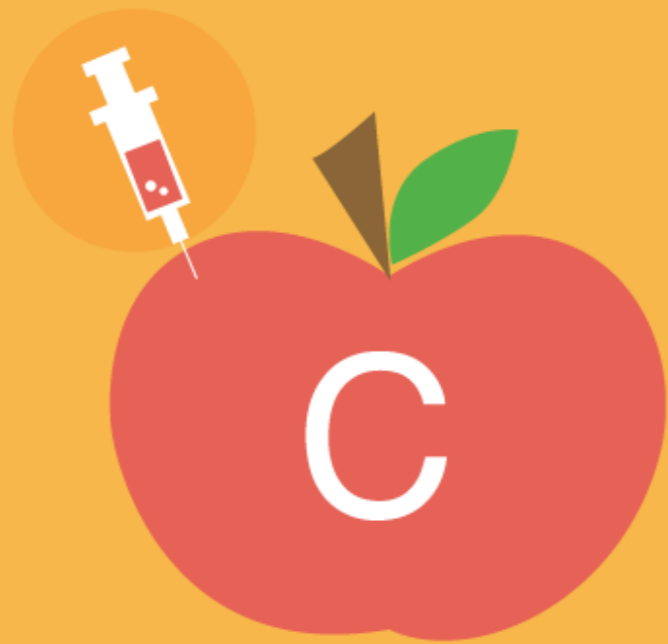
Website

to take people into the further step to educate them in relation to the GM foods, encourage public to take an action of GM food labelling, eat locally

A2 Poster

COPYRIGHT VS COPYLEFT

To vote an apple you like to get your personal health evaluation online!



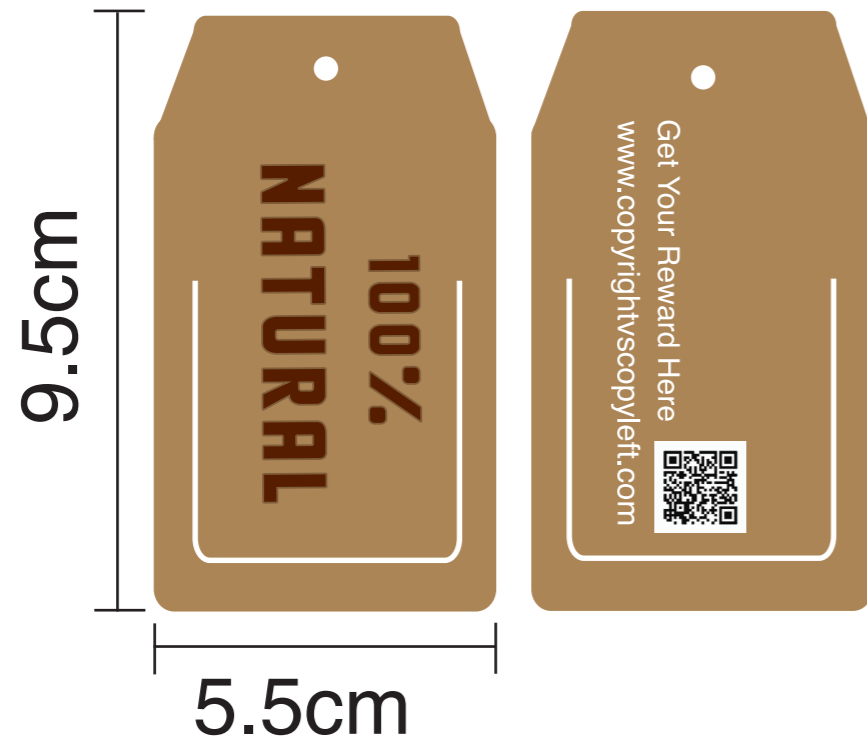
For more information Please visit:
www.copyrightvscopyleft.com



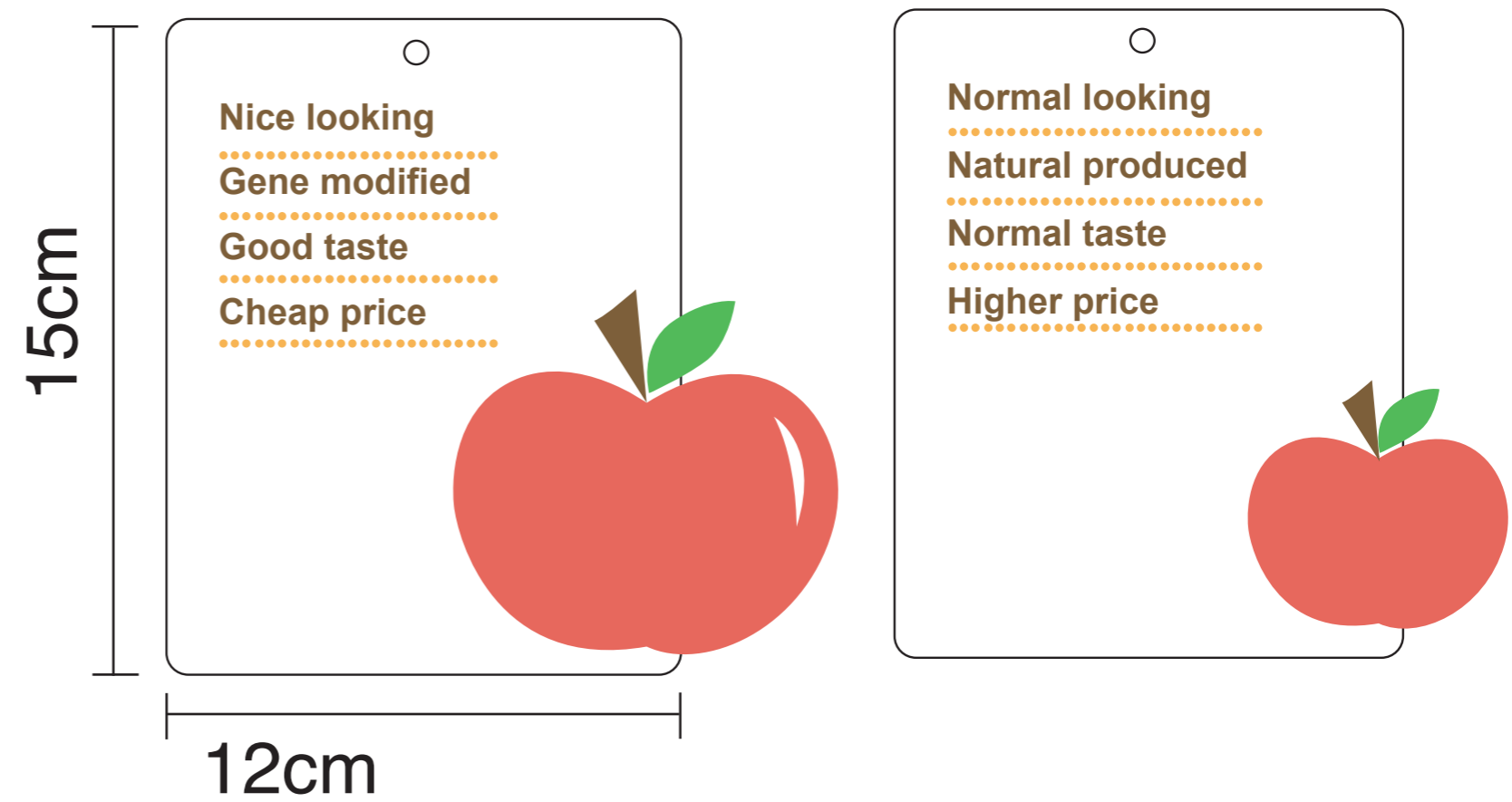
paper: recycled paper



book mark



labels on the voting boxes



papers

above:recycled brown paper
right:recycled paper

Website-home page



"Natural Back" Logo



Natural Back



Natural Back



Natural Back

If you choose GM apple, it will go to this page

Selection page - GM apple



Natural Book

Home

Selection

Facts

Contact

Actions

Nice looking

Gene modified

Good taste

Cheap price



Facts

[GM food in the world](#)

[Copyright and Copyleft](#)

[The voices of local farmers](#)

[Take actions](#)

[Get your local natural food](#)

If you chose this apple:

Your health may have potential crisis!

What is GM food?

The letters, "GM" stand for genetically modified. Modification is used to breed out certain concerns and to breed in desirable features. The process is used in both plant and animal based foods. Essentially, scientists find genes in plants and animals that are desirable and then copy those genes into the next generation of the food product. Here are a few examples of GM foods:

- Corn that is more resistant to insects.
- Soy beans that have lower levels of bad fatty acids and higher levels of the good types of the acid.
- Beans that produce oil that will work better and be healthier when deep frying foods.
- Scientists have recently indicated that they will soon be able to genetically modify whole crops to make them more tolerant to drought like conditions.

What are the Benefits?

The major benefit of all commercial GMO's is that they are bred to either tolerate direct application of herbicides and/or have the ability to produce their own pesticides. They have not been bred to increase yield, become drought tolerant, improve nutrition or to have any other benefit to the consumer. So at present they have no health benefit, their benefits are purely economic.

A Very Brief List of the Dangers of G.M. Foods

- Recorded Deaths from GM
- Near-deaths and Food Allergy Reactions
- Cancer and Degenerative Diseases
- Direct Cancer and Degenerative Disease Links
- Infertility and High Infant Mortality Rates in animals fed GM
- Superviruses
- Antibiotic Threat Via Milk
- Lowered Nutrition

If you choose non GM apple, it goes this Selection page- non GM apple



Natural Book

Home

Selection

Facts

Contact

Actions

Normal looking
Natural produced
Normal taste
Higher price



Facts

[GM food in the world](#)

[Copyright and Copyleft](#)

[The voices of local farmers](#)

[Take actions](#)

[Get your local natural food](#)

If you chose this apple:

Congratulations! You got a more healthy choice!

However, do you know why the other one is bad for your health? Do you have more ideas of the other type of apples?

What is GM food?

The letters, "GM" stand for genetically modified. Modification is used to breed out certain concerns and to breed in desirable features. The process is used in both plant and animal based foods. Essentially, scientists find genes in plants and animals that are desirable and then copy those genes into the next generation of the food product. Here are a few examples of GM foods:

- Corn that is more resistant to insects.
- Soy beans that have lower levels of bad fatty acids and higher levels of the good types of the acid.
- Beans that produce oil that will work better and be healthier when deep frying foods.
- Scientists have recently indicated that they will soon be able to genetically modify whole crops to make them more tolerant to drought like conditions.

What are the Benefits?

The major benefit of all commercial GMO's is that they are bred to either tolerate direct application of herbicides and/or have the ability to produce their own pesticides. They have not been bred to increase yield, become drought tolerant, improve nutrition or to have any other benefit to the consumer. So at present they have no health benefit, their benefits are purely economic.

A Very Brief List of the Dangers of G.M. Foods

- Recorded Deaths from GM
- Near-deaths and Food Allergy Reactions
- Cancer and Degenerative Diseases
- Direct Cancer and Degenerative Disease Links
- Infertility and High Infant Mortality Rates in animals fed GM
- Superviruses
- Antibiotic Threat Via Milk
- Lowered Nutrition

Facts page- some statistics here



Natural Book

Home Selection **Facts** Contact Actions

Facts

[GM food in the world](#)

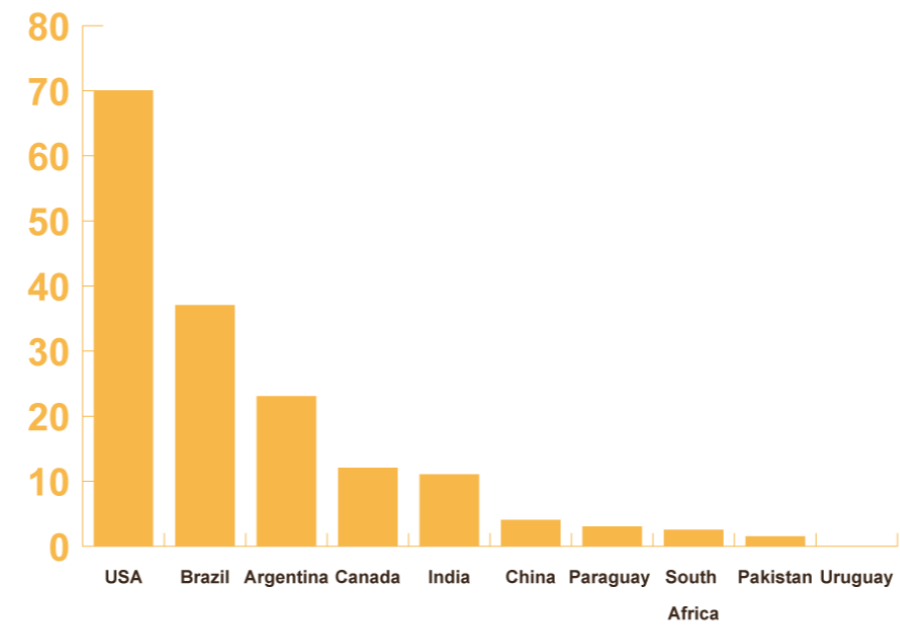
[Copyright and Copyleft](#)

[The voices of local farmers](#)

[Take actions](#)

[Get your local natural food](#)

GM food in the world



<http://www.motherjones.com/blue-marble/2013/02/gmo-farming-crops-more-popular-than-ever-world-charts>

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

Three major benefits to encourage people "back to natural":

-GM foods destroyed the rights of local farmers to using their seeds, we encourage people to eat non-GM food, it helps to protect local farmers' rights to use their seeds rather than buy seeds from the company

-GM foods, at the moment, have dangers in people's health, so we encourage people to eat the natural foods

-GM food destroyed much crops , and brought a series of environmental problem, so to encourage people to eat natural foods is also to protect the environment

What did you personally learn from creating your work?

Life is about choices, everyday we choose to do something, is not only about the choices themselves, but about the values behind.

I personally like this idea, because people like to give their own voices and like to participate in these choices, and to see what answers they can get. I try to use this form of voting and choices question to do a survey to collect the figures and lead them into the next step.

Why is your work, GOOD communication WORK?

It is a progress: draw people's attentions publicly and make their won decision personally

The Location is in Natural and Organic foods restaurants, the target audiences are who would like to eat natural and organic foods, people who care more about the quality of foods.

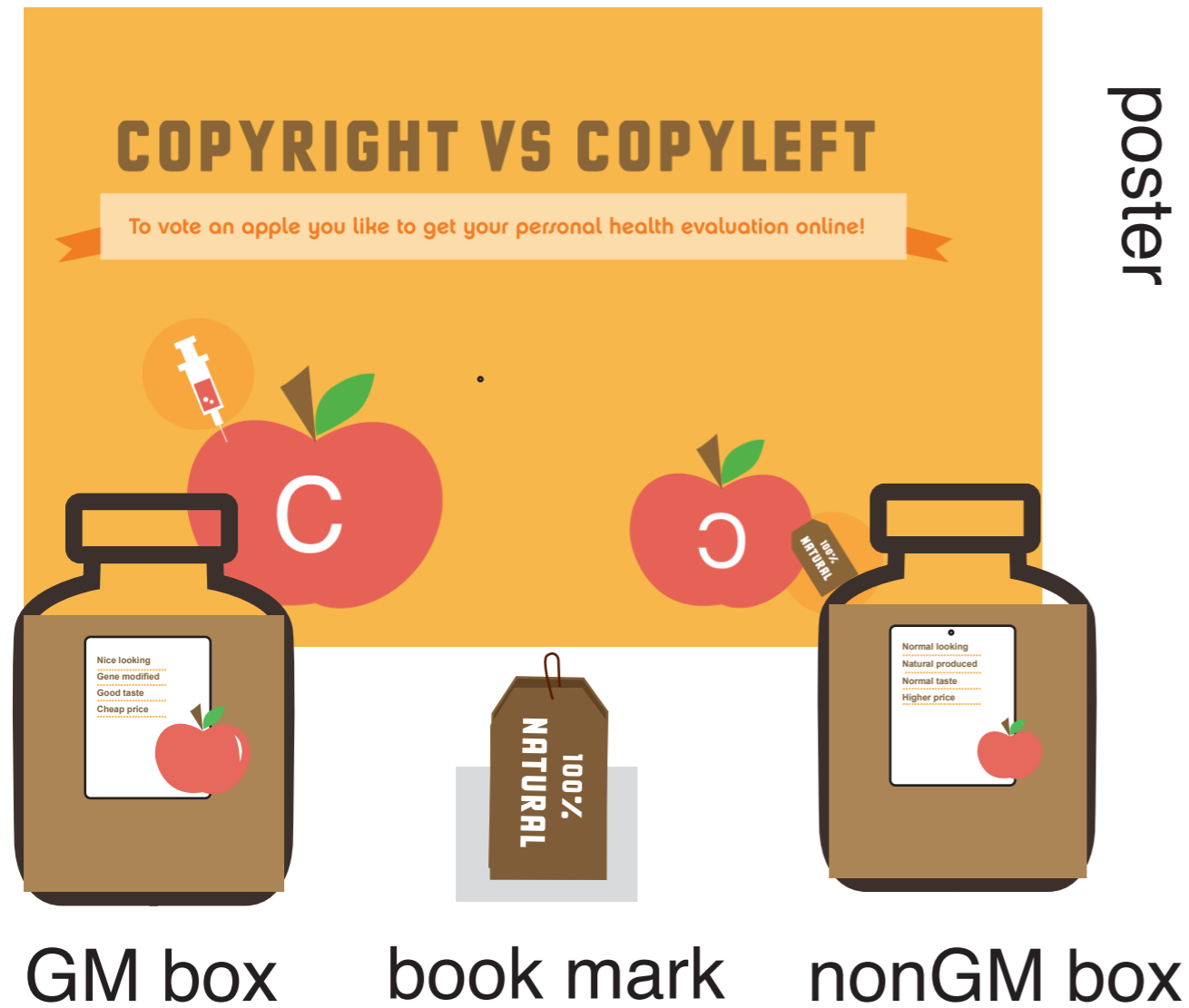
After you purchase from the restaurants, you got a opportunity to vote something, people are not likely to give up this "free" and "reward" opportunity.

I do not tell people what I am doing at the first stage, but leave them to explore by themselves.

After people are involving this campaign or after few weeks, the package of the two boxes will be tear off, and the boxes will be transparent and make people will see the truth, what behind this kind of apple and make a comparison

Display and Approaches

In restaurants (Publicly)



Digital devices (Personally)



BEHIND THE BOX

STEP 1: Before

put some mock up medicines and pesticide mock-ups before the brown paper covers the GM apple box



GM apple box

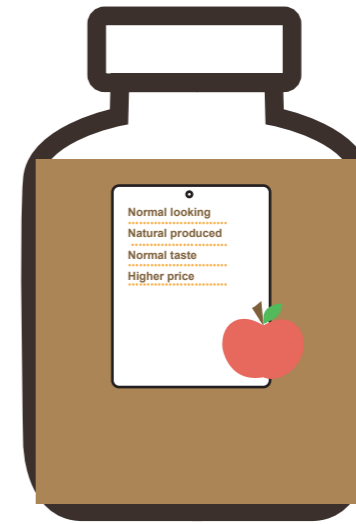


Non GM apple box

STEP 2: Wrap them



GM apple box



Non GM apple box

STEP 3: After(expectations)

After people are involving this campaign or after few weeks, the package of the two boxes will be tore off , and the boxes will be transparent and people will see the truth, what behind this GM apple and make a comparison



GM apple box



Non GM apple box

● seed mock-up

Where and how do you intent do implement your work?

Where

collaborating with Natural and Organic foods restaurant

How

when people purchased from the restaurant, they will get a mock-up seeds to vote one type of apple they prefer, and they can take the book marks as well, to know more information, and go to website to check the “results“ at their persnal space

Outcomes in the Environments





Natural Back

[Home](#) [Selection](#) [Facts](#) [Contact](#) [Actions](#)

WELCOME !

Welcome to Back to Natural, here is a platform to exchange your ideas with healthy food issues, as you can see two types of apples below, make a choice, and start the journey now!

Nice looking
Gene modified
Good taste
Cheap price



I would like this one ✓

Normal looking
Natural produced
Normal taste
Higher price



I would like this one ✓



References

Australian Institute of Food Safety

<http://www.foodsafety.com.au/>

Time for a Copyleft for Seeds and Genes UKIAH Blog

http://clipboard.com/clip/LQLdMSjn_wsUK1SZ1jShaJjxqBP3OB-ZiSyie

The Street

http://www.rawveganradio.com/external/http://www.thestreet.com/story/11169627/1/monsanto-ceo-grant-sees-rescue-in-latest-results.html?cm_ven=GOOGLE

Statistics-world GM lovers

<http://www.motherjones.com/blue-marble/2013/02/gmo-farming-crops-more-popular-than-ever-world-charts>