Agribusinesses vs. Small-scale farmers

Farmers and peasants have long fed their local and national communities, however Capitalism worked to consign them to the dustbin of history, replacing them with capital-intensive monoculture geared mainly to a global supermarket of elite and middle class consumers.

The creation of global production chains and global supermarkets, driven by profits, has been accompanied by greater hunger, worse food, and greater agricultural-related environmental destabilization all around than at any other time in history.

Global food supply chains are increasingly dominated by large multinational food companies, while trade is increasingly regulated through standards set by these private companies by national, regional and international authorities.

Furthermore, in order to compete with the international markets there is an emphasis on growing non traditional produce in the country.
Agribusinesses vs. Small-scale farmers

**Cause**

- Unable to compete with corporations
- Do not have the money to invest in technology
- Neglected from international markets
- Business is taken by bigger farms and companies
- Become dependent on seeds and pesticides, cannot afford
- Environmental degradation

**Effect**

- Ongoing displacement
- Marginalization
- Repression
- Persistent impoverishment
- Increasing levels of hunger
- Depopulation
- Environmental devastation
- Poverty
- Lagging yields
The issue that I’ve chosen to interpret is Agribusinesses’ vs. small-scale farmers. I’ve chosen this topic in order to explore the power relations between the two. It is evident through my research that Agribusinesses’ dominate the peasant farmers even though their methods of producing food is considerably unsustainable as compared to the traditional approach that these small scale farmers use.

**GOALS**

- Promote awareness
- Be a critical reflection on current systems
- Demonstrate power and control
- Create personal connection
- Stimulate discussion/dialogue
Concept

Dominance of Agribusiness and large companies in the agricultural industry over small scale farmers.

Implementation

Monopoly Game
Cafe’s
Libraries
Social environments

Posters
Cafe’s + Restaurants
Near food outlets/supermarkets
Shopping Malls

Deliverables

Monopoly Game
Food Democracy Edition

3 x Posters
Game rules

Player types

Company
Farmer

This is to emphasise the ongoing control and power that companies possess.

The game functions to highlight the losing nature of farmers against agribusiness.

Company
Start money: $1500
Passing Go: $200

Farmer
Start money: $750
Passing Go: $25
Kept visually similar
Simple + Concise
Emphasis on message
Interpreted in relevance to agriculture
Highlight contributing factors that negatively affect farmers
Demonstrate the power and control that companies possess
<table>
<thead>
<tr>
<th>Country</th>
<th>Rent</th>
<th>WITH FACTORY</th>
<th>Mortgage Value</th>
<th>Farms cost $100 each</th>
<th>Factories, $500 plus 4 Farms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ghana</td>
<td>$20</td>
<td>$20</td>
<td>$300</td>
<td>$500 plus 4 Farms</td>
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<tr>
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<td>$150</td>
<td>$300</td>
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<td>$150</td>
<td>$300 plus 4 Farms</td>
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<tr>
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<td>$150</td>
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<td>$150</td>
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<tr>
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<td>$150</td>
<td>$300 plus 4 Farms</td>
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<tr>
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<tr>
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</table>
Property Deeds

Railroads

Interpreted as transport
Means of transportation that delivers the products
Kept part of original name for familiarity
Utilities

Utilities are described as goods and services. These are services that are relevant to agriculture and farming.
Community Chest Cards

**COMMUNITY CHEST**

- **Community Chest**
  - You are assessed $40 per Farm for repairs
  - $115 per Factory

- **Community Chest**
  - The water has been contaminated
  - Pay $50

- **Community Chest**
  - The community has rioted
  - Pay $25

- **Community Chest**
  - Pay $50 to upgrade roads

- **Community Chest**
  - It’s the workers payday
  - Pay $5 to each farmer player

- **Community Chest**
  - A flood has destroyed your farm
  - Receive $100 from insurance
  - For company players only

- **Community Chest**
  - A new supermarket has opened
  - Pay $75

- **Community Chest**
  - From sale of stock
  - you get $45

- **Community Chest**
  - You inherit $25
Chance Cards

Reflective of factors that affect businesses.

Chance
New trade laws
Pay $25

Chance
There is a rise in food prices
Pay $50

Chance
Pests are immune to pesticide
Pay $150 to buy new

Chance
Make general repairs on all your properties
$25 per Farm
$200 per Factory

Chance
You have sold seeds
Collect $150
For company players only

Chance
Your crops have failed
Receive no rent until you pass go

Chance
Share prices for crops have risen
Pay $10

Chance
Your seeds have failed
Pay $150 to buy more
For farm players only

Chance
Buy new herbicides for $100
Currency

1  Bomas of Kenya
5  Grand Palce
10 St Basil’s Cathedral
20 Brandenburg Gate
50 Christ the Redeemer
100 Mount Rushmore
500 Great wall of China
### Posters

The posters have the aesthetic of the Property Deed cards. However, rather than only focusing on the game costs, it highlights the effects on the farmers and local people as represented by the “community cost” which are case studies.

<table>
<thead>
<tr>
<th>TITLE DEED</th>
<th>NIGERIA</th>
<th>TITLE DEED</th>
<th>MEXICO</th>
<th>TITLE DEED</th>
<th>INDIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rent $10</td>
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<td>Rent $24</td>
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<td>Rent $26</td>
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<tr>
<td>With 1 Farm</td>
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<td>With 1 Farm</td>
<td>$120</td>
<td>With 1 Farm</td>
<td>$130</td>
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<td>150</td>
<td>With 2 Farms</td>
<td>360</td>
<td>With 2 Farms</td>
<td>390</td>
</tr>
<tr>
<td>With 3 Farms</td>
<td>450</td>
<td>With 3 Farms</td>
<td>850</td>
<td>With 3 Farms</td>
<td>900</td>
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<tr>
<td>With 4 Farms</td>
<td>625</td>
<td>With 4 Farms</td>
<td>1025</td>
<td>With 4 Farms</td>
<td>1100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>With FACTORY $750</td>
<td></td>
<td>With FACTORY $1200</td>
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</tr>
</tbody>
</table>

Community cost widespread poverty

Poverty is widespread in Nigeria and has increased since the late 1990’s. Some 70 percent of Nigerians live on less than AU$1.20 a day and are malnourished.

Community cost 60% price increase

Tens of thousands of people in Mexico protested in response to a sharp increase of over 60 per cent in the price of tortillas due to diverting corn to agrofuels.

Community cost 150, 000 lives

150, 000 farmers in India committed suicide due to bankruptcy from being pushed out of business by agribusinesses and large corporations.