

FOOD DEMOCRACY



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

Concept

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

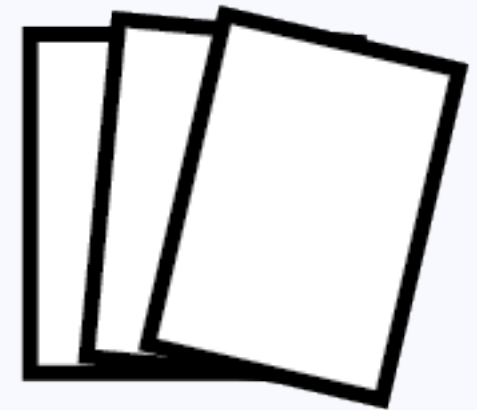
Shopping Malls

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

Monopoly Board

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

FREE PARKING 	INDONESIA PRICE \$200	CHANCE 	FRANCE PRICE \$200	COLOMBIA PRICE \$240	B & O. CARGO  PRICE \$200	GERMANY PRICE \$260	THAILAND PRICE \$260	STORAGE WORKS  PRICE \$150	MEXICO PRICE \$280	GOTO JAIL 
MALAYSIA PRICE \$200	RUSSIA PRICE \$180	COMMUNITY CHEST  FOLLOW INSTRUCTIONS ON TOP CARD	VIETNAM PRICE \$180	PENNSYLVANIA AIRWAYS  PRICE \$200	PHILIPPINES PRICE \$190	BANGLADESH PRICE \$140	DISTRIBUTION COMPANY  PRICE \$150	NIGERIA PRICE \$140	ARGENTINA PRICE \$300	INDIA PRICE \$300
BRASIL PRICE \$320	SHORT TRUCKS  PRICE \$200	CHANCE 	USA PRICE \$500	SALES TAX  PAY \$75	CHINA PRICE \$400	COLLECT \$250,000 SALARY AS YOU PASS 				
JUST VISITING 	MYANMAR PRICE \$120	MADAGASCAR PRICE \$100	CHANCE 	KENYA PRICE \$100	READING RAILROAD  PRICE \$200	INCOME TAX — PAY 10% OR \$200	UGANDA PRICE \$40	COMMUNITY CHEST  FOLLOW INSTRUCTIONS ON TOP CARD	GHANA PRICE \$40	



Property Deeds

TITLE DEED
GHANA

—————

Mortgaged
For \$30

—————

Card must be turned this side up if property is mortgaged

TITLE DEED
GHANA

Rent \$2

With 1 Farm	\$10
With 2 Farms	30
With 3 Farms	90
With 4 Farms	160

With FACTORY \$250
Mortgage Value \$30.
Farms cost \$50. each
Factories, \$50. plus 4 Farms

If a player owns ALL the Lots of any Color-Group, the rent is Doubled on Unimproved Lots in that group.

TITLE DEED
UGANDA

Rent \$4

With 1 Farm	\$20
With 2 Farms	60
With 3 Farms	180
With 4 Farms	320

With FACTORY \$450
Mortgage Value \$30.
Farms cost \$50. each
Factories, \$50. plus 4 Farms

If a player owns ALL the Lots of any Color-Group, the rent is Doubled on Unimproved Lots in that group.

TITLE DEED
KENYA

Rent \$6

With 1 Farm	\$30
With 2 Farms	90
With 3 Farms	270
With 4 Farms	400

With FACTORY \$550
Mortgage Value \$50.
Farms cost \$50. each
Factories, \$50. plus 4 Farms

If a player owns ALL the Lots of any Color-Group, the rent is Doubled on Unimproved Lots in that group.

TITLE DEED
MADAGASCAR

Rent \$6

With 1 Farm	\$30
With 2 Farms	90
With 3 Farms	270
With 4 Farms	400

With FACTORY \$550
Mortgage Value \$50.
Farms cost \$50. each
Factories, \$50. plus 4 Farms

If a player owns ALL the Lots of any Color-Group, the rent is Doubled on Unimproved Lots in that group.

TITLE DEED
MYANMAR

Rent \$8

With 1 Farm	\$40
With 2 Farms	100
With 3 Farms	300
With 4 Farms	450

With FACTORY \$600
Mortgage Value \$60.
Farms cost \$50. each
Factories, \$50. plus 4 Farms

If a player owns ALL the Lots of any Color-Group, the rent is Doubled on Unimproved Lots in that group.

TITLE DEED
NIGERIA

Rent \$10

With 1 Farm	\$50
With 2 Farms	150
With 3 Farms	450
With 4 Farms	625

With FACTORY \$750
Mortgage Value \$70.
Farms cost \$100. each
Factories, \$100. plus 4 Farms

If a player owns ALL the Lots of any Color-Group, the rent is Doubled on Unimproved Lots in that group.

TITLE DEED
BANGLADESH

Rent \$10

With 1 Farm	\$50
With 2 Farms	150
With 3 Farms	450
With 4 Farms	625

With FACTORY \$750
Mortgage Value \$70.
Farms cost \$100. each
Factories, \$100. plus 4 Farms

If a player owns ALL the Lots of any Color-Group, the rent is Doubled on Unimproved Lots in that group.

TITLE DEED
PHILIPPINES

Rent \$12

With 1 Farm	\$60
With 2 Farms	180
With 3 Farms	500
With 4 Farms	700

With FACTORY \$900
Mortgage Value \$80.
Farms cost \$100. each
Factories, \$100. plus 4 Farms

If a player owns ALL the Lots of any Color-Group, the rent is Doubled on Unimproved Lots in that group.

TITLE DEED
VIET NAM

Rent \$14

With 1 Farm	\$70
With 2 Farms	200
With 3 Farms	550
With 4 Farms	750

With FACTORY \$950
Mortgage Value \$90.
Farms cost \$100. each
Factories, \$100. plus 4 Farms

If a player owns ALL the Lots of any Color-Group, the rent is Doubled on Unimproved Lots in that group.

TITLE DEED
RUSSIA

Rent \$14

With 1 Farm	\$70
With 2 Farms	200
With 3 Farms	550
With 4 Farms	750

With FACTORY \$950
Mortgage Value \$90.
Farms cost \$100. each
Factories, \$100. plus 4 Farms

If a player owns ALL the Lots of any Color-Group, the rent is Doubled on Unimproved Lots in that group.

TITLE DEED
MALAYSIA

Rent \$16

With 1 Farm	\$80
With 2 Farms	220
With 3 Farms	600
With 4 Farms	800

With FACTORY \$1000
Mortgage Value \$100.
Farms cost \$100. each
Factories, \$100. plus 4 Farms

If a player owns ALL the Lots of any Color-Group, the rent is Doubled on Unimproved Lots in that group.

TITLE DEED
INDONESIA

Rent \$19

With 1 Farm	\$90
With 2 Farms	250
With 3 Farms	700
With 4 Farms	875

With FACTORY \$1050
Mortgage Value \$110.
Farms cost \$150. each
Factories, \$150. plus 4 Farms

If a player owns ALL the Lots of any Color-Group, the rent is Doubled on Unimproved Lots in that group.

TITLE DEED
FRANCE

Rent \$19

With 1 Farm	\$90
With 2 Farms	250
With 3 Farms	700
With 4 Farms	875

With FACTORY \$1050
Mortgage Value \$110.
Farms cost \$150. each
Factories, \$150. plus 4 Farms

If a player owns ALL the Lots of any Color-Group, the rent is Doubled on Unimproved Lots in that group.

TITLE DEED
COLOMBIA

Rent \$20

With 1 Farm	\$100
With 2 Farms	300
With 3 Farms	750
With 4 Farms	925

With FACTORY \$1100
Mortgage Value \$120.
Farms cost \$150. each
Factories, \$150. plus 4 Farms

If a player owns ALL the Lots of any Color-Group, the rent is Doubled on Unimproved Lots in that group.

TITLE DEED
GERMANY

Rent \$22

With 1 Farm	\$110
With 2 Farms	330
With 3 Farms	800
With 4 Farms	975

With FACTORY \$1150
Mortgage Value \$130.
Farms cost \$150. each
Factories, \$150. plus 4 Farms

If a player owns ALL the Lots of any Color-Group, the rent is Doubled on Unimproved Lots in that group.

TITLE DEED
THAILAND

Rent \$22

With 1 Farm	\$110
With 2 Farms	330
With 3 Farms	800
With 4 Farms	975

With FACTORY \$1150
Mortgage Value \$130.
Farms cost \$150. each
Factories, \$150. plus 4 Farms

If a player owns ALL the Lots of any Color-Group, the rent is Doubled on Unimproved Lots in that group.

TITLE DEED
MEXICO

Rent \$24

With 1 Farm	\$120
With 2 Farms	360
With 3 Farms	850
With 4 Farms	1025

With FACTORY \$1200
Mortgage Value \$140.
Farms cost \$150. each
Factories, \$150. plus 4 Farms

If a player owns ALL the Lots of any Color-Group, the rent is Doubled on Unimproved Lots in that group.

TITLE DEED
ARGENTINA

Rent \$26

With 1 Farm	\$130
With 2 Farms	390
With 3 Farms	900
With 4 Farms	1100

With FACTORY \$1275
Mortgage Value \$150.
Farms cost \$200. each
Factories, \$200. plus 4 Farms

If a player owns ALL the Lots of any Color-Group, the rent is Doubled on Unimproved Lots in that group.

TITLE DEED
INDIA

Rent \$26

With 1 Farm	\$130
With 2 Farms	390
With 3 Farms	900
With 4 Farms	1100

With FACTORY \$1275
Mortgage Value \$150.
Farms cost \$200. each
Factories, \$200. plus 4 Farms

If a player owns ALL the Lots of any Color-Group, the rent is Doubled on Unimproved Lots in that group.

TITLE DEED
BRAZIL

Rent \$28

With 1 Farm	\$150
With 2 Farms	450
With 3 Farms	1000
With 4 Farms	1200

With FACTORY \$1400
Mortgage Value \$160.
Farms cost \$200. each
Factories, \$200. plus 4 Farms

If a player owns ALL the Lots of any Color-Group, the rent is Doubled on Unimproved Lots in that group.

TITLE DEED
USA

Rent \$35

With 1 Farm	\$175
With 2 Farms	500
With 3 Farms	1100
With 4 Farms	1300

With FACTORY \$1500
Mortgage Value \$175.
Farms cost \$200. each
Factories, \$200. plus 4 Farms

If a player owns ALL the Lots of any Color-Group, the rent is Doubled on Unimproved Lots in that group.

TITLE DEED
CHINA

Rent \$50

With 1 Farm	\$200
With 2 Farms	600
With 3 Farms	1400
With 4 Farms	1700

With FACTORY \$2000
Mortgage Value \$200.
Farms cost \$200. each
Factories, \$200. plus 4 Farms

If a player owns ALL the Lots of any Color-Group, the rent is Doubled on Unimproved Lots in that group.

CHINA

—————

Mortgaged
For \$200

—————

Card must be turned this side up if property is mortgaged

Property Deeds

Railroads

Interpreted as transport

Means of transportation that delivers the products

Kept part of original name for familiarity



B.&O. CARGO

Rent \$25

If 2 transports owned	50
If 3	100
If 4	200

Mortgage Value \$100



PENNSYLVANIA AIRWAYS

Rent \$25

If 2 transports owned	50
If 3	100
If 4	200

Mortgage Value \$100



READING RAILROAD

Rent \$25

If 2 transports owned	50
If 3	100
If 4	200

Mortgage Value \$100



SHORT TRUCKS

Rent \$25

If 2 transports owned	50
If 3	100
If 4	200

Mortgage Value \$100

READING RAILROAD

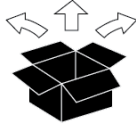
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Mortgaged
For \$100
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Card must be turned this side up if
property is mortgaged

Property Deeds

Utilities


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



DISTRIBUTION COMPANY

If one "utility" is owned rent is 4 times amount shown on dice.
If both "utilities" are owned rent is 10 times amount shown on dice.

Mortgage Value \$75



STORAGE WORKS

If one "utility" is owned rent is 4 times amount shown on dice.
If both "utilities" are owned rent is 10 times amount shown on dice.

Mortgage Value \$75

STORAGE WORKS

Mortgaged
For \$75

Card must be turned this side up if
property is mortgaged

Community Chest Cards

COMMUNITY CHEST

Community Chest

You are assessed \$40 per Farm
for repairs \$115 per Factory

FOOD DEMOCRACY EDITION

Community Chest

The water has been contaminated
Pay \$50

FOOD DEMOCRACY EDITION

Community Chest

The community has rioted
Pay \$25

FOOD DEMOCRACY EDITION

Community Chest

Pay \$50 to upgrade roads

FOOD DEMOCRACY EDITION

Community Chest

It's the workers payday
Pay \$5 to each farmer player

FOOD DEMOCRACY EDITION

Community Chest

A flood has destroyed your farm
Recieve \$100 from insurance
For company players only

FOOD DEMOCRACY EDITION

Community Chest

A new supermarket has opened
Pay \$75

FOOD DEMOCRACY EDITION

Community Chest

From sale of stock
you get \$45

FOOD DEMOCRACY EDITION

Community Chest

You inherit \$25

FOOD DEMOCRACY EDITION

Chance Cards

Reflective of factors that affect businesses.

CHANCE

Chance

New trade laws
Pay \$25

FOOD DEMOCRACY EDITION

Chance

There is a rise in food prices
Pay \$50

FOOD DEMOCRACY EDITION

Chance

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

FOOD DEMOCRACY EDITION

Chance

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

FOOD DEMOCRACY EDITION

Chance

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

FOOD DEMOCRACY EDITION

Chance

Your crops have failed
Recieve no rent until you pass go

FOOD DEMOCRACY EDITION

Chance

Share prices for crops have risen
Pay \$10

FOOD DEMOCRACY EDITION

Chance

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

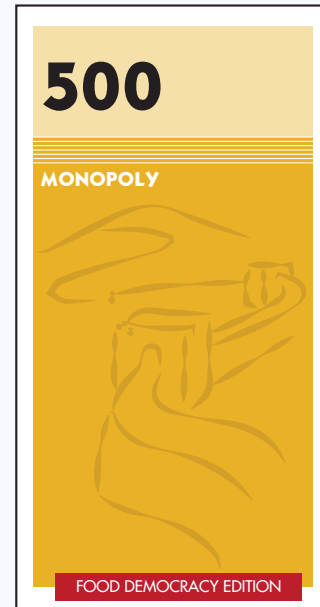
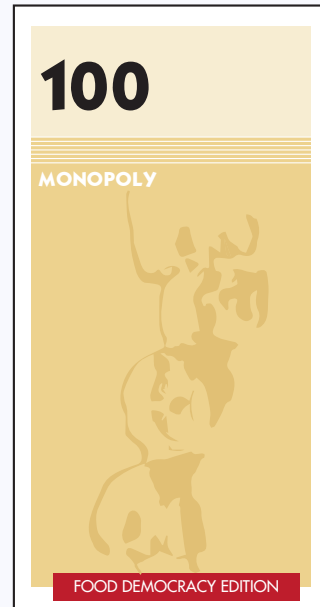
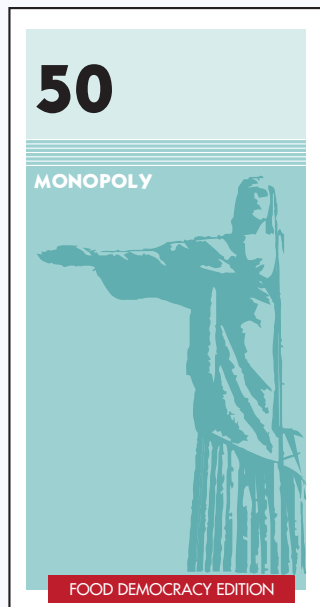
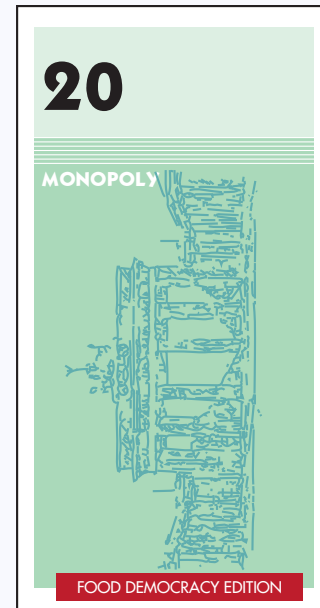
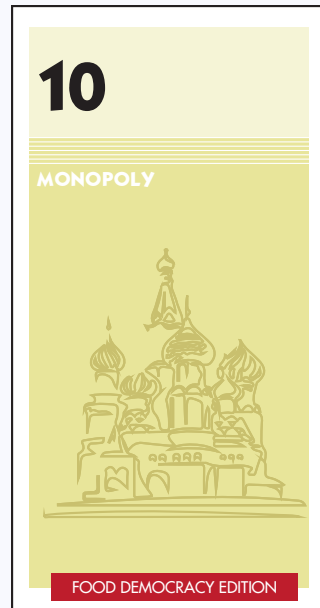
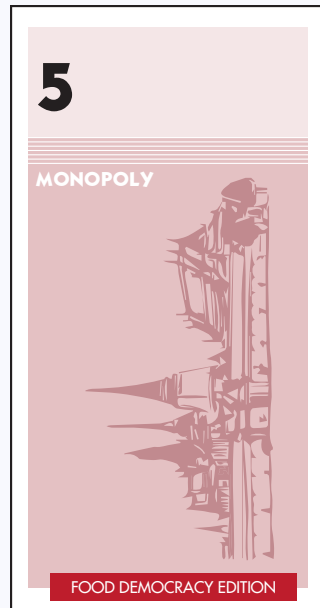
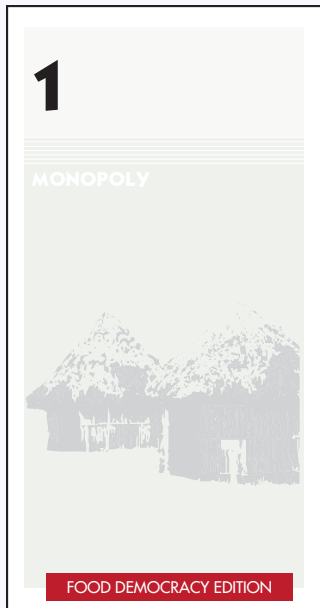
FOOD DEMOCRACY EDITION

Chance

Buy new herbicides for \$100

FOOD DEMOCRACY EDITION

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

TITLE DEED
NIGERIA

Rent \$10

With 1 Farm	\$50
With 2 Farms	150
With 3 Farms	450
With 4 Farms	625

With FACTORY \$750

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.

TITLE DEED
MEXICO

Rent \$24

With 1 Farm	\$120
With 2 Farms	360
With 3 Farms	850
With 4 Farms	1025

With FACTORY \$1200

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.

TITLE DEED
INDIA

Rent \$26

With 1 Farm	\$130
With 2 Farms	390
With 3 Farms	900
With 4 Farms	1100

With FACTORY \$1275

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.

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.