

• WHAT DO WE KNOW ABOUT THE ANDEAN QUINOA INDUSTRY? •

A MULTILAYERED POSTER ABOUT THE QUINOA INDUSTRY,
THE MEDIA, AND FOOD DEMOCRACY

'What do we know about the Andean quinoa industry?' is a 10-page, multilayered A3 poster that explores how the media influences our perceptions of food industries and food democracy. It reveals the media as a player in food industry power structures.

Although the quinoa industry became quite popular in media reports earlier this year, I discovered through research that there has been an ongoing discourse about the topic for at least a couple of years, with recurring concerns about the quinoa supply of local Andeans. I discovered a lack of consensus about many issues regarding the industry, and a number of persuasive articles that appeared to be pushing an agenda.

The first page of the poster asks, 'What do we know about the Andean quinoa industry?'. The poster then presents 8 pages of paraphrased quotes from the media. These quotes are often conflicting and show various perspectives and agendas being advocated. Each of the pages except the last page have a line of perforation so that you can tear off to reveal the next page. The last page states to the viewer 'You should probably be reading up on this yourself' - a call to action that asks the viewer to do their own research and become more aware. The final result is a torn, haphazard-looking poster with fragments of arguments, reflecting the confusion that the incongruous media reports have created.

The colour palette is inspired by quinoa fields and colours within Peruvian and Bolivian patterned fabrics. These fabrics also inspired the patterns of the posters. The patterns are created out of dots to reflect the round quinoa seed. I selected a font that complemented the roundness of the dots for visual consistency.

The target audience for the posters is young adults who are interested in food ethics and consumers of quinoa. The poster aims to empower them by encouraging them to seek out information about the industry, and rousing an attitude of curiosity and questioning towards media portrayals. It is a conceptual poster and its intended placement would be in a conceptual art exhibition. It is intended to be used by one viewer from start to finish. The poster is simple to print and construct and thus a large number could be produced.