My project is an interactive book that tests and questions the physical and nutritional characteristics of a modern supermarket tomato. The past decade has seen many changes in the international production of commercial tomatoes. My design asks users to investigate the sensual characteristics of their tomato and question what it is lacking and why. Through applying the tests and reading the information provided, users gain insight into some of the agricultural practices that are taking place and the effect they are having on the tomatoes.
THE TESTS:

Each test requires an analysis of the bought tomato. The user then places their arrows onto the relevant chart to make a rating and determine how much they care. Next they open the results envelope, which reveals some of the factors that have changed the tomatoes we buy.
This test highlights and questions the fact that modern tomatoes are so unnaturally red. The ‘Results’ envelope reveals that artificial gassing is used on tomato fields to acquire the ‘marketable’ colour we see in tomatoes today.
It has been argued that modern supermarket tomatoes are bland and flavourless. This humorous taste test urges users to really consider how flavoursome their tomato is.

RESULTS

redder & redder?

Hundreds of herbicides & pesticides are sprayed on tomato fields during production. Tomato manufacturers make money from the appearance and weight of their tomatoes completely disregarded.

THE TEST

RESULTS

YOUR RATING

TASTER STICK

COMPARE THE FLAVOURS

RATING CHART

THE TEST

YOUR RATING

DO YOU EVEN CARE

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NOT REAL
Allegedly, modern tomatoes are lacking the natural smell of tomatoes we could buy 10 years ago. Users analyse the scent of their tomato and can read about why this may be.
Modern supermarket tomatoes are significantly more uniform and ‘perfect’ looking in shape and appearance. This segment speculates how and why the shape of tomatoes has changed.

Was your bought tomato blemish-free & perfectly round?

It’s not surprising. A perfect looking tomato makes money.

The leading agricultural institutions are spraying hundreds of herbicides & pesticides to produce perfect looking tomatoes for you to buy. This comes at a price.
Researchers have discovered a lack of nutritional value in modern commercial tomatoes. On this final spread, users can read about what they are losing out on and why. The final ‘Solution’ encourages users to grow their own tomatoes and a packet of tomato seeds is provided.

**The Facts**

**Take a Look at the Nutrition Chart**

These figures compare modern commercial tomatoes to those we ate 10 years ago. **Tomatoes are lacking nutrients due to the use of:**

- Ethylene Gassing
- Herbicides & Pesticides

**The Solution**

**NUTRITION**

<table>
<thead>
<tr>
<th>More Sodium</th>
<th>Less Vitamin C</th>
<th>Less Thiamine</th>
<th>Less Calcium</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 times</td>
<td>30%</td>
<td>19%</td>
<td>30%</td>
</tr>
<tr>
<td>62%</td>
<td>19%</td>
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</tr>
</tbody>
</table>

- More Sodium: overconsumption can lead to high blood pressure and increased risk of heart problems
- Less Vitamin C: powerful antioxidant and prevents oxidative damage to body tissues
- Less Thiamine: enhances circulation and prevents heart failure
- Less Calcium: key for the health of bones and teeth, improves the function of muscles and nerves

**Un Yes I Do! Kind Of, Yeah. No Not Really. No.**
If you care about the NUTRITION of your tomato more than its GOOD LOOKS, grow your own with the seeds provided and enjoy a more natural tomato!