

THE FUTURE OF REGENERATIVE FOOD PRACTICES

INDIA KERMODE
13200249



GABE FORNASARO
13606583



BRODIE HURRELL
13203979

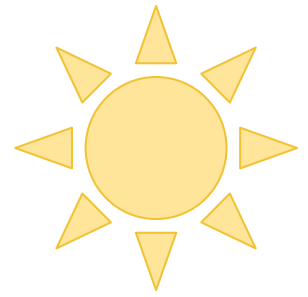
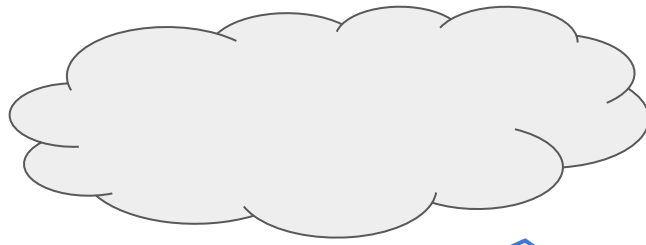


ROLAND LO LU
13534399



LACHLAN BASTEN
13553716

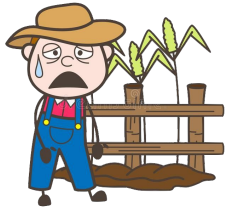
THE PROBLEM SPACE



IN AUSTRALIA, 44M TONNES OF FOOD IS
WASTED EACH YEAR, (DUMPSTERS.COM, 2018)

FOR EVERY \$1 SPENT ON FOOD,
FARMERS ONLY GET AROUND 40c
(AGRIFUTURE, 2016)

UP TO 50% OF PRODUCE THAT IS THROWN
OUT IS STILL EDIBLE! (THECONVERSATION,
2017)



1. UNFAIR COMPENSATION
FOR FARMERS



2. EXCESS FOOD
WASTAGE

THE PROBLEM STATEMENT

HOW MIGHT WE CREATE A SYSTEM THAT PROMOTES REGENERATIVE
FOOD PRACTICES AND EQUITABLY DISTRIBUTES VALUE THROUGHOUT THE
SUPPLY CHAIN OF FOOD IN SYDNEY?

THE DISNEY MODEL

5 WHY'S

SCAMPER

- S** **Substitute** - Milk bottles for a milk vat that everyone fills up their own container from.
- C** **Combine** - Regenerative farmers with consumers through markets
- A** **Adapt** - Adapt the current lengthy linear system to create a distributive or connected chain
- M** **Modify** - The value that is distributed throughout the system
- P** **Put to another use** - Local markets only sell produce that oversupply or that didn't meet contracts specifications
- E** **Eliminate** - Remove supermarkets completely. Have a system that goes straight from farm to consumer
- R** **Reverse** - Supermarkets become store front for small farm businesses. A group of AUS farms can have their own section that sells only their products

INNOVATION MASH-UPS



Drone + GPS + Self stocker
= Harvest Drone



Refrigerated trucks + community + online
food delivery = fresh food for the burbs

DREAMER

SPECULATIVE LEAPS

ASSUMPTIONS

- Supermarkets are exploiting farmers
- It's better to have too much than not enough
- Restrictions are a bad thing
- Consumers aren't capable of self-sustaining themselves
- Farmers are unsatisfied with the current system
- The system is linear and each stage is independent of the other
- The current system can't be changed
- There is a better alternative to the current system
- Supermarkets are the big winners
- Farmers aren't willing to change
- This issue is a result of safety/insurance influences
- The customer is not responsible for the action of greater powers

WHAT IF SCENARIOS

- What if customers could see where each cent of their purchase was being received
- What if there were restrictions on how much each food item each family could purchase
- What if every restriction was voted upon by each individual and only passed with a majority vote
- What if vegetable gardens were mandatory
- What if there were an automated vegetable garden constructor designed for homes
- What if the supply chain of food operated more like a brain or farms of connections
- What if the only solution to the current situation requires a new perspective
- What if supermarkets were not for profit or government owned
- What if the government took full control and regulated the food industry
- What if farmers and management swapped jobs positions for a month
- What if Australia's major exporter was textiles or machinery/automobiles
- What if the inquiry of value was caused by international influences
- What if customers chose the price they pay for goods
- What if customers could discuss where each cent of the money they spent went
- What if consumers could see the environmental, social and financial costs of their purchases
- What if environmental, social and health costs was reflected in the actual price of a product (price and actual cost)

CLA

LITANY

SYSTEMIC

WORLDVIEW

METAPHOR/ MYTHS



ZOOM LENS

3 HORIZONS

CRITIC



USER JOURNEY

PROTOTYPING INNOVATION MASH-UPS

Combine the different ideas from the mashup and starting to prototype how they might interlink and function as a system



READING THE PLAY

OFFENSE (ENABLERS)

- Farmers - seeking a more equitable value distribution
- Coops/community gardens - paved the way for regenerative food practices

DEFENCE (PREVENTERS)

- Processors/Supermarkets - exploit farmers, create waste, source unethically
- Consumers - over-purchase and set unusually high standards for quality of food



SPECIAL TEAMS

- Government - promote hospitality and drought relief, but lack of policy regarding value to farmers
- Rural Communities - invested in nearby farms, yet are still consumers

REALIST

STAKEHOLDERS

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SIRI MARKET



AN INTERFACE THAT
GIVES CUSTOMERS ACCESS
TO SUPERMARKETS STATS
SUCH AS STOCKLIST

IDEA

INCREASE CONSUMERS
AWARENESS AROUND THE
LIFE CYCLE OF FOOD

JUSTIFICATION

A MORE DIRECT
RELATIONSHIP BETWEEN
CONSUMER, FARMER
AND SUPERMARKET

OUTCOME

FRESH FOOD FOR THE BURBS



COMMUNITY SPECIFIED
FOOD TRUCK ORDERS



REDUCES FOOD AND
PACKAGING WASTE



PROMOTES
SUSTAINABLE
PRACTICES

IDEA

JUSTIFICATION

OUTCOME

DRONES TO YOUR HOME



DRONE FOOD DELIVERY
TO YOUR DOORSTEP

IDEA

CREATES A DIRECT
CONNECTION BETWEEN
FARMERS AND
CONSUMERS

JUSTIFICATION

PROVIDES FARMERS
GREATER FINANCIAL
COMPENSATION

OUTCOME

THE SYSTEM



JUSTIFICATION



TRANSFORMING
THE SYSTEM



CREATING
AWARENESS



INCENTIVISING
REGENERATIVE
PRACTICES



FAIRLY
COMPENSATING
PRODUCERS