Make the choice easy

- FOR PEOPLE
  - + 5 A DAY
  - + ORGANIC
  - + LOCAL
  - + IN SEASON
  - + VOLUNTEER
  - + CREATE CONTENT
  - + SHARE
  - ⋮
- FOR BUSINESS
  - + TRANSPARENT
  - + LOCALLY SOURCED
  - + RESPONSIBLE WASTE
  - + REDUCE PLASTIC
  - ⋮

Points system

reward behavior

A CARD FOR THE PLANET

- use everywhere
- remove the shame
- make the hero
- link existing infrastructure {deliveroo?}

accessible! help line?

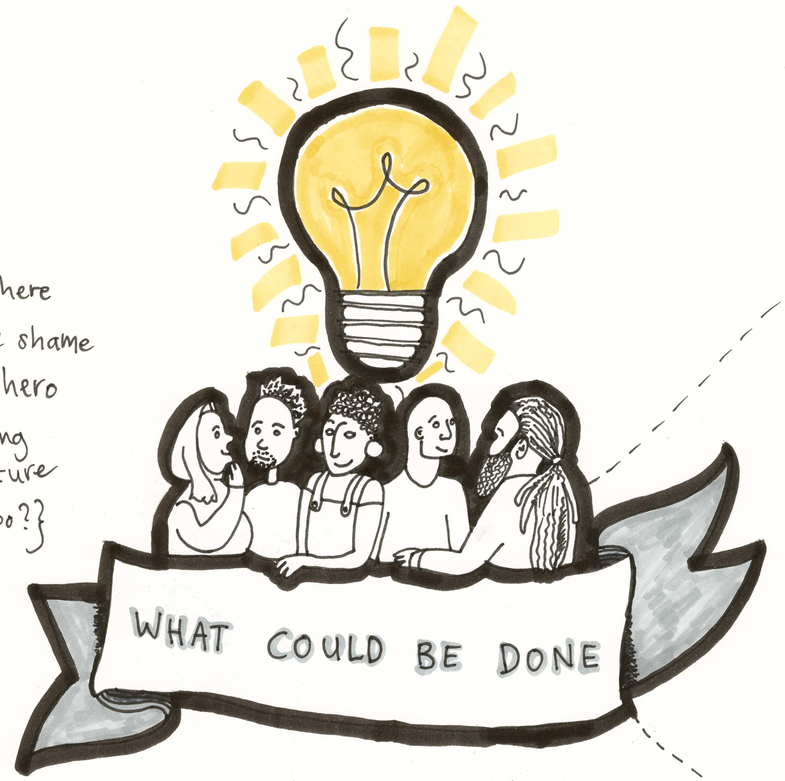
data protection

An APP

- develop with students
- different user modes
  - student .etc
  - family

- → where is food from
- → where to buy
- → nutrition + health
- → opportunities
- → offers → buy
- → what is in season
- → recipes
  - what is bad ←
  - what can be avoided ←

inform + educate



promote + inform

- TV shows
- recipes
- "on the farm"
- BBC

culture

small is beautiful

SMALL FARM BLUES

- more help for small farmers
- let farmers live on the land
- a handfull of people, a lot of work
  - on the land prepping
  - selling
  - promotion
  - engagement

ON THE FARM

TO THE MARKET

Connect

- drop off stalls
- supermarket car park
- cooling van
- staffed sales point
- wholesale
- what to grow

SEASONAL EXCITEMENT

Celebrate the Seasons

- Celebrating seasonal produce
- culture change
- community involved in harvesting
- celebrate with a meal
- seasonal = more nutritious + tasty

VOLUNTEER OPPORTUNITIES

in the Community

MORE THAN A BAG OF FOOD

- spaces · schools · youth centres · allotments + gardens
- delivery? · shops
- knowledge
  - where is food from
  - where to buy
  - nutrition
  - how to use
  - avoid waste

access

wellbeing

- a connected food culture
- food selling work experience
- excitement + food learning
- farm visits + growing
- wellbeing ▸ workshops

community coordinator

- wholesale + group-buy
- affordable

Connection

knowledge