Sustainable Food Production

(this is not a talk, it’s a jumble of slides)
Sustainable Food Production

• Food is essential but it also has profound connections to people’s identity.

• Choices about food consumption will always be complicated, and driven by values and identity, as well as by price or convenience.

• Cheap food is driving environmental degradation, changing land use, poor health and social injustice – there is a disconnect between producer and consumer.

• International food supply chains; all along the chain, choices and actions are tightly bound to environmental issues.
Chocolate Cookies

• Consumers and influences on cookie choice:
  – Price? Health concerns? Localism?
  – Taste? Brand status? Peer/child pressure?

• Would they pay more for cookies if they knew that the producers of the wheat, palm oil, sugar, or cocoa in the cookie received a higher price or were part of a progressive community scheme?

• Would they avoid a product if it contained an ingredient, known to have negative ecological consequences, even if those cookies were cheaper?
Chocolate Cookies

• Producers:
  – What does sustainable consumption mean to small-scale food providers?
  – Explore how alternative models change small-scale providers’ opportunities in the face of globalized supply chains dominated by transnational corporations.

• All (incl regulators):
  – How can major, and small-scale, players in international food supply chains influence or re-design them to enhance sustainability, thus ensuring their long-term future and short-term market share?
Chocolate Cookies

• What-if analysis?
  – Models to support consequential analysis and decision support.
  – E.g., consumer says “I will only purchase chocolate cookies that use fair trade ingredients or ingredients sourced within 40 miles of the maker” – what are the consequences of this on the supply chain?
    • E.g., ‘overwhelmed’ fair trade chocolate producers, scheduling problems
  – Use of “capability models”, goal models, and search.

• Understanding mismatches between sustainability goals and production.
“Vision”? Please scan a product.
There is a mismatch between your environment goals and the production of your selected product. One contributor to this mismatch is that this product ships Palm Oil and Wheat a long way around the world to arrive in your supermarket supplier, but the cost of production is lower.

If you would like to know more, please visit the Environment tab.