

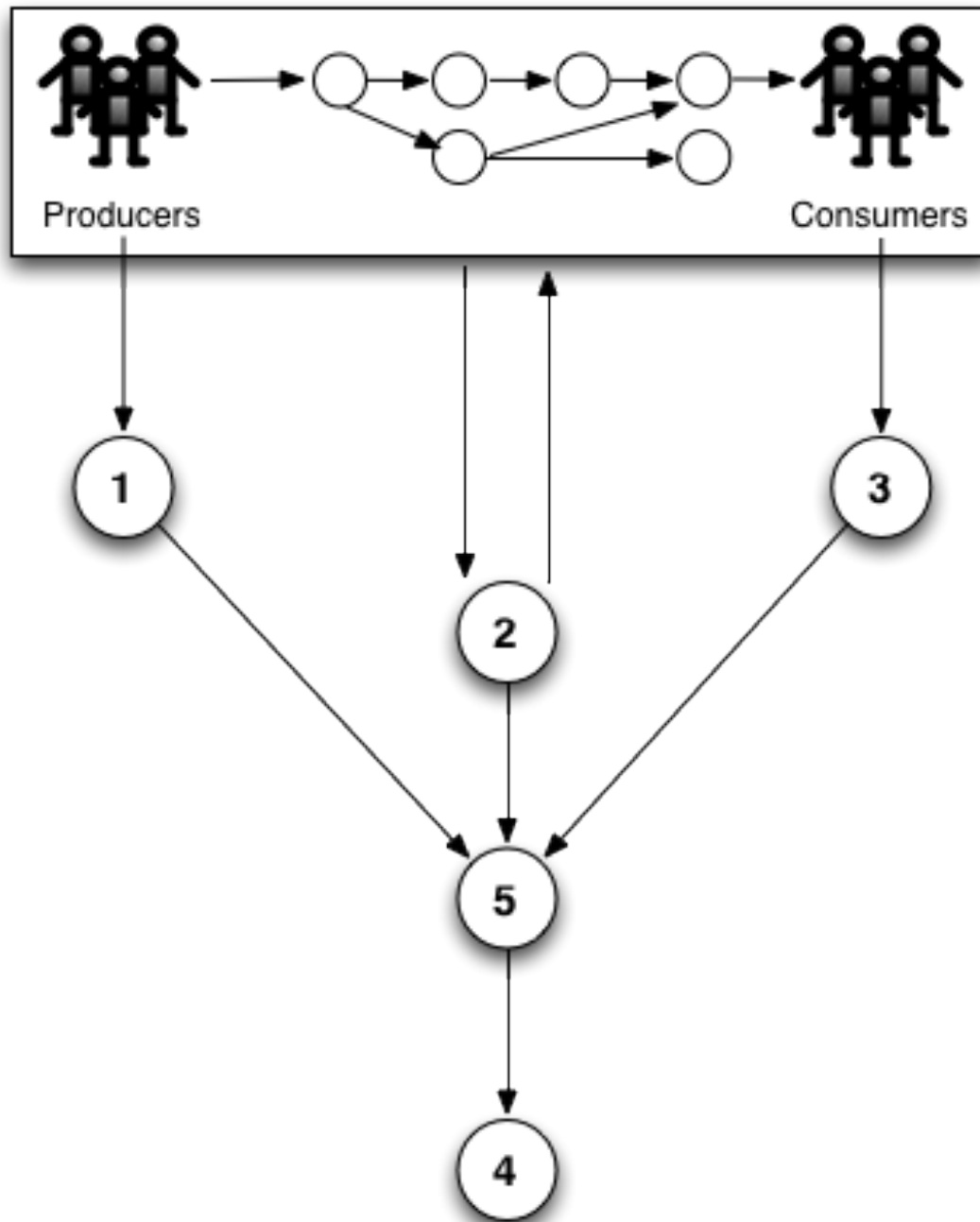
Sustainable Food Production

(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.

Supply Chain



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?

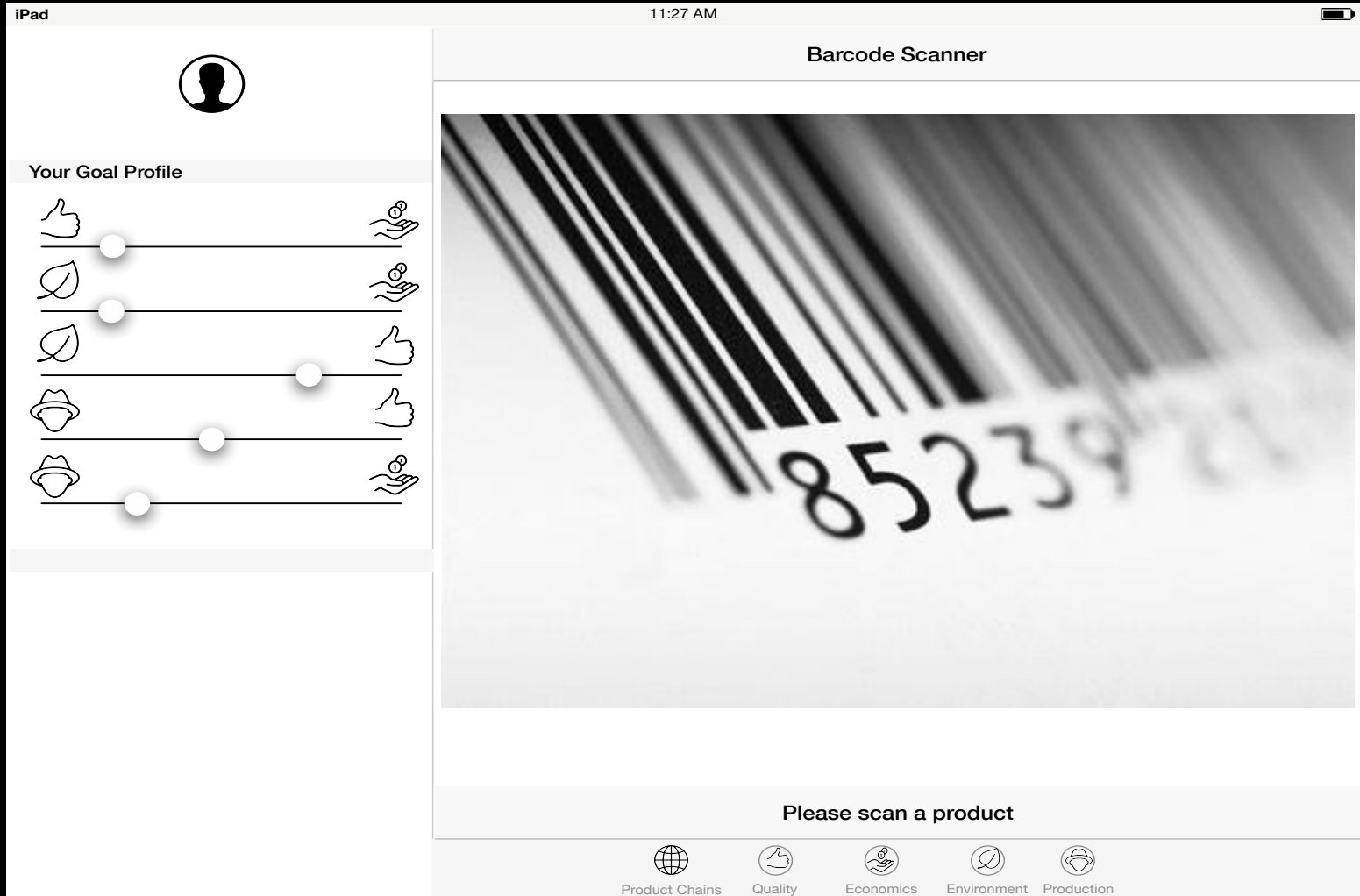
Chocolate Cookies

- 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”?



“Vision”?

