

# From Farm to plate

## Project 2

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### **GUIDE**

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“There is no sincerer love  
than the love of food.”

-George Bernard Shaw



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Food has personal, cultural, social and global implications

# ABSTRACT

This project aims to understand **food** and the various **challenges towards safe food** in the context of a country with a huge **population & economic disparity** and to communicate it in the form of a graphic novel

# FOOD INSECURITY

India is home to about a quarter of the world's **hungry** and 43 percent of children under the age of five are **malnourished**. We must boost yields if we are to feed nearly a fifth of the world's population - on just 4 percent of global **land**.

# NUTRITIONAL ILLITERACY

In a country where 270 million people live below the '**poverty line**', India is just behind the US and China in this global hazard list of top 10 countries with highest number of **obese** people.

# Changes in the way we eat

Food production is now a complex no longer directly from farm to table. It is now a complex web of **environment, people, economics, equipments, process & chemicals and distance.**

# Pesticides in our food

At least **65 pesticides** banned all over the world are still in use in India. Over 98% of sprayed insecticides reach a destination other than their target species, because they are sprayed or spread across entire agricultural fields.

# Chemical engineering & food

Chemical engineering know-how can be credited with improving the conversion of raw foodstuffs into **safe consumer products** of the highest possible **quality**

# Dilemma of eating

Should you eat only **sustainable**, organic “**farm-to-table**” food? Or is industrial (“**factory-farmed**”) food more efficient and ultimately better for the environment and people?

# Changing consumers

A growing urban middle-class is consuming more **higher-value, high protein foods**, which is stoking food price inflation as well as changing business and farm models in rural India.

A **demand** for high value, vitamin and protein rich food such as fruit, vegetables, milk, eggs, poultry, meat and fish is increasing

# Behaviour

**Effort** it takes to obtain food often explains which foods people prefer and **how much** they will consume

# What can be done ?

The problems in the current ways of food production and consumption are **too complex** and **interlinked** to be solved within the scope of a visual communication project.

Consumers **asking the right questions** could make a positive difference

# The project

To bring sensitivity towards everyday food behaviours that are more environmentally aware, socially inclusive, and healthier

# Methodology followed

- Reading
- Conversations
- Online course
- Writing

# Initial directions

- Local history lesson
- Illustrated children's book
- A recipe book featuring food
- Film

# Turning point

Food was memories, relationships, stories than facts or figures about what is wrong with the system.

# Approach

- Make it personal
- Identifying relatable situations and stories surrounding food.
- Using them to weave a narrative around the bigger picture
- Visuals adding meaning to the text

Tales from a  
Dinner  
plate

# Major themes

- Time
- Influence of media and advertisements on our food decisions
- Influence of appearance of food

# Major themes

- Questions concerning who is making decisions about your food choices
- Technology and changes to dinner table
- Silence around questions surrounding food

# Storyboard



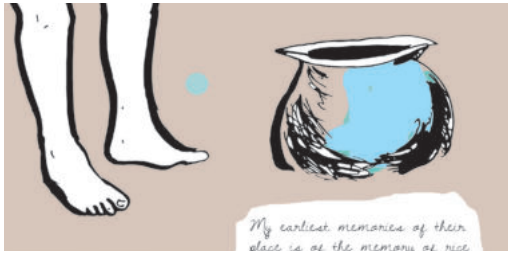
# Illustration styles



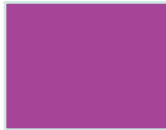




# COLOR PALETTE



# OVERVIEW



**Title :** Tales from a dinner plate

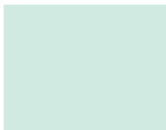
**Number of pages :** 44

**Size :** 170 mm width, 260 mm height

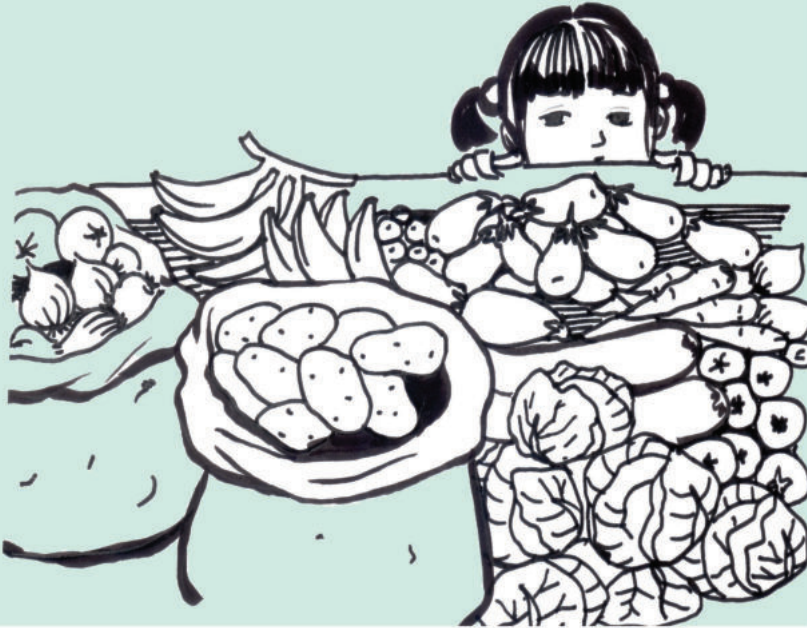


## **Summary**

A girl narrates her stories from her life centered around food as it changes with time.



Atleast on the outside.



Everything made me want it.



They looked like toys to me.

When I was 17, I moved away from home to a metro. Stepping out the confines of home and culture brought in a lot of questions.



Just like them I had my own curiosities. There were questions I wanted to ask. How do you not know how to cook? How do you not know what a mango tree looks like? How can you spend so much money eating bad food outside? But ofcourse, I never did ask these questions



My earliest memory of Grandparents' place is of rice being boiled



The taste of that rice was in being cooked outdoors

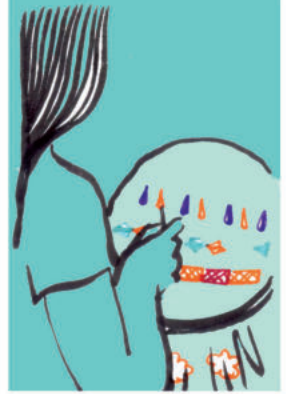


in being watched as it boiled



in being involved.

From early on, I learned that, things which take time to grow



were worth the wait.

# CONCLUSION