

# Omnivore's Dilemma Food Label Project

You have been hired by Green Gate Farms to investigate and design food labels for the products sold on the farm. Your goal is to design a line of food packaging that truly represents the food it contains. The design must communicate the following ideas:



- Health impact of the ingredients
- Environmental impact of how the ingredients were made
- Value of certified organic, sustainable growing methods (can be difficult given the lack of funded long-term studies)
- Value of heirloom/rare flavors grown on the farm
- The transportation method of the food compared to similar food found commercially

**Keep in mind that the intent of this label is to promote products sold on the farm, and to help consumers who purchase items from the farm identify the positive impact they are making on themselves and the environment.**

There are a lot of things to consider when designing a label, especially one that represents the true impact of the product that is being sold. There also needs to be a way to compare or rank the products to help consumers make informed decisions. Because of this need, you will need to create a RATING SYSTEM that addresses each of the bulleted items above.

Think outside the box and enjoy the process of designing this new label. It is important that it is easy for people to read and understand, but it is equally important that it catches the interest of the consumer. Think about what sort of label would catch your eye. Have fun with it!

**Here are some questions to ponder while you create a new rating system for your food label.**

**A. LABEL DESIGN:** What is the most important information to be able to see at first? How will it be designed for easy reading? How can your rating system address all the information needed? What kinds of symbols, numbers, letters, would your group like to use for your rating system? It could be different symbols representing good and bad, incorporating different colors, etc. Be creative!

**B. HEALTH IMPACT:** You may want to consider different types of rating systems for this subject such as something that illustrates the percentage of natural ingredients vs. synthetic ingredients or a system that rates the level of health risk involved with eating the food.

**C. ENVIRONMENTAL IMPACT:** How was the food made? How does this food contribute to a sustainable farm? Create some sort of system that shows the difference between organic, conventional and synthetic.

**D. AVAILABILITY OF ITEM:** Where can the product be found? What is the value of the heirloom or rare species? How does this rare item compare to its more readily available counterpart?

**E. TRANSPORTATION:** Where is this item typically imported from? How was it shipped or transported? Is it made locally or has it been shipped from 2,000 miles away?

Green Gate Farm Item	Item from Local Grocery Store
<p><b>GENERAL LABEL DESIGN:</b> What is the most important information to be able to see at first? How will it be designed for easy reading? How can your rating system(s) address all the information needed? What kinds of symbols, numbers, letters, would your group like to use for your rating system? It could be different symbols representing good and bad, incorporating different colors, etc. Be creative!</p> <p><b>Dimensions for your label need to be accurately scaled to maximize the space of one 8.5" by 11" sheet of paper.</b></p>	
<p><b>HEALTH IMPACT</b></p> <p>Associate three or more specific health benefits/concerns to the major organic compounds/ biomolecules contained in the food. You will need to consider different types of rating systems for this subject such as something that illustrates the percentage of natural ingredients vs. synthetic ingredients or a system that rates the level of health risk involved with eating the food.</p> <p><b>If the product you found in the store(s) is not an exact match for the product on the farm, you will need to display the health impact information for both of the products separately.</b></p>	
<p><b>ENVIRONMENTAL IMPACT:</b></p> <p>How was the food made? How does this food contribute to a sustainable farm? Create some sort of visual system or indicator that shows the difference between organic, conventional and synthetic.</p>	<p><b>ENVIRONMENTAL IMPACT:</b></p> <p>*How was the food made? How does this food contribute to a sustainable farm? Create some sort of system that shows the difference between organic, conventional and synthetic. *Also include information related to the amount of carbon dioxide released when transporting the item from its origin to Austin.</p>
<p><b>AVAILABILITY OF ITEM:</b></p> <p>The rarity of the Green Gate Farms product needs to be clearly communicated, along with where this item can be typically found.</p>	<p><b>AVAILABILITY OF ITEM:</b></p> <p>Is this item the exact same product or a close relative of the Green Gate Farms Product? Where was this product grown conventionally? Include a map that indicates each product's origin and number of miles traveled.</p>
<p><b>ENERGY COST OF TRANSPORTATION</b></p> <p>Since this item is not imported from outside of Austin, this section should emphasize that there is little/no cost to transport the item</p>	<p><b>ENERGY COST OF TRANSPORTATION</b></p> <p>Where was this item imported from? How was it shipped or transported? Use this information to provide the consumer with information about the number of calories it took to transport the item from its origin to Austin.</p>