

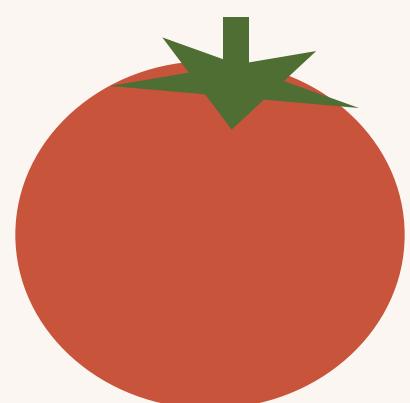
PROCESS BOOK

Alexa Kwon
Design for Social Good

PROJECT STATEMENT

My project aims to promote local food systems and urban agriculture by educating communities on how food is grown and where it comes from. I seek to empower individuals to take ownership of their food choices and reconnect with the process of growing and sharing food.

Ultimately, the project calls for collective action toward sustainable, community-driven food production. It seeks to inspire a deeper connection between people and the food they eat, encouraging sustainable, community-based food practices.



PROBLEM STATEMENT

Many people today are disconnected from the sources of their food and unfamiliar with how the food system works. This lack of awareness contributes to unsustainable consumption habits and limits appreciation for the environmental, health, and social benefits of local food.

My project addresses this issue by raising awareness. It seeks to educate, inspire curiosity, and reconnect communities with the origins of their food.



AUDIENCE STATEMENT

My target audience is city residents who are largely disconnected from the sources of their food and unaware of how local food systems and urban agriculture operate. Many people living in cities rely heavily on supermarkets and processed food, with limited access to or knowledge about where their food comes from.



RESEARCH

Books:

Farming While Black: Leah Penniman

The Secret Life of Grocery Stores: Benjamin Lorr

Articles:

Local, organic, and bipartisan: How Vermont is challenging Big Food

Editorial: Urban agriculture as local food systems: benefits, challenges, and ways forward

Why Community-Supported Agriculture (CSA) Is Key to Strengthening Local Food Networks

<https://www.foodmiles.com/food/tomatoes>

How old is your 'fresh' food? The truth about what we buy in the supermarket

Videos:

Urban agriculture offers a solution to the food crisis of the future

How Urban Farming Saved a Dallas Community

MOODBOARD



COLOR + TYPE



BRUNSON
Millaris

2D

First Drafts



2D

Second Draft



2D

Final Draft



3D

First Draft



did you know
these tomatoes
traveled
OVER 2,000 MILES
to this grocery
store?

did you know
these tomatoes
could be up to
3 WEEKS OLD?

LEARN MORE:



CHOOSE LOCAL
deepen your roots

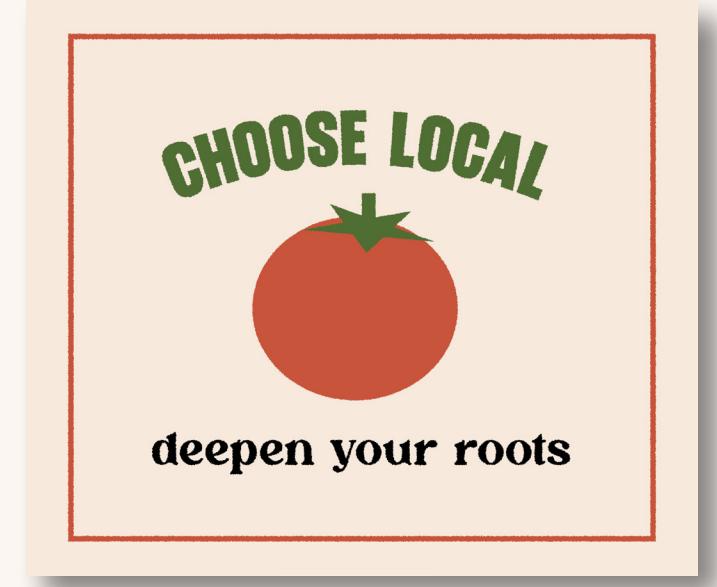
3D

Final Draft

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SCREEN

First Draft

WHERE DOES MY PRODUCE COME FROM?

- Large U.S. farms (mainly CA, AZ, FL, WA)
- Greenhouses in the U.S., Mexico, and Canada
- Major growers in Mexico and Latin America
- Most produce travels about an average of fifteen hundred miles

HOW DO I SUPPORT LOCAL FOOD SYSTEMS?

- Shop at farmers markets and buy directly from local farmers
- Join a CSA (community-supported agriculture)
- Look for “local” labels at grocery stores
- Buy seasonal produce
- Grow your own food

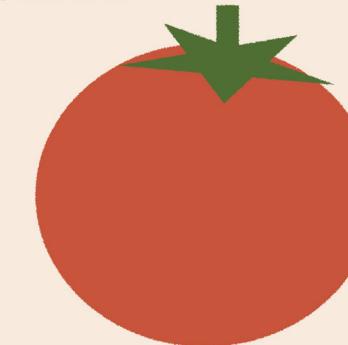
HOW DO I GROW MY OWN FOOD?

- Start with easy plants: herbs, lettuce, tomatoes, or peppers
- Use balconies, fire escapes, windowsills, or containers
- Join a community garden, get a plot to grow and learn from other gardeners
- Learn as you go

SCREEN

Final Draft

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HOW DO I SUPPORT LOCAL FOOD SYSTEMS?



HOW DO I GROW MY OWN FOOD?



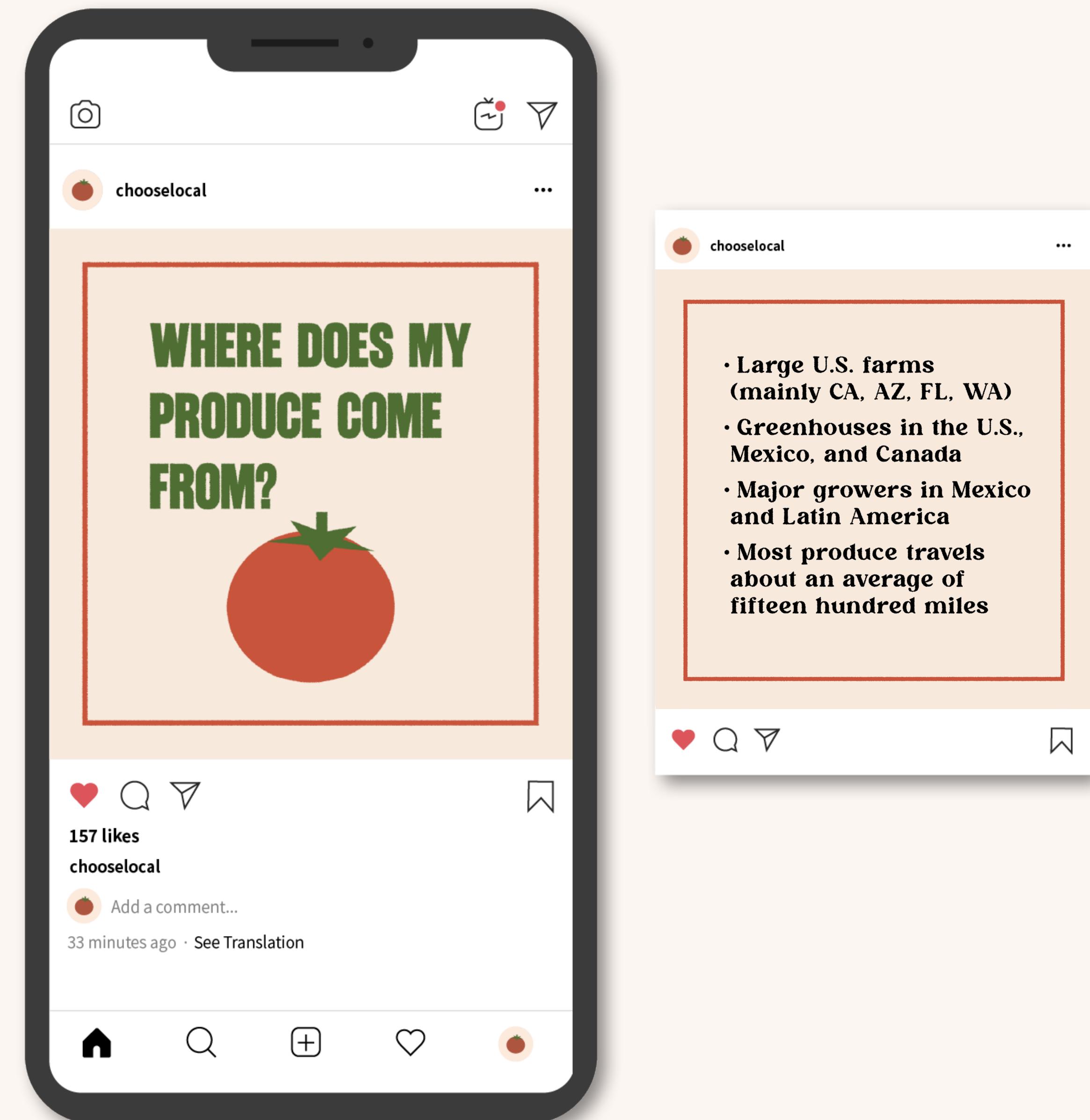
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Final Draft



THANK YOU