

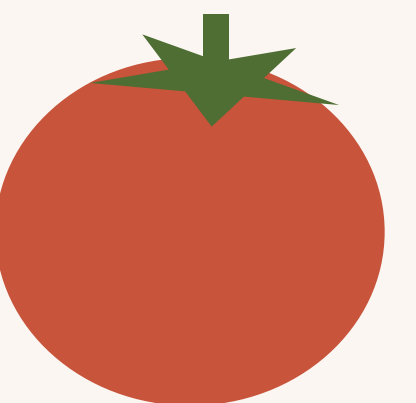
# PROCESS BOOK

**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**

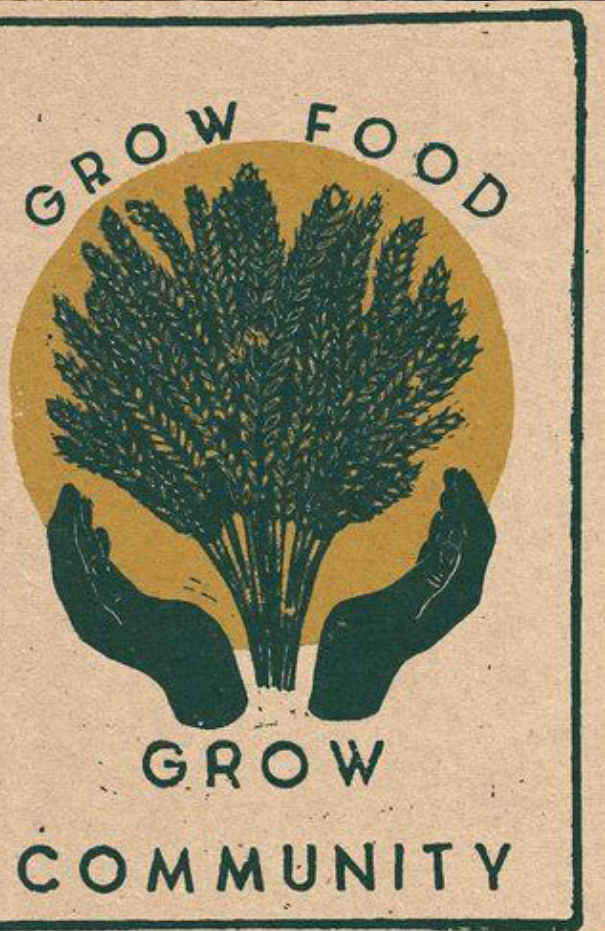
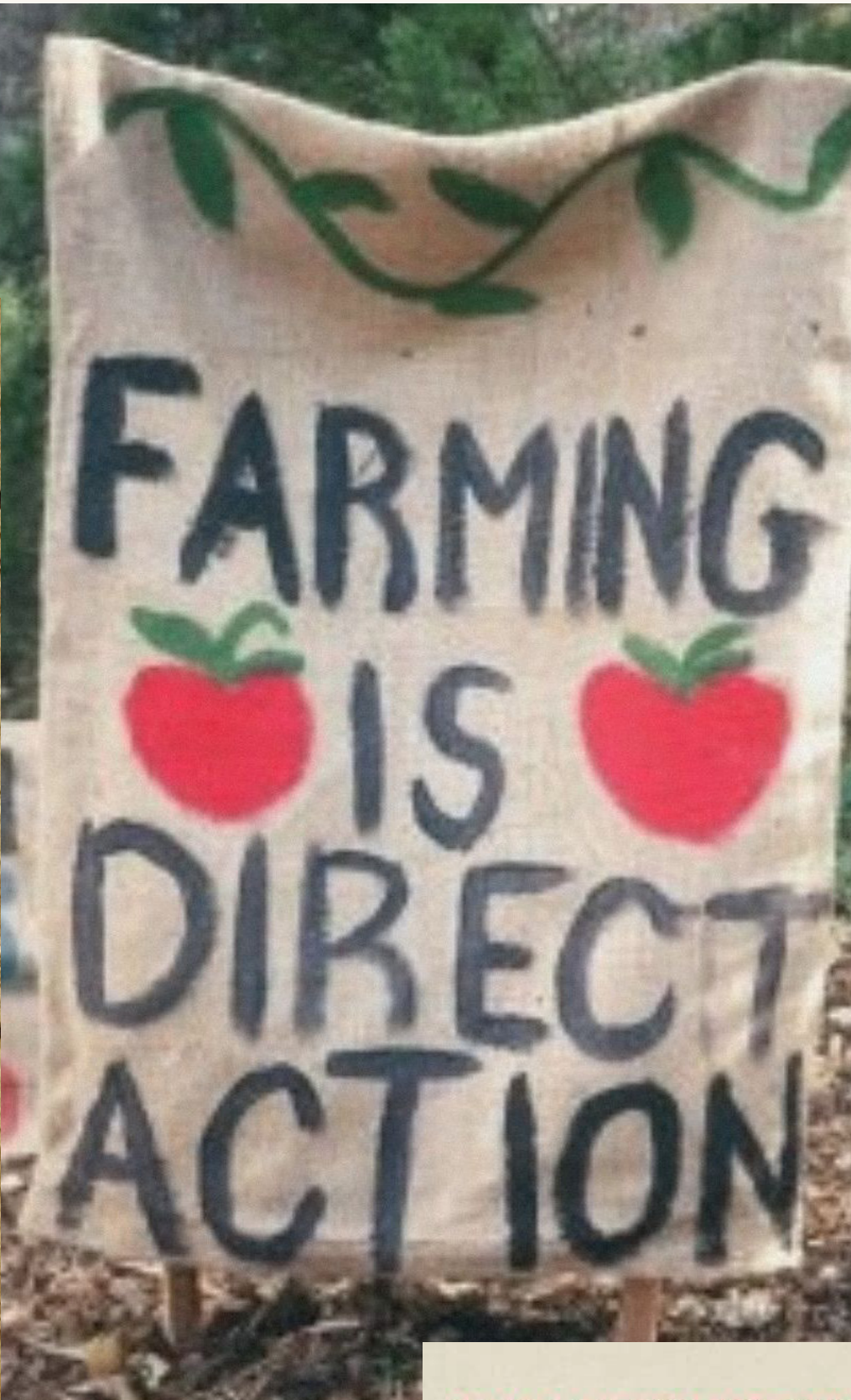
## **Videos:**

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

**How Urban Farming Saved a Dallas Community**



# MOODBOARD





COLOR + TYPE

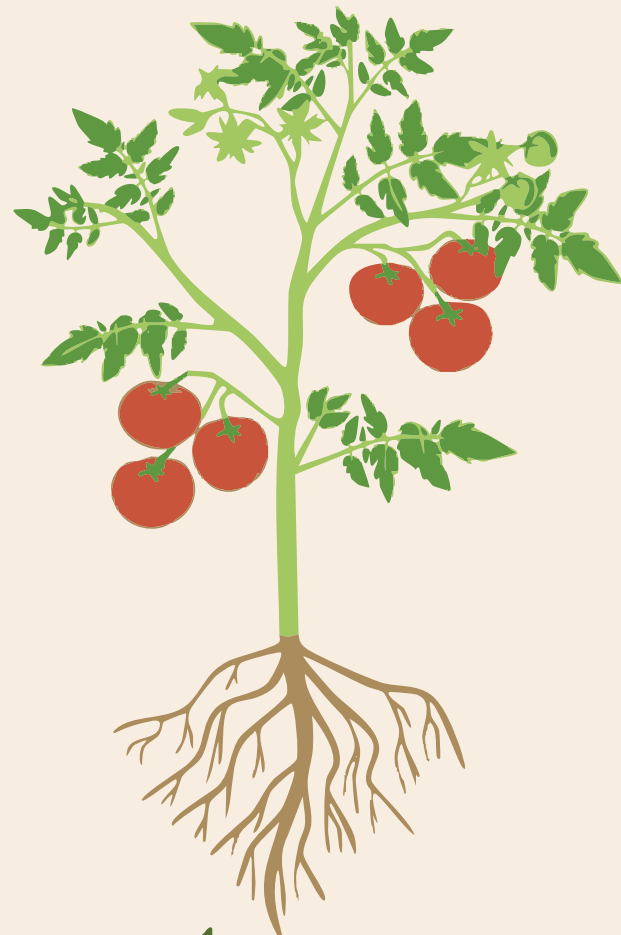


**BRUNSON**  
**Millaris**

# 2D

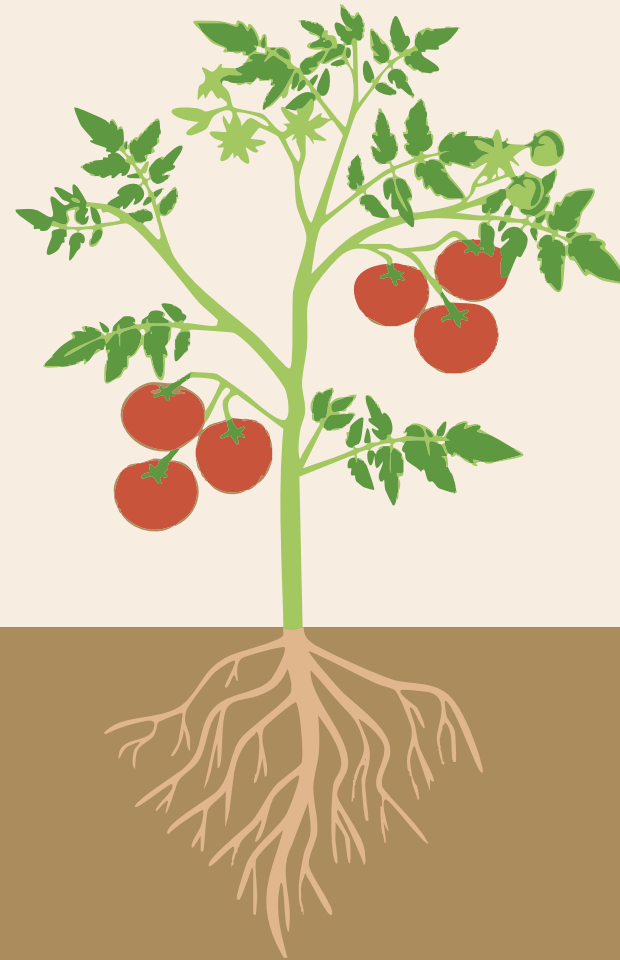
## First Drafts

**TAKE BACK  
YOUR FOOD**



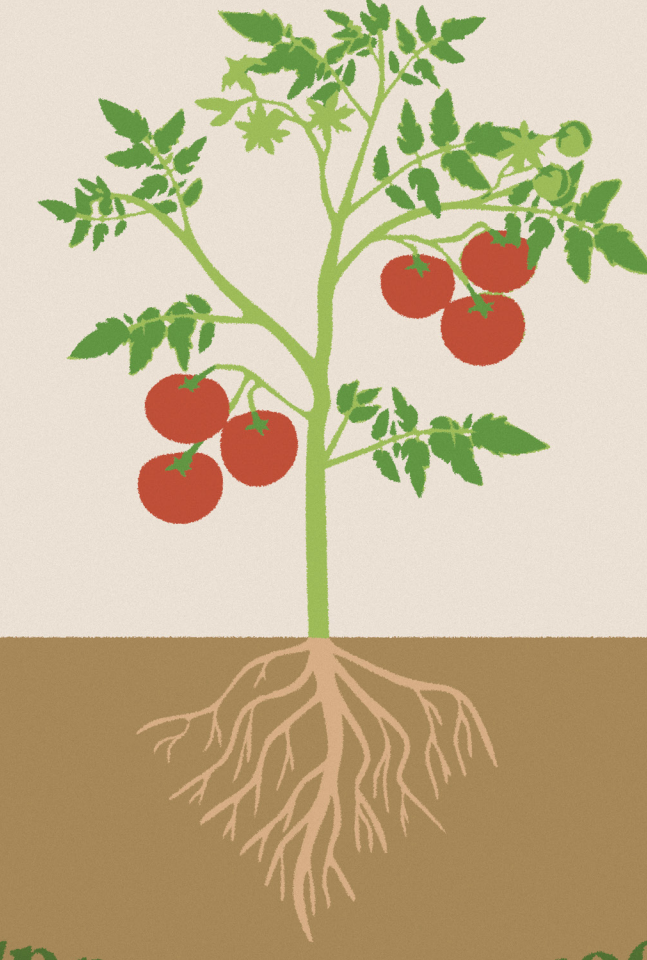
**support your roots**

**TAKE BACK  
YOUR FOOD**



**support your roots**

**TAKE BACK  
YOUR FOOD**



*support your roots*



# 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?**

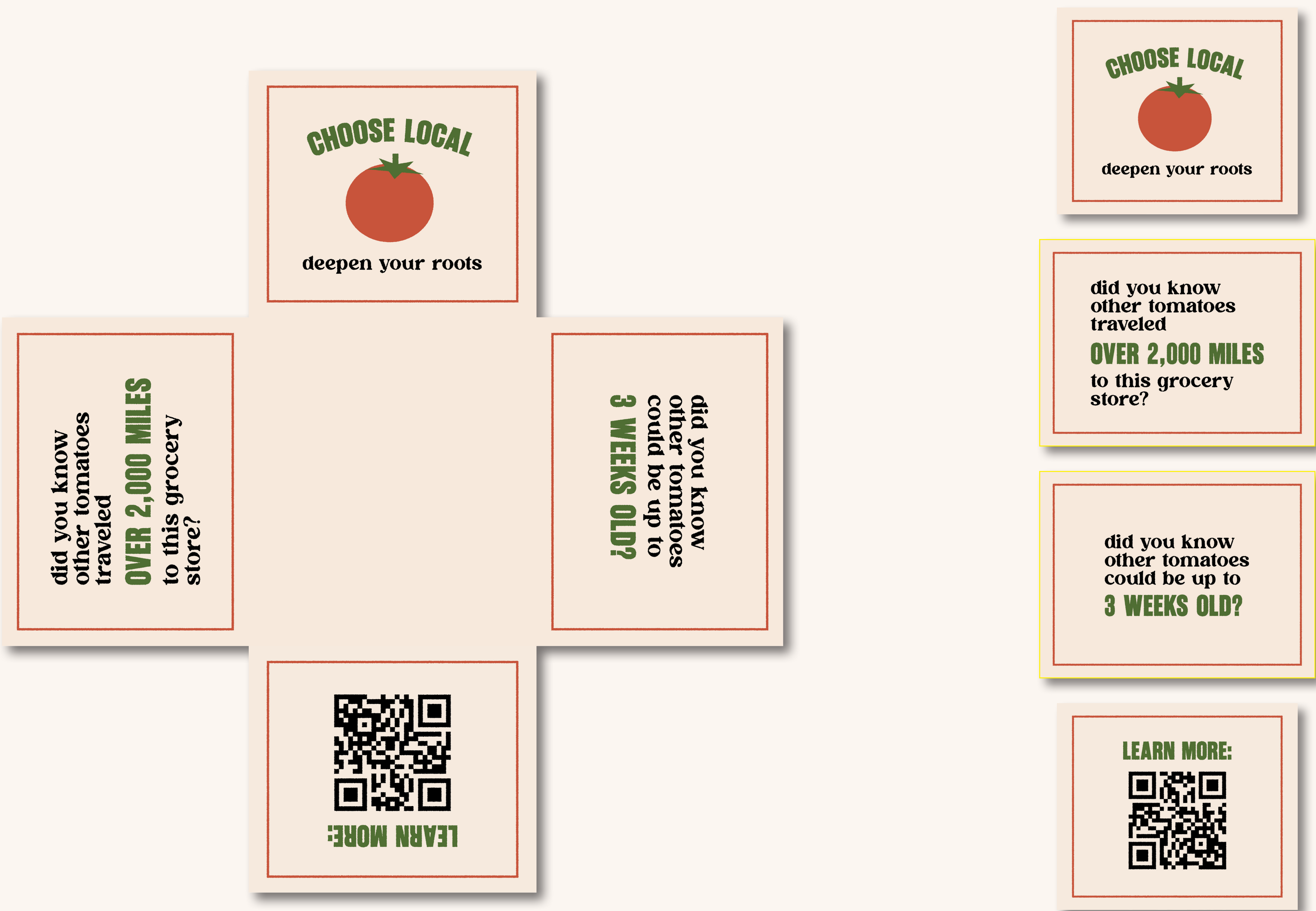
**LEARN MORE:**



**CHOOSE LOCAL**  
deepen your roots

# 3D

## Final Draft





# 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

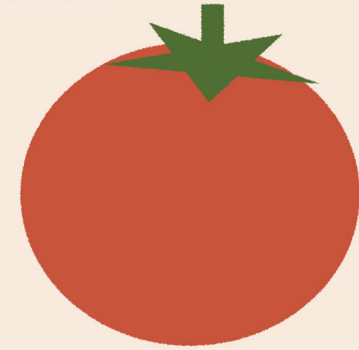
### HOW DO I GROW MY OWN FOOD?

- 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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SCREEN

Final Draft



**THANK YOU**