Food Citizenship
Thinking of people as Citizens, not Consumers & what that means for engaging teens in food and farming
Principles for participation

• Meaningful & purpose driven
• Something to do
• Creative and fun
• Go where people are
The shift

From
Informing teenagers about where their food comes from in the hope of changing behaviours

To
Involving teenagers in shaping the future of their food system
Our core inquiry:

Why is **consumerism** made hugely **creative**…

…but **participation** allowed to be **deeply dull**?
Subject

Consumer

Citizen
Net importance of participating

<table>
<thead>
<tr>
<th>Category</th>
<th>Consumer</th>
<th>Control</th>
<th>Citizen</th>
</tr>
</thead>
<tbody>
<tr>
<td>To participate actively in society</td>
<td>35%</td>
<td>40%</td>
<td>46%</td>
</tr>
<tr>
<td>To be involved in your local community</td>
<td>21%</td>
<td>34%</td>
<td>37%</td>
</tr>
</tbody>
</table>
THIS IS THE #CITIZENSHIFT
citizenshift.info
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FOOD CITIZENSHIP

How thinking of ourselves differently can change the future of our food system

www.foodcitizenship.info
How can organisations create more value in the food system by shifting from a Consumer to a Citizen Mindset?
THE CONSUMER MINDSET

People are Consumers
They consume food
They choose between products and services

THE CITIZEN MINDSET

People are Citizens
We can shape the food system
We participate and create, not just choose
The shift

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On The Farm

Livestock Overview
This theme will provoke some of MyFarm’s biggest debates...

Calf a miracle
Farmer Morris saves two lives - all in a morning’s work...

Livestock Discussions - get involved!
Have your say on every aspect of the project...

There’s a lot happening on the farm, so we’ve split it up into three themes to break it all down a bit. Through these themes, I’ll introduce you to all the things that I have to think about on a day-to-day basis. Become a MyFarm Farmer today to influence the farm’s big decisions and to take part in the MyFarm votes.

Read my latest blog

MyFarm farm map
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Thank you.