



# Nourish Food System Model

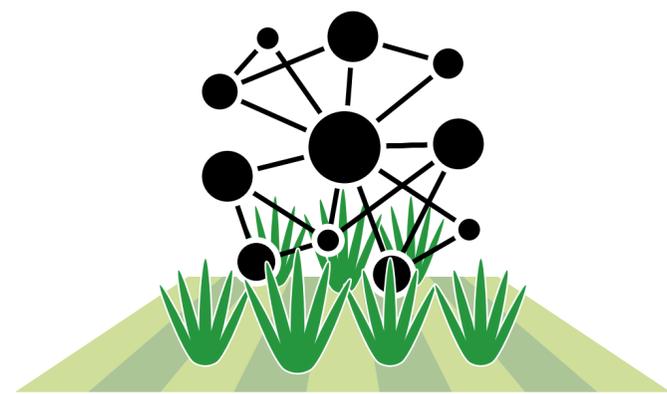
## Case Study



# Nourish Food System Model

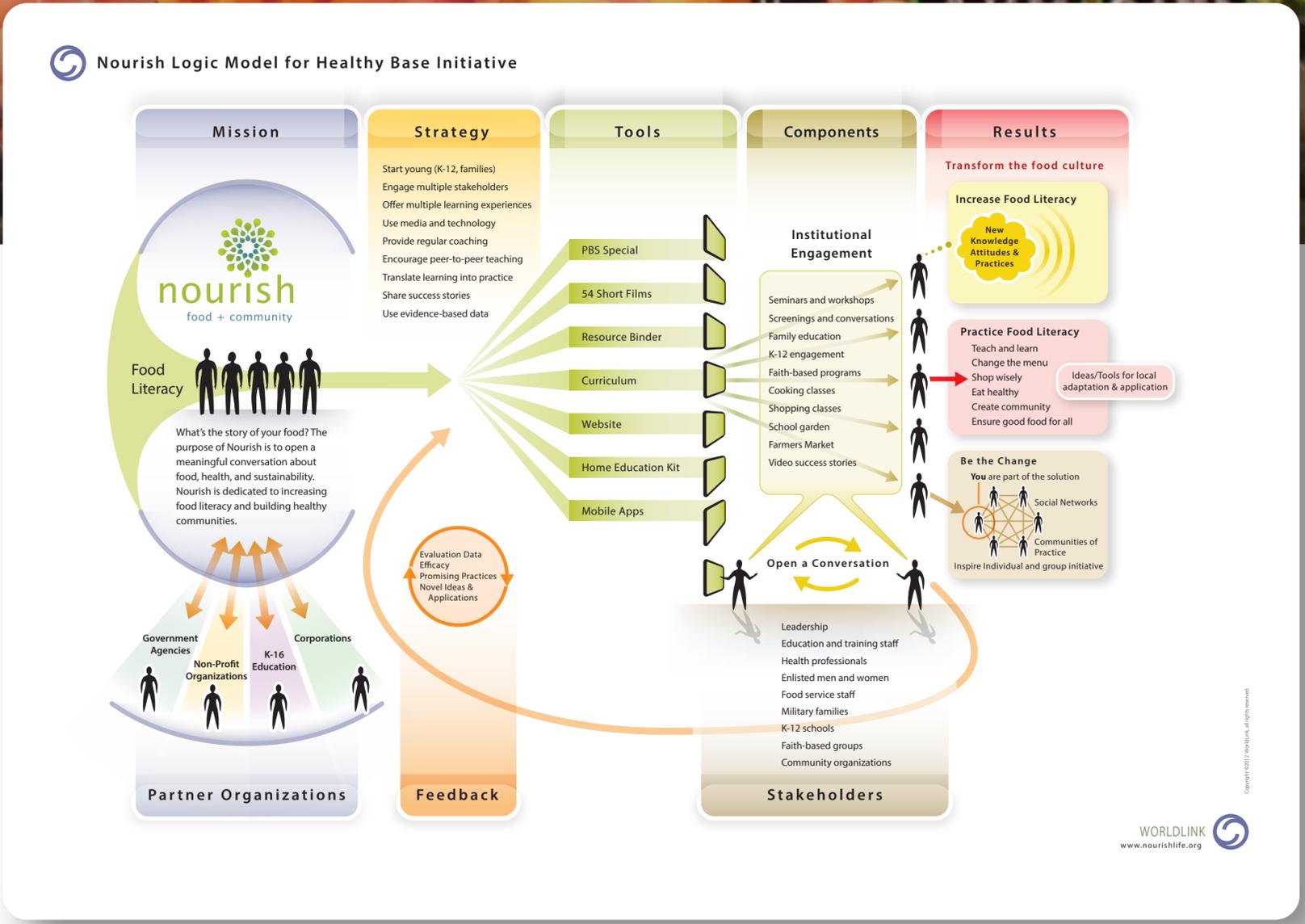
## Objectives

The agriculture and food system are fascinatingly large and complex and deeply connected to a number of critical social, environmental and economic problems. In addition, a confluence of forces - population, climate change, energy, water, urbanisation, food safety and obesity - are driving a transformation.



To better understand this inertia-laden system, we worked with WorldLink to map the pieces of the system and how they connect and influence each other.

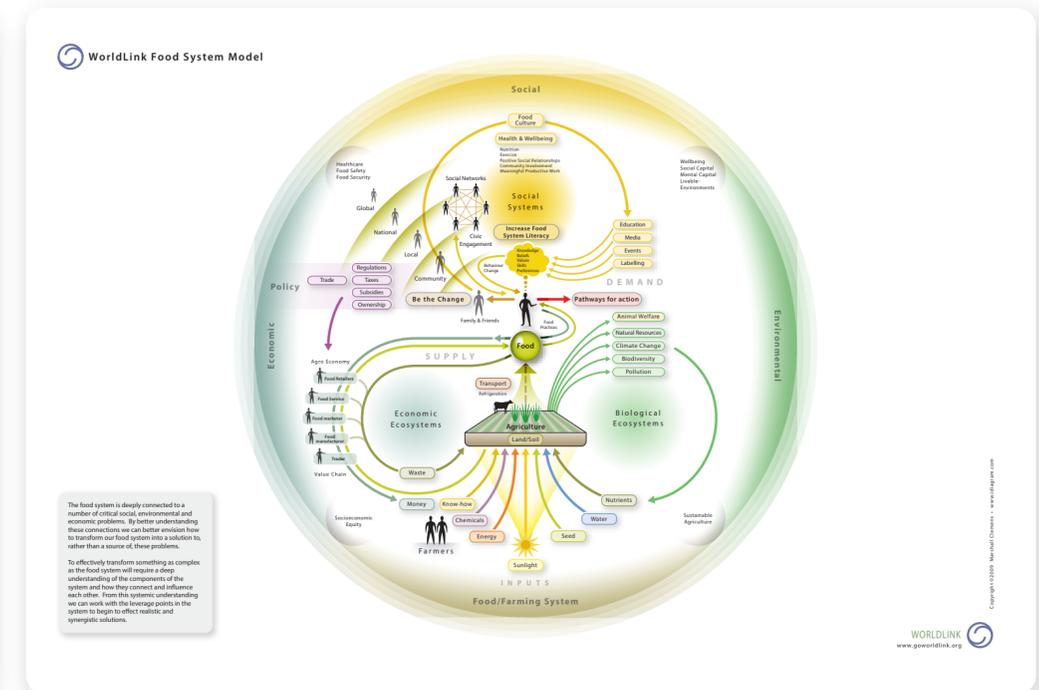
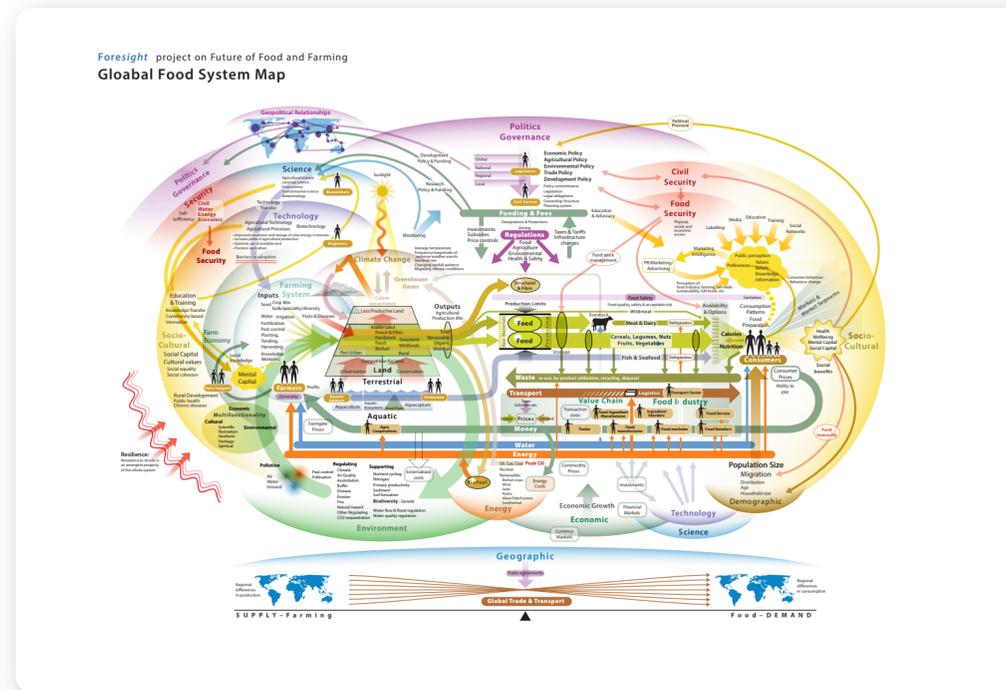
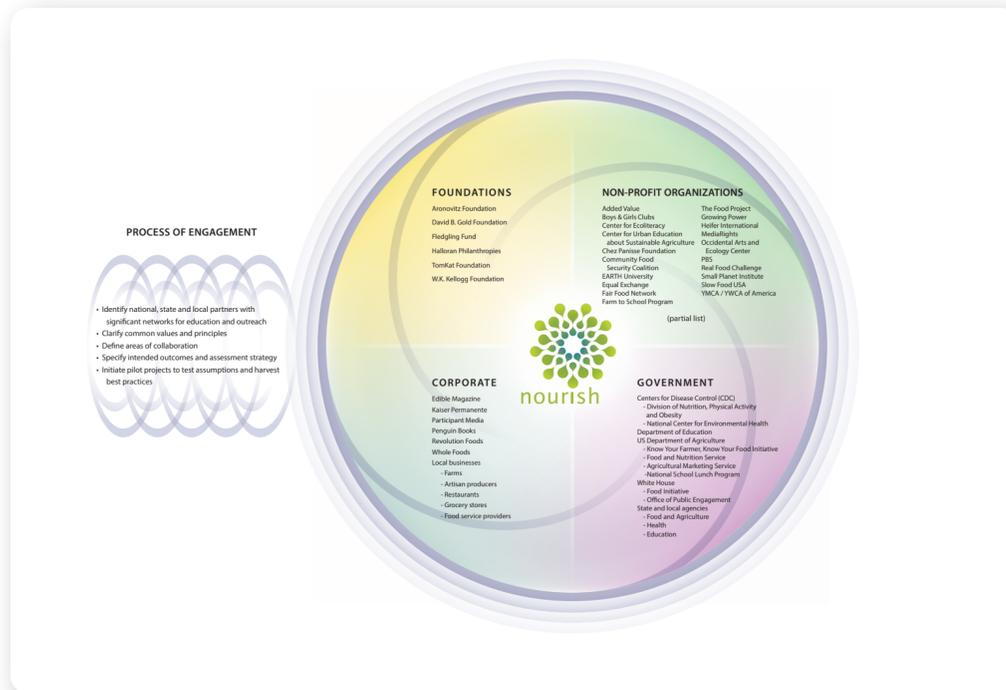
The map provided an integrated view of the food system that could be used to open up meaningful conversations about food, health and sustainability, and to inform and inspire people to increase their food literacy and build healthy communities.



**Early on in the project we laid out the elements of the Nourish strategy as a way to understand how the different elements of the program work together.**

# Process

The map was developed from existing work – including the more detailed Global Food System Map – supplemented with additional desk research and consultation with the WorldLink team in California.



We began with a look at the potential experts and other audiences who could contribute to the project.

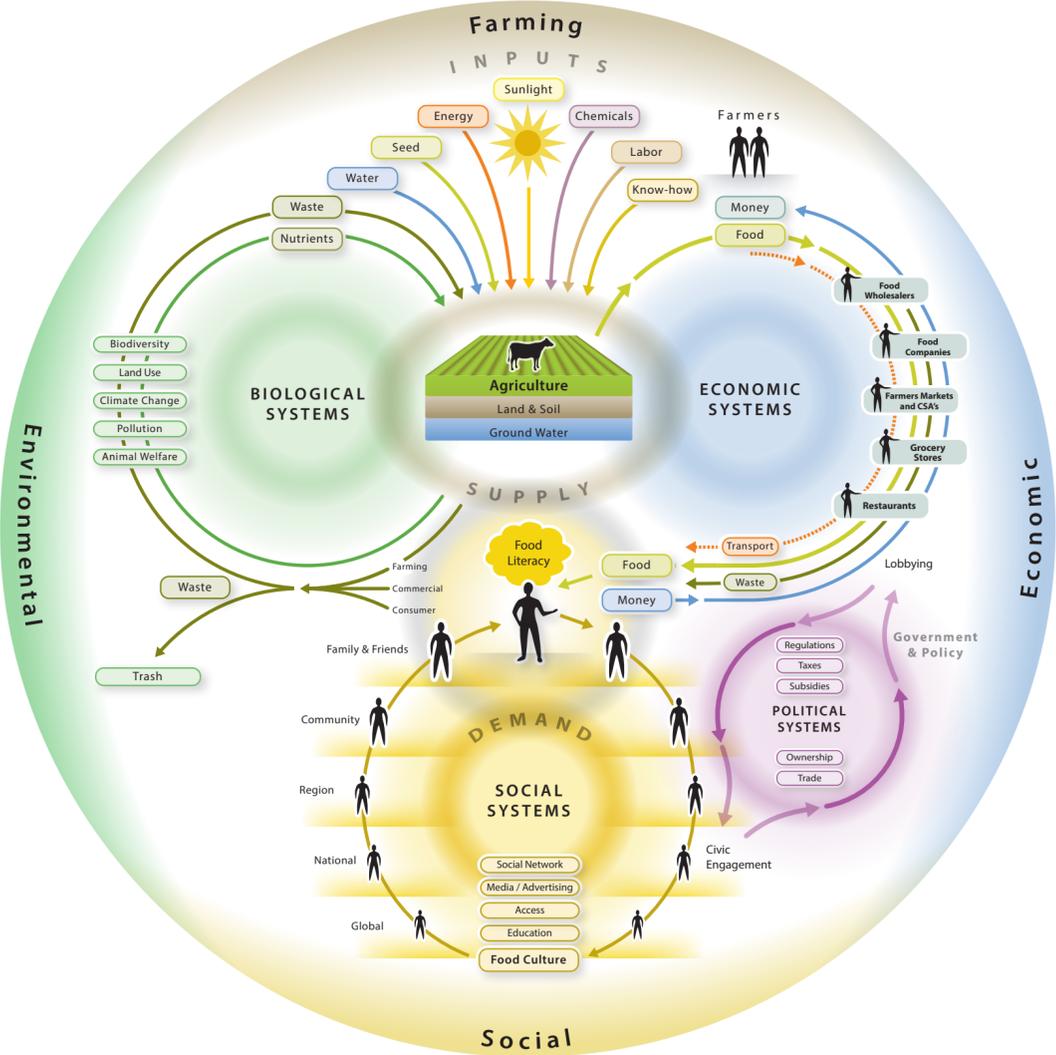
As a starting point for the content, we used the Global Food System Map that we had developed for the Foresight Future of Food and Farming project.

We produced a number of map iterations, simplifying and refining the visual style as we went, to meet the educational needs of the Nourish project.

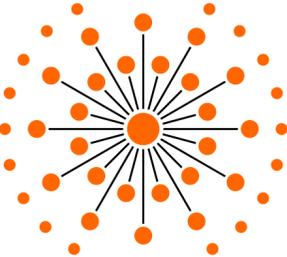
# Deliverables

## Nourish Food System Map

What's Your Relationship to Food? Look Closer.



We developed a model of the agriculture and food system that:



**1** Provides an integrated view of the food system, sub-systems, key connections, etc.



**2** Serves as an interface that links elements of the food system to more detailed information sources, relevant organisations, programs, activities and research.



**3** Educates and connects - to build the public's understanding of the issues, increase their relevant knowledge and connect them to local resources.

The map served as a gateway to media-rich offerings such as a video encyclopaedia with success stories and narratives from thought-leaders. These resources put a human face on food system themes and provided tangible examples of best practices. The design goal was to create an artful, easy-to-use tool to promote learning, exploration and follow-through.



## Nourish Food System Map Study Guide

### Understanding the Big Picture

When we explore the story of our food, a web of people and processes begins to come into view. By better understanding the connections and relationships that compose this web, we can intentionally design a healthier, more sustainable food system.

Use the Nourish Food System Map to open a meaningful conversation about food and sustainability. Draw on the discussion questions below to encourage inquiry and engagement.

The Nourish Food System Map adds to the growing collection of resources available from Nourish, an educational initiative designed to increase food literacy and build healthy communities. Learn more at [www.nourishlife.org](http://www.nourishlife.org).

### Discussion Questions

- What issues represented on the map are most important to you? Why?
- What's missing from the visualization that might be important? Why?
- Who do you think has the most power to influence the food we eat? Why?
- Who are some of the people affected by the food choices you make? Who benefits the most from your food choices?
- How can communities exercise more control over the food they eat?
- If you were invited to design a healthier, more sustainable food system, where would you focus your attention? Why?
- After studying the Food System Map, what new insights do you have? How will these insights affect your personal actions?



[www.nourishlife.org](http://www.nourishlife.org) © WorldLink

An accompanying **Study Guide** offered a set of discussion questions that helped engage students with the Food System poster as a way to ask questions and think more broadly about their relationship with food.



## Key Insights

The Nourish Food System Model provided an integrated view of food and agriculture as a system, opening up a wider perspective for those not used to thinking about where food comes from. Although a relatively simple view of a very complex system, the Nourish map equipped students with an understanding of the interconnected biological, economic, social and political systems involved in food production, and their roles in those different systems.



## Funding

Funding was provided by Nourish, a program of WorldLink, a nonprofit organisation with more than 25 years experience in designing media and education programs.

**For more information:**

<https://www.nourishlife.org>

Contact us at **info@nexial.co**