Rethinking the Food Narrative, Pt. 2

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RETHINKING THE FOOD NARRATIVE

SMALL SCALE FARMER / FOOD ACTIVIST

- While global networks transcend limitations of distance and elaborate spatial-temporal patterns of seasons, they also have unseen impact on places, intensifying production in some regions while pushing others to the margins of economic viability.

CORPORATE FOOD RETAIL SECTOR

- The South African food retail industry faces a number of critical environmental, social and economic challenges.

APPLE NARRATIVE: THROUGH THE FORMAL SECTOR

- The corporate supermarket is transforming the food retail sector in South Africa, already expanding into multiple sites and scales, various stakeholders, across varying contexts, in order to propose a systemic change.

APPLE NARRATIVE: THROUGH THE INFORMAL SECTOR

- Doing so will not only have a massive impact on critical issues facing the country, especially job security, food safety and the economic viability of small-scale farming.

APPLE NARRATIVE: THROUGH THE TERTIARY SECTOR

- Corporate food retail sector

DISTRIBUTION

- The South African food retail industry including big supermarket names such as Shoprite, Pick & Pay, Spar and Woolworths, Distribution centers, Quality control centers, Government policies.

IN HOME

- Food can be economically accessible (supermarket easily within physical radius), but economically inaccessible (supermarket too far or conceptually too expensive).

INFORMAL MARKET

- Many informal markets appear adjacent to formal organization logic situates them in context.

INFORMAL VENDING TYPOLOGIES

- Formalized structures. However, this leads to 'formalized' structures. However, this leads to contentions.

IN HOME

- Recipes and norms are passed on through oral tradition, which plays an important role in the informal economy of Southern China, where the urban poor population, is a large part of the informal, poor populations in the city.

IN HOME

- Environmental sustainability is also a concern for many domestic consumers, but local food marketing systems are often dominated by large-scale agribusinesses, and a government mandate for sustainability may not necessarily translate into practices that benefit the urban poor.

IN HOME

- A consolidation of existing networks could potentially deplete access to resources, lowering the bargaining power, thus in most cases they bear the cost.