

Promoting sustainable and fair food behaviours: the GROW Method



Fourteen Oxfam affiliates are working worldwide to find solutions to global poverty and injustice. In 2010 Oxfam launched a campaign called GROW to address the problem of 870 million people going to bed hungry each night, despite there being enough food produced in the world for everyone to eat. This is what is known as the “broken food system”. To provide links to how the daily actions of Australians can contribute to the transformation of the broken food system, Oxfam developed the GROW Method. The GROW Method has six main principles which highlight the ways we can all make a difference to the wicked problem of food injustice.

These GROW Method principles are;

1. *Growing and eating sustainably* - Reducing chemicals and restoring the health of our lands and water systems.
2. *Reducing food waste* - So we're making the most of the precious resources that go into making food.
3. *Supporting small-scale farmers* - Choose products that ensure small-scale farmers and food producers get a fair deal.
4. *Cooking smart* - To cut down on wasted energy.
5. *Buying food that's in season* - Cutting down on greenhouse gas emissions.
6. *Eating less meat and dairy* - To reduce both greenhouse gas emissions and water use.

Oxfam wants to get as many people working towards a sustainable and fair food future by incorporating the GROW Method principles into their lives.

Oxfam's overall aim is to;

- * Raise awareness of the issues and underlying causes of food injustice in the world.
- * Promote Oxfam's GROW Campaign and the ways in which people can be part of the solution to food injustice (The GROW Method).
- * Fundraise for Oxfam's work around the world supporting people to feed themselves and their families sustainably.

What are you being asked to do?

As business students you will actively engage with stakeholders interested in the issue of food injustice. The challenge as presented to you by Oxfam is to think about designing

business activities that might support, create or enhance more sustainable, efficient, fair and equitable ways of producing and distributing food. You might develop communication strategies / tools as well as different kinds of activities/programs in order to engage the target audience/s to actively get involved with the issues. How might a business concept be designed that would responsibly engage with this issue and that could potentially address the underlying causes of food injustice? As business students can you think about how could we encourage and promote the development of sustainable food systems and supportive business activities? Or even, how can we directly align strategically with, and support the aims of the Oxfam's GROW Method?

Your task is to develop a business concept that:

- incorporates **one or all** of the six GROW Method principles (as outlined above)
- engages **one of the target audience** (provided below)
- **supports one of the aims** of the GROW Method project (shown above).

Target audiences

A) “Urban Mums” – Urban women food consumers are a target audience because:

- Globally, women are the primary decision makers for consumer goods in 85% of households especially when it comes to food and beverages.
- Women control more than \$20 trillion – about 70% - of global consumer spending.
- Mothers directly or indirectly influence the consumption patterns of those around them – particularly children – and are more likely to share suggestions and preferences with family and social networks.
- Mothers are often concerned with ethical or sustainable consumption.

B) “Foodies”

- An opportunity for Oxfam Australia to bring a more global and social justice perspective to foodies. These can be divided into three categories:
- People interested in recipes/foodie products/entertaining and cooking.
- Foodies targeted for their celebrity status and therefore ability to reach/influence large numbers because of their profile and ability to attract media; and
- Foodie writers/bloggers.

C) Youth – in particular those from 18 to 26 years old (i.e. those who shop for and cook food). Approximately 70% of the Youth Engagement Program (YEP) audience are female.

More information about GROW

What is the GROW Method?

Achieving food justice in a resource constrained world will require transformational changes in the way we grow, distribute and consume food. Bringing about these changes will require significant changes in public attitudes, beliefs and behaviour and significant support for the empowerment of women and men to make lasting changes in their own lives, and to influence political and corporate policies and practices. One tool for helping us undertake some of this work is the “GROW Method”.

The GROW Method can help people better understand how the international food system works and their role as a consumer within it. This will help them create a fairer food system through consumer demand, behaviour change, and increased political awareness.

Considerations:

The key message is that local actions have a global impact and making these connections is essential if we want to understand that change is possible. An associated message is that people can take small steps in their own life, and cumulatively these can make a real and positive difference to the world.

Budget: \$15,000

Relevant website resources:

Food and You video: <http://www.youtube.com/watch?v=3cGEqBrIVzM>

Information Resources

Oxfam Australia – GROW Method

<https://www.oxfam.org.au/grow/method/>

Food transformation report

<http://www.oxfam.org/en/grow/policy/food-transformation>

Oxfam Australia – GROW Method Facebook

http://www.facebook.com/OxfamAustralia/app_364544693615521

GROW Method Pintrest

<http://pinterest.com/oxfamgrowmethod/?d>

GROW Method (Oxfam International site)

<http://www.oxfam.org/en/grow/method>

3things - Fair Food

<http://3things.org.au/resources/learn-stuff/fair-food>