

SEMICOPIA

Workshop Card Deck

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DIETS / CONSTRAINTS



Paleo Diet

A contemporary diet designed to emulate the mix of plants and animals eaten by humans during the Paleolithic era.

Proponents are big on meat, fish, eggs, vegetables, fruits, nuts, and seeds -- but seek to avoid processed foods, grains or dairy.

Economic Vegetarianism

Not eating meat because it is scarce,
or expensive.

Enviromental Vegetarianism

Not eating meat because it is environmentally unsustainable.

Locavores

Locavores believe that food grown close to where you live is less burdensome to the environment than mass-produced food shipped from distant agricultural complexes. They seek to minimise "food miles," supporting local companies and food producers.

Halal

Under Islamic dietary laws, to make meat halal or permissible, animals have to be slaughtered in a ritual manner known as Zabihah. Animals are required to be alive and healthy, the slaughter must be undertaken by a Muslim, and any flowing blood of the carcass must be fully drained. Pork is forbidden.

Kosher

Jewish dietary law limits meat consumption to animals that have cloven hooves and chew their cud. Kosher species must be slaughtered by a "Schochet" a ritual slaughterer, and since Jewish law prohibits causing any pain to animals, the slaughtering has to be effected in such a way that death occurs almost instantaneously.

Ethical Omnivores

Ethical omnivorism is a human diet involving the consumption of meat, eggs, dairy and produce that can be traced back to a farm that raises grass-fed, free range, antibiotic and hormone-free livestock, uses GMO-free feed, and grows pesticide-free produce and greens.

Soylent

A nutritional powder that you rehydrate into a drink, this product enables consumers to optimise their diet with minimum effort and cost. It includes all nutrients necessary for a complete meal for an average, deskjob person. Soylent is designed to be a food replacement, not just a meal replacement.

Ethical Vegetarianism

Ethical vegetarians may object to the agricultural practices underlying the production of meat, or cite concerns about animal welfare, animal rights, environmental ethics, and religious scruples.

Flexitarian

A plant-based diet with the occasional inclusion of meat products.

Pescetarian

A diet that includes fish or seafood, but avoids the flesh of other animals

Free Range

A method of livestock farming where the animals are allowed to roam freely outdoors for at least part of the day.

Whole Foods

Foods that have undergone minimal or complete lack of processing and refining; no additives, salts, fats etc.; not necessarily 'organic' though often confused with this label; typically include wholegrains, nuts, seeds, particular fruit and vegetables, and un-homogenised animal products

CULTURE



Epic Meal Time

Epic Meal Time is a Canadian YouTube cooking show known for creating extremely high-calorie meals, generally out of meat products (with particular emphasis on bacon) and including alcohol.

Bioconservative

Organic; Pasture-fed; All natural; Raw;
"No added"; Probiotic; Biodynamic;
Free range; Local

Technoproggressive

GMOs; Meat analogues (Quorn, Tofu, Textured Vegetable Protein (TVP)); Edible insects; Algae; Aquaponics; Hydroponics; Biohacking

Yuck Factor

When a food does not appeal to existing accepted cultural, social and sensory characteristics.

Yum Factor

When a food appeals to existing accepted cultural, social and sensory characteristics, or creates its own, ensuring consumer desirability.

Secret Burgers

From Margaret Atwood's *Oryx and Crake* -
a fast food chain serving mysterious
burgers with secret ingredients

Chickie Nobs

From Margaret Atwood's Oryx and Crake â growing non-sentient beings in lab for food; no brain or nervous system, therefore no awareness or pain; just growing parts of animal to meet consumer preferences

Fast Food

Food that is prepared and served very quickly, often with preheated or precooked ingredients, and served to the customer in a packaged form for take-away.

Terroir

The set of special characteristics that the geography, geology and climate of a certain place, interacting with plant genetics, express in agricultural products such as wine, coffee, chocolate, hops, tomatoes, heritage wheat, and tea.

Rare Meat Hype

Cuts of meat become a high-end product sold for premium prices.

Heritage Breeds

Heirloom breeds with traced genetics rise in popularity as an alternative to processed foods

Molecular Gastronomy

The use of highly technical, controlled procedures and processes to create new flavour profiles, mouthfeels, and food experiences

Fine Dining

Food that is prepared with detailed, delicate care, mostly in house. High quality, rare and/or expensive ingredients. Food intended to be eaten on premises.

Animal/nature is 'presented'

Food labelling and promotional materials emphasise 'natural' / 'animal' origins of food product (e.g. through bucolic imagery and descriptions, selective ingredient lists, buzzwords like 'organic', 'natural'), and choose to 'absent' industrial, technological, synthetic associations

Animal/nature is 'absented'

Food labelling and promotional materials emphasise scientific and technological aspects of food to promote it as progressive, safe, cool product

Complete transparency

Consumer can access information/trace food product from start to end of supply chain (e.g. through QR codes, mobile apps, websites)

Existing production methods 'presented'

Food labelling and promotional materials emphasise already accepted production methods (local/organic farming; brewing; baking; animal rearing etc.)

New production methods 'presented'

Food labelling and promotional materials emphasise new/technologically-advanced production methods (cell culture; 3D printing; genetic engineering etc.)

FARMING / INDUSTRY



GMO Livestock

Livestock that have been modified at the genetic level.

Vertical Farming

Cultivating plant life within a skyscraper greenhouse, or on vertically-inclined surfaces.

Meat DNA testing

Screenings to trace the origin of meat,
implemented after food fraud scandals

Artisan & Craft Foods

A person or company that makes a high-quality or distinctive product in small quantities, usually by hand or using traditional methods.

Food Waste

Food that is discarded or cannot be used. Causes of food waste or loss are numerous, and occur at the stages of production, processing, retailing and consumption.

International Aid

Money, goods and services given by the government of one country or a multilateral institution such as the World Bank or IMF to help another country.

Added Value

Methods used by food producers to transform raw materials into desirable, high-value food products, through refining, processing, branding and advertising.

Cold Chain

A cold chain is a temperature-controlled supply chain. An unbroken cold chain is an uninterrupted series of storage and distribution activities which maintain a given temperature range.

Food Fraud

The intentional adulteration of food with cheaper ingredients for economic gain.

ACTORS



Food scientist

Combining engineering, biological, and physical sciences to study the nature of foods, the causes of deterioration, the principles underlying food processing, and the improvement of foods for the consuming public.

Intensive Livestock Farmer

intensive farming, keeping of livestock, such as cattle, poultry and fish at higher stocking densities than is usually the case with other forms of animal agriculture. The main products of this industry are meat, milk and eggs for human consumption.

Small-Scale Livestock Farmer

less intensive production cycle; Access to the outdoors/pasture, depending on the age of animal and the weather conditions; Minimal use of antibiotics; connection to local/niche markets

Consumer

a person who purchases goods and services for personal use.

Multinational retailer

Tesco; Walmart; Carrefour; Costco etc

Branded foods conglomerate

Multinational group with multiple brands and a global presence. See Hillshire Brands; Pinnacle Foods, Kraft Foods, Unilever

Specialist food/ health retailer

Whole Foods Market; Holland & Barrett

Government agencies

Food & Drug Administration (FDA); Food Standards Agency (FSA); Department for Environment, Food & Rural Affairs (DEFRA)

International & intergovernmental organisation

Food and Agriculture Organisation (FAO); World Health Organisation (WHO); International Monetary Fund (IMF); World Trade Organisation (WTO); World Bank etc.

DIYBio and citizen science group

Scientific research conducted, in whole or in part, by amateur or nonprofessional scientists

PETA

Non-profit US animal rights organisation founded in 1980; renowned for hard-hitting and controversial campaigns around animal welfare and the unethical treatment of animals in science and industry.

Funders

Government (e.g. UK Research Councils), philanthropic sponsors, charity..

Start-up

a company, a partnership or temporary organization designed to search for a repeatable and scalable business model.

Home Cook

Hobbyist, enjoys preparing meals at home and/or for guests

Chef

in a restaurant or hotel, usually responsible for planning menus, ordering foodstuffs, overseeing food preparation, and supervising the kitchen staff.

Venture Capitalist

Venture capital is financial capital provided to early-stage, high-potential, growth startup companies. The venture capital fund earns money by owning equity in the companies it invests in, which usually have a novel technology or business model in high technology industries, such as biotechnology and IT.

Food Blogger

Home chefs create new food experiences, sharing recipes and methods online. Some selling cookbooks and sharing food products as well.

LANDSCAPE CONDITIONS

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Irregular energy supply

Due to high demand on the power grid, blackouts and brownouts become a part of daily life.

Mind the gap

Unchecked growth in economic inequality, as the gap between the rich and poor widens further.

Pirate economy

Slow death of intellectual property regimes. Companies and governments find it harder to enforce patents and copyright, as mass piracy spread unchecked.

Ubiquitous fabrication

With the spread of 3D printers and associated technologies, objects become much easier to manufacture and recycle.

Urban politics

As the nation-state is eclipsed by big business and regional trading blocs, cities assume more political power.

The world gets big again

Globalization effectively reverses, and long distance travel declines. People retreat to their communities, with the localisation of food production and manufacturing.

Sensorweb

Pervasive computing networks and super-cheap sensors allow the real-time tracking of people and goods, and ubiquitous environmental monitoring.

Voluntary simplicity

A significant proportion of the public have adopted lifestyles of voluntary simplicity, favoring less choice, a smaller footprint, and a slower pace of life.

Safety consciousness

Abundance of data on safety statistics and hidden costs spur a movement towards greater risk awareness. Some people become safety fanatics; others are prepared to trade risk for other benefits

Personal electricity

Breakthroughs in highly efficient micro-generators, cheap domestic solar panels, batteries and ultra-capacitors make personal electricity cheap and abundant.

Carbon rationing

With growing awareness of the risks of climate change, governments enforce a carbon credit regime, working with business and finance to create a market for tradeable carbon rations.

Global middle class

With the growth of the middle class in emerging economies and the developing world, tastes and trends begin to converge between nations. The new global middle class aspires to eat (and live, work, and play) like their equivalents in the Global North.

Weird weather

Climate change is accompanied by increasingly variable weather conditions, with a steep rise in heatwaves, drought, storms, and flash floods.

Trade bans

Restrictions are placed on goods imported from other countries.

Carbon footprint tax

What was once an externalized cost, the cost of greenhouse gas emissions is now reflected in the price of goods.

Trouble outsmarting disease

Viruses continue to mutate to evade vaccine prevention, foodborne illness-causing bacteria continue to mutate antibiotic-resistant forms.

FUTURE ARCHETYPES



Growth

Business-as-usual, economic growth, a golden age

Decline

Conflict, collapse, scarcity

Discipline

Limited resources, enforced
sustainability, top-down transition

Transformation

Bottom-up change, transformation

Competition

Food preferences change as other better and/or cooler food types appear on the market, social perception changes or health scares become prevalent

Population fluctuations

Epidemic or natural disaster reduces the global population; migration to food- and water-rich areas putting strain on the once fertile and sustainable environment