

We Are What We Eat

FOOD ART AND ACTIVISM

A solid orange horizontal bar spanning the width of the slide at the bottom.

Discussion

How can art transform food systems?

In what ways can art challenge dominant narratives about industrial agriculture and consumer culture?

How can creative expression help communities imagine alternative, more sustainable food futures?

What role can art play in reconnecting people with food, land, and cultural traditions?

How can collaborative art practices foster solidarity and mutual care within food movements?

How can artistic practices help protect and revitalize Indigenous or local food knowledge?

In what ways can art contribute to reclaiming food as a cultural and political act, not just a commodity?

How can artists help amplify the voices of communities most affected by food insecurity?

How can art inspire concrete action toward food justice or policy change?

What examples exist where artistic interventions have directly improved local food systems?

Can art spaces function as sites for food activism and community organizing?

Culture Jam

[Example of art-based activism.](#)

Ways to Make Messages Effective

Social Influence

- Informational Social Influence
- Normative Social Influence

Emotional Appeals

Cognitive Dissonance

Compliance

- **Door-in-the-face technique** – A technique to get people to comply with a request whereby people are presented first with a large request, which they are expected to refuse, and then with a similar, more reasonable request, to which it is hoped they will accept
- **Reciprocity norm** – a social norm by which the receipt of something positive from another person requires you to reciprocate, or behave similarly, in response
- **Foot-in-the door technique** – A technique to get people to comply with a request, whereby people are presented first with a small request, to which they are expected to acquiesce, followed by a larger request, to which it is hoped they will also acquiesce.
- Change in self-perception – People are influenced by their behaviour and adopt values about 'helping others'

The Psychology of Influence

Robert Cialdini

Six weapons of influence

1 – Reciprocation

2 – Commitment and consistency

3 – Social proof

4 – Liking

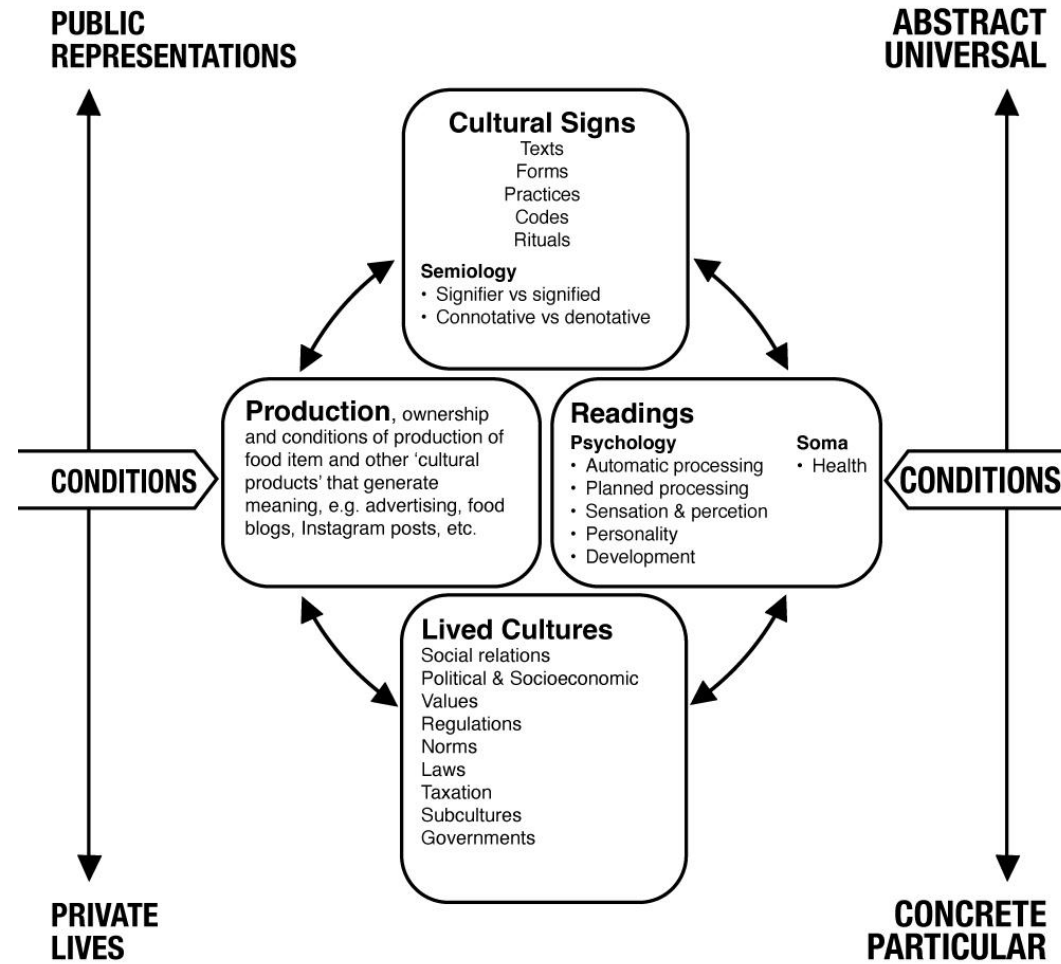
5 – [Authority](#)

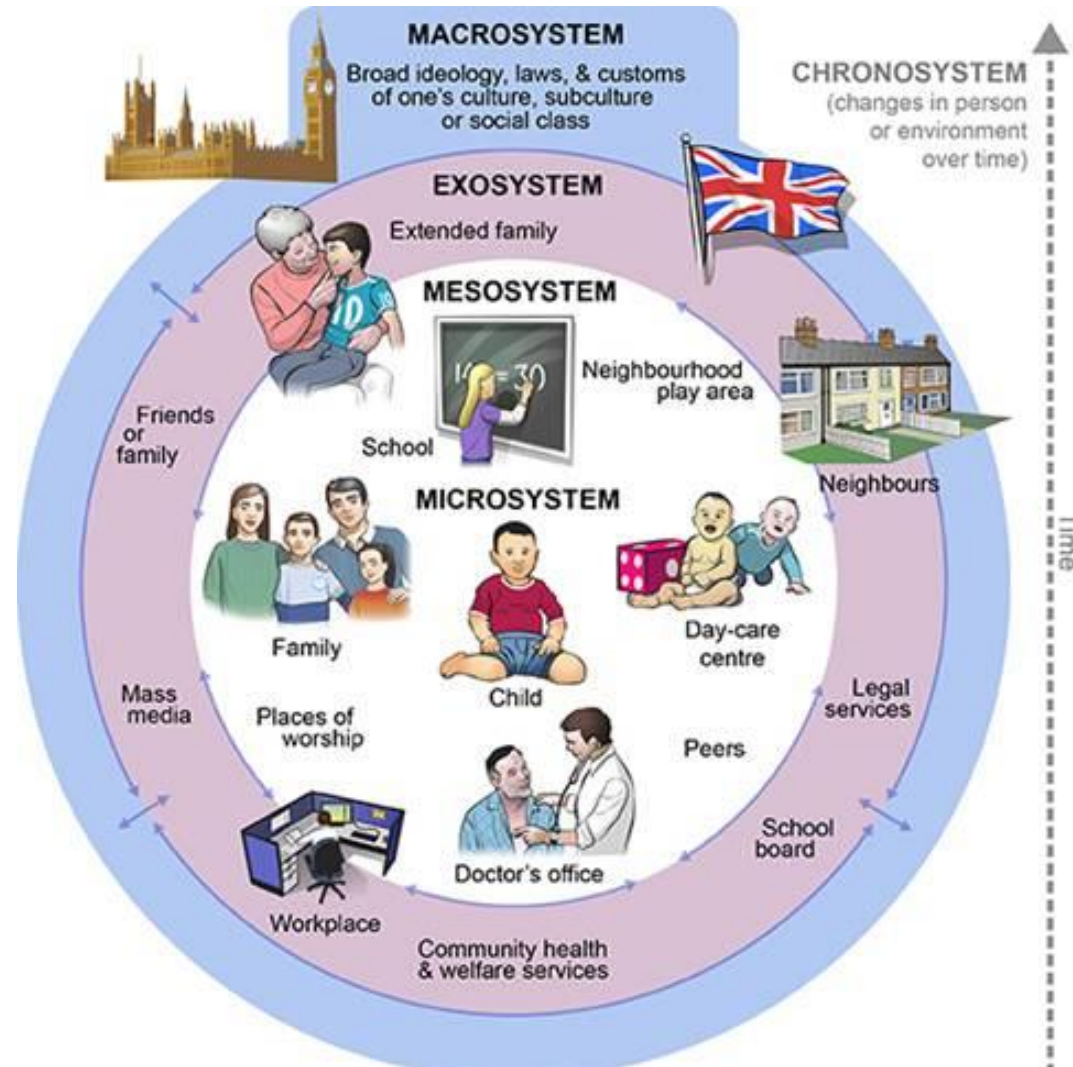
6 – Scarcity

* - Suggestibility

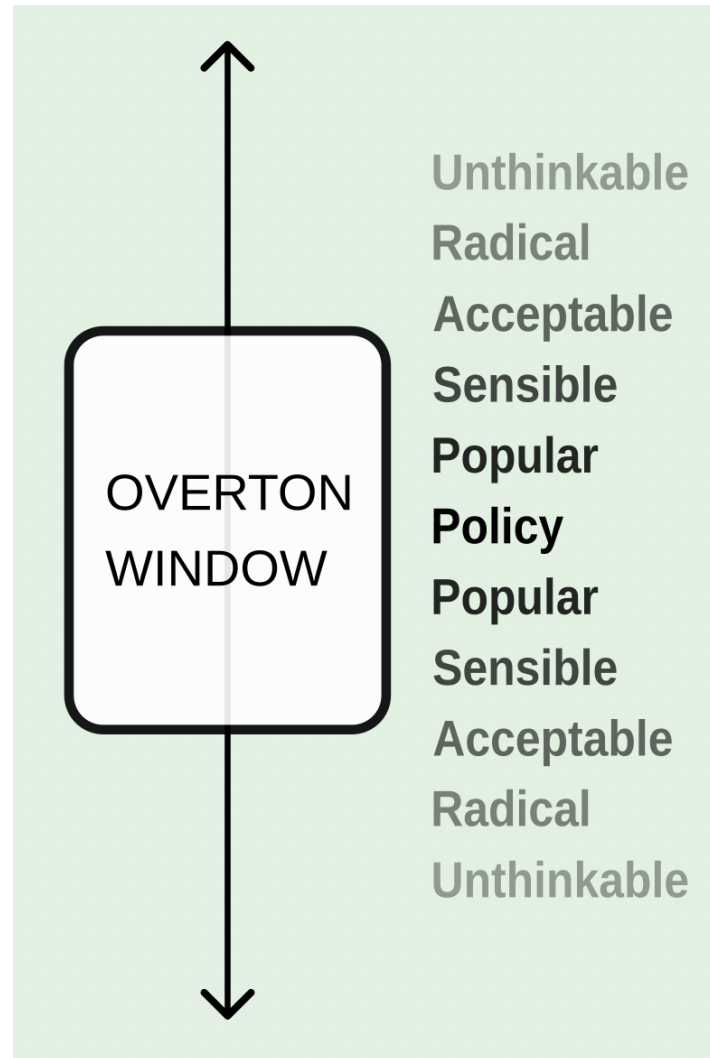
Art as a Mechanism for Social Transformation

HOW CAN ART
MOBILIZE PEOPLE TO
TRANSFORM FOOD
SYSTEMS?





Ecological Systems Theory of Development



Secret to Successful Movement Building

Foster a sense of community.

- Build trust and shared purpose among participants.

Inspire intrinsic motivation.

- Encourage people to participate because they care about the cause, not just for external rewards.

Express goals publicly.

- Use art, events, and storytelling to make the movement's values and objectives visible.

Normalize the movement's values.

- Integrate your goals into everyday conversations, spaces, and practices to make them part of the cultural fabric.

Equip communities with creative tools.

- Provide skills, resources, and platforms for people to express and adapt the movement's goals in their own ways.

Sustain the community through challenges.

- Offer support, reflection, and renewal when facing obstacles or conflict to maintain momentum and care.

Discussion

How will your art piece help transform campus-community food systems? How?

How does your art engage or collaborate with others (students, community members, food producers) to inspire change?

In what ways does your piece encourage viewers to think differently about food, sustainability, or justice?

How does your work reflect principles of food sovereignty—such as local control, cultural relevance, or ecological sustainability?

What lasting impact or action do you hope your art will inspire on campus or in the surrounding community?

Reading Discussion

Please summarize the chapter in your own words.

How does the chapter relate to your critical food creation and exposition assignments?

What key argument or idea stood out to you, and why?

How does this reading challenge or reinforce your understanding of food systems, culture, or sovereignty?

How can the ideas from this chapter be applied to real-world food initiatives—on campus or in your community?

What connections can you make between this reading and your own experiences with food, art, or activism?

What tensions or contradictions do you see in the author's perspective?



Thanks!

Questions, comments or concerns?