

FRUIT & VEG VS THE FUTURE | GROWING

HILLSIDE ORGANICS

Hillside Organics has been catering to growing demand for organic food for over a decade. You grow a variety of organic vegetables and salads irrigated with river water, which are sold to a packhouse, to local businesses or through veg box schemes.



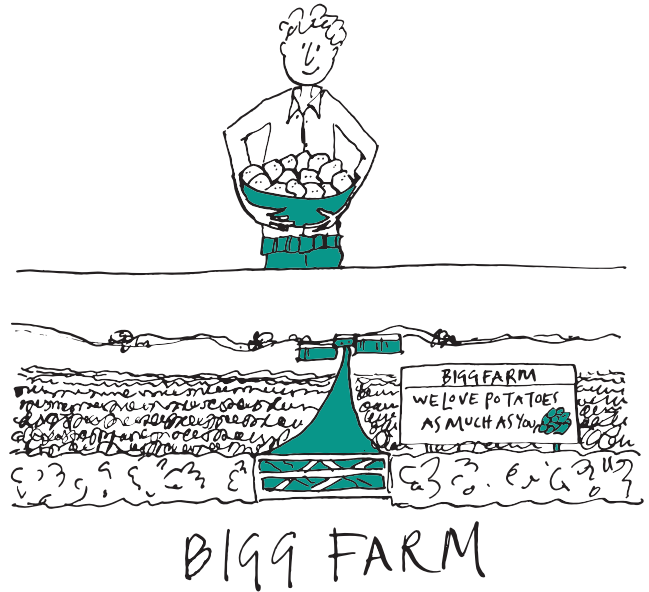
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BIGG FARM

You are proud of your large, modern farming operation. Producing a rotation of potatoes and other vegetables, you embrace new technology to meet retailer standards. You irrigate with water abstracted from the river and some groundwater, but licence reforms have started to limit your allocation.



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EASTHAM ONIONS

Eastham Onions specialises, unsurprisingly, in onions and rents large areas of light land to grow them on. Water is an important consideration when choosing land for next year's crop. Your onions are sold in bulk to packers and processors.



EASTHAM ONIONS

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TROPILANDIA FRUITS

Tropilandia Fruits is the largest fruit producer in Tropilandia, but most of your juicy fruit brings much-needed sunshine to the Main Islanders. The companies you sell to have other sourcing options worldwide and strict specifications. The aquifer supplying your irrigation system is being depleted through unregulated pumping.



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MINISTRY OF AGRICULTURE

At the Ministry of Agriculture you are there to help the island's agriculture industry thrive - it creates jobs, makes the food supply more secure and is an important part of maintaining the postcard-worthy countryside. You can decide who is subsidised and how, and are responsible for regulating the industry.



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MINISTRY OF THE ENVIRONMENT

On Main Island, you're responsible for national-level water quality and resources, environmental regulation of industry and conservation of the island's ecosystems, which puts you in close contact with the fruit and vegetable industry.



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MAIN ISLAND WATER AUTHORITY

Bigg Farm, Main Island Barge Society, The Wetlands Preservation Fund: for you, a dry summer means an exploding inbox. In charge of water licences and aquatic ecosystems, when there isn't enough water to go around you need to decide who gets what.



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OVERSEAS GOVERNMENT

You have ambitious plans for Tropilandia, with dreams of creating an economic powerhouse in a tropical paradise. Tropilandia's current economic growth proves your success. However, your environmental policies are struggling to keep up, and you fear unrest over unemployment if you take industry regulation too far.



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CHIPALOT PROCESSING LTD.

As Main Island's primary producer of potato products you are understandably something of a national institution. As the island's largest buyer of potatoes you have a lot of clout in determining what is grown, and how. You care about cost, but when the chips are down, uniformity is especially important.



CHIPALOT
PROCESSING LIMITED
the original potato family



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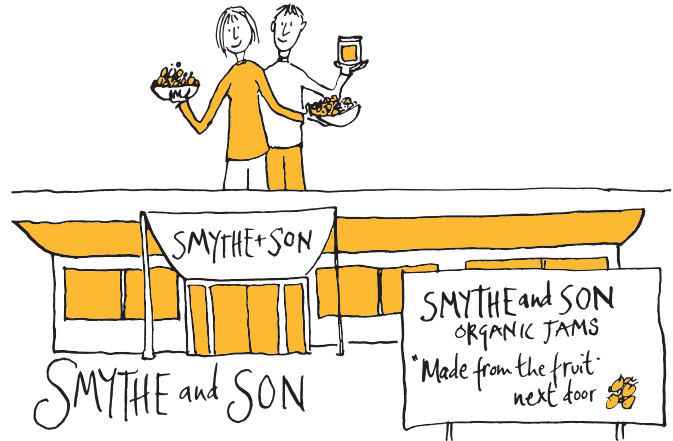
PROCESSING



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SMYTHE & SON ARTISANAL JAMS

Once a small-scale local operation, Smythe and Sons has expanded rapidly. A rebrand and Twitter campaign have made Smythe's jams as ubiquitous as smashed avocado in a certain type of café. Some of the fruit for your jams is grown on a farm also owned by the company.



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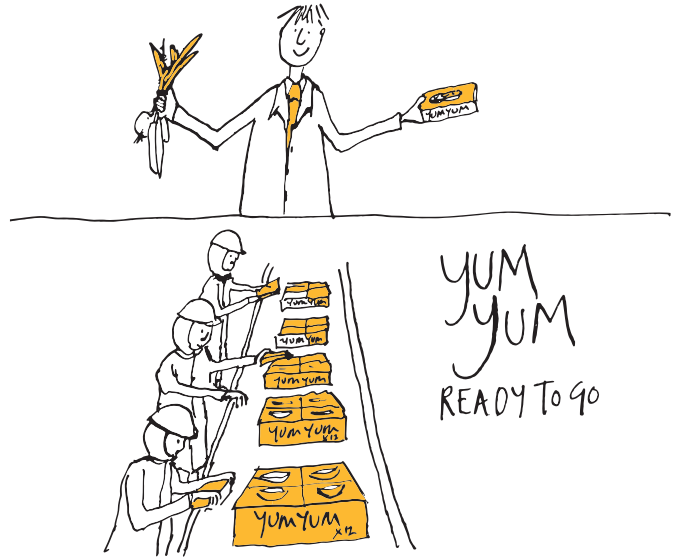
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YUMYUM READY TO EAT

YumYum ready meals are a godsend to Main Islanders without the time, skills or inclination to cook. Under government pressure to increase the nutritional value of your meals, you are sneaking ever-increasing amounts of veg into them. You look for good value over aesthetics - it'll all look the same where it's going!



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HEALTHFRESHGO

You cater to time-poor and cash-rich professionals who have one eye on their own health and the other on the planet's. Your vegan, superfood sandwiches and salads are made of organic, local ingredients. You need a variety of high-quality fruit and vegetables with impeccable environmental credentials.



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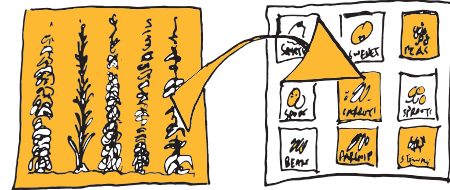


BULKVEG LTD.

BulkVeg is an international packing company bridging the gap between growers and retailers. You need to balance providing a reliable supply to your customers with treating your suppliers fairly. Your vegetable washing consumes a significant quantity of mains water.



BULK VEG LTD.



"we just can't get enough vegetables"

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FRUIT & VEG VS THE FUTURE | RETAIL

JONES THE GROCER ET AL.

You own a local community greengrocer. You buy your fresh produce from a wholesale market, but it is impossible to compete with larger retailers on price as you can't make economies of scale. However, people come to you for friendly advice and a chat. You can sell older produce for a discounted prices.



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MASCO

You manage the island's largest supermarket chain, Masco. Customers rely on you to have whatever they need, whenever they need it. To avoid shortages, you have a range of domestic and overseas suppliers. Quality is important so if one supplier can't meet your strict specifications, you can usually find another.



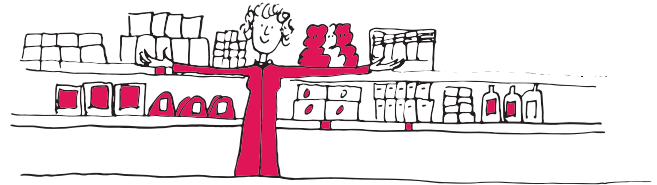
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CHEAPSAVE

Following commercial success abroad, the discounter Cheapsave has been a hit on Main Island. The chain focuses on a small range to cut costs, and will buy surpluses cheap when they are available. "If it can't be got cheap enough, it's not worth getting" guides your buying strategy.



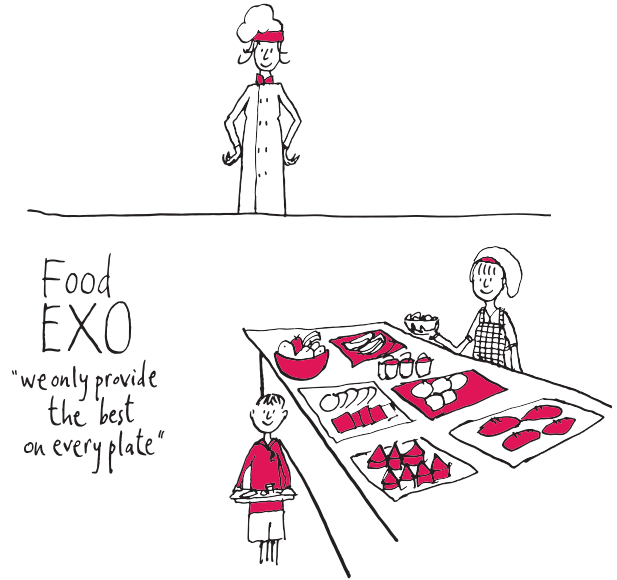
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FOODEXO

As a supplier of food to hospitals, schools and prisons, Foodexo is responsible for the diets of all those being detained, treated or educated at his Majesty's pleasure. You adapt menus to suit the season and buy domestic produce where possible. However, public service budget cuts limit your how much you can spend.



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