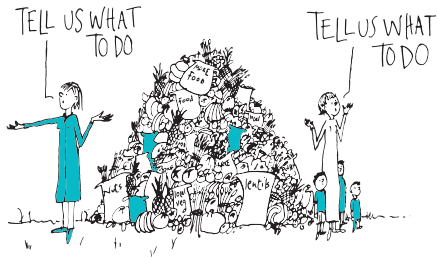


FRUIT & VEG VS THE FUTURE



FED UP

The island is stuck in a rut which is playing havoc with the island's environment and its inhabitants' waistlines. There is a lack of leadership in the face of climate and migration crises. Consumers' incomes are enough to avoid food insecurity, but many lack the knowledge, incentives or budgets for healthy lifestyles. In governments and in the private sector, only minorities are interested in change.

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THE RETROTOPIA

Waves of immigration and increasing impacts of climate change trigger a drive to shut global problems out of the island. Migrants are kept out, and automation increasingly supplements the island's greying workforce. Environmental concerns lead to increasing vegetarianism, but people are more concerned about security and self-reliance than diet. Dealings with other countries are kept to a minimum.

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They eyed each other warily,
not sure who was supposed
to eat who



THE PROTEIN UNION

The government, supported by industry and civil society, rolls up its sleeves and takes on the challenge of changing what Main Island eats and how that is produced. Even insects and artificial quasimeats are becoming mainstream. Alongside this citizens are still eating a large quantity of fruit and vegetables, with a preference for convenience products. However, this all comes at the expense of smaller farmers.

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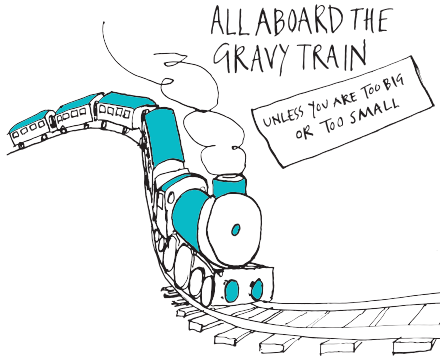
THE PRICE OF HEALTH

Faster internet connections over Main Island mean many islanders now work at a portfolio of jobs from the comfort of their own home. This new sense of self-reliance, along with lower incomes, has led many to move to the countryside. As a result, more people are producing their own food or consuming food grown locally. Not everyone, however, is happy to return to the land - and the wealthiest do not have to.

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THE GRAVY TRAIN

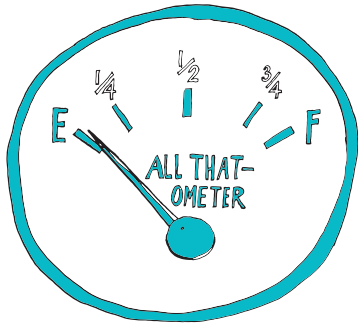
By 2050, the island's economy has been revolutionised – strong political action has been taken and economies have been re-organized to allow for much more local and regional diversity. Small and medium enterprises flourish. Some businesses do better than others, so inequality is high, but so are overall incomes. However, belief in the Main Island Dream eclipses interest in sustainability.

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GOODBYE TO ALL THAT

By 2050, relentless global economic, migration and climate crises have taken their toll. Governments are struggling to cope, and lack of trust has limited their ability to regulate industry. Poverty and inequality are high, and natural environments are in decline as international corporations exploit areas of Main Island. Innovation has stagnated. Many have moved to rural areas looking for more stable livelihoods.

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FAST LIFE?
YOU NEED THE
FASTFOOD MASK®

Just pop the mask on,
make your freshly
replicated selection
and your meal will
be fed to you as
you continue to
work.

"FASTFOOD TECHNOLOGY
MAKING YOUR LIFE
BETTER!"

TOO BUSY TO COOK

By 2050, Main Island is a hotbed of innovation. Facilitated by continued progress in communication technologies, local and regional initiatives have taken off. Governments struggle to keep up with disruptive change in all sectors, and some individuals benefit far more than others. Environmental values are dominant: meat consumption has become a social faux pas, and rare vegetables are status symbols.

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THE GRASS IS GREENER

Main Island in 2050 is rather empty, apart from the sounds of birds and other wildlife. After worries of economic slowdown, other countries have outcompeted Main Island, creating such attractive economic opportunities that a small but significant part of the population has emigrated. The brain drain has slowed economic growth, and inequality is high. However, pressure on natural resources has decreased.

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