

SDG2: Future of Food

MM5: The Food We Eat



Micro-Module 5: The Food We Eat

Exploration and Experimentation

Lesson 8: Trend Adopters

Subjects: Art and Design, Agricultural Science, CPSE, Home Economics, SPHE

Lesson Title and Summary: Trend Adopters

This lesson is about understanding why different people might adopt different food trends. When we learn about people and their needs and wants, we begin to develop empathy. Empathy is the ability to understand how others feel and what their concerns and motivations are. Having empathy for others helps us to make sense of patterns and decisions.

Vocabulary: Adopters, Consumers, Cultivated, Demographic, Empathy, Entomophagy, Forage, Future, Plant-based, Trends, Technology, Veganism

In this lesson, the learner will:

- Understand the importance of empathy
- Learn about early adoption trends and why they are relevant
- Practice design thinking
- Develop story building and critical thinking skills
- Develop an understanding of human behaviour
- Practice peer-to-peer collaboration

Materials

- Worksheet: Adopter profiles
- Worksheet: Empathy map
- Internet access
- Markers/pens/pencils
- Paper



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ACTIVITY INSTRUCTIONS

Activity 1: Who are the adopters? (15 minutes)

1. Divide the class into pairs. This activity is a continuation of the previous lesson so learners should form the same pairings as before.
2. Distribute the worksheet: Adopter profiles.
3. As a class, read aloud each of the profiles listed.
4. There is one profile for each food trend that was assigned in the previous lesson. Ask the class to pick out the profile that matches their trend. i.e.:
 - a. Adopter: Alia—Trend: Cultivated Meat
 - b. Adopter: Simon—Trend: Entomophagy
 - c. Adopter: Alex—Trend: Fake Meat
 - d. Adopter: Suri—Trend: Foraged Food
 - e. Adopter: Conor—Trend: Veganism

Activity 2: Building Empathy (35 mins)

1. Distribute the worksheet: empathy map (one per group).
2. Ask each group to draw and name their assigned profile in the centre of the empathy map.
3. Working together, each pair of learners should fill the quadrants of the empathy map following the questions and prompts on the worksheet. NOTE: Learners will need to make assumptions about these people and imagine scenarios using the adopter profiles and previous research as a guide.
4. Allow time at the end of the activity to ask each group to share a summary of the completed empathy maps. Encourage them to tell a story about their users.
5. Use some of the prompt questions if necessary to encourage the storytelling.
 - a. What might these people care about?
 - b. Why might they be attracted to this particular food trend over another?
 - c. What motivates this person to eat the food they eat?
 - d. What are they thinking, feeling, saying, and doing?

REFLECTIVE EXERCISE: 3-2-1 (10 mins)

- Three things they feel they have learnt from the tasks.
- Two things they found most interesting and would like to explore more.
- One – their opinion they have about the tasks.

Use Post-its or a mentimeter survey - www.mentimeter.com to gather reflections

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EXTENSION / REDUCTION ACTIVITIES:

Reduction: For a shorter lesson, skip the class readout in activity 1 – distribute the worksheets and ask learners to find their matching profile then jump straight to the empathy map activity.

Extension: For a longer lesson, watch the videos and read the articles provided (see multimedia box for links). You can also consider asking the learners to assimilate this content in advance of the lesson as a flipped classroom and use the class time for further discussion of the issues.

Allow more time for the empathy map activity and class discussion.

MEDIA BOX: (materials, online video links, extra resources, case studies etc)

Video: Design Thinking – The Power of Empathy (2:53mins)

https://youtu.be/747u3_Ms2tU

Video: Design Thinking: Empathize (4:18mins)

<https://youtu.be/q654-kmF3Pc>

Article: The Four Patterns of the Food Adoption Curve

<https://www.howtoimpact.com/insight/the-four-patterns-of-the-food-adoption-curve>

What's Next in Food Trends? New Consumer Curiosity Study

<https://www.thepacker.com/news/retail/whats-next-food-trends-new-consumer-curiosity-study>

What Do Food Trends Mean?

<https://www.bluecart.com/blog/2022-food-trends>

LOCAL TRIP / EXPERTISE / ADDITIONAL WORK AND ASSESSMENTS

Find someone in your family, school, or community who you think represents your assigned adopter profile. Talk to them and ask them questions about the food trend you're learning about. Ask them things like: Why do you like this type of food? How long have you been eating this? Do you think it will become more popular? Can you find this in local restaurants? Listen to them and try to understand their point of view even if it is different from your own experience. Use their story to fill out your empathy map.



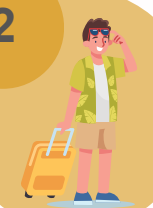
1



Alia the Cultivated Meat Ambassador.

Alia works as a food scientist for a company that is developing cultivated meat. Her job is to work in the lab and create new products like steak and burger patties. She is passionate that the science will help to feed millions of people with tasty food while also reducing the suffering of animals.

2



Simon the Entomophagist.

Simon likes to travel and enjoys learning about different food cultures. On a recent trip to Thailand he discovered insects as food. After trying crickets, bamboo worm and beetles, he was hooked. He believes that insects can be an exciting and sustainable source of protein.

3



Alex the Fake Meat-Eater.

Alex recently went vegetarian. The hardest thing to give up for Alex was meat. Their family often cook burgers, roast meats, and chicken for dinner so it was difficult to be vegetarian at first. However, now Alex loves the fact that they can still enjoy similar food by simply choosing fake meat products.

4



Suri the Forager.

Suri lives in a city but at the weekend always makes an effort to go foraging in the countryside. She likes to walk in the woods, the fields, and go by the sea to gather native wild food like fruit, flowers, nuts, seaweed, and mushrooms. For Suri, foraging helps her to connect with nature.

5



Conor the Vegan.

Conor is a fitness fanatic and was raised vegan. His diet is especially packed full of beans, legumes, and grains to ensure he has lots of protein for his workouts. He has noticed an increase in vegan options in shops, restaurants and cafes which makes traveling for his cycling competitions much easier.

MM5: L8 WS EMPATHY MAP



For this activity you will need to make some assumptions. That means what you think and write may not be true, but it's okay for now as you will learn to test assumptions later. Use your adopter profiles and previous research to guide you as you complete the empathy map.

You will use this worksheet to gain a deeper understanding of your adopters. This will help you to paint a picture of their needs, motivations, concerns, and actions when it comes to food waste.

