

# To nudge & be nudged



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(Law, Monash Uni)

# The (missing) politics of Nudge

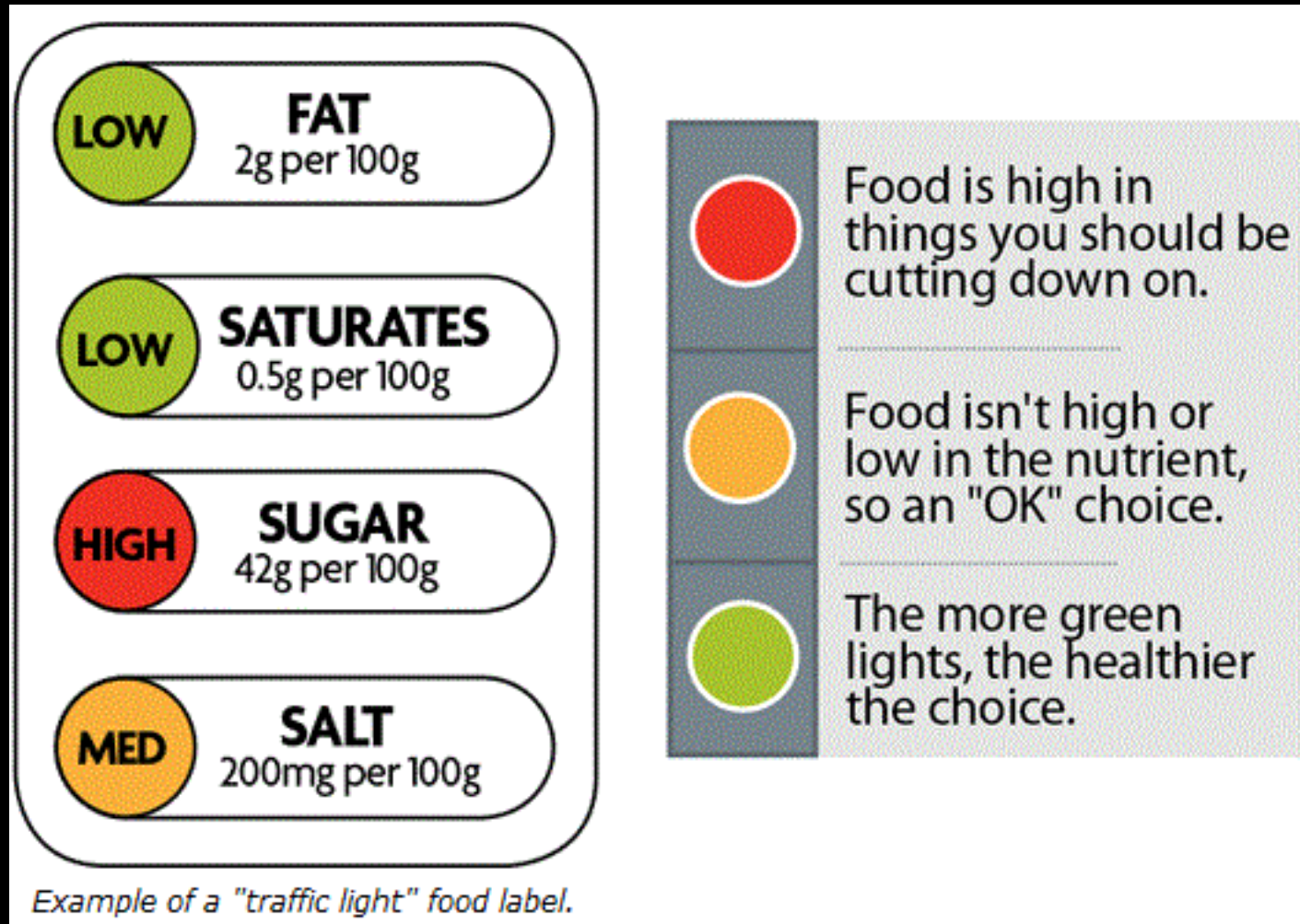


The “architecture of choice” in the supermarket aisle



Reflexive consumerism and the political agency of citizens

# To nudge... the politics of the architecture of choice



# Strawberries test reveals health concerns

We tell you how to choose the sweetest and tastiest – but our test found pesticide residues in most conventionally grown strawberries.

Updated: 29 Jan 2008 |



## 01. Introduction

### In brief

- Almost all the conventionally grown strawberries in our test contained pesticide residues.
- While these chemicals are generally thought to be safe at the very low levels found, some experts are concerned that over the long term they're increasing our risk of cancer and other health problems.

We love our strawberries. They look beautiful and good ones taste delicious. But are there hidden dangers? CHOICE's latest test results suggest we should be concerned about poor pesticide practices in Australia.





**DANGER**  
**PELIGRO**  
**FUMIGATION**

ALTERNATIVE TRANSLATION: CAUTION  
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## TOP 20 AUSTRALIAN FOODS WITH MOST PESTICIDE DETECTIONS 2000 - 2011

<b>APPLES</b>	15.2%	<b>CANOLA</b>	1.1%
<b>WHEAT</b>	13.2%	<b>FLOUR</b>	1.1%
<b>STRAWBERRIES</b>	10%	<b>CARROTS</b>	0.8%
<b>PEARS</b>	9.5%	<b>PLUMS</b>	0.8%
<b>GRAPES</b>	6.4%	<b>GREEN BEANS</b>	0.8%
<b>LETTUCE</b>	4.1%	<b>OTHER</b>	20%
<b>NECTARINE</b>	3.7%		
<b>PEACHES</b>	2.3%		
<b>BREAD</b>	2.1%		
<b>BRAN</b>	1.8%		
<b>BISCUITS</b>	1.6%		
<b>TEA (IMPORTED)</b>	1.6%		
<b>BARLEY</b>	1.4%		
<b>TOMATOES</b>	1.3%		
<b>APRICOTS</b>	1.2%		

DUE TO THE FACT THAT TESTING FOR PESTICIDE RESIDUES IS CARRIED OUT "SPORADICALLY", AND NOT ACROSS A FULL RANGE OF FOOD GROUPS, THIS LIST SHOULD BE SEEN AS AN APPROXIMATION ONLY.

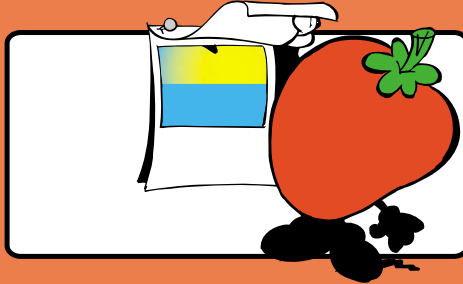
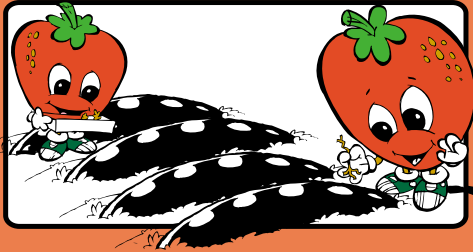
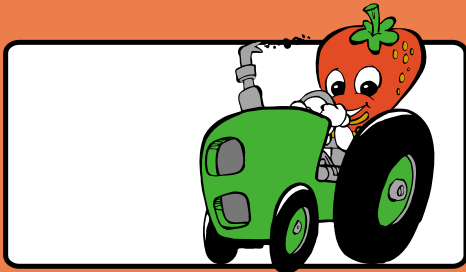
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# THE DOSE MAKES THE POISON?

FEBRUARY 2012



 Friends of the Earth



In most places and spaces – there are already architectures of choice in place...

Who has participated in making that architecture?  
What interests?  
What values?  
How transparent, inclusive, responsive?

**Victorian Strawberries...  
be tempted**

The Victorian Strawberry tells us

*Strawberries are packed full of  
Vitamin C*



VICTORIAN  
STRAWBERRY  
INDUSTRY  
DEVELOPMENT  
COMMITTEE

# HOUSE OF ORGANICS STALL 34-36 TICKETING SYSTEM

- Green - Product Is Completely Organic. No Chemical Pesticides, Fungicides Or Fertilizers Used In Production. Certification Details Displayed Where Possible.
- Blue - Denotes Chemical Free Or Minimum Spray Product. Organically Fertilized, And Sprays Applied Only In Presence Of Disease. Biological Pest Controls And Environmentally Sustainable Techniques Used To Control Disease.
- Red - A Conventional Product. The Grower Is Unknown To Us, And Chemicals Are Assumed To Be Used In Growth Process.

If Any Ticket Is Unclear Or Missing Check With Any Of Our Staff. Do Not Assume That All Products Are Organic, Although We Do Our Best.

**HOUSE OF ORGANICS**  
Promoting Sustainable Agriculture



...and be nudged...  
consumer political agency







## The life of a chook in intensive free range

**1 day**  
Beak trimmed with infra-red laser; male chicks killed

**8 weeks**  
Hens are fully feathered

**12 weeks**  
Beak trimmed with hot blade

**16 weeks**  
Transferred from rearing shed to laying shed

**18-20 weeks**  
Hens begin laying eggs

**19-23 weeks**  
Trained to use to laying sheds

**24 weeks**  
Let out of shed to free range

# Free to range or not, have supermarkets egg on their faces?

The large farms are under laying pressure. **Melissa Fyfe** and **Royce Millar** go on site.

It's dusk in northern Victoria and 20,000 rust-red hens are scratching in a 20-metre by 20-metre shed.

side density standard of 1500 hens per hectare - cannot supply the huge demand. The...



# THE HAPPY HEN ON YOUR SUPERMARKET SHELF

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What Do You  
Swallow  
When You  
Swallow  
'Free Range'?



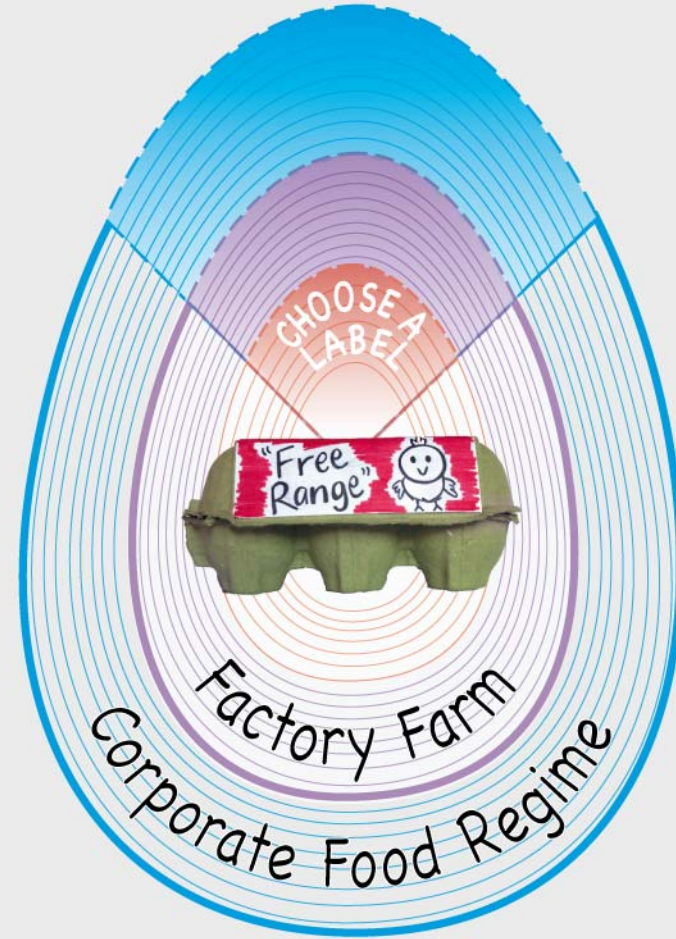
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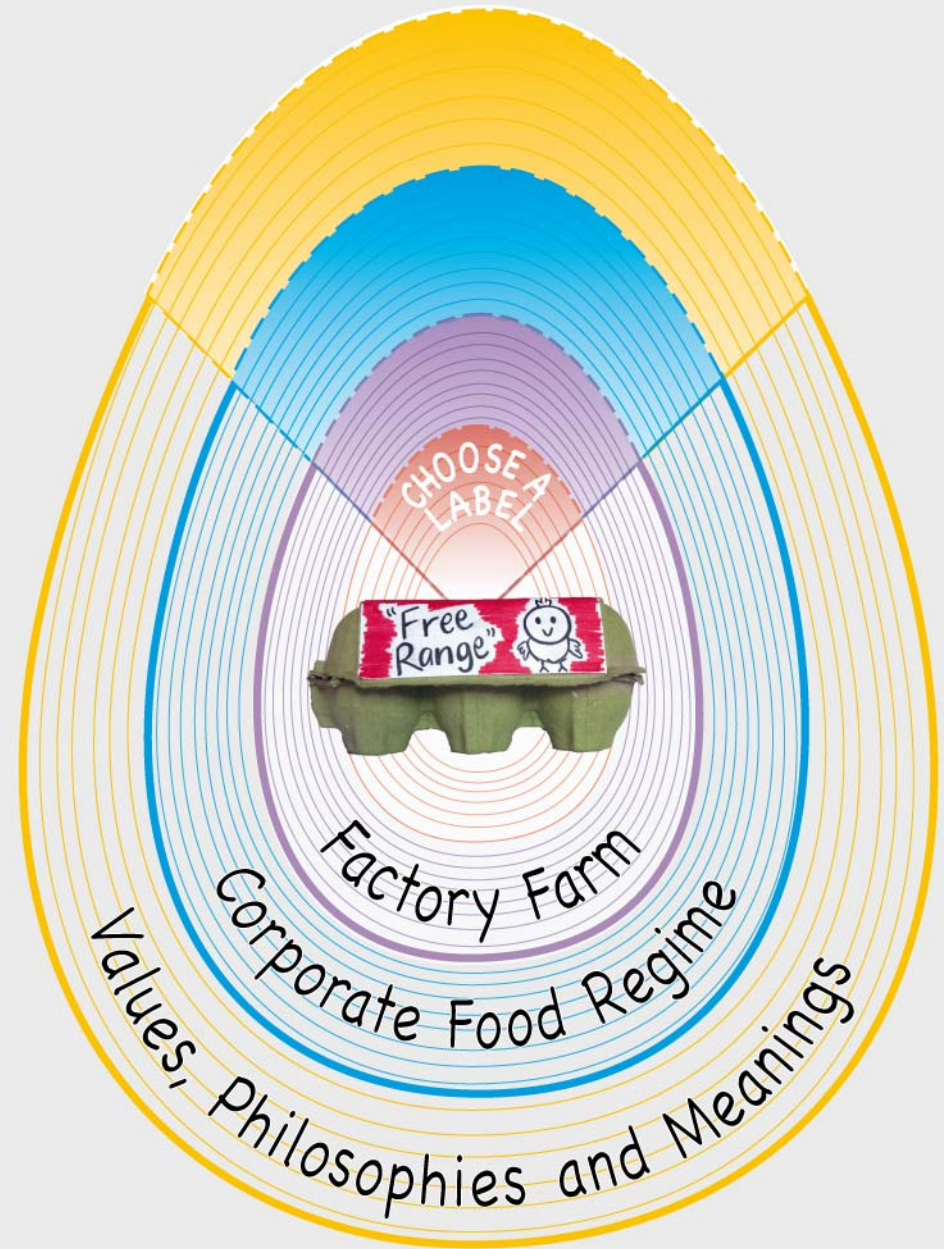
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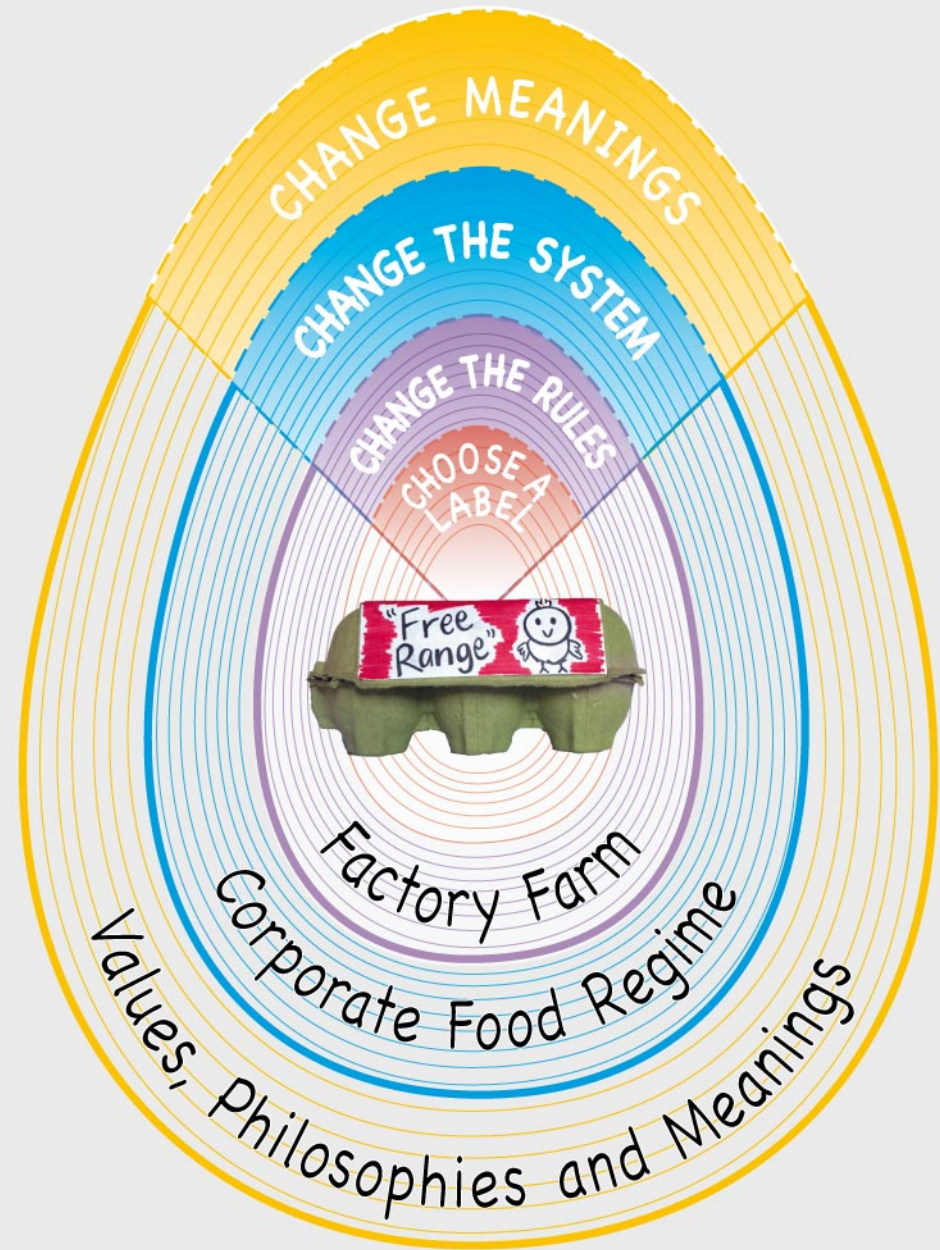
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# Consuming Eggs?



Supermarket

# Consuming Eggs?



Supermarket  
Smaller Specialist Stores

# Consuming Eggs?



Supermarket  
Smaller Specialist Stores  
Farmers' Market or Direct from Producer

# Consuming Eggs?

CHANGE YOUR HABITS...

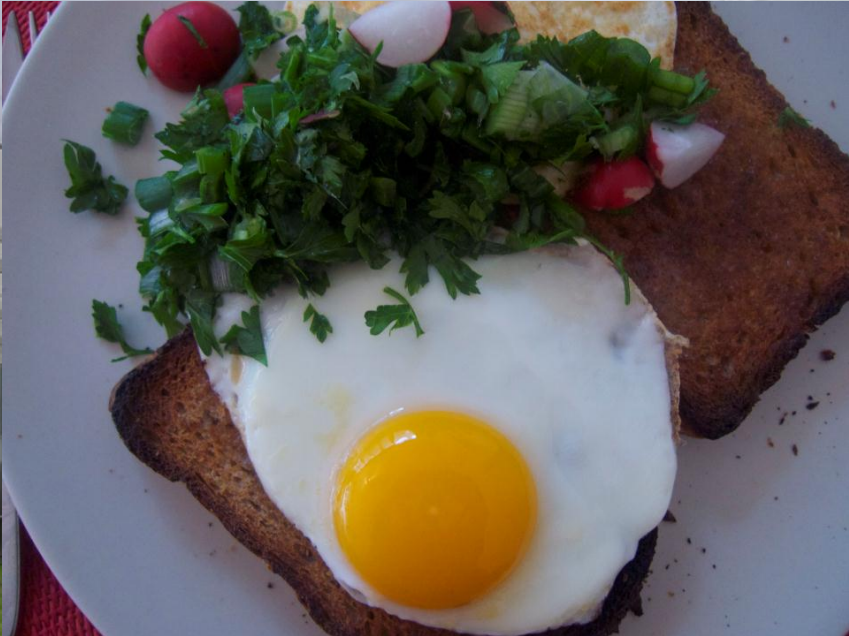


Supermarket

Smaller Specialist Stores

Farmers' Market or Direct from Producer

Reduce Consumption & Commodification  
EXPAND YOUR CHOICES...



The issue is not food shopping and eating habits... but rather how consumers act (or at least think) as citizens – how they think about and support organisations that want to change the food system.



(Freidberg 2004, 520)



