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.
# Top 20 Australian Foods with Most Pesticide Detections 2000 - 2011

<table>
<thead>
<tr>
<th>Food</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apples</td>
<td>15.2%</td>
</tr>
<tr>
<td>Wheat</td>
<td>13.2%</td>
</tr>
<tr>
<td>Strawberries</td>
<td>10%</td>
</tr>
<tr>
<td>Pears</td>
<td>9.5%</td>
</tr>
<tr>
<td>Grapes</td>
<td>6.4%</td>
</tr>
<tr>
<td>Lettuce</td>
<td>4.1%</td>
</tr>
<tr>
<td>Nectarine</td>
<td>3.7%</td>
</tr>
<tr>
<td>Peaches</td>
<td>2.3%</td>
</tr>
<tr>
<td>Bread</td>
<td>2.1%</td>
</tr>
<tr>
<td>Bran</td>
<td>1.8%</td>
</tr>
<tr>
<td>Biscuits</td>
<td>1.6%</td>
</tr>
<tr>
<td>Tea (Imported)</td>
<td>1.6%</td>
</tr>
<tr>
<td>Barley</td>
<td>1.4%</td>
</tr>
<tr>
<td>Tomatoes</td>
<td>1.3%</td>
</tr>
<tr>
<td>Apricots</td>
<td>1.2%</td>
</tr>
<tr>
<td>Canola</td>
<td>1.1%</td>
</tr>
<tr>
<td>Flour</td>
<td>1.1%</td>
</tr>
<tr>
<td>Carrots</td>
<td>0.8%</td>
</tr>
<tr>
<td>Plums</td>
<td>0.8%</td>
</tr>
<tr>
<td>Green Beans</td>
<td>0.8%</td>
</tr>
<tr>
<td>Other</td>
<td>20%</td>
</tr>
</tbody>
</table>

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 Melbourne

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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?
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 30,000 rust-red hens are scratching in 505 metres squared. Side density standard of 1500 hens per hectare - cannot supply the huge demand. The number increases to 1700 per hectare.
THE HAPPY HEN
ON YOUR
SUPERMARKET
SHELF

What Do You
Swallow
When You
Swallow
‘Free Range’?
THE HAPPY HEN ON YOUR SUPERMARKET SHELF

What Do You Swallow When You Swallow ‘Free Range’?
The Happy Hen on your Supermarket Shelf

What do you swallow when you swallow 'Free Range'?
THE HAPPY HEN ON YOUR SUPERMARKET SHELF

What Do You Swallow When You Swallow ‘Free Range’?
THE HAPPY HEN ON YOUR SUPERMARKET SHELF

What Do You Swallow When You Swallow ‘Free Range’?

CHANGE MEANINGS

CHANGE THE SYSTEM

CHANGE THE RULES

Choosing a Label

Factory Farm

Corporate Food Regime

Values, Philosophies and Meanings
Consume Eggs?

Supermarket
Consuming Eggs?

Supermarket
Smaller Specialist Stores
Consuming Eggs?

Supermarket
Smaller Specialist Stores
Farmers' Market or Direct from Producer
Consume Eggs?

Change your habits...

Expand your choices...

Supermarket
Smaller Specialist Stores
Farmers' Market or Direct from Producer
Reduce Consumption & Commodification
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)