FOOD DESIGN

Improving Small Rural Productions.

CEDTec – ED/UEMG
Brazil
Rita Engler and CEDTec team
Promoter(s).
CEDTec

Funder(s).
FAPEMIG

Aknowledgements.
FAPEMIG/CEDTec/Matozinhos
Context.

In rural areas and small communities, some people are trying to sell their own production by creating original recipes or redesigning traditional ones to make a living.
The project.

Work with these entrepreneurs in order to improve quality of their products and selling options.
The design process.

Designing new packaging, displays, improving recipes, showing ways to enhance the business and keep it in sustainable ways.
Work with the community in order to rescue old recipes and improve them
Activism and Civic Participation

Work with small producers and community members to enhance cultural identity through food.
Social Interactions and Relations

Hands on

Everyone should bring at least one recipe
Waste fruits and vegetables

Use native products to rescue gustatory memory
Production, Distribution and Consumption

Home made cakes
Households and farmers’ market
Skill Training and Design Education

Baking
Packging
Tasting
Job Creation

Better opportunities to rural community

Broader turistic market
Use gustatory senses to explore and enhance tourism.
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