

MUSEUM OF FUTURE FOOD



Exhibits on loan from
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Exhibit I

SHARE Product from the Citizen Buyback Movement Scotland 2023 Population 7.9 Billion

SHARE began as an art event in Northern Europe in 2015 and grew over the next decade to be the largest social movement in history. There are clear comparisons with the 'Rochdale Pioneers' the formation of the cooperative movement in England 1844 in that it was rooted in a political understanding of the food system and its systemic inequalities.

By 2010 a significant proportion of the global food system was in the hands of a small number of international corporations, resulting in unfair and socially unhealthy procurement practices, opaque tax regimes and powerful political lobbying on a national and international level.

This grouping of companies with interests as wide and as deep as seed patenting, industrial farming, food processing and food retailing, created distortions in local and international markets on all levels and at times ran counter to public health policies of national governments across the world.

If these monolithic corporations were the result of the financial and industrial globalization of the 1980/90's, then SHARE was a child of the new financial and mercantile models that were created by the Internet and the second industrial revolution in the 2000's.

For the first time in history a global citizen led funding campaign would be used as a social corrective. SHARE's intention was to raise enough capital to either create a new global food distribution system with fairness at its core or buy a global corporation in a hostile takeover and transform it from the inside.

Initially targeting interconnected communities of interest worldwide, such as unions, faith groups, charities, cooperative movements, farming organizations, with a crowd funding campaign, it soon became an internationally recognized movement.

Each individual member pledged a day's wage to SHARE, a sweat equity concept that that allowed for huge

differentials in pay across the world. The campaign gathered momentum and scale and within 8 years had met its financial target and with it, support from the UN and the World Health Organisation.

The massive public response and resulting publicity had already resulted in a huge change of business behaviour from the corporations and

when SHARE was launched it was as a worldwide system for linking the small farmer/producer with individual consumers. It also launched a successful range of it's own staple food products based on sustainable production and fair trade.

By 2028 SHARE was the largest food distribution system in the world.



Exhibit 2

Radical Farmers Alliance Flag (fragment) England 2029 Population 8.3 Billion

The break up of the United Kingdom into devolved states in 2020 and the subsequent change in voting systems and patterns led to a landslide victory for the New Greens in the 2024 elections in all four of the Home States.

The newly formed Department for Sustainable Food was able to introduce taxes on meat and dairy products in a successful attempt to reduce the amount of agricultural animals in production and so take a massive step towards meeting CO2 reduction targets.

With the re-introduction of incentives for organic farming, the success of the 'Eat Real Food' movement, and the adoption of new crops and management practices based on research at the SRUC, the face of farming changed rapidly.

Legumes were grown alongside traditional crops in order to reduce dependence on artificial fertilizers and to increase biodiversity. Further research into the uses of crotalaria

alkaloids from legumes particularly the effect on suppression of the growth of malaria mosquitoes resulted in new products that reduced the spread of malaria in the south of England.

Eating habits changed in response to this shift in priorities and while records from the time show that there was some resistance, overall the public mood was one of acceptance and it became fashionable for all classes to eat less farmed meat and processed food. "Fusion cooking" became commonplace in addition to the resurgence in traditional dishes. Other incentives to encourage healthy eating such as a sugar tax and regulations on portion sizes served in restaurants and canteens were introduced despite opposition from food producers/processors. Statistics from the time show a resulting reduction in obesity, diabetes and cardiovascular disease.

Meat producing hill farmers in Scotland, Wales and the North of England struggled as the markets for

their products shrank. With the Homes States out of the European Union, with no option to switch to arable farming and with a collapse of land prices, most small farmers went bankrupt and the wider hill farming communities were decimated. In the absence of government aid and with little public sympathy, this social catastrophe spawned the hard line and violent 'Radical Farmers Alliance'. To

public outrage, 'The Alliance' started a campaign of terror and intimidation that included bombing incidents targeting government offices, meat free restaurants and crop research institutes. The bombing of the English Parliament in 2029 and ensuing riots led to a crackdown on the farmer activists and the passing of the Food and Social Order (England) Act 2030.



Exhibit 3

A Hand Pollination Brush (human hair, silver, wood) Northern France 2042 Population 9.1 Billion

The complex relationship between pesticide use, mono-culture farming techniques, climate change and insects became apparent with the loss of pollinators from our food system. This led to a reliance on non-pollinated food crops such as maize, wheat and rice.

The failure of technical solutions such as mechanized drone pollination led to a rise in hand pollination techniques for crops such as fruits and nuts across Europe.

The increased rarity and cost of these foodstuffs was reflected in their high cultural value, and this so-

cial value was in turn projected onto the hand pollinators themselves.

What began as low waged, low status jobs for mainly immigrant communities slowly became attractive to the young, middle classes. The role of the hand pollinator was eventually almost entirely conducted by unmarried males: the role being seen as that of spiritual emissary into the natural world. This unusual development was an indicator of a deepening understanding of our impact on the global ecosystem, and created the conditions for the short-lived social movement known as 'The Second Eden' (2038-2044).



Exhibit 4

Victorian Brooch, Bee in Amber (in use 2043)
Manufactured Europe 1837 Population 9.2 Billion

The developing sensibility to the natural world and an awareness of our link in the ecology chain saw a renewed interest in the historical iconography of Nature and a widespread fetishisation of the Bee.

Bee's preserved in amber were highly prized and became fashion accessories for the wealthy. The brooch on display is of particular value and was worn by Princess Harriet, the last

public representative of the house of Winsor. It is one of very few remaining in the world on public display, others being held in private collections.

This use and re-use of the bee symbol throughout human history is an example of the cyclical nature of our empathy and understanding of the wider eco system and our relationship within it.



Exhibit 5

NuPro Synth-Bio Food Product (manufactured) 2050
Manufacturer: Glaxo Smith Monsanto Population 9.5 Billion

By the end of the first half of the 21st century the last links between the farmer, the land and the citizen had withered and died.

In Europe, the challenges presented to traditional farming by climate change, and the push for more productivity via agri-tech solutions, led to a complete decimation of the rural economy.

Globally, water shortages, soil erosion and rising sea levels saw increasing competition between the international food corporations and the bio fuel industries for the diminishing supply of productive land. This fierce competition, often fought with the aid of private armies, drove the last of the agrarian economies into deep recession and the remaining independent farmers into the cities.

With industrialized societies continued to demand energy, bio fuel crops became more valuable than food crops. The needs of industry and the developed world had won

out against the interests of the poor and hungry.

In the face of rising prices and social unrest, food security rose to the top of the agenda. With the support of governments, the giant food corporations pushed ahead with non-land based research into alternative protein supply lines. Already well-developed synthetic biology programs were supplemented with experiments with algae, insect protein and reformulated waste.

By 2050, the first foodstuff ratified by the WHO and the UN had made it's appearance. NuPro was cheap to produce, easy to store and transport and was seen as a perfect replacement for land produced food. It's launch was accompanied by extensive advertising campaigns promoting NuPro as a nutritious, cheap and convenient alternative to conventionally produced foods. It was initially targeted at those working long hours and to home stayers engaged in digital leisure.

NuPro's development also coincided with the latest and last, large scale migration of the rural poor to the cities. The subsequent building boom resulted in the construction of large numbers of low quality high-rise, high-density housing units that came to be known as the 'rabbit hutch' estates'. These were part financed by the giant food corporations and were built without cooking facilities. NuPro was promoted as the ideal

food for the millions of urban dwellers living in these units.

Over the next 20 years NuPro and other synbio foods gained further public acceptance and fashion and life style changes meant that by the second part of the century, cooking and food culture was seen as largely irrelevant and had become the preserve of the rich leisure classes.



Nil by Mouth

Exploration at the intersection of food, art, science, sustainability and public engagement.

The Museum of Future Food is an evolving artwork with the aim of engaging audiences with current thinking on food and sustainability through the creation of fictional futures. The objects in the Museum are provocations, intended to encourage exploration of the drivers and dynamics of change including culture, technology, politics, science, economics and climate change.

