

RIGHTEOUS BEEF

- A Cut Above -

Process Book | ALEXANDRA REIMAN

TABLE OF CONTENTS

04 - 05	Mission Statement & Strategy
06 - 07	Target Audience
08 - 09	Consequences
10 - 11	Economic
12 - 13	Health
14 - 15	Awareness
16 - 17	Logo Exploration
18 - 19	Identity
20 - 21	Color Palette
22 - 23	Typography
24 - 25	Tone
26 - 27	Outcome 1: Certifications
28 - 29	Outcome 2: Magazine Ads
30 - 31	Outcome 3: Give Away Postcards
32 - 33	Self-Reflection

MISSION & STRATEGY

Mission

The American beef industry has been mistreating cattle due to mass production for decades. They are getting away with this practice, because of the high demand for low cost beef due to America's financial instability. People have been willing to turn a blind eye to the inhumane treatment of cattle, because they are focused on paying low prices. Righteous Beef is a non-profit organization raising awareness of the mistreatment of cattle in America, by promoting humanely raised beef. Our mission is to identify local farmers who raise their cattle humanely and award them the Righteous Beef designation. Our organization also seeks to make ethically minded restaurant owners aware of the availability and superior quality of Righteous Beef's cuts and to create a network of local suppliers.

Strategy

Beef will always be a commodity in the food market. With that known, instead of trying to prevent the production of meat in order to stop the mistreatment of cattle, Righteous Beef is asking consumers to question what kind of beef their ingesting. By addressing the negative health risks, environmental impact, and the moral injustices that cows undergo to be consumers quarter pounders, the goal is to educate restaurant owners and farmers of the repercussions of beef raised on mass-produced cattle farms. Righteous Beef will be connecting farmers and restaurant owners, which will subsequently prevent cattle injustice.

Why?

The strategy is to inform farmers and restaurant owners of the ramifications of mass-produced meat, along with the economic benefits of the community derived from the Righteous Beef campaign. Converting these farms to humanely raise beef is the first step, which leads to more cows living humane lives and restaurant owners being able to provide customers with higher quality meat.

TARGET AUDIENCE

Target Audience

Righteous Beef is a non-profit organization projected towards individuals with even a minor interest in animal rights and quality beef. The targeted audiences consist of either new age or the traditional "local" farmers and upscale privately owned restaurant owners, in the market for large quantities of beef, in the states of New York and New Jersey.

SOURCE

Food, Inc. Dir. Robert Kenner. Participant Media, Dogwoof Films, & River Road Entertainment, 2008. DVD.

Why?

Privately owned restaurant owners have more freedom in choosing where their meat comes from, as for corporate businesses have to go through a chain of command. Most franchises meat derives from the same farm in order to create consistency among chains (Food).

Higher end restaurants pertain to an image of using "better quality" products, ensuring that their merchandise is special in some way. Righteous Beef is providing the image of superior meat while simultaneously making the client feel that they have a greater moral integrity for eating humanely raised cattle.

Primarily focusing on the project on a small scale, by only incorporating New York and New Jersey, Farm to Table can clearly develop its mission and intended goal adequately before expanding throughout the Northeast. There is an excellent ratio of densely populated cities to local farmers per a 100 mile radius within New York and New Jersey, which makes the region solid grounds for a starting location.

CONSEQUENCES

Consequences

The intend archetype would consequently make restaurant owners and local farmers acknowledge the present mistreatment of cattle on mass produced farms and understand their moral integrity and benefits for using Righteous Beef's certified network.

Positive

Righteous Beef will connect local farmers with restaurant owners and provoke a sustainable network of primarily humanely-raised cattle. If progressive the network will expand beyond New York and New Jersey boundaries and create national awareness of the significance of eating properly treated cattle.

Negative

Farmers and restaurant owners don't see the significance or benefit of changing their preexisting methods. They might find the slight increase in prices not prosperous enough in the long run. Not enough farms respond to idea of raising cows humanely, and the network can't support the supply and demand from restaurant owners.

Foreseen and Unforeseen

Foreseeable issues would be the accidental treatment of the secondary audience, which would be targeting information towards restaurants customers.

I recognize that although I cannot identify what these will be I do understand that there will be unforeseen consequences.

ECONOMIC

The cost of organic food is higher than conventional food, because it closely reflects the true cost of growing the food. However, if the indirect costs of conventional food production were factored in, such as the impact on public health due to chemicals released into our air and water, then non-organic foods would cost the same as organic (Scheer). Awareness of organics and animal rights has grown threefold since 1999 due to social media driving the idea of eating healthier and "the better choice". This moral identity has made it so consumers are willing to pay more for a healthier image and eat in an environmentally-friendly manner. In the past decade, the American public went from spending \$3.6 billion (1997) on organic food to \$24.4 billion (2011) (Nash). This shows the growth of human moral integrity, and the rising interest in eating locally, importance of environmental responsibility, and the willingness to spend more for healthy living.

A business only succeeds if it creates revenue. Sustainable living for farmers can be hard with competition from corporate farms. However, when local farms develop relationships with restaurants then this steady customer will provide a reliable, consistent source of income. Farms humanely raising cattle or growing organic products are revolutionizing the food industry. This results in small farmers and progressive entrepreneurs benefiting (Nash).

To the Audience

Consumerism is about creating desire. Your targeted audience needs to want something that you possess. The relationship between products and client is important for long term financial gain. Customers desire business who seek to understand human experiences and their customers' needs instead of companies that are merely looking to profit. Valuing customer relationships is a powerful alliance and guarantees a desired network (Heller). The rise of social media has pushed forth conversations about global warming, health issues, animal rights, and even the popularity in organic products. As a result human morals and ethics are questioned. Food that suggests humanely-raised or all organic relays a sustainable impression, which in turn can help improve your restaurant's or farm's image. Consumers flock to healthier, better, alternative, local food, which makes marketing come naturally.

Heller, Steven, and Véronique Vienne. *Citizen Designer: Perspectives on Design Responsibility*. New York: Allworth, 2003. Print.

Nash, Sheryl N. "Is Buying Organic Food Worth the Extra Cost?" *The Fiscal Times*. N.p., 8 Sept. 2012. Web. 21 Oct. 2013.

Scheer, Roddy, and Doug Moss. "Why People Aren't Buying into Organic Food Products." *Scientific American*. EarthTalk, 28 June 2013. Web. 17 Nov. 2013.

Farms raising mass-produced cattle involuntarily release heavy pollution from livestock feces, and circumstantially raising the rate of heart disease and other degenerate illnesses due to the stress hormones ingested from improperly treated beef (Ayres). The stress from abused cattle release chemicals and toxins into the meat which causes meat quality problems such as dark cutters. Dark cutting meat is drier and tougher than normal and has a shorter shelf life. Dark cutters cause large losses in the livestock industry estimating a loss of \$5.00 for every animal slaughtered (Grandin).

According to Dr. Irwin H. Putzkoff, a professor of nutritional physiology, consumption of beef contaminated by stress-induced hormones from mistreated cattle results in many disease processes in humans. There is also a direct correlation between animals that experience high volumes of stress, fear, and pain with elevated levels of steroid hormones, adrenalin, and cortisone-like secretions, all of which result in poor health and vitality, cardiac problems, impotency, and general fatigue (Putzkoff). Our generation has dealt with health issues such as swine flu, mad cow disease, and e.coli poison, now more than ever health is a genuine concern and lens for the overall public.

To the Audience

Eat a burger from a corporate chain, now eat another burger from your local farmers market. How does each make you feel? You and your body can feel the difference in processed meat, although responses vary. If a vegetarian hasn't eaten meat in 5 years and then suddenly eats a burger, chances are they are going to get sick. The same thing applies to omnivores, our bodies are well-adapted to consume meat with hormones but not to the extent that mass-production farms' meats produce from the extensive stress of mistreated cattle and injecting growth hormones. By reducing animal stress, meat will sustain fewer hormones working to balance a human diet instead of disrupting it. Similar to eating organic meat, which has no preservatives, antibiotics, or GMOs, eating humanely-raised cattle benefits your body in a positive manner with virtually no negative natural hormones, as well as ensuring the proper treatment of cows.

Ayres, Ed. "Visions of the 21st Century: "We Still Eat Meat"" *Time Magazine* 8 Nov. 1999: n. pag. Print.

Grandin, Temple, and Mark Deesing. *Humane Livestock Handling*. North Adams, MA: Storey Pub., 2008. Print.

Putzkoff, Dr. Irwin H. *Fear-Induced Animal Stress Results in Meat Causing Disease*. Rep. Jean Chemour, 10 Aug. 2013. Web. 22 Oct. 2013.

AWARENESS

Every year tens of thousands of cows from mass-production farms are crammed into filthy confinement systems, beaten, stabbed, starved, and fed drugs to fatten them faster to the point that some get sick and others even die. The factory farming industry strives to maximize product output while minimizing costs, at the animals expense (Factory). Corporate farms don't have the man power or morale to raise and maintain the health of the high quantity of cows (Rawls). Disregard for cattle persists because only a small amount of people realize the ways mass produced cows are mistreated, and even fewer actually witness the abuse. Once aware, most people are appalled, not necessarily because they believe in animal rights, but because they can relate and believe that these cows can consciously feel pain and that any morally descent human should try to prevent inhumane treatment (Vegan).

To the Audience

It is your responsibility as farmers and owners of businesses in the food industry to supply your client with healthy, high quality products. As a restaurant owner it is your moral responsibility to determine if you are okay with buying meat from farms that mistreat their cattle, and your willingness to be liable for feeding your customers with meat that could be potentially harmful. Wouldn't you want the pride of a business that brands itself as a company that cares for its consumers, animal rights, and the environment. It all starts with the awareness of how harmful mistreated cattle is to our world. Farmers with a passion for producing high quality products genuinely care for the proper treatment of cattle. Simply by reducing stress through humane living conditions can substantially increase productivity.

"Factory Farming: Cruelty to Animals." *PETA*. N.p., n.d. Web. 24 Nov. 2013.
<<http://www.peta.org/issues/animals-used-for-food/factory-farming/>>.

Rawls, Brian. "Local Farmers in Vermont." Personal interview. 10 Oct. 2013.
Vegan Outreach. *Compassionate Choices: Making a Difference for Animals*. Tucson: Vegan Outreach, 2012. Print.

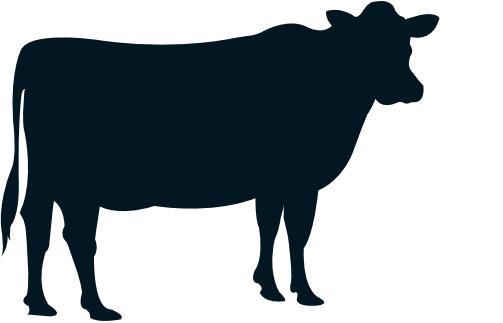
LOGO EXPLORATION

Logo Exploration

The intended name for the non-profit was originally, Farm to Table. However, because of this popular name in Vermont I felt that my targeted audience wouldn't understand my mission, and think its directly in part with the Farm to Fork movement. Therefore, when I decided on naming the non-profit Righteous Beef my main goal when designing the logo was to have no doubt what my mission is just by the name and watermark.



LOGO IDENTITY



RIGHTEOUS BEEF

- A Cut Above -

The idea behind Righteous Beef originated from an interview with a local farmer by the name of Kate Barcellos. Working on Boardman Hill Farm in West Rutland, Vermont has given her extensive insight into the Farm to Fork movement, also known as Farm to Table. The urban idea of the Farm to Fork movement refers to the stages of the production of food: harvesting, storage, processing, packaging, sales, and consumption (Barcellos). Righteous Beef is trying to create a network in the food industry that would personalize the entire process of raising steer therefore creating awareness of the proper treatment of cattle, which is our organizations principle mission.

Name & Logo Identity

It was important to embody the direct mission of the non-profit organization in the name to let clients know exactly what is being stated. Righteous Beef, derived from the idea that a righteous individual is someone morally good that responds to injustices. In other words, justifiably raised or righteous beef for ethical epicureans.

According to USDA policy prime meat is the top quality meat available.

Righteous Beef's slogan, *A Cut Above*, is insinuating that our cuts of meat are above prime quality, specifying superiority (Hale).

SOURCES

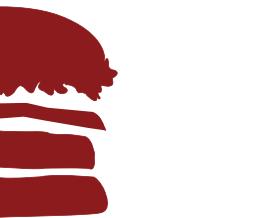
Barcellos, Kate. "Vermont's Farm to Table Movement." Personal interview. 10 Oct. 2013.

Hale, Dan S., Kyla Goodson, and Jeff W. Savell. "USDA Beef Quality and Yield Grades." Meat Science. Agriculture & Life Sciences: Texas A&M University, 8 Mar. 2013. Web. 25 Nov. 2013. <<http://meat.tamu.edu/beefgrading/>>.

COLOR PALETTE



Braised Blue Ribs
c100m100y0k58



Crispy Crimson
c31m100y100k27



Mooing Red
c8m99y93k15



Tan Hide
c2m16y27k0

Color

Colors are known to evoke emotion. The colors utilized are maintaining traditional colors used in representing cattle to connect with farmers and to associate the restaurant owners with the beef industry and the food market. Red is a signature color used throughout time among the food industry, because of its power to draw attention and its correlation with getting people to crave food (Buswell). Black was chosen to establish an authoritative and professional presence. The playful blue was chosen to lighten the rather tense subject, and calm the audiences nerves.

SOURCE

Buswell, Tom. "Restaurant Colors: Triggering Appetite With the Use of Colors." Restaurant Colors: Triggering Appetite With the Use of Colors. Send Me The Manager, 21 Jan. 2013. Web. 18 Oct. 2013. <http://www.sendmethemanager.com/blog/bid/199532/Restaurant-Colors-Triggering-Appetite-With-the-Use-of-Colors>

TYPOGRAPHY

BEBAS NEUE

COZY SPHINX WAVES A QUART JUG OF BAD MILK.

Bebas Neue

Cozy sphinx waves a quart jug of bad milk.

Nexa Light

Cozy sphinx waves a quart jug of bad milk.

Yellowtail

Cozy sphinx waves quart jug of bad milk.

Why?

Maintaining a sophisticated palette with enough balance to lighten a very heavy topic is the main agenda upon choosing this typography. The collection of serif, san serif, and script fonts has developed an eclectic palette to tie together this campaign. The script's traditional history relays a presence that farmers can relate to, while the modern serif font demands for serious and bold statements. Mueso Slab and Nexa Light will be used primarily as paragraph fonts, because they are easy to read for people of all ages and still evoke a crisp, clear, professional tone.

TONE & INSPIRATION



Tone

The tone relays reds, off-whites, and blues to symbolize the American beef industry and clean serif and san-serif typography portrays historical references for representing butchers, farmers, and the beef industry. It was important to also maintain a sophisticated, clean, high end approach to appeal towards a wealthy cliental.

DESIGN OUTCOMES

Certifications



The restaurant certification will be displayed on storefront windows or in menus to show the restaurant's commitment to not only animals rights, but to also relay a sustainable mind set and ethical values as a business that cares about their consumers values and health. The permit is only awarded to restaurants that only serve humanely-raised beef from the local farms approved by Righteous Beef.

The farmers certification would be used as a promotional item at farmer's markets or on beef packaging. This marketing tool allows the farmers to display that they have been approved for raising their beef humanely and are a supplier for Righteous Beef.

Customers don't want to associate their Veal Parmesan with a doughy-eyed calves. Therefore, the licenses are different in color to ensure that the audience grasps that these licenses are issued under separate qualifications and set a boundary between the presented information geared towards farmers verses restaurants, which is less graphic for restaurant's patrons. However, the visual unity in graphics shows the correlation between the permits as both being apart of Righteous Beef.



Restaurant Certification



Farmer Certification

DESIGN OUTCOMES



Magazine Ads

What is the best way to reach farmers? To answer this question I interviewed a farmer by the name of Brian Rawls from Mach Farm in Pawlet, Vermont. He suggested exploring using magazine ads such as Country Folks Magazine, since both traditional farmers and modern farmers read similar magazines as a productive means to find useful information.

The two renditions of my magazine resemble a close to accurate meat chart combining actual cuts of meat with key points that dictate a happy cow according to Righteous Beef.

SOURCE

Rawls, Brian. "Local Farmers in Vermont." Personal interview. 10 Oct. 2013.

DESIGN OUTCOMES



Give Away Promotional Postcards

These give away postcards would be promotional marketing for Righteous Beef given away at food festivals or gatherings that high volumes of upscale restaurant owners would gather. The three postcards represent the three lenses considered, which would be raising awareness of the mistreatment of cattle, the economic benefit of selling humanely-raised beef, and the health risks involved with mistreated meat. The power of a companies image to its cliental is very important, and this deliverable is trying to make owners question what image or status their restaurants are portraying.

SELF-REFLECTION



My exploration into the American beef industry impacted my visual communication methods, because the more I understood my targeted audience and how they retain information, my designs to better communicate to farmers and restaurant owner became more efficient.

Throughout the entirety of my capstone I kept running into tactical issues with my concept and had to alter my project in order to come to a proper solution. One issue I had was when I was exploring the idea of selling local humanely raised beef to corporate restaurants. I quickly realized that the demand for beef would be so high that the local farmers wouldn't be able to keep up and inevitably the cows would be mistreated, coming full circle with the theory of supply and demand.

Another problem that was consistently an issue I had to watch out for was appealing to my secondary audience, which would be the restaurant owners customers. My deliverables was supposed to include a poster series, but when I started designing them I noticed that they were promoting Righteous Beef towards the restaurant's clients and not the business owners.

