

INTO, THE SOIL

Investigating the current system of the Frisian dairy cow, to find a new perspective on the current complexity and inspire towards a sustainable future.

WHY?

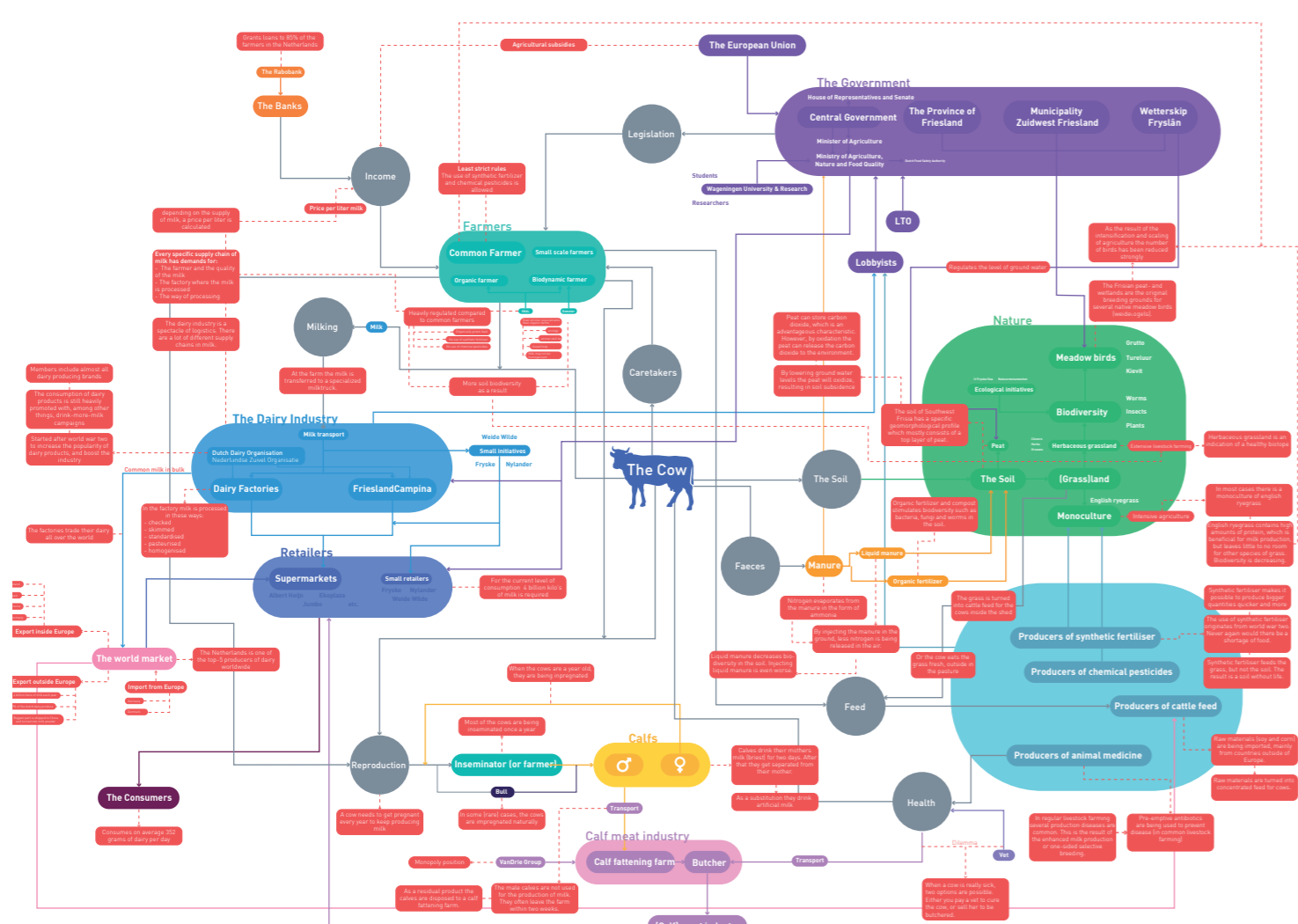
In 2021, a group of angry farmers drove their tractors to the 'Malieveld' ('Main square') in The Hague, to protest the new nitrogen regulations. They felt angry because the politicians were not listening. When reading this news and following the politics around the farmers, a present call for sustainable change within agriculture could be heard. However, the changes which are currently spoken about, such as reduction of nitrogen or the number of dairy cattle, seems to be a black-and-white approach to frame the problem and does not represent a real or focused long-term plan.

HOW?

The system was investigated using the 'Transition Design' method. To gain insights in the complex system around the Frisian dairy cow, various stakeholders were identified. Some of these stakeholders, such as farmers or experts on nature or soil, were interviewed, while other stakeholders' perspectives were investigated through in-depth research.

A NEW PERSPECTIVE

Within our currently built agricultural system the discovered problem is that the soil will be depleted over the coming years and biodiversity will be expelled. Within this current system profits are not fairly distributed. The present system is mainly focused on yielding high profits by the banks, the food industry, and supermarkets.



Maria Geuze

Into the soil. Investigating the current system of the Frisian dairy cow, to find a new perspective on the current complexity and inspire towards a sustainable future.

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MSc Design for Interaction

Committee

Chair | Prof. Dr. Bregje van Eekelen

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PROJECT AIM

Investigate the current system of the Frisian dairy cow, in order to find a new perspective on the complexity of the problem, and create a fitting intervention which should bring change towards a sustainable future for agriculture.

THE INTERVENTION

To accelerate the transition of the current system of the dairy cow towards the desired future, an intervention is designed. This intervention focuses on helping young professionals to develop a level of self-reflection with which they can link their behaviour towards buying certain dairy products to the invisible existing consequences of the Dutch soil degradation.

The intervention helps them to create a new awareness regarding the present state of our food or dairy system.



Scan the QR code to experience the designed intervention

