

GRAZED



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VISUAL + INTERACTIVE DESIGNER

OVERVIEW

Proteins

are the most essential part of our diet, and they're

THE BUILDING BLOCKS OF LIFE.

The highest-protein foods are meats, but the problem is,
we don't know the quality of the meat we consume and
the impact it has on the ecosystem.

PROBLEM

90% of consumer meats
COME FROM FACTORY FARMS.

Factory farming contributes to many environmental problems.



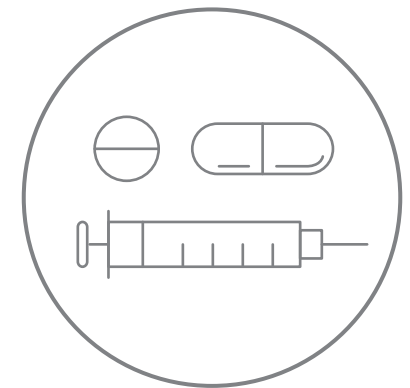
Soil and water
contamination



Greenhouse
gas emission



Straining our
natural resources



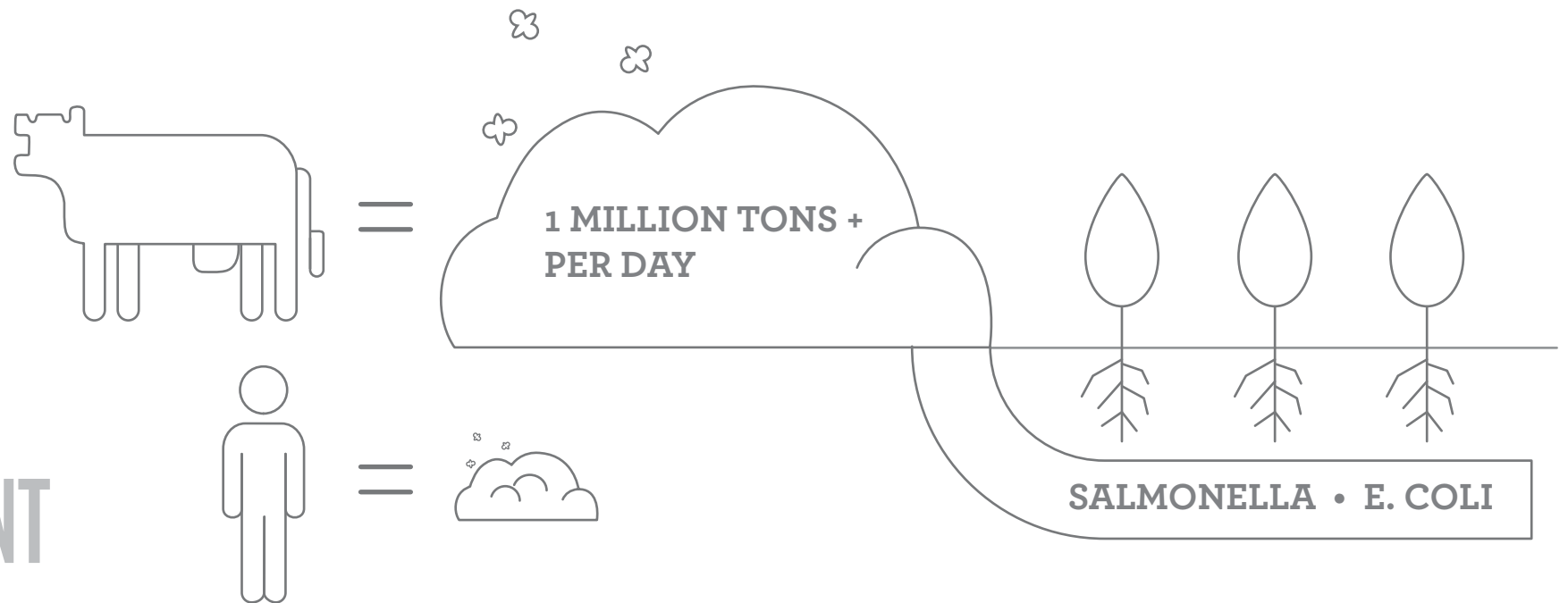
Overuse of
antibiotics



Soil and water CONTAMINATION

Factory farm animals produce more than one million tons of waste per day.

3 TIMES THE AMOUNT
*produced by the nation's
human population.*



Runoffs from animal waste that contain disease-causing pathogens such as Salmonella and E. coli are contaminating our water and soil that are used to grow our crops.



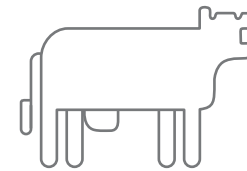
Greenhouse GAS EMISSION

*Livestock and their byproducts
account for 51% of all worldwide
greenhouse gas emissions.*

**A MAJOR CONTRIBUTOR
TO GLOBAL WARMING.**

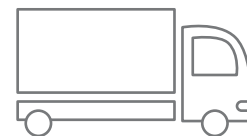


51%



**LIVESTOCK AND
THEIR BYPRODUCTS**

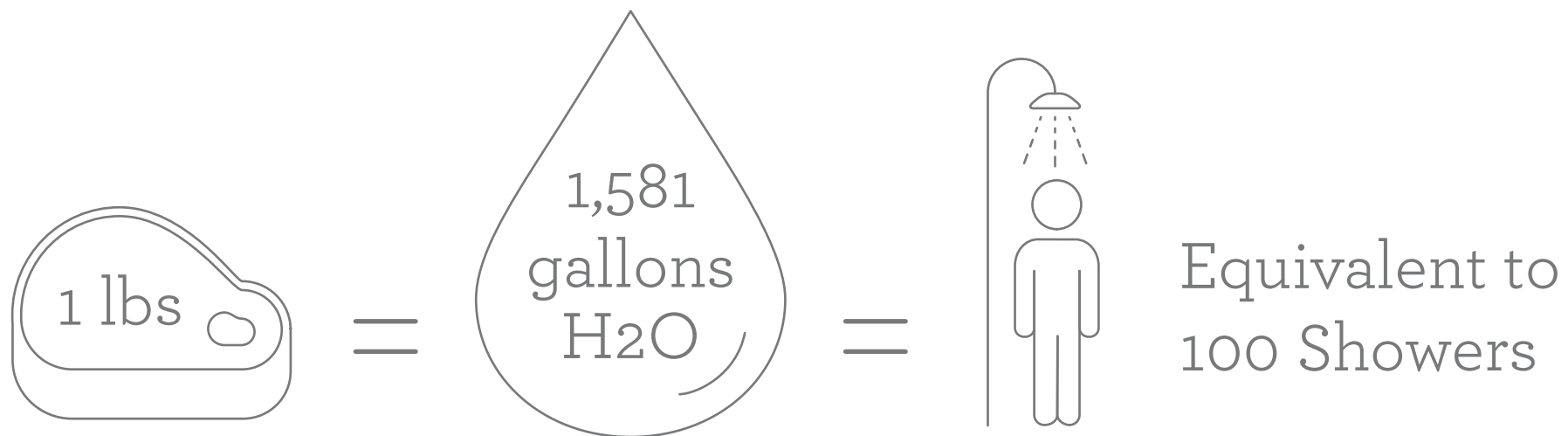
13%



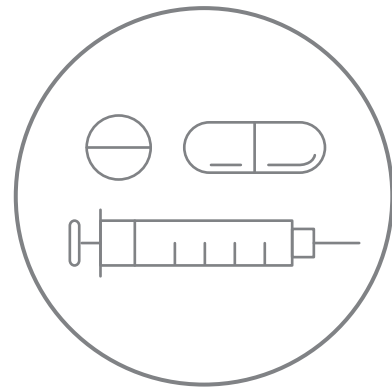
**DUE TO
TRANSPORTATION**



Straining our **NATURAL RESOURCES**



To produce 1 pound of beef at a factory farm takes an estimated 1,581 gallons of water, which is roughly the amount an average American uses in 100 showers.



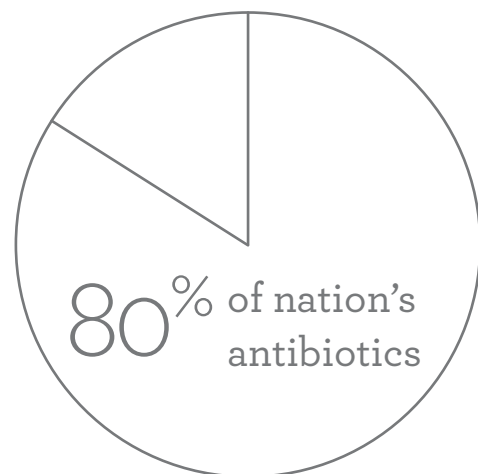
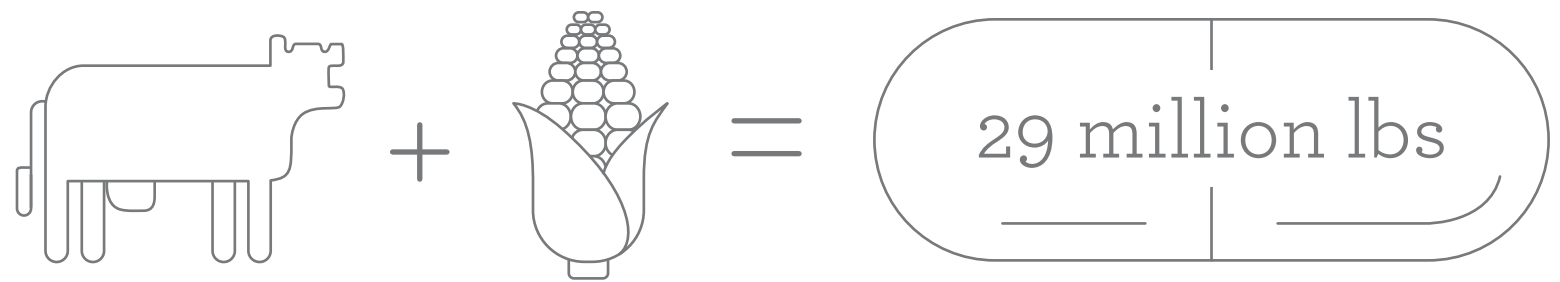
Overuse of **ANTIBIOTICS**

Cattle are herbivores.

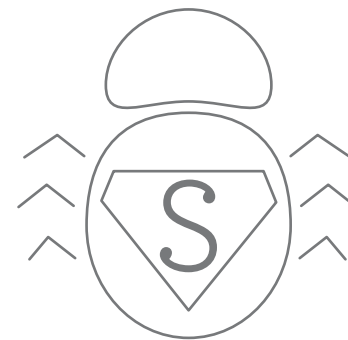
They're designed to

ONLY EAT GRASS.

They require regular use of antibiotics to prevent them from getting sick.



Roughly 29 million pounds of antibiotics (about 80% of the nation's antibiotics use) are added to animal feed each year.



This wide use of antibiotics on animals contributes to the rise of drug-resistant bacteria or super bugs, making it harder to treat human illnesses.

Our meat labeling system
LACKS TRANSPARENCY.

Labels like “organic”, “natural”, “free range”, and “cage free”
don't always mean what they say.



SOLUTION

A campaign to
RAISE AWARENESS.

The goal of this campaign is to create a demand
for sustainable meat.

INTERACTIVE MEAT PACKAGING

Farms that meet the standards of the campaign will be provided with this interactive meat packaging.



The interactivity will be made possible by NFC tags.

When consumers tap their phones to this label they can get detailed information about the meat.

INTERACTIVE MEAT PACKAGING

MOST MEAT PACKAGING LOOKS THE SAME.

The challenge was creating a package that's dramatically different and enticing to grab attention.



The interactivity will enable consumers to engage in the campaign by delivering transparent information about the origins of meats.

NFC tags are cost efficient. When purchased in bulk a roll of 1000 can run around three cents a piece.

LOGO



TYPOGRAPHY

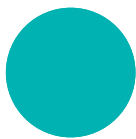
HEADLINE TYPE: KNOCKOUT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body type: Archer

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

COLOR



RGB: 74, 176, 174
HEX: 4AB0AE



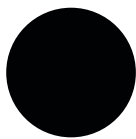
RGB: 212, 102, 102
HEX: D46666



RGB: 236, 237, 225
HEX: ECEDE1



RGB: 238, 192, 55
HEX: EEC037



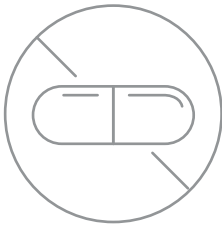
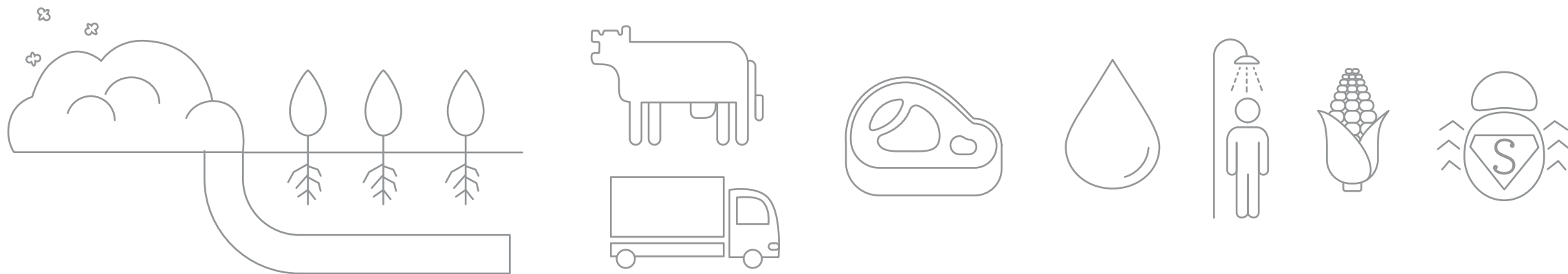
RGB: 0, 0, 0
HEX: 000000

USAGE

OUR MISSION

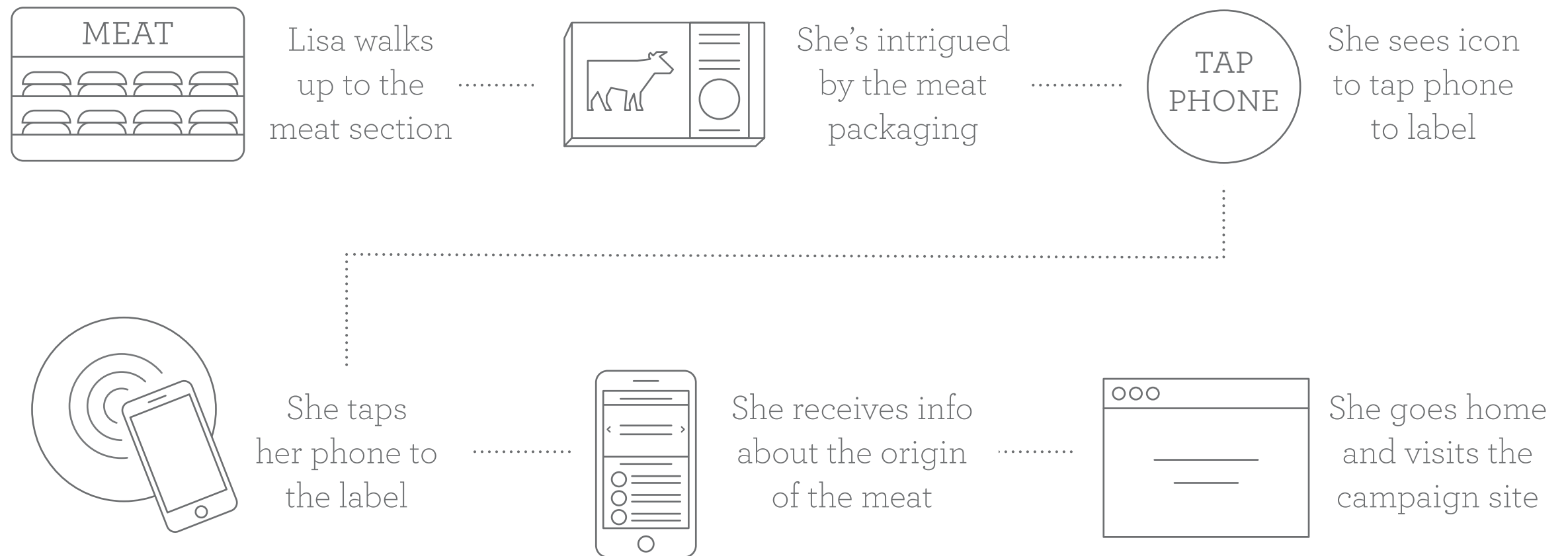
Our mission is to end the use of antibiotics on animals so that we can preserve it to treat real human illnesses. Our primary goal is to create a demand for sustainable meat that is good for the environment, our health and promotes animal welfare.

ICONOGRAPHY





Lisa's making pot roast for dinner so she's at the market shopping for meat.



GRAZED
100% SUSTAINABLE MEAT

RIBEYE
STEAK



keep refrigerated

LIFT
COVER

**Nutrition
Facts**

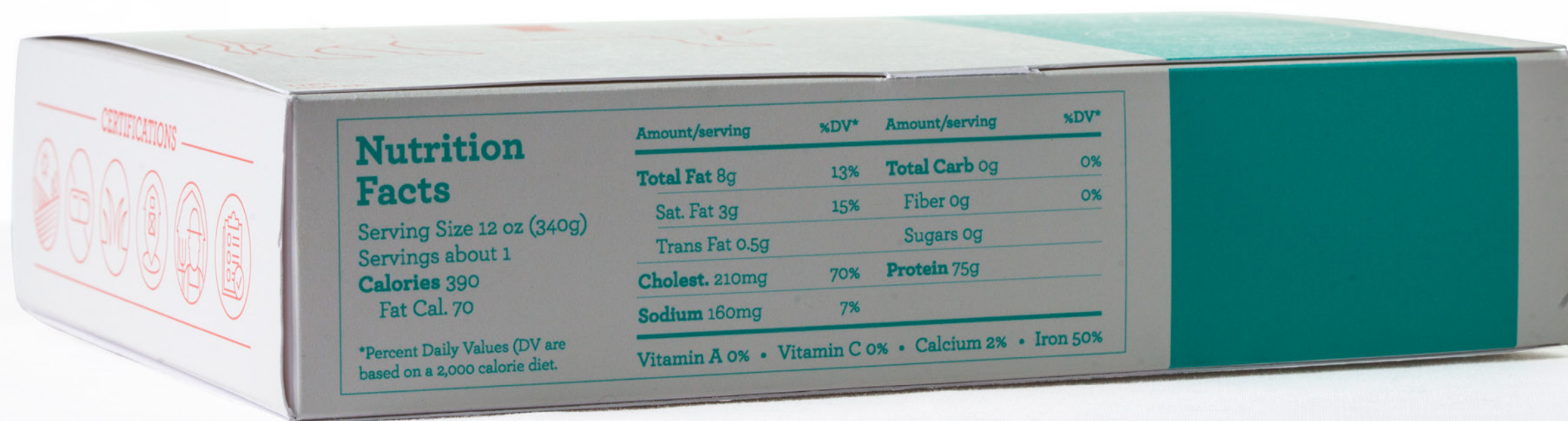
Serving Size 12 oz (340g)
Servings about 1
Calories 390
Fat Cal. 70

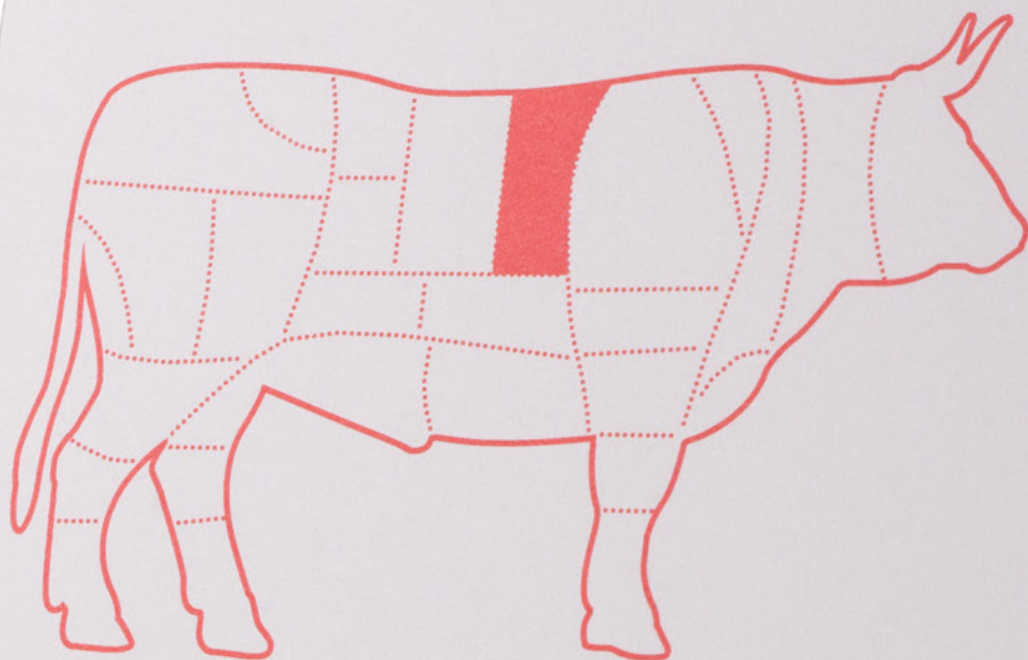
*Percent Daily Values (DV) are
based on a 2,000 calorie diet.

Amount/serving	%DV*	Amount/serving	%DV*
Total Fat 8g	13%	Total Carb 0g	0%
Sat. Fat 3g	15%	Fiber 0g	0%
Trans Fat 0.5g		Sugars 0g	
Cholest. 210mg	70%	Protein 75g	
Sodium 160mg	7%		
Vitamin A 0% • Vitamin C 0% • Calcium 2% • Iron 50%			

learn more at

GRAZED.COM





LIFT
COVER

GRAZED

100% SUSTAINABLE MEAT

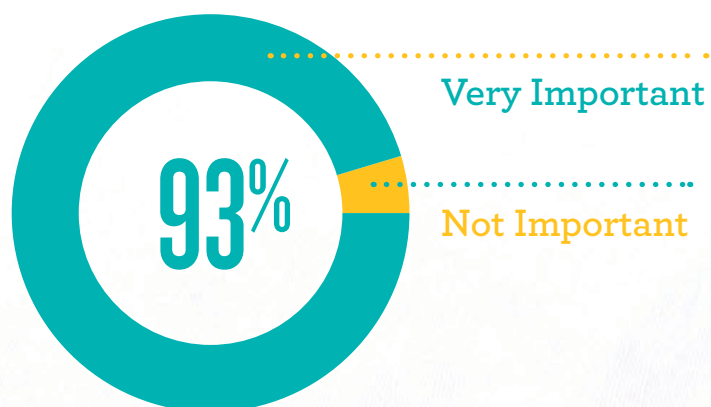
RIBEYE
STEAK



keep refrigerated

learn more at
GRAZED.COM

WHEN BUYING MEAT,
HOW IMPORTANT
IS IT TO SEE THE
ACTUAL PRODUCT?



CERTIFICATION STAMPS

All the meat certifications will be stamped on the package accordingly.



GRAZED CAMPAIGN IS
DEDICATED TO

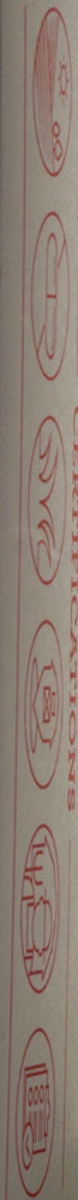
HIGHER MEAT
STANDARDS

that are good for
THE ENVIRONMENT,

OUR HEALTH AND THE WELL BEING OF ANIMALS.

WE PARTNER WITH FARMERS WHO SHARE THE SAME VISION

to bring high quality sustainable meat to consumers.



RIBEYE
STEAK



keep refrigerated

BELL 4:21 PM 100%

THE FARM

SUNFED RANCH
Sacramento, California



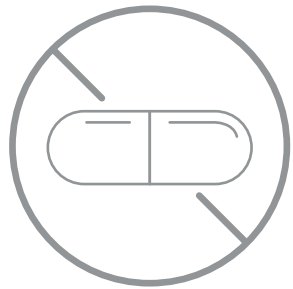
CERTIFICATIONS
Issued by the campaign through
rigorous inspections.





CERTIFICATIONS

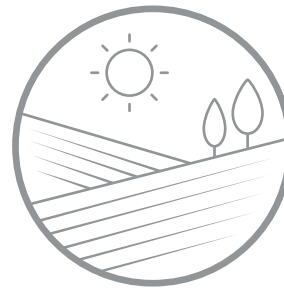
Issued by the campaign



Drug-free: no hormones, antibiotics or steroids.



100% Grass-fed from start to finish.



100% Pasture raised, cage free and free range.



100% locally raised and distributed.



100% Organic and no GMO in animal feed.



Independently owned and operated farm.



Approved bloodline, heritage breed.



Audited and approved by third party.



Eco-friendly farm: conserves resources.

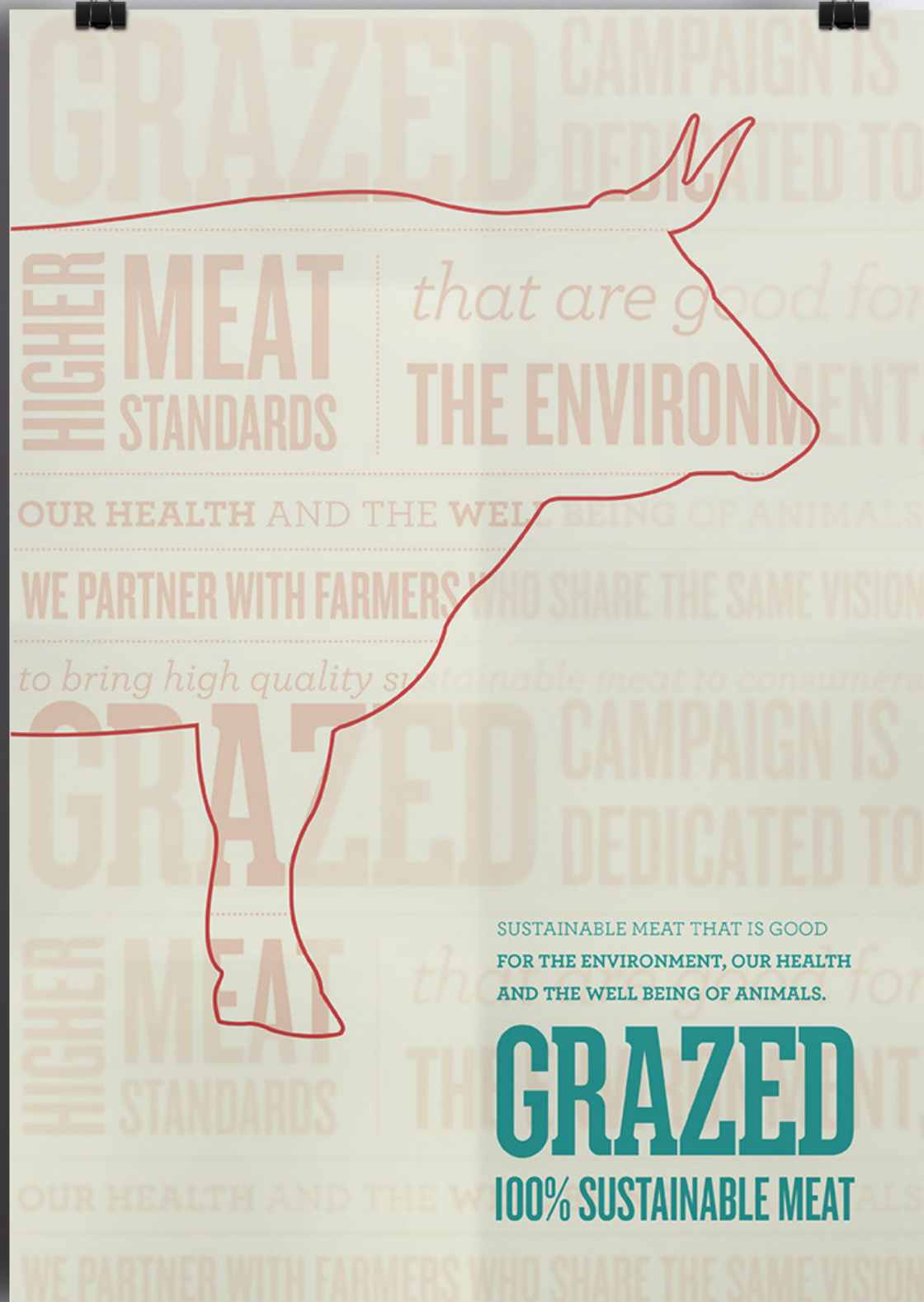
GRAZED

as nature intended

The overuse of antibiotics in meat production threatens public health. But consumers and supermarkets can help change that.

LEARN MORE





HIGHER MEAT STANDARDS

that are good for
THE ENVIRONMENT,

OUR HEALTH AND THE WELL BEING OF ANIMALS.

WE PARTNER WITH FARMERS WHO SHARE THE SAME VISION

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HIGHER MEAT STANDARDS

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THE ENVIRONMENT,

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SUSTAINABLE MEAT THAT IS GOOD
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100% SUSTAINABLE MEAT

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