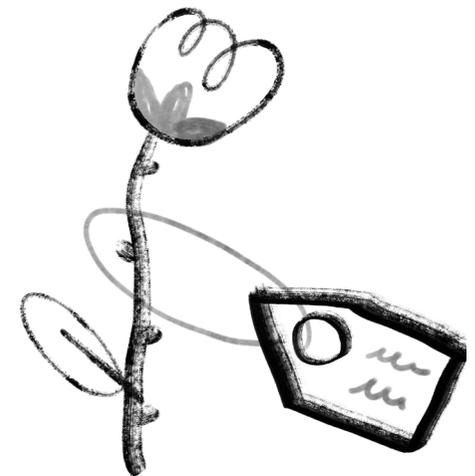


COMMUNIFICATION

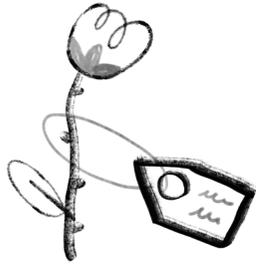


COMMODIFICATION

Refers to the transformation of goods and services into objects meant for trading commodities.

For the economy to grow, it is important not only that there is even more production & exchange of existing commodities, but also that new markets are created for 'things' that were not for sale before.

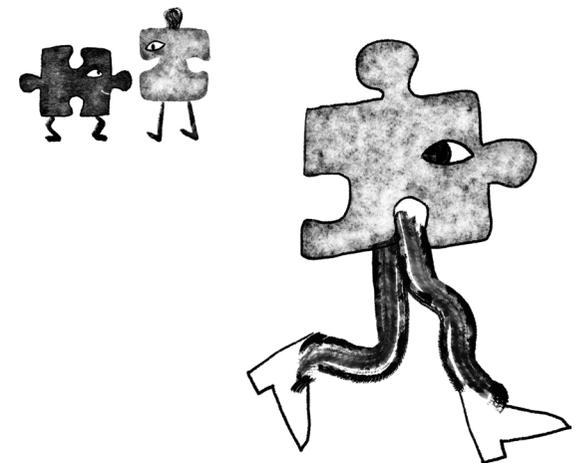
By giving monetary value to new objects, these objects are made equivalent & exchangeable on the market.



EXAMPLE

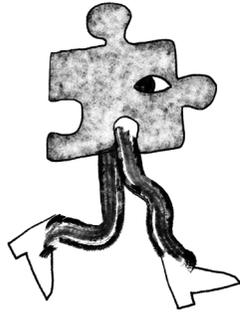
- *Seed commodification by the agro-industry.*

INDIVIDUALISM



INDIVIDUALISM

Society prioritises individual needs and desires.
The individual is considered as the basic unit of social life.



EXAMPLES

- *Aversion to tax increases*
- *Feelings of entitlement: “one hour of my work is worth more than one hour of your work”*

CONSUMER CULTURE



CONSUMER CULTURE

Happiness, social status and fulfillment are largely pursued through consumption.

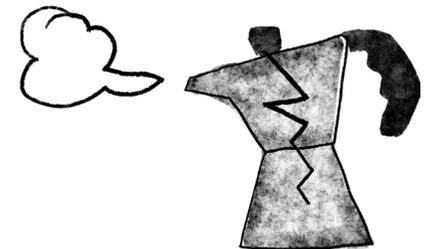
Consumers expect a broad range of choice, all-time availability and fast provision.



EXAMPLES

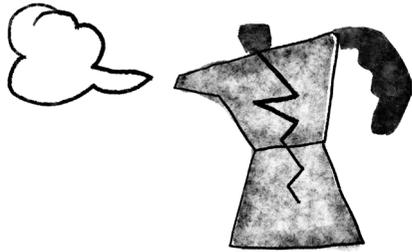
- *Strawberries in winter*
- *Fast food, food delivery*
- *Effortless food preparation (pre-cut veggies, pre-washed lettuce...)*

UNPAID & GENDERED CARE WORK



UNPAID & GENDERED CARE WORK

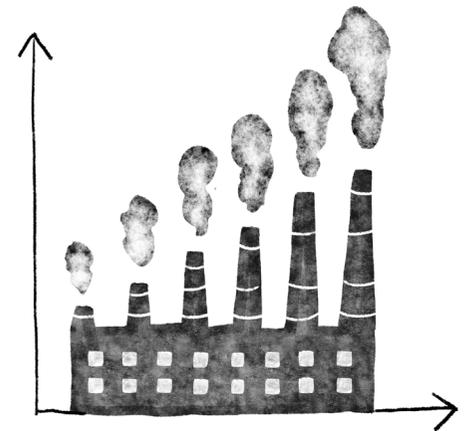
Growth relies on reproductive work that is often unpaid, undervalued and invisibilised and mainly carried out by people who identify as women.



EXAMPLES

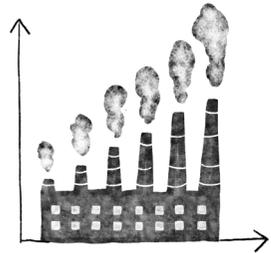
- *Role distribution in food acquisition and preparation*
- *Care for babies, children or elderly*
- *Lack of time or motivation to engage in unpaid care work*

ECONOMIES OF SCALE



ECONOMIES OF SCALE

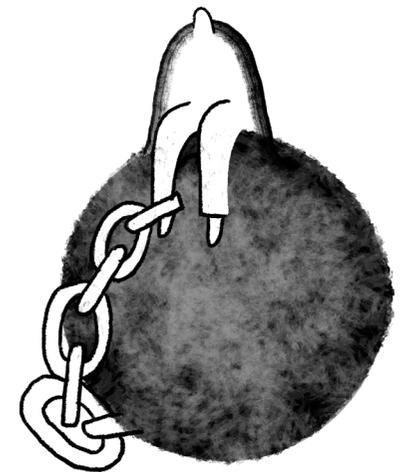
Allow firms to reduce average costs while increasing the rates of output, favoring large-scale over small-scale production.



EXAMPLES

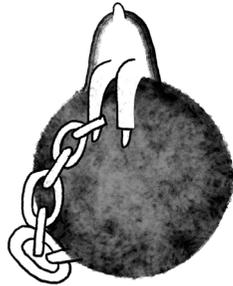
- *Large scale farms, farm concentration, monoculture farming*
- *Mechanisation/automation*

DEBT



DEBT

Companies need to grow continuously in order to pay back the debts they contracted for their investments.



EXAMPLE

- *Capital-intensive acquisition of agricultural equipment incentivising production growth (the buying of an expensive milk robot increases the pressure to sell more milk).*

GROWTH CULTURE



GROWTH CULTURE

Importance of growth in a non-monetary way: desire and need to continuously grow as a person (careers, self-improvement, status) or initiative (such as upscaling to increase impact).

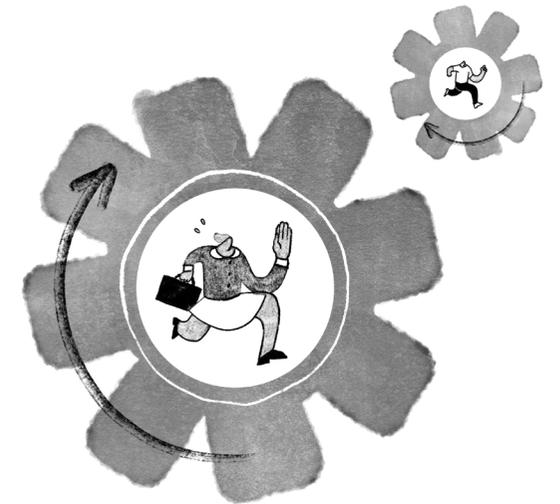


Fear of stagnation and not keeping up.

EXAMPLE

- *Difficulty of settling for 'non-intellectual' manual labor (becoming a farmer/peasant)*

EFFICIENCY

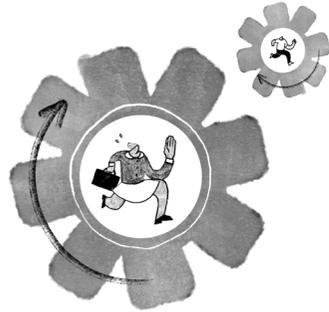


EFFICIENCY

Commonly, efficiency is understood as ‘achieving maximum output with minimum input’.

In this sense, large-scale agriculture is regularly understood to be the most efficient, as it minimises labour (input) for maximum crops (output).

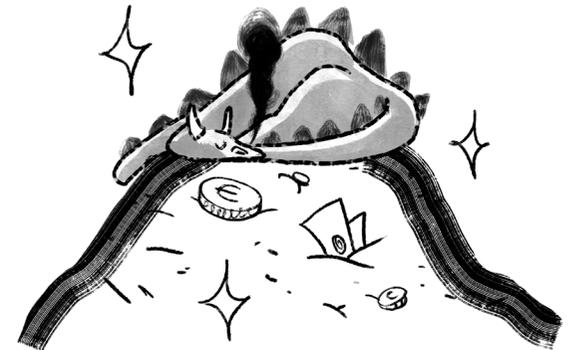
The efficiency of small-scale agriculture (minimising land use and capital input per crop) is usually less acknowledged in debates about efficiency in agriculture.



EXAMPLES

- *monocultures (large-scale)*
- *pesticide & fertiliser input*
- *mechanization and automation*

PROFIT MAXIMISATION



PROFIT MAXIMISATION

The main goal of private companies is to maximize short-term profits.

This is done by reducing costs (of, for instance, labour) and externalising (not accounting for) damages to the natural environment.

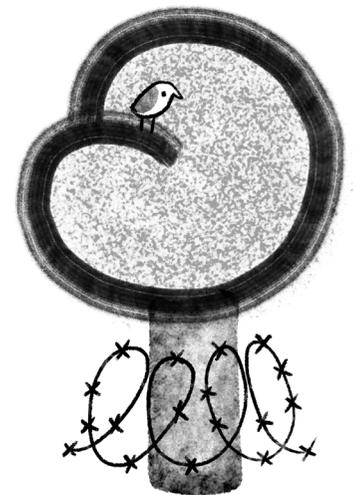
In the long-term, this leads to dramatic social and ecological problems.



EXAMPLES

- *Seasonal cheap migrant labor, bad working conditions*
- *Soil degradation & biodiversity loss*
- *Supermarkets maximizing profits by putting price pressure on farmers*

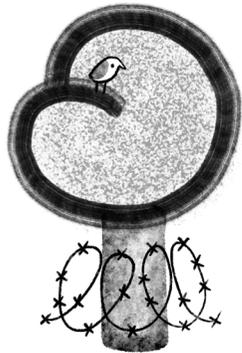
PRIVATE PROPERTY



PRIVATE PROPERTY

Land and other means of production are privately owned.

These private resources are usually excluded from the sphere of democratic decision-making: decision-making over who owns what and what is done with it.



EXAMPLES

- *difficult access to (farm)land*
- *difficult expropriation of landowners*
- *intellectual property rights (seeds)*
- *housing prices*