Global Food Waste

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Background:

Purpose of this report is to outline Food Waste occurring every year in the world. Hence, Data was extracted from Food and Agriculture Organisation (FAO) as FAO is the specialised organisation of United Nations which aims on international efforts that leads to defeat hunger. Data extraction tools available at FAO, facilitate datasets that are optimal for data visualisation that depicts food waste conspicuously. In this report, four parameters focused for depicting infographic are Population, Food, Feed, Loss. Here, Population signifies global population observed within the range from year 1961-2013. Food signifies amount of food being consumed by humans, Feed signifies amount of food fed to animals and Loss signifies amount of food being wasted with in the range from year 1961-2013.

Methodology:

The process for developing the infographic began from the selection of the topic. As I'm passionate about mitigating food waste, I decided to choose infographic that can succinctly outline the crisis of food waste to the uninitiated peers. I browsed through various options such as Visme, Adobe illustrator, and Canva for the infographic. After assessing all the options available, I decided to go with Canva because of its ease of modus operandi. Canva facilitates range of free tools for creating info graphics. For the development of the story of the info graphics that is stirring, I decided to focus on the ever-increasing population, being malnourished in the upcoming years. For that, I used tableau for the correct estimation of the data and graphs. I chose to utilise line graph for depicting steady rise in the global population over the years. But implementing tableau graph image into the infographic worsened its aesthetics. Hence, I decided to utilise line chart available in the Canva by using number estimations from the tableau for depicting the line graph.

Then, I derived the total food quantity being produced with help of tableau and made a donut pie chart depicting what food products are being produced in what ratio to the whole 314 Billion Kg food production. The most precise description was necessary to pin point which products are being wasted. For that purpose, precision was paramount. Hence, I used Power BI for the accurate description which I used for the image into through snipping tool. While using power BI for the accurate predictions of the food being wasted, exporting the image from the power BI for the use of info graphic was difficult. Hence, the usage of snipping tool became necessary. I loaded that image into the Canva and finished accurate description of the food products being wasted most.

For the third stage, I chose to go with contrast and comparison. I needed to compare food that we provide to the animals, food that we consume, and food that is being wasted every year. Hence, I chose to go with the footprint of all the groups above. For below, I depicted the pie chart using the data from tableau and creating pie chart using Canva tools provided for better aesthetic. Blue colour is soothing and welcoming and gives the overall infographic, a pleasant look. Hence, I used different shades of blue for depicting this contrast amongst the three different groups.

For the final stage, I chose to reveal the delusion that, we human perceive. 100 Billion kg food doesn't seem much in comparison with the staggering 314 Billion food that we produce. Because of that purpose, we perceive food waste as something trivial and it goes unnoticed. But in future, world population will have increased exponentially just as fast, and food shortage may become a more urgent

issue than ever. In such a case, if proper rules and regulations are applied, a staggering amount of problems related to food may get reduced.

Therefore, with the help of this infographic I intended to start and end the topic with same concept that is increasing population. With in the body of the infographic, I decided to choose waste food content that I used for depiction of the sheer amount of food being wasted.

Conclusion:

My case with this infographic is simple. If world population increase to 10 Billion people by 2025, 314 Billion Kg of food produced per year won't be able to feed 10 Billion people for 365 days. Hence, it's quite crucial that approximately 100 Billion Kg food that is being wasted every year, should not go to waste but to rather some proper use.

Hindsight:

While creating this infographic, I had immense desire to use a mathematical equation depicting how global hunger and malnourishment is still an issue, which can be easily dealt with the help of proper rules and techniques to save the food from being wasted. But mathematical equation would have made infographic too technical and uninterested to those outside of maths background. Hence, I used the visual logos and charts that look somewhat related to food (donut and pie chart) for better aesthetic and interpretability.

Reflecting on the infographic, now I realise that some guidance for showing the proper pathway for reading might have been helpful to people who don't read left to right but right to left. In such case, infographic wouldn't make quite as impact.

In hindsight, choosing to not go for more than four graphs was a difficult decision as psychologically says humans find it difficult to grasp difficult ideas and concise work is most efficient. (En.wikipedia.org, 2018)

Reference:

En.wikipedia.org. (2018). *Occam's razor*. [online] Available at: https://en.wikipedia.org/wiki/Occam%27s_razor [Accessed 19 Mar. 2018].