



***SYNTHETIC
TUMBLEWEEDS
IN THE
NORTH AMERICAN
FOOD DESERT***

by: Willis Elkins & Devin Reitsma

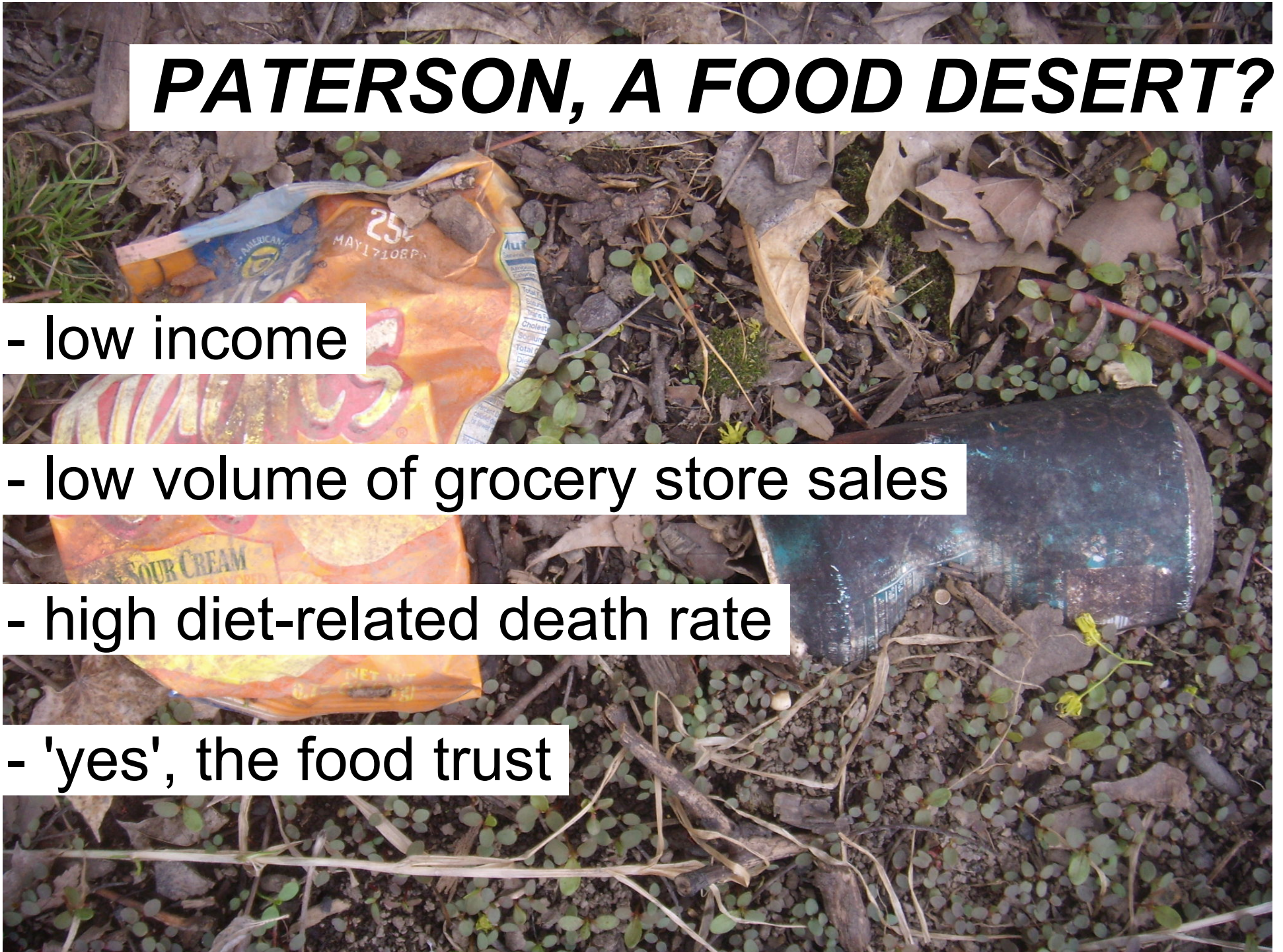
PATERSON, A FOOD DESERT?

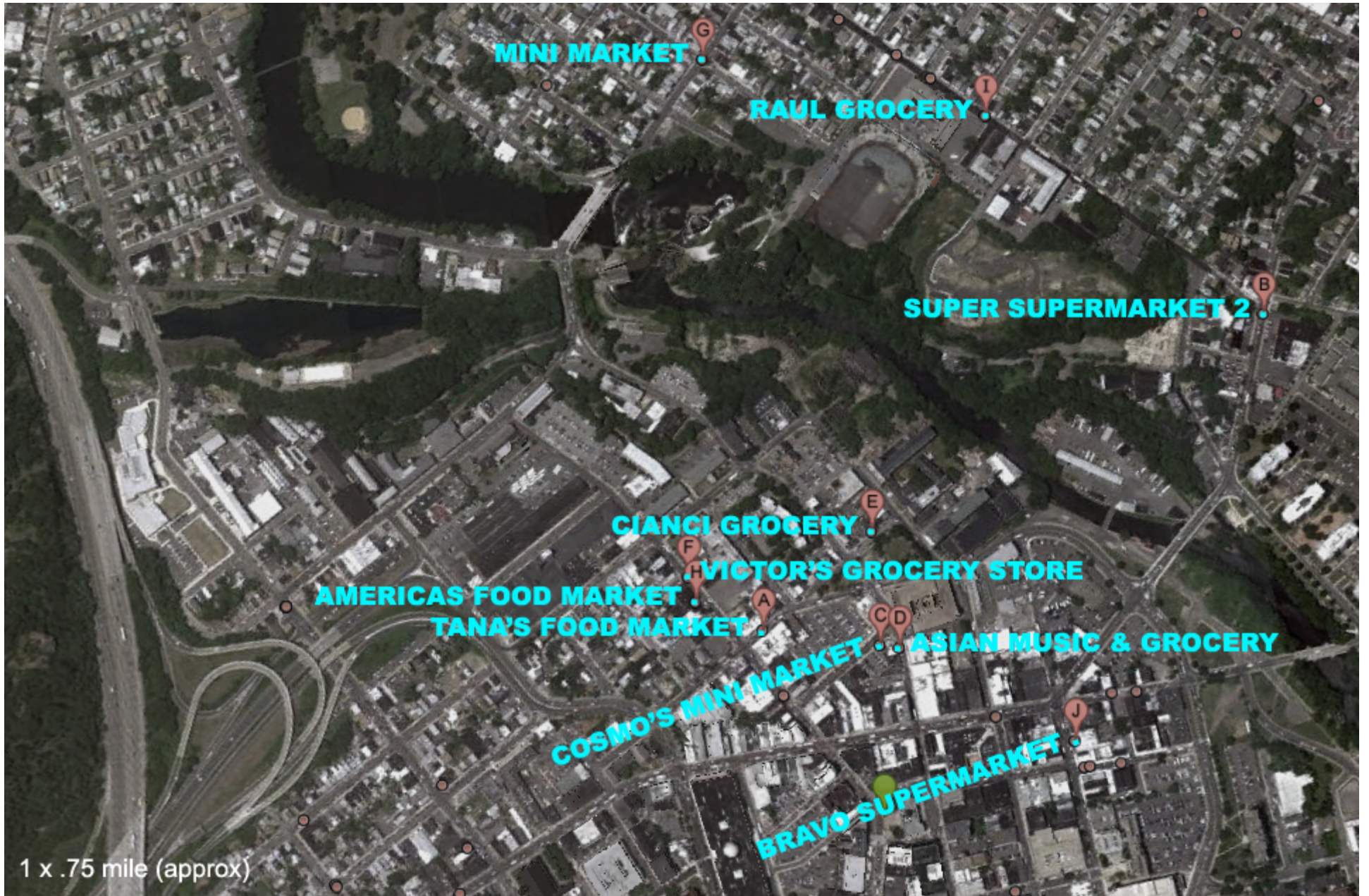
- low income

- low volume of grocery store sales

- high diet-related death rate

- 'yes', the food trust



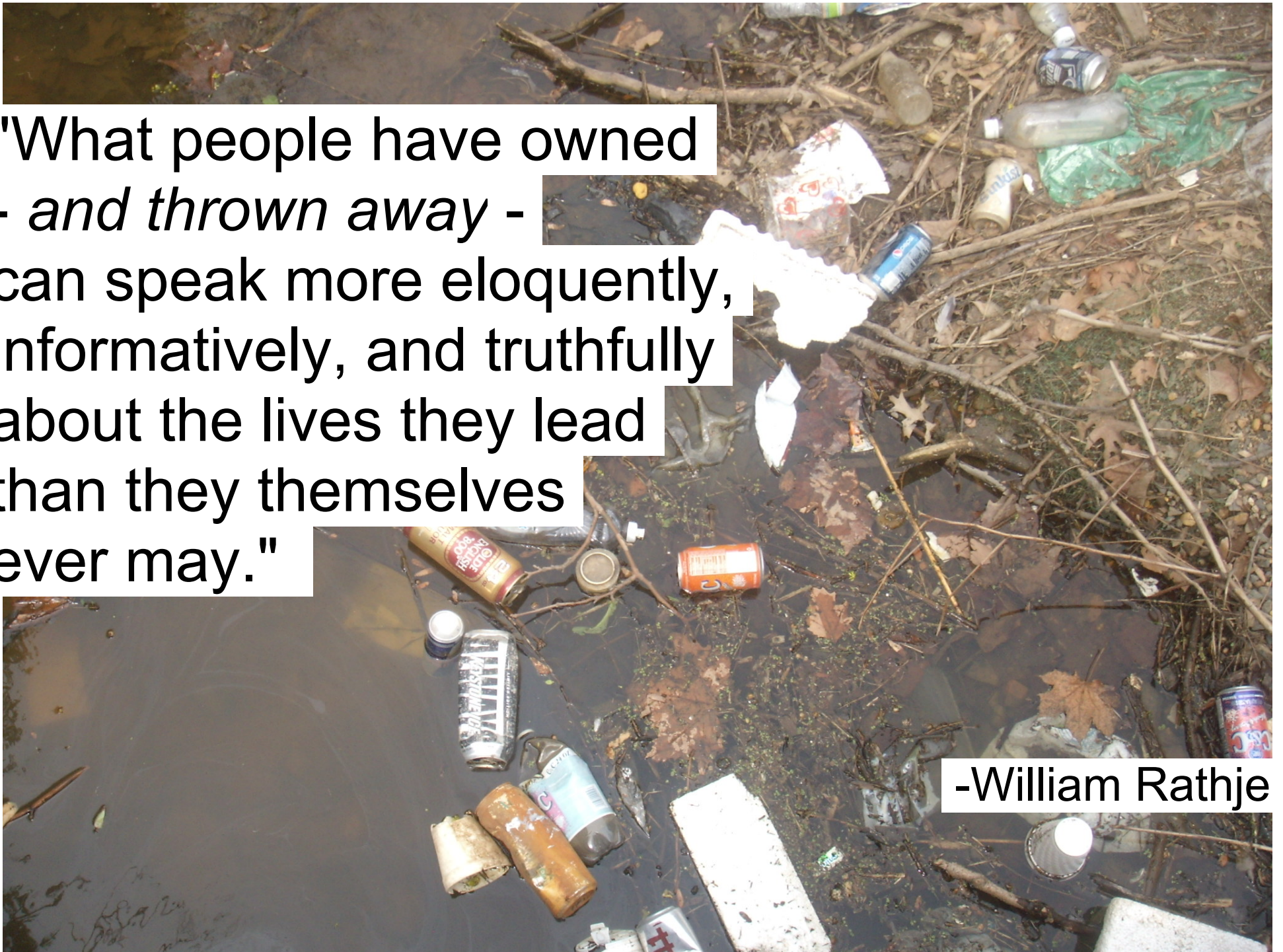


source: Google Maps

IS TRASH DATA?



"What people have owned
- *and thrown away* -
can speak more eloquently,
informatively, and truthfully
about the lives they lead
than they themselves
ever may."

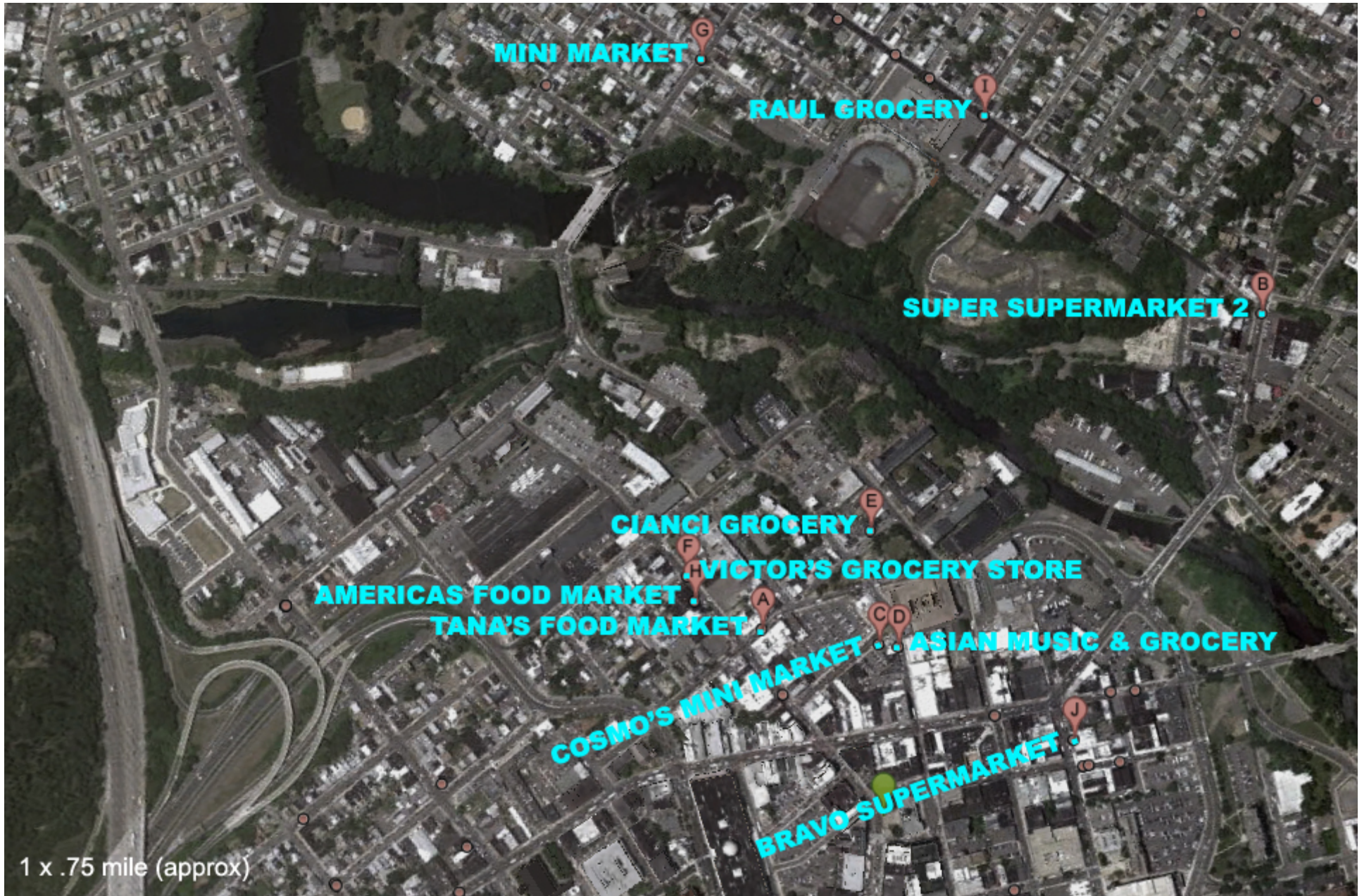


-William Rathje

STUDY AREA



source: NJ History Partnership



1 x .75 mile (approx)

MINI MARKET .

RAUL GROCERY .

SUPER SUPERMARKET 2 .



CIANCI GROCERY .

. VICTOR'S GROCERY STORE

AMERICAS FOOD MARKET .

TANA'S FOOD MARKET .

COSMO'S MINI MARKET . . ASIAN MUSIC & GROCERY

BRAVO SUPERMARKET .

1 x .75 mile (approx)







A photograph of a park path with trees and a brick wall. The path is paved and leads into the distance. There are several trees with bare branches, suggesting autumn or winter. A brick wall is visible on the left side of the path. The overall scene is outdoors and appears to be a public area.

METHODOLOGY

- survey all litter items

- record food/drink products

- note the brand of product

- photograph interesting samples

- clean up after recording data



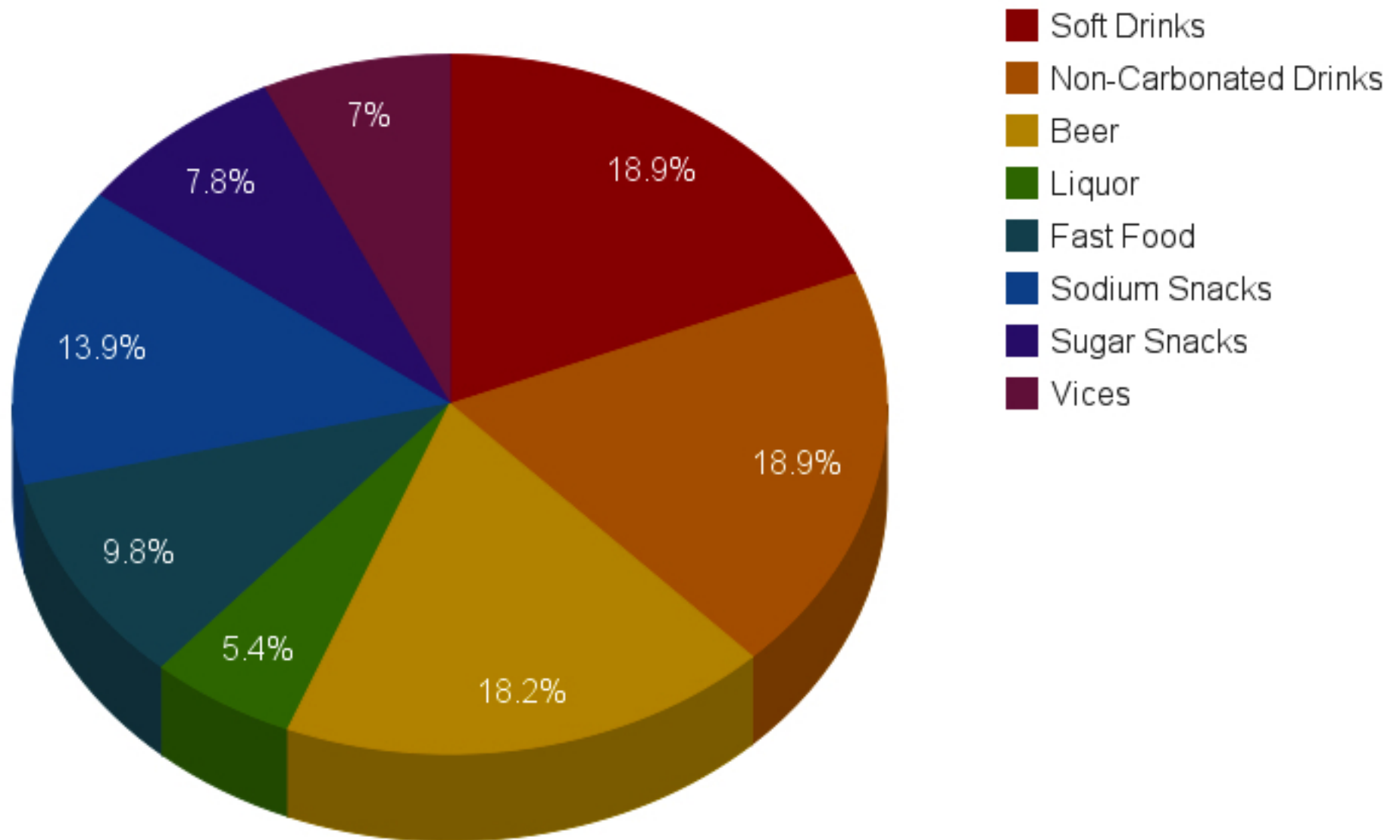




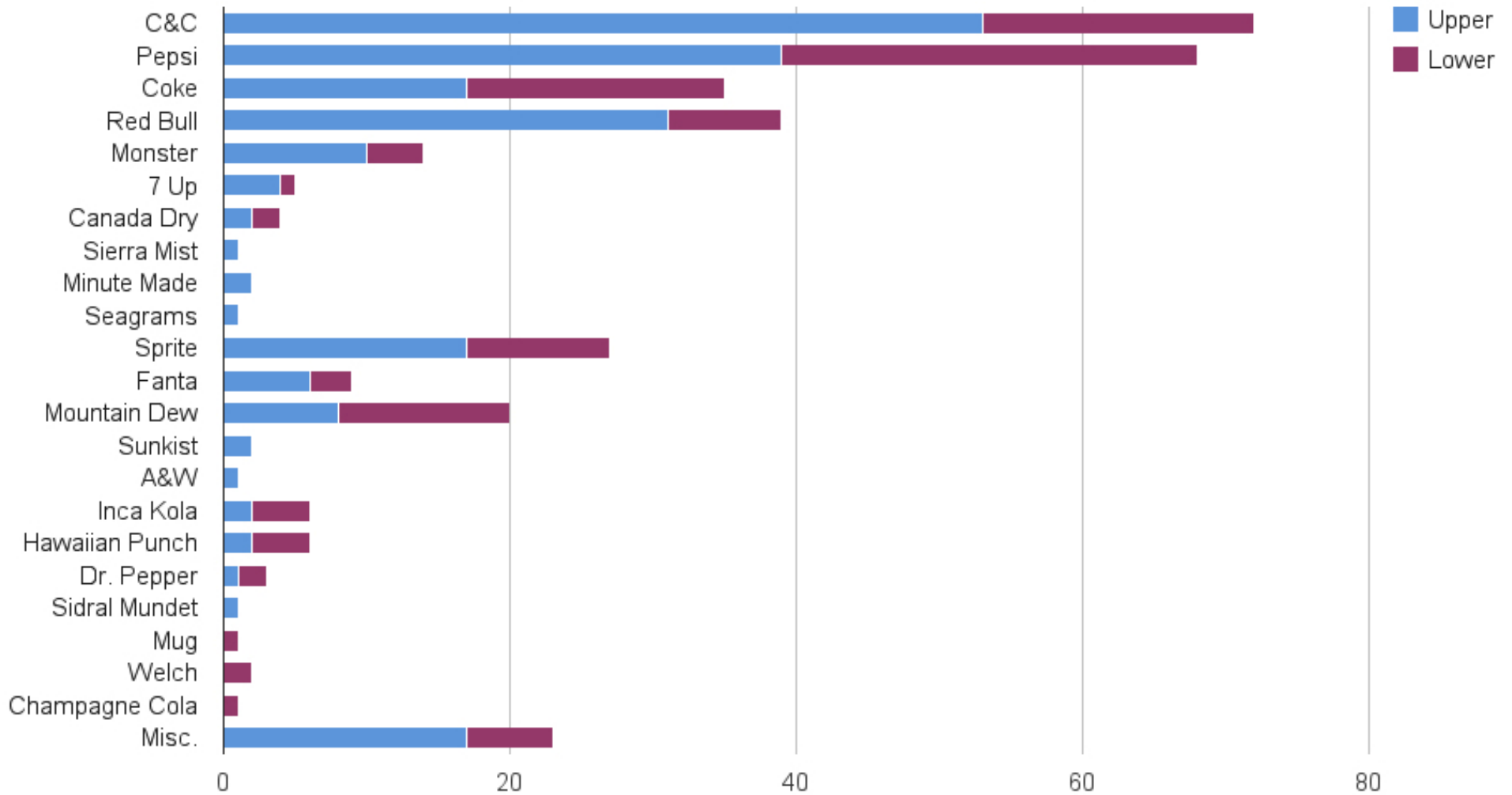




TOTAL = 1,813 PIECES COLLECTED

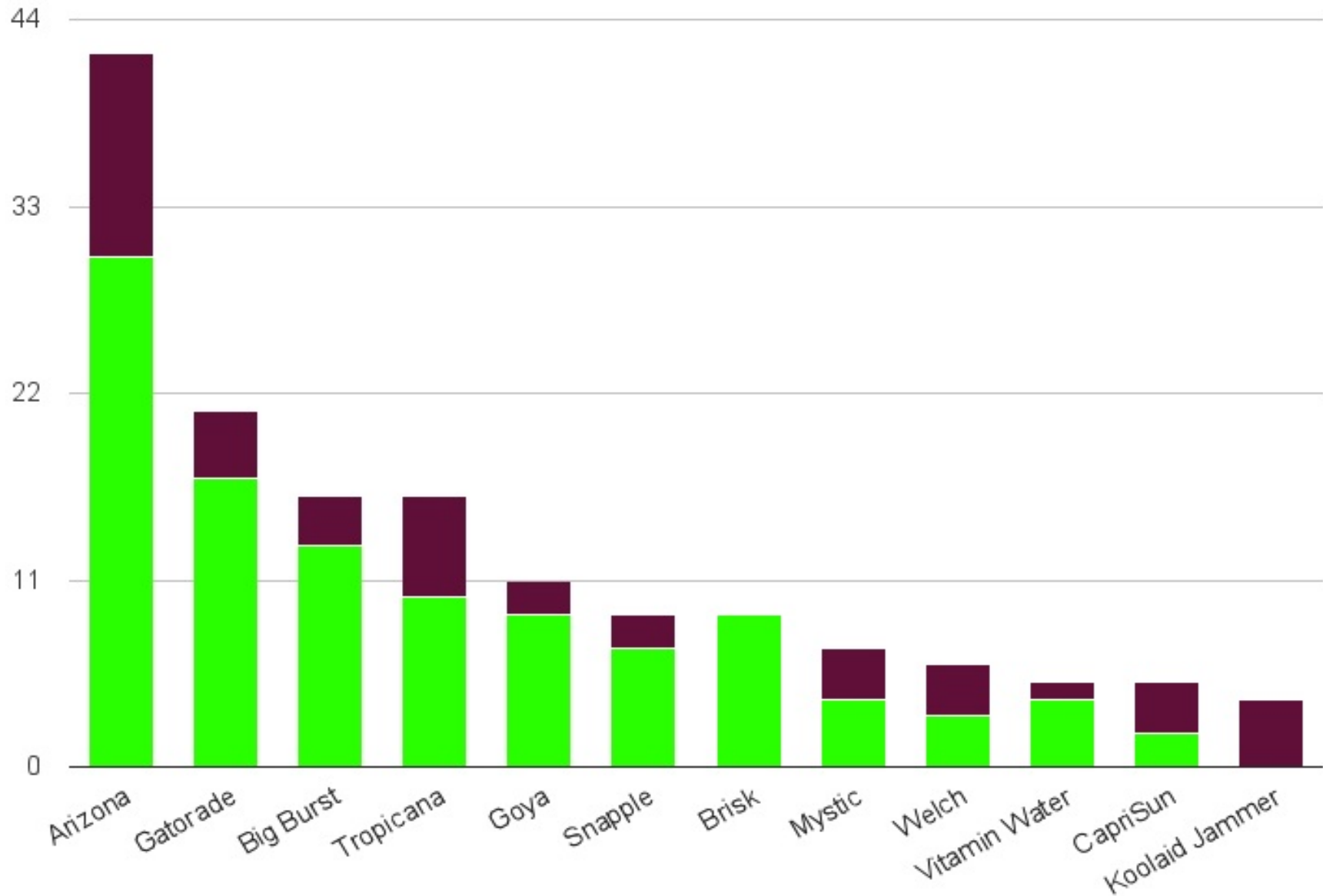


SOFT DRINKS = 18.9% (343)



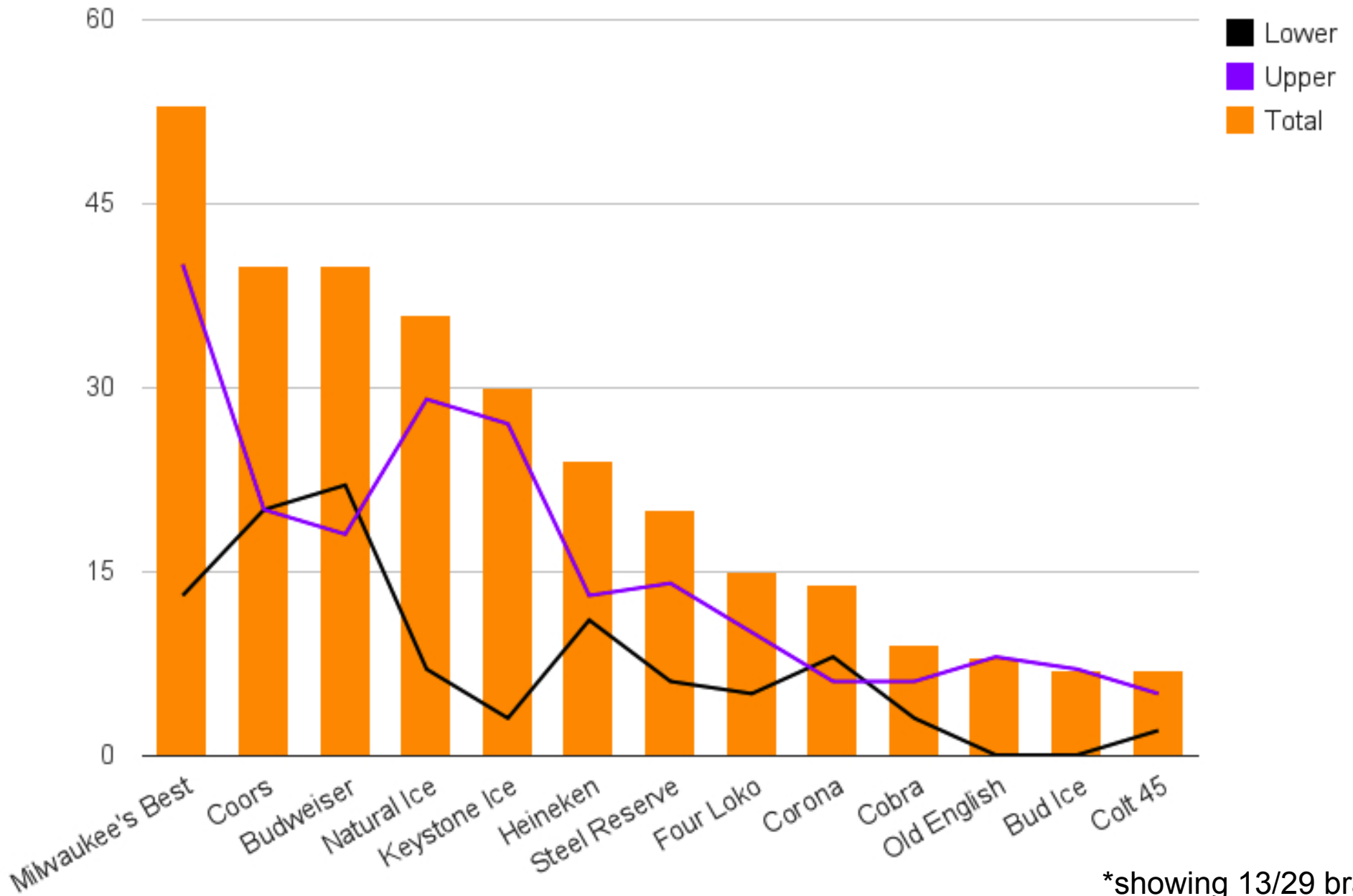
*showing 23/23 brands

NON-CARBONATED = 18.9% (343)



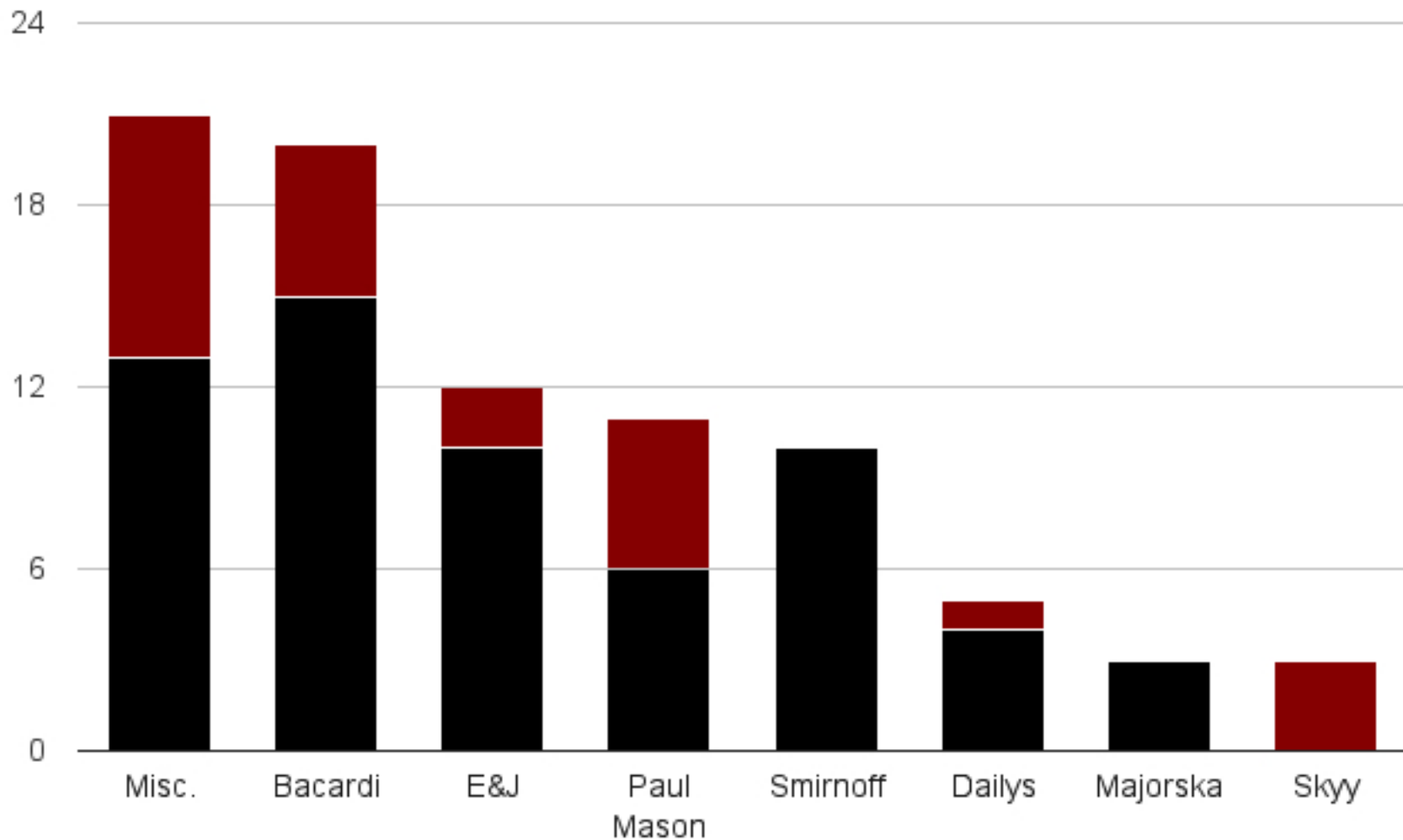
*showing 12/35 brands

BEER = 18.2% (330)



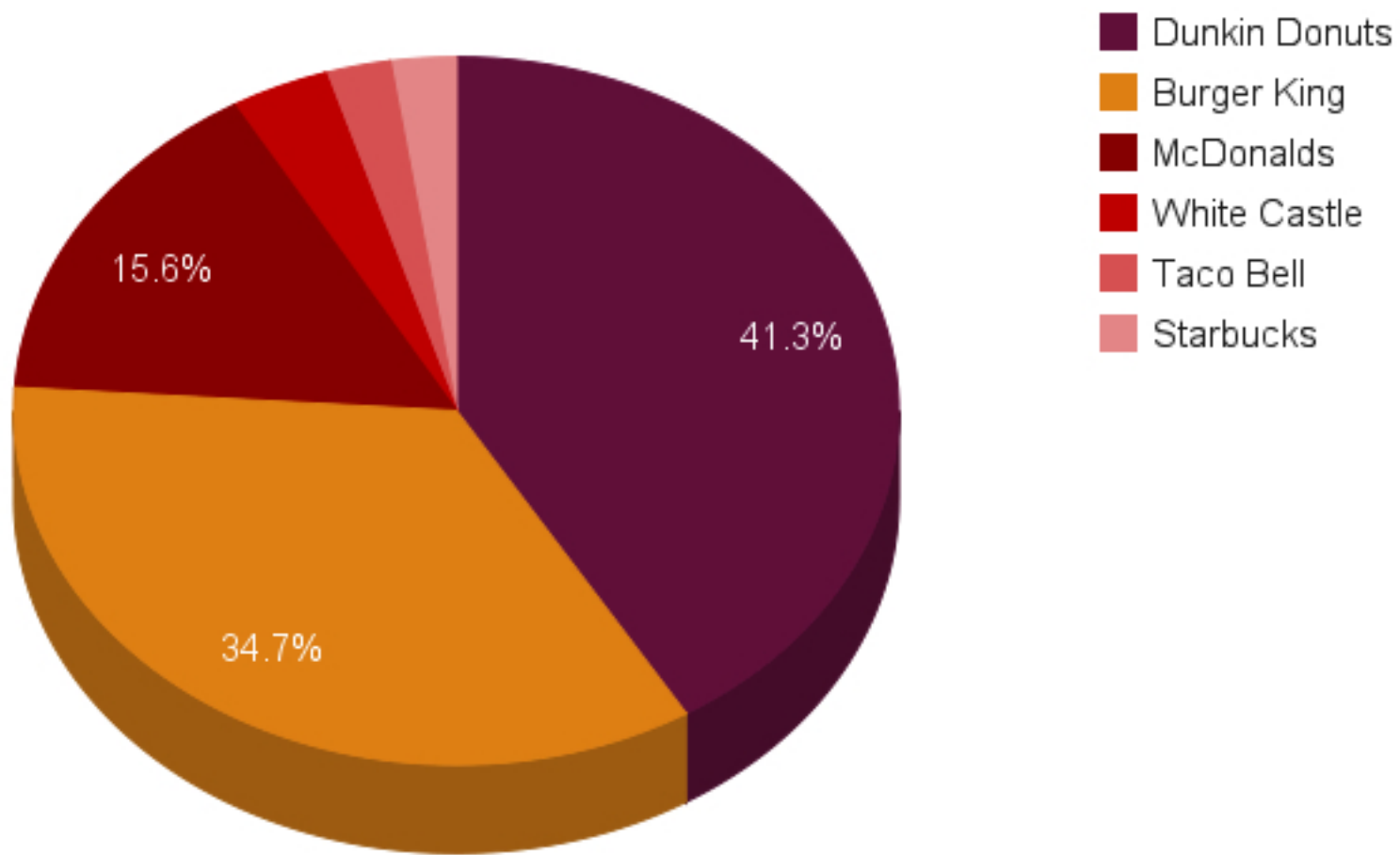
*showing 13/29 brands

LIQUOR = 9.8% (98)



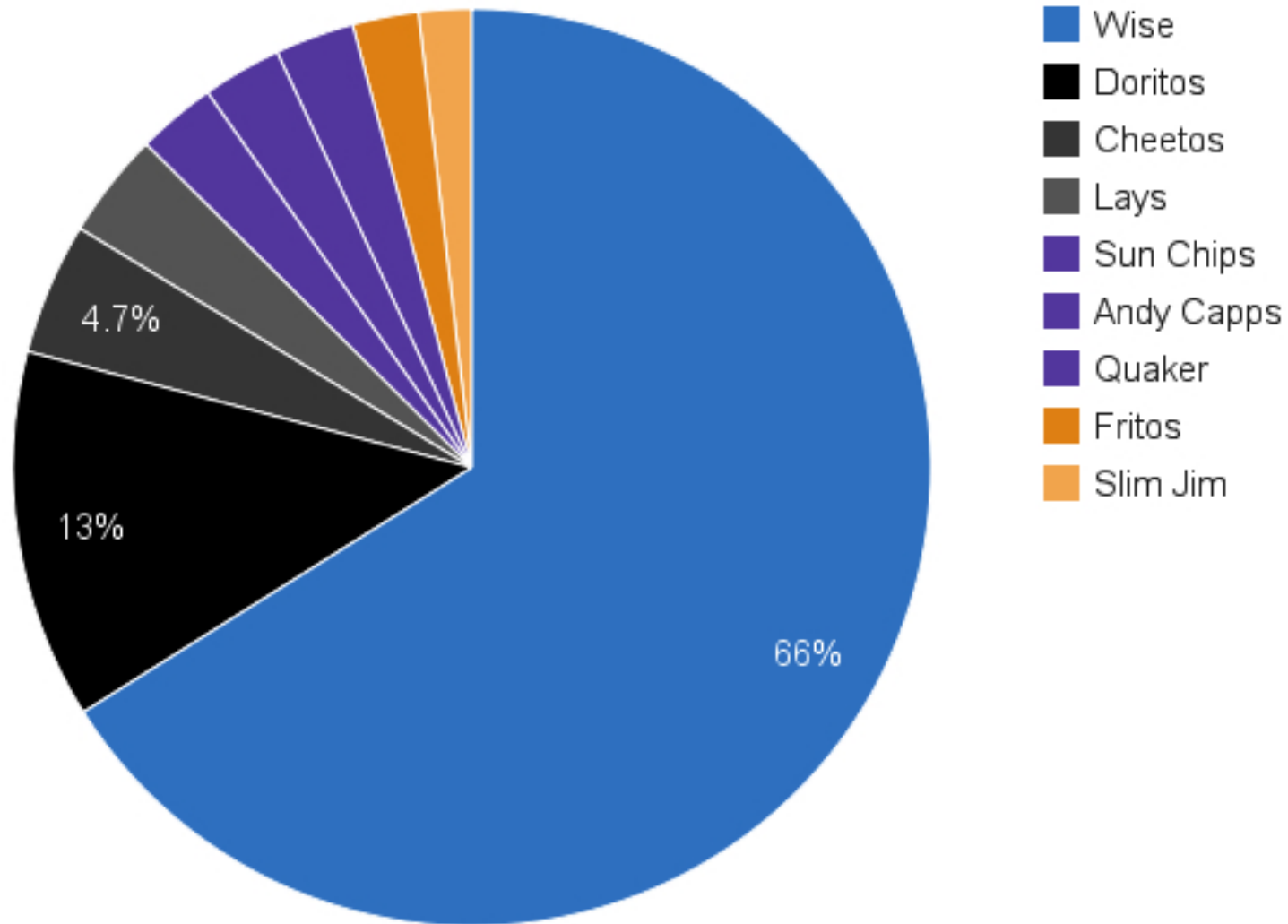
*showing 8/17 brands

FAST FOOD = 9.8% (178)

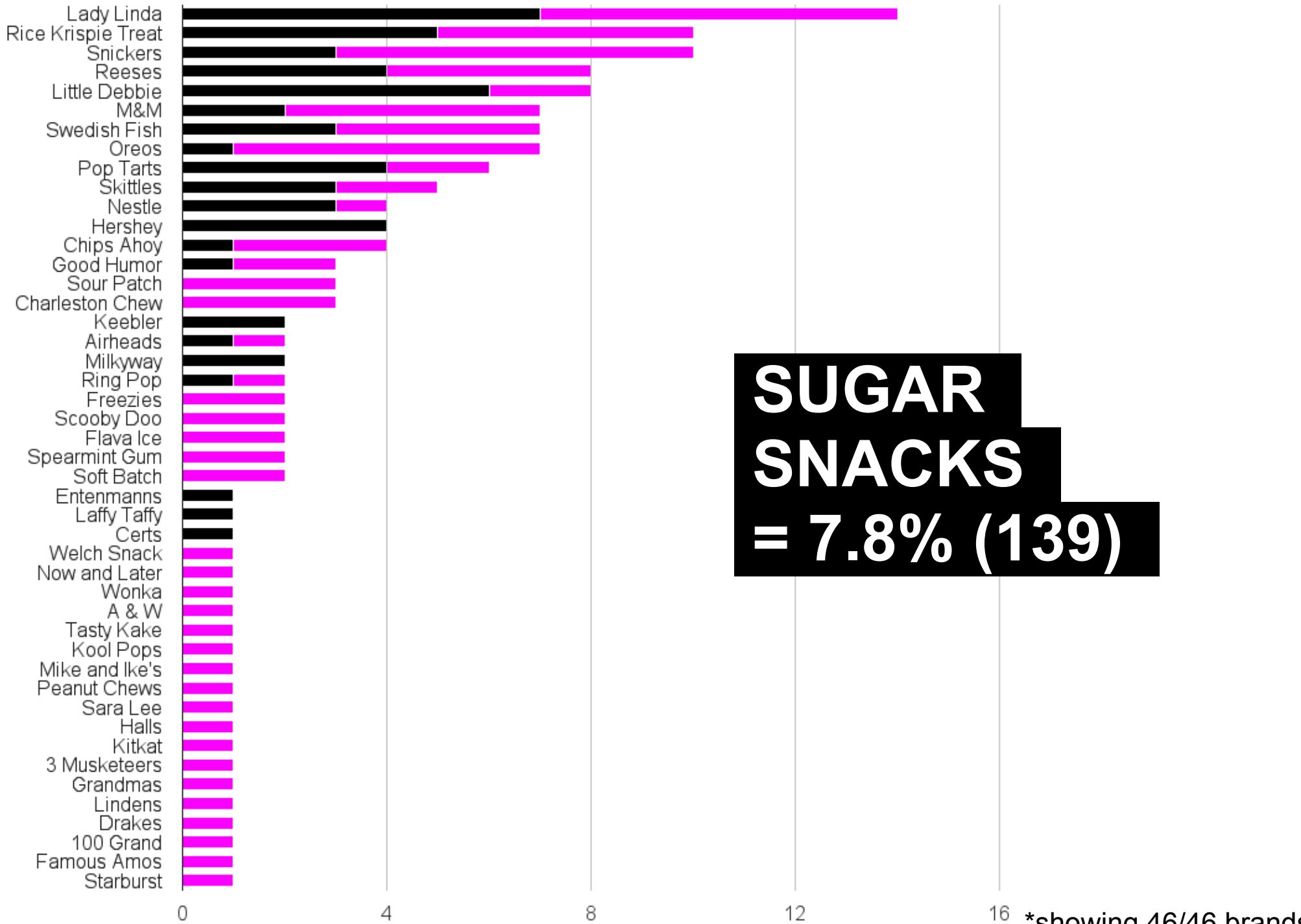


*showing 6/16 brands

SODIUM SNACKS = 13.9% (247)



*showing 9/33 brands



**SUGAR
SNACKS
= 7.8% (139)**

*showing 46/46 brands

CONCLUSIONS



- found: diet related items of poor nutrition quality
- yet a number of food options are near the site
- perhaps saturation reconfigures concept of distance
- one's definition of access may stretch only as far as the nearest Burger King or bodega





PAUL MASSON
BRANDY

EXTRA SMOOTH
E&J SELECT
V.S.O.P.
Superior Reserve
BRANDY
50% ALC. BY VOL. - 90 PROOF



BATTLE OF THE BRANDS

- Create 'contest' amongst similar brands

- Which companies were most frequent?

- Litter as a form of free advertising

- Corporate responsibility for entire lifecycle of product

- Suggestion to 'sponsor' sections of the Raceway

THE WINNERS:



LETTER TO COMPANIES

Dunkin Donuts,

In May 2011, a survey of litter was conducted within the city of Paterson, NJ. The site of focus was a now empty canal system, that previously flowed with water and powered Paterson's many mills and factories through the industrial revolution. The canal system, known as the Raceway, now lies empty - except for some small vegetation and exceptional amounts of littered trash. Data was kept on how frequently different food and beverage brands appeared amongst the litter, and then divided into seven appropriate categories (Soft Drinks, Non-Carbonated Drinks, Beer, Liquor, Fast food, Sodium Snacks, and Sugar Snacks). Putting similar, and already competing, brands against one another, we used the survey of trash to create a Battle of the Brands.

Today we write to you, Dunkin Donuts, to inform and congratulate you on your victory in the 2011 Paterson Raceway Battle of the Brands (fast-food category). With a total of 69 Dunkin Donuts products counted, you successfully defeated a number of rival fast-food companies that had less litter in the Raceway, including Burger King (58), McDonalds (26), White Castle (6), Starbucks (4), Taco Bell (4), and Subway (1). (Across all categories a total of 1,850 items of litter were counted. For a complete list of data from the project, as well as Battle of the Brands winners in other categories please see the attached spreadsheet.)

We congratulate you on your victory but also feel you may owe the city of Paterson as well. After all, all that litter is occupying a historic and once vital site, and it is acting as free, unpaid for advertising for your firm. Pedestrians walking by will see more Dunkin Donuts logos, than Starbucks, Wawa, or other competing chains. Companies that profited from the Raceway in the past, the great mills powered by its flowing waters, helped Paterson grow and drove its economy. Perhaps your situation is also an opportunity to give back. Here is a simple suggestion to do just that and benefit both Dunkin Donuts and Paterson in the process:

Dunkin Donuts sponsor a section of the Raceway. Similar to highway sponsorships, the company (Dunkin Donuts) will make a reasonable donation to the city of Paterson, maintain the designated section of the Raceway through monthly cleanups (possibly employing local work force for such), and provide easy to access garbage and recycling units (there is a number of plastic, glass, and aluminum containers present), as well as some proper signage stating that this area is sponsored by Dunkin Donuts. Payback on the investment for Dunkin Donuts comes in the form of positive PR and a more effective form of advertising than the littered styrofoam cups and to-go bags you would be helping to rid the Raceway of. Of course, this is only one suggestion and we welcome any ideas you may have of your own.

Again, we would like to thank you for your unparalleled performance in the 2011 Battle of the Brands, and consideration of the above proposal to give back to this great historical site that was ever so gracious in their role as host to the contest. We look forward to your response.

Sincerely,
Will Elkins & Devin Reitsma



THE END

for more information visit:

outerspacecities.com/paterson.html