

## 2012 STUDENT AWARDS – PDF REQUIREMENTS

**FULL NAME: QIANNAN ZHAO**

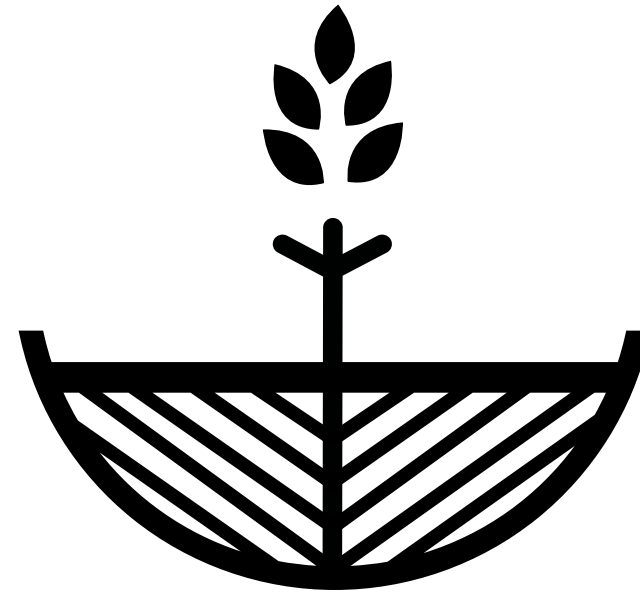
**SCHOOL NAME: GEORGE BROWN COLLEGE**

**ENTRY CATEGORY: PACKAGING DESIGN**

### **PROJECT RATIONALE**

The challenge is to use our product raise awareness of the current fair trade rice issue in Asia with their rice. There, rice farmers are the victims of an unfair trading system that does not reward the reaping and commercialization of rice. Riceland's strategy is to target a more affluent demographic that can afford high quality and healthy food that can help farmers find their way out of debt. We can achieve this by teaching farmers how to build rice farming structures out of the reusable materials from which our rice bags are made: in doing so, Asian rice will become fair trade and there fore more accessible to Canada's markets.

Riceland's products are made almost entirely from cotton, making it the easiest way to carry and store rice . The process book serves as an informational guide — it introduces the brand and covers the design process in depth.



# RICELAND

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IT'S MORE THAN JUST FOOD

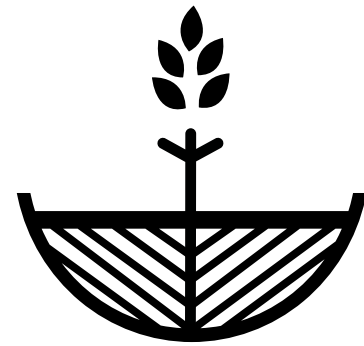
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# RICELAND

IT'S MORE THAN JUST FOOD

THAILAND · FAIR TRADE



INSIDE BAG

COUNTRY HIGHLIGHT : FOR THE YEAR 2012

**90%** OF THE WORLD'S RICE COMES FROM ASIA

**THE CAPITAL CITY BANGKOK** is home to 15% of the country's population

**67,089,500** THAILAND POPULATION

2 MILLION SMALL FAMILY FARMS

The average annual income of farmers is \$600 a year.

**1 RICE FARMER** SUPPORTS 4 - 5 FAMILY MEMBERS

Riceland ensures the quality of rice being exported from Thailand, about 9.5 tonnes of rice exports will reach the world this year, let's make sure it is affordable and nutritional.

**Nutrition Facts / Valeur nutritive** Serve Size: Per 1 cup (45g) / Per 1 tasse (105g), Amount Per Serving / Montant par portion: Calories / Calories 160, Total Fat / Lipides 0.5g (1% DV), Sat. Fat / Lipides 0.5g (1% DV), Trans Fat / Trans 0g, Cholesterol / Cholestérol 0mg, Sodium / Sodium 0mg, Total Carb. / Glucides 36g (12% DV), Fiber / Fibre 1g (2% DV), Sugars / Sucres 0g, Protein / Protéines 3g, Vita A (0% DV), Vita C (0% DV), Iron / Fer (2% DV), Calcium / Calcium (0% DV). % Daily Values are based on a 2,000 calories diet.

2012 Riceland food INC. P.O. BOX 2835 TORONTO, ON M2N 4L1, CANADA



LABEL DESIGN

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