

Food System 6 (FS6) is a non-profit organization dedicated to supporting the nationwide transition from conventional to regenerative poultry farming. Although conventional farming is more established and better funded, regenerative farming offers ethical benefits for farmers and animals while also having a positive impact on the environment. However, the funding infrastructure heavily favors conventional farmers, inhibiting an industry-wide shift to regenerative farming. FS6 aims to accelerate this transition by strengthening the regenerative poultry farming infrastructure across the US.

The DSI team was tasked with transforming a complex research brief on the poultry industry into an educational resource to spread awareness and advocate for regenerative farming. The team created a simulation game that immerses users in the financial challenges faced by poultry farmers.

The team's analysis of the research briefs highlighted disparities in the stability, accessibility, and quantity of grants available to conventional and regenerative farmers. These findings shaped decisions within the simulation, where players choose a farming practice and character (Figure 1 and 2). The first two choices influence a player's likelihood of securing funding and the types of "challenges" they will face. The simulation aims to educate stakeholders and drive change toward a more sustainable US poultry farming system.



Figure 1: The first decision in the game asks the user to choose the type of poultry farming they would like to practice.

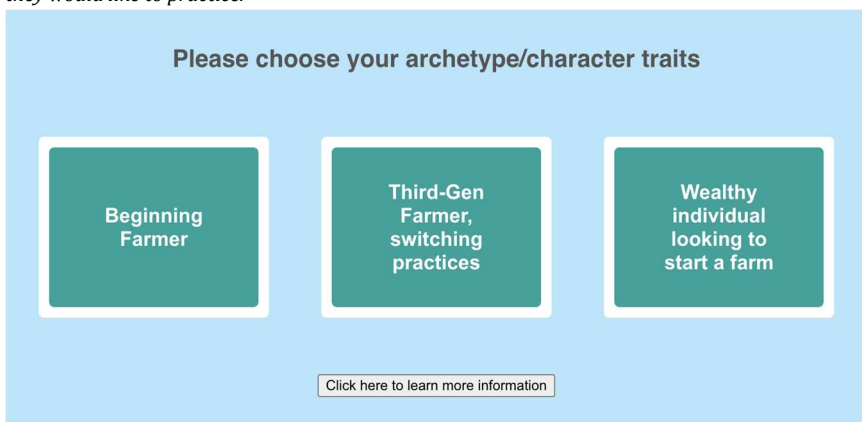


Figure 2: The second decision in the game asks the user to select from three "characters" that determine the decision pathway the rest of the game is based on.