

Food System 6 (FS6) is a non-profit dedicated to advancing regenerative poultry farming in the U.S. While conventional farming dominates, regenerative practices offer ethical and environmental benefits. Limited financial support has slowed industry-wide adoption, and FS6 works to strengthen the infrastructure necessary for the transition to regenerative practices.

The DSI team focused on transforming complex research on the poultry industry into an educational resource to spread awareness for regenerative farming. The team created a simulation that immerses users in the challenges faced by poultry farmers, aiming to highlight the struggles faced by regenerative farmers.

The team leveraged research to inform user choices and events within the simulation, specifically once players choose their farming type and character. These choices determine the likelihood of encountering types of random events—which are informed by real scenarios that farmers may face—as well as their chance of surviving them. During the game, random events appear every six months, impacting the player’s financial stability and highlighting the disparities in support for regenerative versus conventional farmers; regenerative farmers almost always end with lower financial stability than conventional farmers. The simulation aims to educate users and amass financial support to fuel an industry-wide shift to regenerative poultry farming.

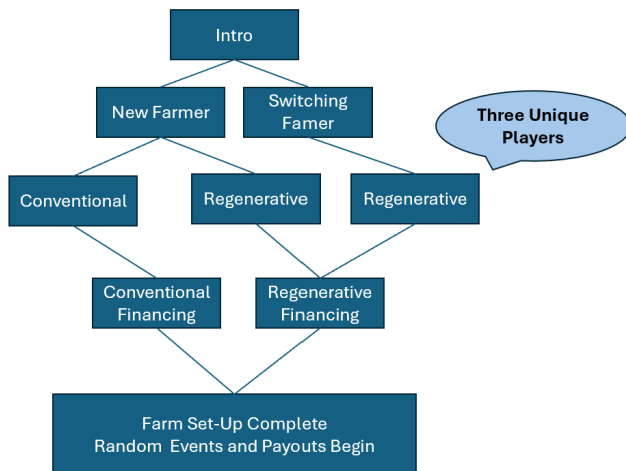


Figure 1: Flowchart highlighting the three unique player types and different “parts” (initial setup and funding prompts versus random event and payout prompts) of the game.

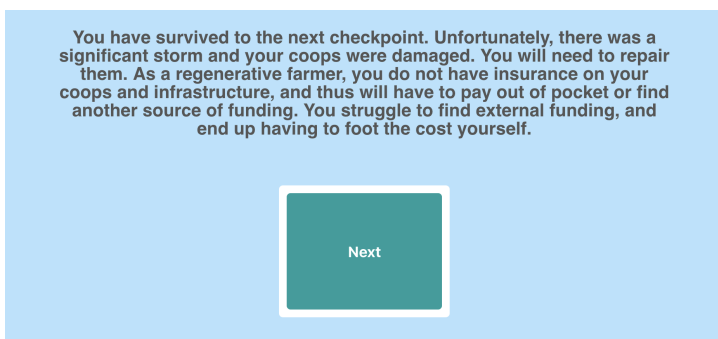


Figure 2: Example of a random event that may appear within the regenerative storyline.

