

DISRUPTION!

A BATTLE FOR THE FUTURE OF FOOD

GOALS AND RULES





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BACKGROUND: THE INDUSTRIAL FOOD CHAIN VS THE PEASANT FOOD WEB

Who decides the future of food? When politicians, companies and others talk about 'the food system', they include the work of growing, producing and distributing food. But there is more than one way of organising a food system. Over the last few decades, the way in which people grow, share and eat food around the world has become a tale of two conflicting food systems – which we call the Industrial Food Chain and the Peasant Food Web.

The 'Industrial Food Chain' is a term we use to describe a series of industrial processes, often represented as a linear chain, with each stage linked to powerful global markets. These chains result in commercial food that is traded globally and sold in stores, restaurants and online. But this only describes a small part of the activity and relationships that really nourish most of the world's people: food that is grown outside the Industrial Food Chain accounts for most of the world's nutrition, especially among economically poor and peasant communities – including fisherfolk, livestock-keepers, pastoralists, hunters and gatherers, rural communities and also many urban gardeners. We describe the sharing of food within these communities, and their relationships with territories and ecosystems, as 'The Peasant Food Web'.

The Peasant Food Web is critical to feeding humanity: Challenging assumptions about who really 'feeds the world', our research shows that the Peasant Food Web provides food for over 70% of the world's people. But its resilience is threatened by the behavior of the polluting, wasteful and expensive Industrial Food Chain (for every US\$1 consumers pay to Chain retailers, society pays another US\$2 for the extensive health and environmental damage caused by the Chain).

The Industrial Food Chain already uses more than 75% of the world's agricultural resources – including land, water and fossil fuels – to feed the equivalent of 30% of the world's population, mostly people in the global North and in cities around the world. The Chain is constantly looking for more of these resources, and land and water 'grabbing' by agribusiness is rife across peasant territories.

We are constantly being told that the Industrial Food Chain, through globalization, consolidation and new technologies, will help address nutritional deficiencies and even survive climate change – for example, by deploying next generation ‘climate-smart’ agricultural technologies. But the assumption that the Industrial Food Chain, driven by commercial interest, can really feed the world, especially in an increasingly unpredictable context, actually has no factual basis. The bottom line is that at least 3.9 billion people are either hungry or poorly nourished because many of them have been displaced from the best lands. The Industrial Food Chain is too distorted, too expensive, and – after 70 years of trying – just can’t scale up to really feed the world.

Nevertheless, the captains of the Industrial Food Chain, with their vast financial resources, are extraordinarily powerful people. They are often present ‘at the negotiating table’ where they influence and shape governments’ policies to serve their corporate interests. Giant Agribusiness corporations have a range of commercial strategies, false solutions, accounting tricks and ‘doublespeak’ approaches that they use to stay in power, maintain their influence, and grow even stronger (as outlined in this game).

Tricks of the trade include promoting corporate-friendly ‘market-based’ strategies, such as carbon trading and biodiversity offsets. These allow companies to buy and sell ‘carbon credits’ or the right to destroy biodiversity in certain places. These complex smoke-and-mirrors financial strategies distract from the fact that ‘carbon trading’ does nothing to keep fossil fuels in the ground, and ‘biodiversity offsets’ allow biodiversity destruction to continue, while displacing communities, giving the false illusion that biodiversity can be preserved somewhere else, and allowing biodiversity regulations to be relaxed or avoided. The Chain’s strategies also include the promotion of risky technologies such as genetic engineering, synthetic biology and artificial intelligence as ‘solutions’ to problems that the Chain itself has helped to create, such as climate change, biodiversity loss, and animal and human epidemics and pandemics.

The Industrial Food Chain has also been busy shoring up its power and influence through insatiable acquisition and mergers, including between big companies in the seed and agrochemical sectors, creating giant agribusiness firms including Bayer-Monsanto, Corteva Agriscience, Syngenta Group and BASF. But that’s just part of the story. These companies are now being joined by other equally powerful corporations from outside the food world, who also want to shape the food system to serve their interests. Big Data Giants such as Amazon, Alibaba, Google and

Microsoft are also swiftly moving into the food and farming business. Giant asset management companies, such as BlackRock and Vanguard, have been buying up shares in the Industrial Food Chain too.

It is the Peasant Food Web that actually has the capacity to keep feeding the world and to cool the planet. Whether it's a normal or abnormal year, on good or poor soils, women and men working with diverse crops, fisheries and livestock produce more food per hectare than industrial farms. Using agroecological strategies, the Peasant Food Web will consistently produce more food, in ways that are more beneficial to people and planet. Peasant agriculture is also diverse and resilient and better able to survive shocks such as climate change and prevent new epidemics. The Peasant Food Web needs to be supported and scaled up. We need to release food from the shackles of the Industrial Food Chain.

To find out more:
visit www.etcgroup.org and read our reports...
'Who Will Feed Us: The Industrial Food Chain vs the Peasant Food Web'
'Plate Tech-tonics: Mapping Corporate Power in Big Food'



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SHORT GAME

CONTENTS OF THE GAME

A short game for two players! This game can be played in person or over a video call. Each person needs a pack of cards to play with. The game takes around 30 minutes.

You only need 28 cards from the full pack (per player):

The board: Split into four Food System zones marked by System Symbols:



Genetics
(seeds, breeds and biomes)



Ecosystems
(land, water and biodiversity)



Knowledge
(story, culture and technology)



Economy
(production, distribution and consumption)



The 12 illustrated Peasant Food Web cards (red border and back, also called 'peasant art cards')



The 12 illustrated Industrial Food Chain cards (green border and back, also called 'corporate art cards')

For this version of the rules use the side of the board that has the  symbol on it.

The other text-based cards are not needed for this game. These are used in the long game rules.

***Tip:** If you are playing online you might find it easiest to play over a laptop or with a mobile phone stand so that you can keep both hands free for playing the game.*

SETTING UP THE GAME



Each player places their board on a playing surface in front of them. Make sure you are using the right side of the board (without the 'Dispossessed' zone).

Decide who is playing as the Peasant Player and who is playing as the Corporate Player. Each player should have either 12 corporate art cards ('Industrial Food Chain' cards) or 12 peasant art cards ('Peasant Food Web' cards) held in their hand, depending on which player they are.

However, you should spread your own copies of your opponent's art cards on the table to study them – you will need to!

The goal for each of you is to cover 6 of the 8 available **Footholds** (white rectangles) on your board with your art cards only. So, if you are the Peasant Player you must cover 6 Footholds with 6 peasant art cards. If you are the Corporate Player you must cover 6 Footholds with 6 corporate art cards. The first to cover 6 Footholds on their own board wins.



PLAYING THE GAME

The Peasant Player and Corporate Player alternate in a guessing game. The Peasant Player starts, as they were producing food before the corporations arrived on the scene.

The Peasant Player chooses a card from their own hand, and holds it up so their opponent can see they have selected a card – but they only show the back of the card. The other person is trying to guess the **number of System Symbols** on the Peasant Player's chosen card (the System Symbols are on the top left hand corner of the card). So the guess will be '2', '3' or '4'. They do not need to figure out what the card is exactly, but it may help them.

The guessing player then asks the other person **one question** about their chosen card to help them guess what that number of System Symbols may be (see p. 9 for some examples). These questions can only be questions to which the answer is 'yes' or 'no'. You may not ask the same question twice in a row, or what card it is, or how many System Symbols are on the card! Your question can be about anything else about the card, for example parts concerning the art, the design or the text.

Once the guessing player has decided on the number of System Symbols, without revealing their guess they pick one or more cards **from their own cards in their hand** that together show the number of System Symbols they are guessing. For example, if you think the answer is 2, use one of your cards that has 2 System Symbols. If you think the answer is 4, you can use a card with 4 System Symbols or 2 cards with 2 System Symbols.

When both players are ready, they show each other their cards/System Symbols at the same time, and compare numbers. Was the guess correct?!

If the guess was correct the guessing player wins the turn. If the guess was wrong, the other player wins the turn. Whoever wins places one of the cards that they gave their answer with on a Foothold in a Food System zone. The System Symbol on the Food System zone and the card being placed must match.

If you are playing online and cannot see each other's Food System cards, you should tell your opponent the name of the card you are placing on the Food System cards when you place it. (You may also show each other your setup on your phone screens at any time if you want to.)

If either player has cards left over from the round, those cards go back in with the others in their hand, ready for the next turn.

Now it's the Corporate Player's turn to choose a card, and the Peasant Player's turn to guess the number of System Symbols on the card they have chosen.

Continue alternating turns in this way until the first person to fill 6 Footholds wins the game!

EXAMPLE OF A TURN

Corporate Player: The Corporate Player chooses a card from their hand, but only shows the back of the card to the other player.

Peasant Player: The Peasant Player looks through their own copy of the corporate art cards to look for common elements and thinks of a question. They choose their question: “Does your card have an animal on it?”

Corporate Player: The Corporate Player answers: “Yes!”

Peasant Player: Now the Peasant Player has narrowed down what the Corporate Player’s card might be. It could be the ‘CAFO’ card which has cows on it and 3 System Symbols. Or it could be the Gene Drive card which has an insect on it, but only 2 System Symbols. The Peasant Player has to guess whether the answer is 2 or 3! They decide it is 3. They then pick a card from their own peasant art cards, which they then hold in their hand without revealing, to demonstrate their guess: they choose Rice-Fish Farming, which also has 3 System Symbols on it.

Both players: Both players reveal the card they choose at the same time. The Corporate Player’s card does have 3 System symbols on it, so the Peasant Player has guessed correctly!

Either player, depending on who won: As the winner, the Peasant Player gets to place the Rice-Fish Farming card in their hand on a Foothold in a zone of their choice, as long as the System Symbol on the zone and the card match. They choose to place Rice-Fish Farming on their Knowledge Food System zone.

Both players: Now they swap roles for the next turn; it is the Peasant Player’s turn to pick a card, and the Corporate Player’s turn to guess.



EXAMPLE QUESTION

You can ask anything you want to but here are a few examples of other questions that might be asked:

About peasant art cards:

Does your card have food on a dish or being grown by people?

Does your card mention Food Sovereignty?

Does your card have butterflies on it?

About corporate art cards:

Does your card mention Big Data?

Does your card have a design element overlapping the border?

Does your card show something that is controlled remotely?

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LONG GAME

CONTENTS OF THE GAME

The board: Split into four Food System zones marked by System Symbols:



Genetics
(seeds, breeds and biomes)



Ecosystems
(land, water and biodiversity)



Knowledge
(story, culture and technology)



Economy
(production, distribution and consumption)

For this version of the rules use the side of the board that has the  symbol on it. The Dispossessed zone at the centre is where peasants who have had land and resources grabbed from them gather together.

Peasant Deck: used by the Peasant Player, green border and back
12 Peasant Food Web cards, 7 Peasant Action cards, 7 Did You know? cards

Corporate Deck: used by the Corporate Players, red border and back
12 Industrial Food Chain cards, 13 Chain Reaction cards, 13 Doublespeak cards

10 Corporate Identity cards: Colored game tokens that identify different Corporate Players. Each Corporate Player chooses one card which depicts an Industrial Food Chain sector, and pops out the 8 tokens (The Peasant Player does not need any tokens.)



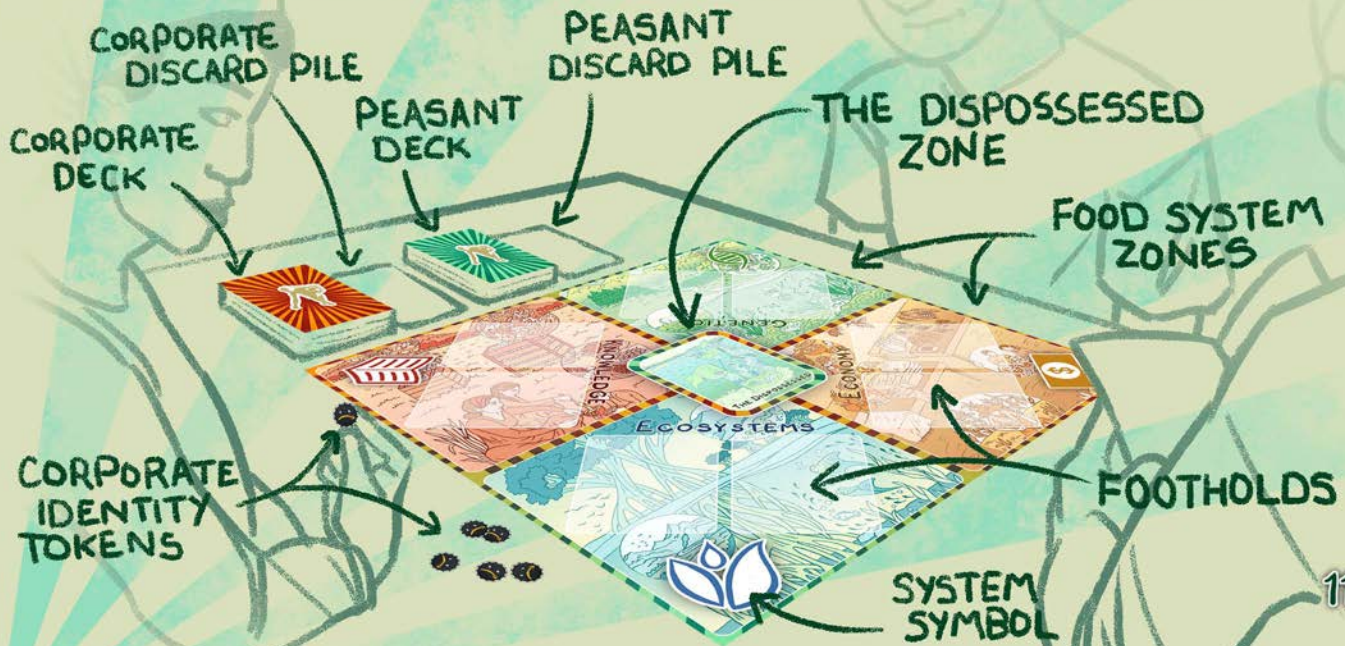
SETTING UP THE GAME

Players compete to control the four 'commons' of the Food System: Genetics, Ecosystems, Knowledge and Economy. Each of these is represented by a zone on the board with two Footholds in it. The game ends when any one player has taken over any six Footholds on the board.

Choose the Peasant Player, who will defend the Peasant Food Web.

The other players are Corporate Players. Each chooses a Corporate Identity card and pops out their 8 marked tokens. A Corporate Player's aim is to build a food empire by grabbing land and resources, using the tokens to show where their empire lies.

Place the board on a flat surface where all players can reach it. White rectangles on the board signify 'Footholds' in each Food System where players can place certain cards to claim the Footholds during the game. Place the Corporate Deck and Peasant Deck next to the board, with a separate discard pile for each.



Next, the Peasant Player retrieves three Peasant Food Web cards from the Peasant Deck and places them on Footholds of their choice (as long as the cards have a System Symbol that matches that of the zone they are placed on). The Peasant Player then shuffles the remaining cards in the Peasant Deck and places them face down on the table. They take the top three cards to create their initial 'hand'. The Peasant Player plays from the Peasant Deck only.

The Corporate Player to the Peasant Player's left shuffles the cards in the Corporate Deck, then deals three cards from the top of the Corporate Deck to each Corporate Player and places the rest face down on the table. The Corporate Players play from the Corporate Deck only.

Now you're ready to play!

PLAYING THE GAME

Playing a turn: Play moves in a clockwise direction from the dealer, with the dealer going last.

At the beginning of your turn, draw one card from the top of your deck and add it to your hand. During your turn you may play as many cards from your hand as you want. This is the only time when you can win **Footholds**. Most cards can only be played during your turn. However, Peasant Action cards and Chain Reaction cards may be kept and played at any time, including during an opponent's turn. If you are a Corporate Player, you may also choose to initiate a **Trade** during your turn. Your turn ends when you have done everything you want to with the cards in your hand.



HOW THE PEASANT DECK WORKS:



Peasant Food Web cards are used by the Peasant Player to gain Footholds. If the System Symbols on the card and Food System zone match, the card can be placed on the vacant Foothold. If there are no vacant Footholds, they can be placed on the Dispossessed zone at the centre of the board. They can only be played during your turn. For more detail look at 'During The Game' (p. 14-15).

Peasant Action cards may be played at any time. These have different effects which are explained on each card.

Did You know? cards can only be played during your turn. The Peasant Player reads the description aloud and then selects a Corporate Player. Without seeing their hand, the Peasant Player chooses a card that the Corporate Player must then discard without playing.

HOW THE CORPORATE DECK WORKS:



Industrial Food Chain cards are used by Corporate Players to gain Footholds. If the System Symbols on the card and Food System zone match, the card can be placed on the vacant Foothold. However, they can only be played if the Foothold has a card with the Commons Conquest effect on it already. They can only be played during your turn. For more detail look at 'During The Game' (p. 14-15).

Doublespeak cards have the Commons Conquest effect which is the first step for claiming a Foothold with an Industrial Food Chain card. If the System Symbols on the card and Food System zone match, the card can be placed on the vacant Foothold. They can also be played on a Foothold already occupied by a Peasant Food Web card, which is then relocated to the Dispossessed zone. They can only be played during your turn.

Chain Reaction cards have different effects which are explained on each card, and some have the Commons Conquest effect as well. These cards can be played at any time.

DURING THE GAME

Systems symbols: Each zone on the board – Genetic, Ecosystems, Knowledge and Economy – has its own System Symbol. Matching Systems Symbols are found on the Peasant Food Web cards, the Industrial Food Chain cards and the Doublespeak cards. When these cards are played, their System Symbol has to match the zone they are played on. Chain Reaction cards with the Commons Conquest effect do not have any System Symbols and can be played on any Food System zone.



Genetics
(seeds, breeds and biomes)



Ecosystems
(land, water and biodiversity)



Knowledge
(story, culture and technology)



Economy
(production, distribution and consumption)

How the Peasant Player gains a Foothold: The Peasant Player only has to play one card to win a Foothold. You can place a Peasant Food Web card on any vacant Foothold with a matching System Symbol during your turn. If there is no vacant Foothold, the card can be placed directly on the Dispossessed.

Commons Conquest: Doublespeak cards and some Chain Reaction cards have an effect called Commons Conquest. These cards can be played on a relevant vacant Foothold by a Corporate Player who can then gain that Foothold with an Industrial Food Chain card. Alternatively they can be played on Footholds currently occupied by a Peasant Food Web card (when this happens, move the Peasant Food Web card to the Dispossessed zone). Some Commons Conquest cards also have System Symbols that must match the System Symbol of the Food System zone they are played on.

How Corporate Players gain a Foothold: The Corporate Player cannot place Industrial Food Chain cards directly on a vacant Foothold. You can only place your Industrial Food Chain card on a Foothold when a card with the Commons Conquest effect has already been played there (either by you



or another player). The System Symbol on the Industrial Food Chain card must match the System Symbol in the Food System zone where the Foothold is located. The Industrial Food Chain card is placed on top of the Commons Conquest card, without removing it. When you claim a Foothold with an Industrial Food Chain card, place one of your tokens on it.

Clearing Footholds: Any time that more than two cards are stacked on a single Foothold, remove all cards except the top two, and place them in the appropriate discard piles.

Losing a Foothold: When the Peasant Player loses a Foothold, move the Peasant Food Web card from that Foothold to the Dispossessed zone on the board. When a Corporate Player loses a Foothold, move the Industrial Food Chain card and any other Corporate cards from that Foothold to the Corporate discard pile, and return any tokens to their player(s).

The Dispossessed and Peasant Uprisings: When there are four Peasant Food Web cards on the Dispossessed zone an uprising begins! The Peasant Player takes a number of Peasant Food Web cards from the Dispossessed zone equivalent to the number of Corporate Players playing. They can place them on any Foothold with a matching System Symbol, regardless of whether the Foothold is vacant or occupied by an Industrial Food Chain card already. The remaining Peasant Food Web cards are returned to the Peasant discard pile. If an Industrial Food Chain card is covered in this way, that card and any others beneath the new top card are discarded to the relevant discard pile, and tokens returned to their player(s). That Foothold is now considered reoccupied by the Peasant Food Web!

When either deck runs out: When either deck runs out, take the matching discard pile and shuffle it, then turn it over to replace the deck.

Trading: Any Corporate Player can initiate a trade with another Corporate Player during their own turn. They cannot force anyone to trade with them and they cannot trade with the Peasant Player. Either trade one card for another card, or trade a card for a promise (that the other Corporate Player may or may not break)!

Winning the game: The game ends when any one player has taken over any six Footholds on the board and therefore controls most of the food system.

ALTERNATE RULES

Legal Battle: If all players agree that they would like to end the game early, this rule can be used as a tiebreaker. Each player chooses a card with System Symbols on it and plays them simultaneously. The card with the highest number of System Symbols wins! If there is a draw, discard the cards and repeat the tiebreaker until there is just one winning card.

Limited Natural Resources: If you would like to make the game shorter you can play with this rule for a faster experience. When both the Peasant Deck and Corporate Deck run out, do not replace them. Instead, whoever currently has the most Footholds wins!

Supporting the Peasant Food Web: More than one player can choose to collaborate as the Peasant Player if they want to, but they still play one hand and turn between them.

Corporate Merger: If you would like to try a version of the game in which the danger of corporations consolidating their power is more overt, play with this rule. Any Corporate Player can choose, on their turn, to offer a Corporate Merger to another Corporate Player. If both players accept, they merge their hands and tokens. From this point onwards, they have one hand and turn between them.



GLOSSARY

Clockwise: Turning in the same direction as the way in which the hands of a clock move round. When you sit in a circle around the board, 'clockwise' means you take your turn after the person on your right.

Dealer: Sometimes someone will need to shuffle and hand out the cards. This person acts as the 'dealer'.

Discard pile: A specific pile where cards that players have to get rid of go, whether from their hands or from the board. In the long game rules the Corporate and Peasant Players have their own discard piles.

Footholds: The eight rectangles arranged in a diamond on the board that show where cards need to be placed in Food System zones.

Hand: The set of cards dealt to a player that they hold in their hand. When instructions refer to a 'hand', it is referring to the cards you have during the game that you hold and keep hidden from other players.

Shuffle: Rearranging or mixing a pack of cards to put them in a random order. When instructions tell you to shuffle the cards, it's to randomise the order of the deck.

Tiebreaker: If the game would result in two players tying by having an equal score, a 'tiebreaker' is an extra challenge to determine one winner!

Trade: A deal made between two Corporate Players. Either trade one card for another card, or trade a card for a promise (that may or may not be kept!)

Deck: Some cards are split into 'decks' in the long game rules. A deck is a pile of cards that players can draw from during the game, for example a Corporate Player can draw a card from the Corporate Deck during their turn.

