

Got Milk?

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Project 1

9/27/12



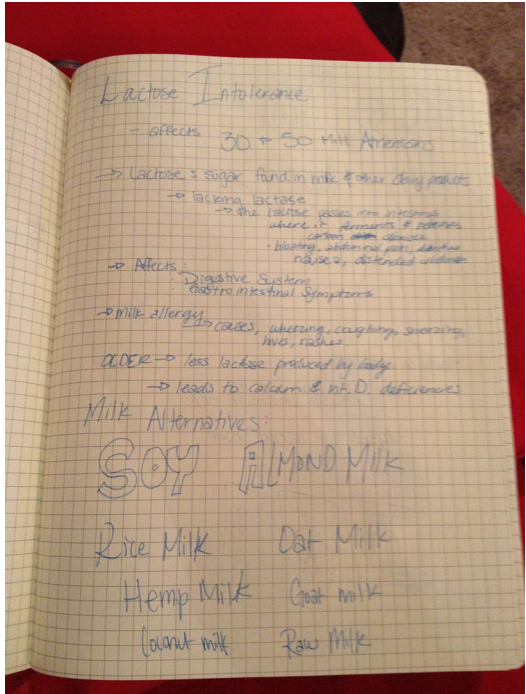
Thesis Statement

This first map that we had to create was a quantitative map. The subject could be of our choosing as long as it was under the umbrella of food. I decided to base my map on the idea of lactose intolerance and the milk alternative industry. I did research into the subject matter and came away with an industry that is in a state of change. People are more interested in diets that exclude dairy, whether based on intolerance or a choice for health. The subject proved to have a lot of interesting facts surrounding. This project was particularly interesting to me because I have been dealing with the fact that I am becoming more intolerant to dairy. I had to explore the realm of milk alternatives and then I realized that several people close to me in my life have also had to go away from dairy milk. I collected a lot of data and it was hard to know what to do with it. I decided that since this reaction to dairy happened in the body, I wanted to include that into my design. I started looking at anatomy posters and maps. I began to focus my design on the intestines because this is where the problem of lactose actually happens. From there I chose three categories that were based on hard numbers. These numbers represented the market share of 2011, the sugar content of an eight ounce glass and the spoilage time after opening. I used each part of the intestines to represent a different category and used color to show the difference. I feel that my solution was appropriate to the subject matter. I believe that it could have been more quantitative because I did include a lot of qualitative value in it, but I still think it works. Even though there are not a lot of numbers, there is still value. I believe there are some successes with this project.

A Brief History

Milk began to be bottled in glass bottles in 1884. From there it began to mass produce and soon people were buying their milk by the carton from the supermarket. Recently, people have become more concerned with lactose intolerance and how to cater to these needs. In 1996, soy milk was introduced into the market as an alternative to regular cow's milk. Shortly after, in 1998, almond milk came into the market as well. In the past 3 years, the milk alternative market has exploded. More and more people are turning to milk alternatives instead of cow's milk. The milk alternative market expanded by over 500% in 2008 and has been in a steady increase ever since. Meanwhile, the dairy market has been steadily decreasing in the past few years and has been projected to continue to decrease. The dairy milk and milk alternative markets have been in a battle that has changed the way consumers buy their milk.

Process



Gathering Data for Lactose Intolerance

History of Market Dr. Miles

- 1884 - glass milk canisters
- 1916 - packaging of soy milk
- 1928 - Almond drink

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map. CHART. DISPLAY.

∞ portraits of the mind ∞

{flavor}

2011 Market Share

Soy	48.1%
Almond	21.2%
Rice	7.2%
Coconut	2.4%

2011 11% Soy 9% Almond

Alternative

Sales 2011

Soy = 15.7% [2010-2010]

Almond = +50.6% [2010] + 6.9% [2011]

AD Almond = +24.0% [2010] + 3.9% [2011]

(US [1994] - 24.3 gal/l } per person
[2008] - 20.8 gal/l

CAU = 9% 2011-2010 (Average 1994-2010)
- 3% in volume
- 2% - fresh milk sales

info:gr.am

0's to -sk/stake

- market share 2011
- adult consumption
- sales 2011
- taste preference
- sugar amount content
- spoilage time

3 Cakes

Sugar

Low	12g
Soy	6g
Almond	7g
Rice	10g
Coconut	10g

Spoilage time

Cash	7 days
Soy	10 days
Almond	10 days
Rice	10 days
Coconut	6 days

market share = blue - soy = #160934
sugar = light pink = #15480
spoilage = green - soy = #10004 C

Research and Data

• Human body maps
 • bubble maps
 • economic maps

→ Sales reports
 → interviews
 → etc.

} PI ideas

Add a person to collaborate for SZS map
 matorano721@gmail

Milk 1/8
 ↓
 What benefits does it provide?
 ↓
 How does it become nutritious?

SUBS
 ↓
 Almond milk
 ↓
 Rice milk
 ↓
 Soy milk
 ↓
 Cashew milk

Milk. Silk Rice Almond Coconut.

Project Ideations

% share would take up a certain amount

- use milk cartons, soy beans, almonds?

- illustrated?
 - indesign?

how does cow's milk compare to milk alternative market?

68%
 }
 21%

Comps



Color Swatch from the poster



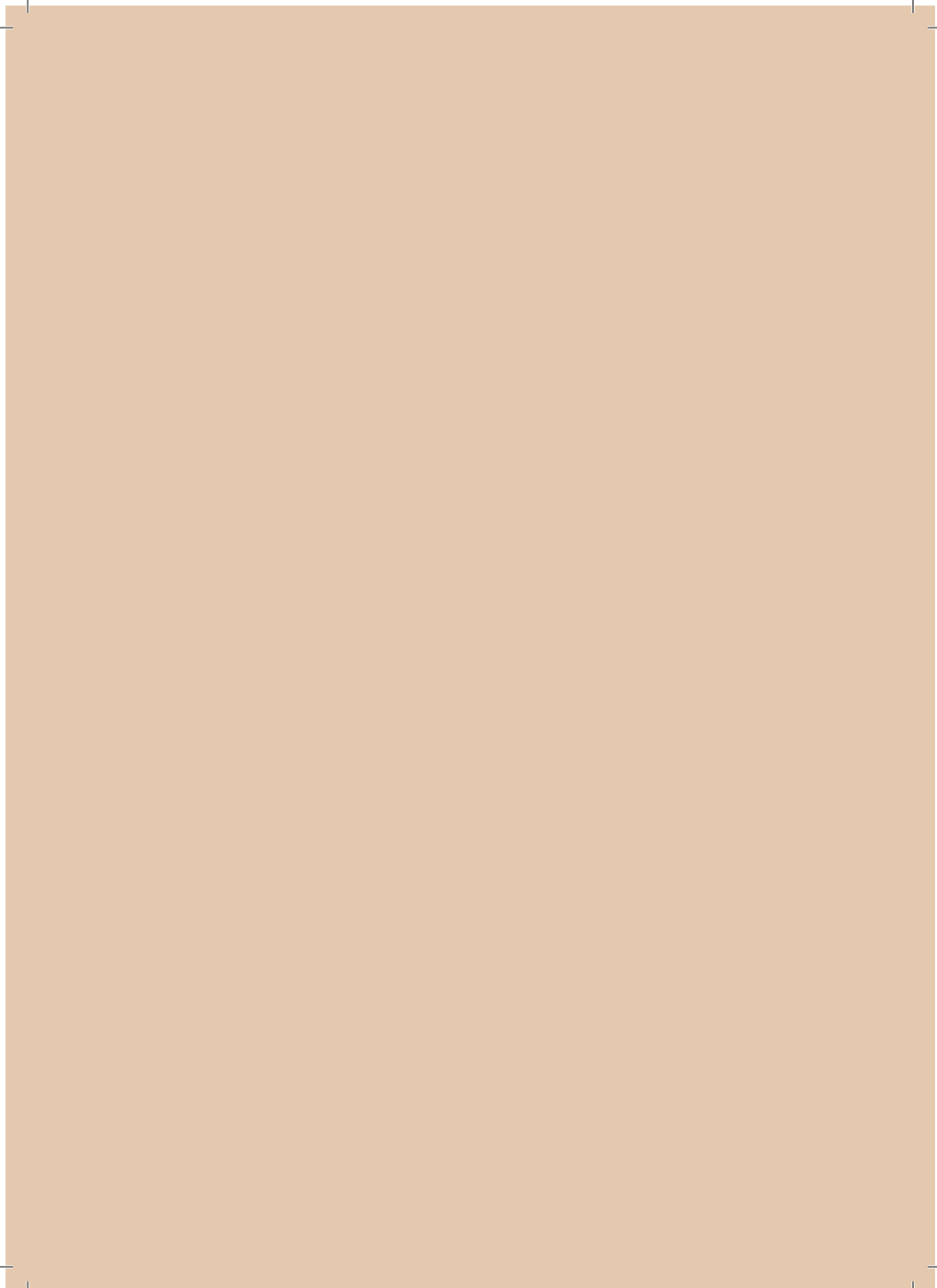
One of the first ideations



Another advanced ideation



Final composition



Cow Milk



90%

12 g

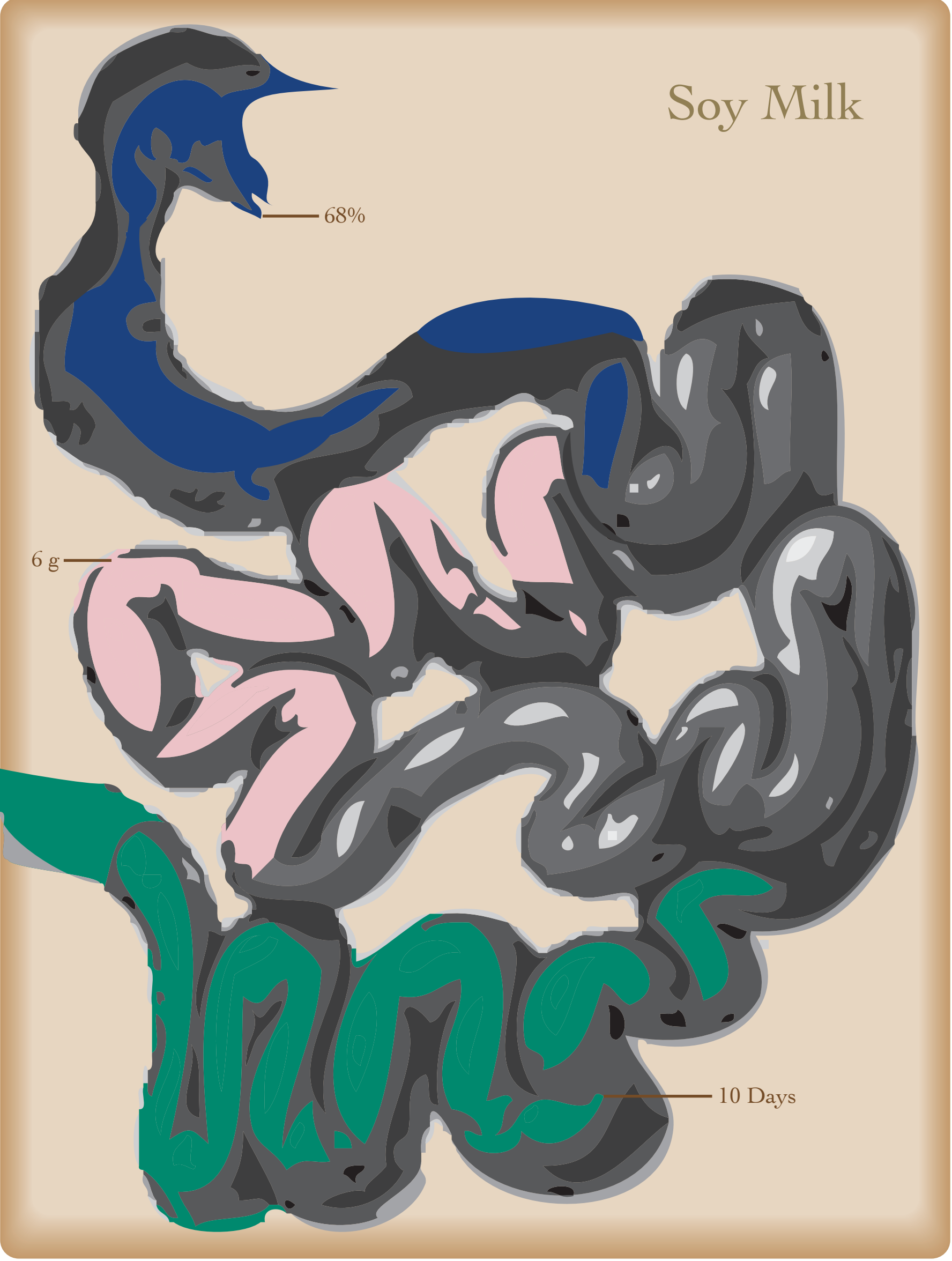
7 Days

Soy Milk

68%

6 g

10 Days

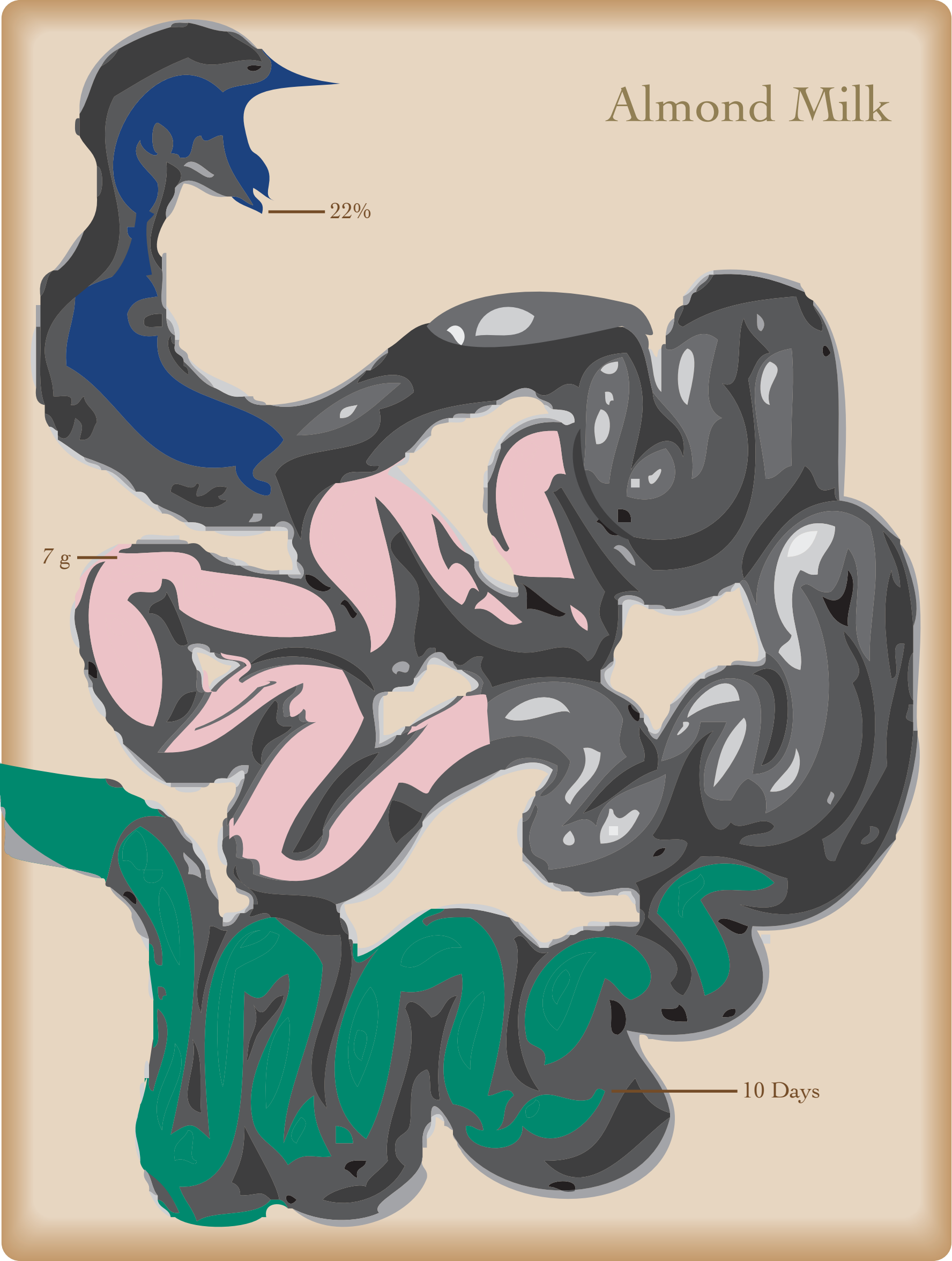


Almond Milk

22%

7 g

10 Days



Rice Milk



7%

10 g

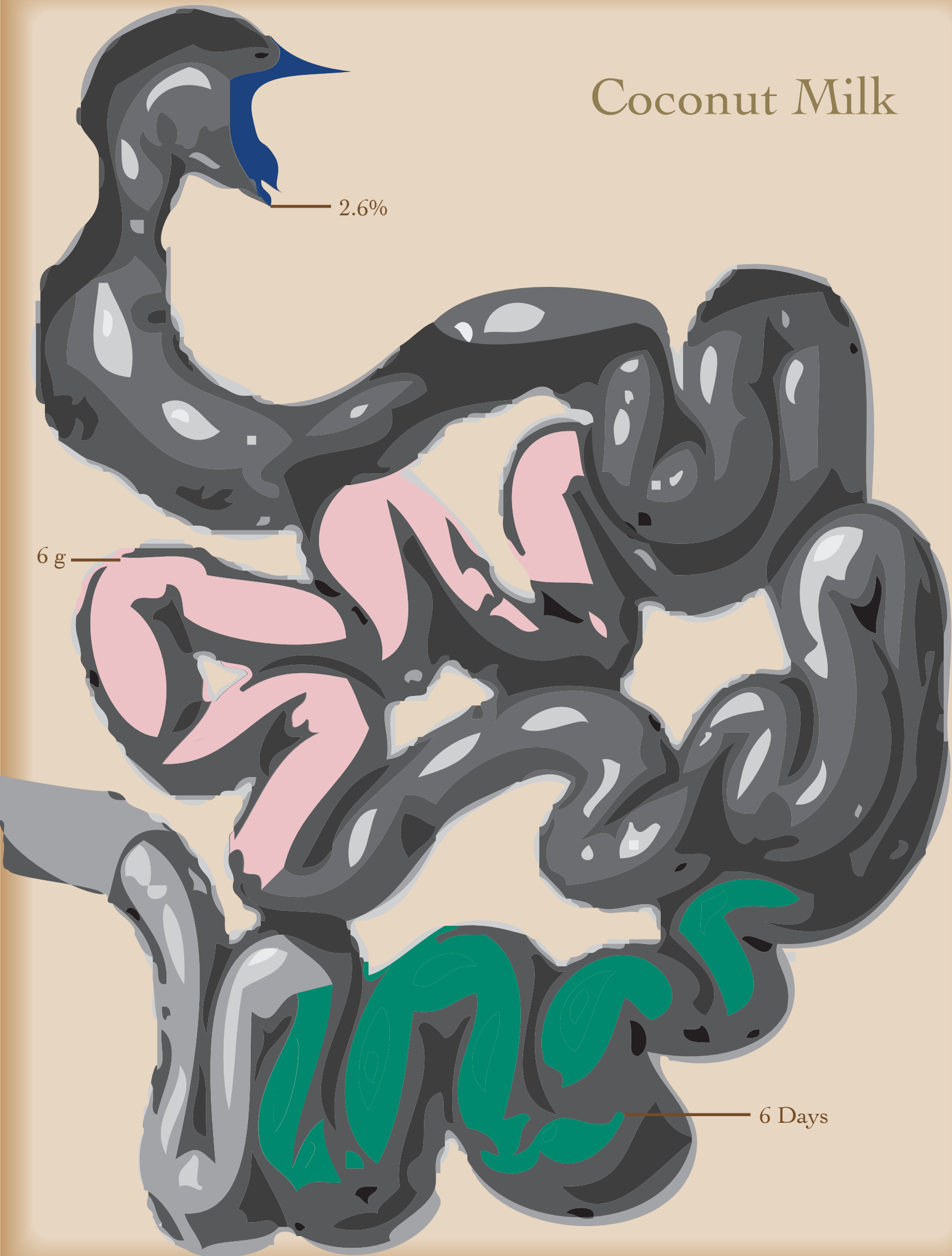
10 Days

Coconut Milk

2.6%

6 g

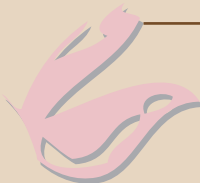
6 Days



Intestinal Key



Percentage of Market Share-2011



Grams of Sugar in 8oz.



Spoilage Time (Days) after Opening