Tex-Mex Produce Check

By: Dariahn Hernandez

A comparison on the visual, and an exploration in the material

difference of regionally distinct produce.

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Locations

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Mercado Miguel Hidalgo

Tijuana, Baja California, Mexico

- Locally sourced produce; However no exact trace of where food is sourced
- Individually owned store fronts; not organized under a major company brand
- Commercial and produce selections
- Located in the city of Tijuana B.C
- Competitor against "super mercado" chains

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Regions of Baja California Map

- Ranging from low desert scrubs to coastal deciduous forests
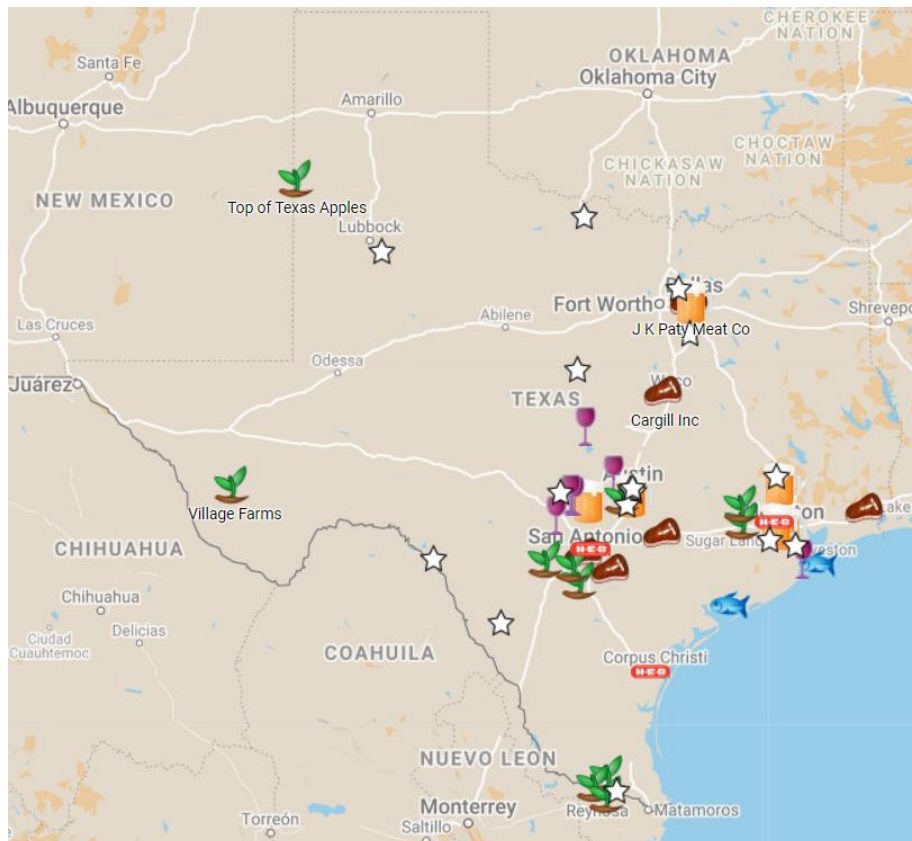- Rich with native plant cultivation

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H-E-B

Midland, Texas

- Located in a city with a smaller population (about 150,000.)
- Services most of the population as main choice for consumers
- Commercial and produce selections
- Services affluent communities; located in affluent communities
- Source their produce locally within the state of Texas

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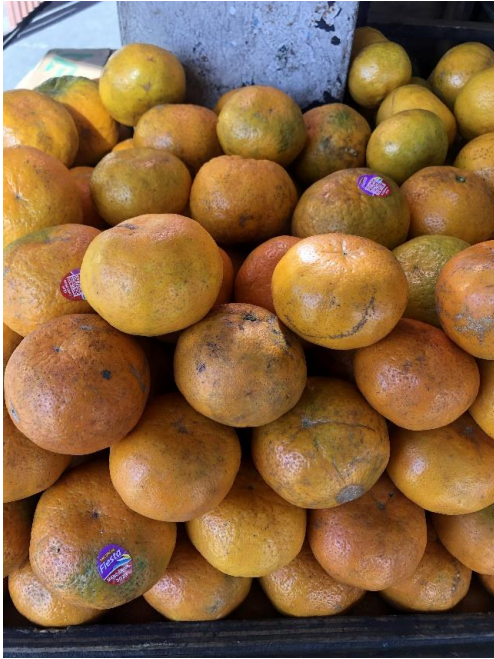# H-E-B Map of Where Produce is Sourced

- Mostly sourcing food from central Texas region
- Region with the most rainfall and best conditions of vegetation
- Outliers Village Farms and Top of Texas Apples located in dry, desert like conditions
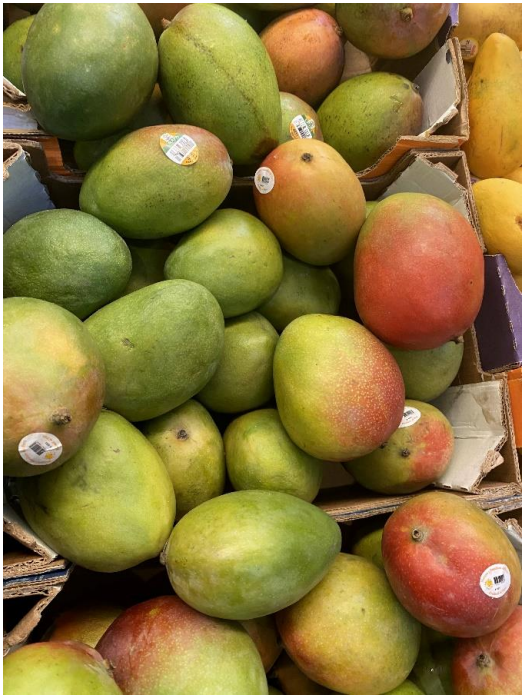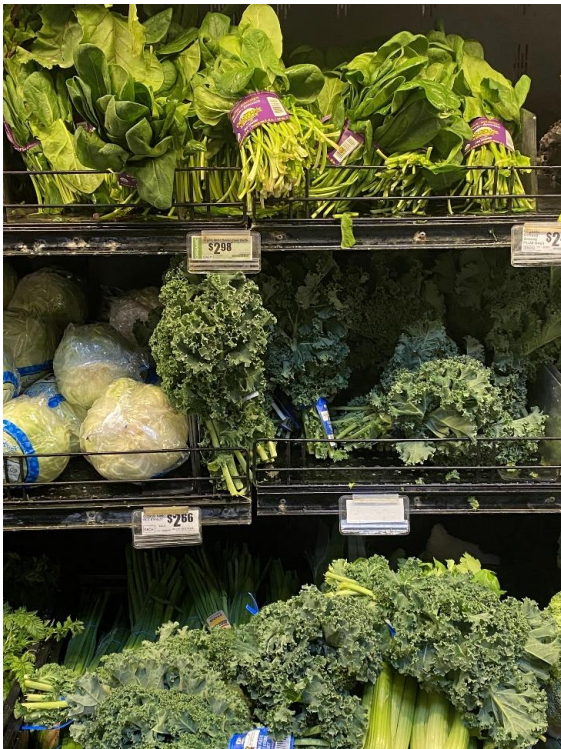
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Comparisons

Oranges

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Mangos

Leafy Greens and Herbs

Color Matched Greens

Different Melon Variety

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Findings

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Findings

	Mercado Hidalgo	H-E-B

Mercado Hidalgo

- More variety in produce selection
- Neutral color palette
- Low saturation colors
- Kept Outside

(Overlap)

- Similar prices
- Consistent sizes
- Green produce the most similar between both stores.

H-E-B

- Distinction between "organic" and regular types of produce
- High saturation colors
- Priority in uniform appearance
- Kept Inside

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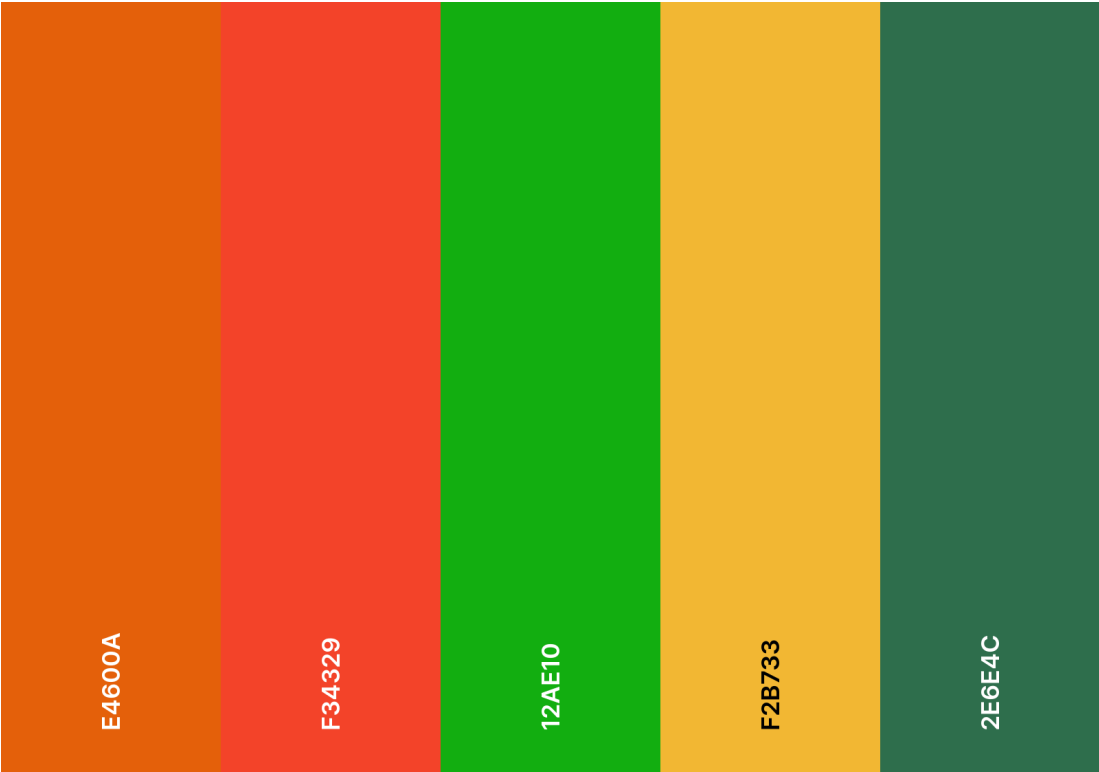# Mercado Hidalgo Color Palette

E49A55

8D7058

6CC76C

E7516F

BEE36D

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H-E-B Midland Color Palette

E4600A

F34329

12AE10

F2B733

2E6E4C

Heb Palette

coolors

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In Conclusion

There is a discrepancy between both store fronts not in the sourcing of their produce, but within the priority of the consumer and government regulation. Produce analyzed in Baja California is evident of the consumer priority in utility moreover aesthetics. On the other hand, produce in Texas is displayed and picked on the basis of uniformity and a (or illusion of a) "clean" aesthetic. The priority for how a fruit should look like versus its value in output is the main difference found in analyzing the visual information of produce across different regions.

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