

# Seggau Castle, Austria – September 22-25, 2013



## ABSTRACT BOOKLET

MIT UNTERSTÜTZUNG VON BUND, LAND UND EUROPÄISCHER UNION



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

# KEYNOTE SPEECHES

---

## MONDAY, 23 SEPTEMBER 2013

---

### **K01 KEYNOTE SPEECH**

09:35 – 11:05 a.m.

Room 1

### **Critical Food Studies: Preoccupations and New Directions**

*Julie Guthman (Santa Cruz, USA)*

In this talk, I will first give an overview of what we might call critical food studies and its relation to food politics. Here I will parse out several different approaches to food studies and indicate which ones are ‘critical’ and what kind of practical politics they give rise to. Arguing that the production and politics of knowledge ought to receive more attention in food studies, I will then draw on some emerging research about environmental (non-nutritional) pathways to obesity and how I came to learn about them. This discussion will also suggest another new direction in critical food studies, namely one that focuses more squarely on the ecological nexus of food production, consumption and bodily health.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

## K02 KEYNOTE SPEECH

04:00 – 05:15 p.m.

Room 1

### **Chef-ocolypse Now: Towards a Cultural Biopolitics of Celebrity Chefs**

*Mike Goodman (London, UK)*

The chef-ocolypse is upon us. Now major voices in defining ‘good food’ and increasingly powerful political figures, celebrity chefs are central figures in the austerity foodscape where, for a growing segment of the population, quality food is watched rather than eaten. Thus, more broadly, a new cultural biopolitics of food is equally upon us, as our media muses in the form of celebrity chefs lead us into what Naccarato and Lebesco (2012) call new forms of culinary capital that are at one and the same time laden with democratic potential and new forms of food exclusivity. But what do audiences think about celebrity chefs and what effects might they have on food behaviours and knowledge at the level of the everyday? This paper reports on the results of an ongoing survey (n=300) with the British public on their viewing habits, engagements and thoughts about celebrity chefs and food media programmes more generally. In particular it explores the ways that celebrity chefs and food media is incorporated into everyday food routines but also ‘resisted’ at other levels. In short, this paper argues for a new cultural biopolitics of food that incorporates not only the rise of food media and celebrity chefs, but makes room for engagements with the ways that this food media is ‘chewed over’ by audiences as part of daily food cultures and routines.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

---

TUESDAY, 24TH SEPTEMBER 2013

---

## K 03 KEYNOTE SPEECH

9:00 – 10:15 a.m.

Room 1

### Consuming Animals, Animating Consumption

*Mara Miele (Cardiff, UK)*

In this paper I want to propose to investigate which activities, behaviours and fields are established as being economic while dealing with those nonhuman animals farmed for food production. In other words, I want to address the economization of animals, and more specifically I will look at the processes and devices through which nonhuman animals become economic objects (e.g. foods) via marketization. I will argue that the economization of animals entails processes of market creation and market maintenance, with processes of consumers' qualifications (Cochy, 2008) and objects' qualification (Callon et al, 2002) for example via food standards. I will argue that animal food standards are powerful devices in the economization of animals. These standards are based on negotiations between different actors who speak of 'care for animals' (NGOs, members of the EU public....) or 'animal welfare' (animal scientists), but are also affected by the meat industry and other actors in the meat supply chains who speak of 'efficiency' and 'competitiveness', as well as new technologies in animal housing, breeding and new intermediaries (Meyer, 2010), such as the accredited certifying bodies and their marketing devices. I will make this point empirically by addressing how the process of economization of animals is articulated in the case of marketization of production of organic chickens.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## K 04 KEYNOTE SPEECH

11:45 – 01:00 p.m.

Room 1

### Placing Surplus, Materializing Waste: Thrift, Hygiene and the Disposal of Excess Food

*David Evans (Manchester, UK)*

In recent years, concerns about the origins and consequences of household food waste have risen to prominence in the realms of formal and cultural politics, and although social scientific perspectives on these issues are now beginning to emerge, the field is still very much in its infancy. Accordingly I begin this paper by taking the opportunity to sketch out a framework to help in theorizing household food waste. Inspiration is drawn from material culture scholarship and theories of practice, however the framework derives from my own ethnographic fieldwork and insights generated by colleagues whose empirical research starts from a similar position. In doing so, my main objective is to sharpen the concepts and clarify the vocabulary that we (geographers, sociologists and anthropologists) use as we begin to flesh out our understandings of how stuff that is ‘food’ becomes stuff that is ‘waste’.

With this in place – and by way of illustration – I consider (following Lucas, 2002) how tensions between the moral systems of thrift and hygiene play out in the material culture of the home. Focusing specifically on policy discourses that moralize waste reduction, I explore the ways in which households negotiate these invocations into practices of domestic food provisioning. Following Watson and Meah (2013), I suggest that anxieties about wasting food are performed, articulated and experienced in the register of thrift. Feeding this insight into my theoretical sketch, I go on to argue – perhaps counter intuitively – that the conjunction of anxiety and thrift can actually accelerate the processes through which ‘food’ becomes ‘waste’. Central to this position is the idea that the material and representational presence of surplus things creates a polluting effect in the home and in turn, that this facilitates their slip into the category of ‘excess’. In this view, disposal is generative of purity and order in domestic space, and so is often enacted in ways that prematurely route surplus things in the direction of the waste stream.

Having developed this argument, I end with reflection on what it might mean in relation to policies and initiatives for food waste reduction. Here I argue that the circulation of anxieties around food waste – be they ethical, environmental or financial – are unlikely to yield the results desired. More generally, I suggest that it is important to look beyond the observable act of individuals wasting to food in order to consider the process of ridding, the contours of daily life, and the connections between ‘consumers’ and other actors in the food system. Taken together this implies a re-orientation of debates about how and where to intervene if the policy goal is to reduce household food waste.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

## K 05 KEYNOTE SPEECH

04:30 – 06:00 p.m.

Room 1

### **Beyond Human Rights: Food, Nation, and Citizenship in Russia**

*Melissa Caldwell (Santa Cruz, USA)*

To what extent is food a basic human right and to what extent are food practices a responsibility of citizenship? Through both the provision and withholding of food, the Russian state has been intimately embedded in the daily lives and bodies of its citizens. Food practices and taste preferences have long reflected how Russian consumers have identified themselves within a Russian nation and expressed their rights and responsibilities as citizens. In this talk, I examine how food practices have emerged as forms of civic identity and engagement in Russia and how changes in Russia's efforts and abilities to provide food for the nation have shifted notions of the nation, citizenship, rights, and responsibilities.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

---

WEDNESDAY, 25 SEPTEMBER 2013

---

## **K 06 KEYNOTE SPEECH**

01:30 – 03:00 p.m.

Room 1

### **Why we throw away half of our food, who is responsible and what can we do against it?**

*Valentin Thurn (Director of the documentary "Taste the Waste")*



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

# PAPER SESSIONS

## MONDAY, 23 SEPTEMBER 2013

### S 01 'FOODSCAPES'

11:25 – 01:00 p.m.

Room 1

*Chair: Annalisa Colombino*

### **Creative Material Practices as Response-Abilities: Entanglings with Food Insecurities and Vulnerable Subjectivities**

*Emma Roe (Southampton, UK), Michael Buser (Bristol, UK) and Liz Dinnie (Aberdeen, UK)*

This paper will discuss preliminary findings from AHRC-funded 'Foodscapes', an inter-disciplinary action research project examining the role and potential of arts and performance within alternative food initiatives particularly in terms of the support and services that 'food banks' offer to community members who may become reliant, for varying lengths of time, on free food handouts. The project brings together academics, artists and community partners in a co-designed, community-led arts programme.

Foodscapes works with art as a creative, material practice for doing research (Bolt 2010), yet rather than seeing art practice as a reflexive research practice (ibid) it instead follows the thinking of Karen Barad (2003) whose anti-reflexive, pro-intra-active and pro-entangling thinking emphasizes practice as an ability to respond, to shape the becoming of world, to shape bodies in becoming (Dolphijn and van Tuin 2012; Haraway 2008). Within this sense of practice as an ability to respond to a world-in-the-making/-in-the-unfolding Barad argues is located ethics and justice. Here ethics and justice is enacted in how bodies are marked, or how matter comes to matter as 'matters of concern' (Latour 2005) or 'matters of care' (Puig 2011), the latter a term which includes the tendency for parts of the assemblage to be neglected (something which those involved in setting-up, managing and facilitating a food-bank are actively working to avoid).

We take these ideas to explore questions of ethics and justice as they are born out in the micro-scale entanglings between beings, food and landscapes. In doing so we consider how traditionally elusive concepts such as sustainability and resilience become meaningful and relevant in creative practices with food, and consider Massumi's assertion that 'art shows the techniques of existence' (Dolphijn 2012 - discussing Massumi 2011).



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

## S 01 'FOODSCAPES'

11:25 – 01:00 p.m.

Room 1

Chair: *Annalisa Colombino*

### Mapping Enghave Foodscapes – Untapping the Potential of the Local Food Environment

*Bent Egberg Mikkelsen (Aalborg, Denmark)*

The rapid growth in nutrition related disorders, the increased focus on the environmental impact of food production and consumption as well the occurrence of frequent food scares and scandals has led to an increased interest in new and alternative food geographies and networks. Many of these seem to be taking “the local” as their point of departure. This also holds for the settings approach introduced by WHO nearly three decades ago and much intervention research has been focusing on our local everyday life arenas since these are the places where health is created and lived. Such local community settings include welfare institutions such as the kindergarten, school, institutions and workplaces. Everyday practices of food provisioning and consumption are increasingly entering the agenda in these settings since they are playing an important role as learning arenas on important topics such as food quality, food waste and policy and ethics, sustainability of food systems/regimes. At the same time politicians and planners are increasingly becoming aware of the fact that public food can play a role in the local and regional development of food systems.

This paper aims at identifying the Local food environment and assessing its resources with regards to providing opportunities for healthy and sustainable eating for its inhabitant. It takes as a point of departure a mapping of the Enghave Foodscapes – a local neighbourhood in Copenhagen and a close neighbor of Aalborg University. It takes as a point of departure insight gained from the broad category of FoodScape Studies (FSS) in order to explore opportunities for a deeper understanding of the socio-physical space in such arenas. The paper give a brief account of the origin of foodscape studies based on a reviews of the literature. The paper looks in particular at applications in public food environments – so called captive foodscapes and suggests a typology of physical, social, mental, discursive and learning foodscapes. The first results from the mapping of Enghave foodscapes and the assessment of its characteristics are presented and the paper finally the paper discusses how the idea of foodscapes can be developed as a suitable conceptual framework for the analysis of how food, the different types of agents and intermediaries interact in the foodscape.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

## S 01 'FOODSCAPES'

11:25 – 01:00 p.m.

Room 1

Chair: *Annalisa Colombino*

### **Sensitivity of Belgian Media to Food Safety and Scandals (1960 – 1995)**

*Filip Degreef (Brussels, Belgium)*

Successive food scandals, in Europe in the 1990s, such as the BSE crises and the dioxin affair, are said to have increased both consumer and media attention to the quality and safety of food. Many researchers paid specific attention to what is seen as a clear breach in trust, and studied changes of perception and representation.

Looking at this from a long-term historical point of view, the question arises to which degree these scandals changed media coverage and, particularly, consumers' attention. Problems regarding safe food and food fraud have always been present throughout history, creating distrust and ensuing attempts to recover trust in food.

Calls for alternatives to the modern large-scale supply chains and their side effects were already present before the food scares of the 1990s. So, what provoked these demands? Did the new forms of retailing of the 1960s influence this? Did the media write about these issues while supermarkets took over Western Europe? Which discourse did they develop, and were modern re-tailing forms specifically mentioned (as creators of trust)?

This paper presents an overview of the coverage of issues regarding food safety and quality in two large Belgian newspapers (one Walloon and one Flemish) from 1960 to 1995. Specific consideration is given to the frequency of which articles occur to investigate shifts in media-attention. It also emphasizes sensitivity to new technologies that had an effect on consumers' trust in food, such as food additives and preservatives (E – numbers), food radiation and the early stages of genetic engineering. This research is part of the broader interdisciplinary doctoral project "Food Quality, Safety, and Trust since 1950: Societal Controversy and Biotechnological Challenges", in which historians and microbiologists collaborate.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

## S 02 'TASTE'

11:25 – 01:00 p.m.

Room 2

*Chair: Melissa Caldwell*

### **Baby Formula Bandits: Chinese Smugglers and the Physiology of Taste**

*George Wu Bayuga (New Haven / New York, USA)*

Since the emergence of the Chinese melamine milk crisis in 2008, growing numbers of middle class Chinese mothers with disposable incomes have been demanding “safe” foreign-made baby formula to feed their children. In order to satisfy their demand, everyday people have become smugglers, hoarding retail milk supplies outside of China for resale on the Mainland. Using news media and Chinese social media, this paper documents the cultural ideas, marketing practices, and networking mechanisms foundational to the underground Chinese milk economy. From this groundwork, this paper theorizes that Chinese demand for foreign products transcends conventional concerns for food safety and represents evolution in physiology of taste. While previous scholarship has pointed to religion, gender, class, geography, and nationalism as factors for determining food choice, the Chinese smugglers and their clients demonstrate a political-terror. They possess an affinity for food that they believe is the product of a social and political space where cultural norms of accountability contribute as much to the quality food as the yeasts in the air or the richness of the soil. In this case, the paper argues that the Chinese possess a taste for products made under the Rule of Law.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 02 'TASTE'

11:25 – 01:00 p.m.

Room 2

Chair: *Melissa Caldwell*

### Children and Eating Practices: Food Taste in Schools

*Monica Truninger and José Teixeira (Lisbon, Portugal)*

This paper departs from recent literature on children, food and taste (Daniel and Gustafsson, 2010) and turns towards a practice-based approach for analytical purposes. Here the concept of taste as performed in practice (Hennion, 2007) and eating as relating (Bertoni, 2013), are put to use as analytical tools of a set of empirical materials collected in eight Portuguese schools during 2012 and 2013. Eight focus groups with children from primary and secondary schools (aged between 7-14) in urban and rural areas of Portugal were undertaken. Herein, a game of tasting and identifying fruits and vegetables, followed by a game with several miniature animals took place. Drawing on this empirical material complemented by observations of children eating in school canteens, it was possible to identify socioeconomic and geographical differences on how children talk about and engage with food. Important, feelings, emotions and the senses played a key role in food articulation. Embodied knowledge operated every time children mobilized the senses in micro-operations with less familiar animals and plants. Such embodied knowledge was a key element of the interaction between children, food and taste. Food memories and lived experiences were also brought in as means of clarifying the uses of animals and plants. It was concluded that tasting and knowing plants and animals are outcomes of everyday life events where material and social interactions happen in practice (Hennion, 2007). This paper is part of a research project: 'Between the School and the Family: children's food knowledge and practices' funded by the Portuguese Foundation for Science and Technology (PTDC/CS-SOC/111214/2009).



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

## S 03 'ALTERNATIVE FOOD NETWORKS 1'

11:25 – 01:00 p.m.

Room 3

Chair: *Sandra Karner*

### Changing Natures: A Study of Urban Bees and City Honey

*Barbara Schönher (London, UK)*

In this presentation I would like to present some conceptual ideas and empirical data from my PhD research on food cultures and networks. Alternative food networks studies (AFN) have focused on reconnection of consumers and producers through food (Dowler et al., 2008, Maye et al., 2007, Goodman et al., 2012). Starting with the conceptual framework of AFN studies and conducting a food-following study (Cook, 2006, Falzon, 2009) of city honey, I found that the main aim of consumers I interviewed is to reconnect with “nature”. Empirical data from my field research demonstrates that changing environments introduce shifts in perceptions of nature and thus the meaning of “natural food” and create new urban natures and food practises. Changing rural environments, intensive farming and extensive use of pesticides has turned the countryside into a hostile place for the bees, and the analysis of the case study of city honey demonstrates urban beekeepers and city honey consumers together form an alliance together in order to “save the bees” by bringing them into the city. What is more, city honey consumers point out, that London honey is probably as “natural” as countryside honey. In drawing on recent work on social nature and urban natures (Castree and Braun, 2001, Swyngedouw and Kaika, 2008, Wolch et al., 1995), I argue that changing natural environments induce shifts of food cultures and related practises, perceptions and politics of nature, and that the study of changing natures and shifting food cultures can inform the AFN approach by incorporating the socio-environmental context of food networks.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 03 'ALTERNATIVE FOOD NETWORKS 1'

11:25 – 01:00 p.m.

Room 3

Chair: *Sandra Karner*

### Urban Sustainability and Food Consumption. A Case Study

*Chiara Aurora Demaldé (Milano-Bicocca, Italy)*

Due to the current situation of economic crisis and environmental alarm together with the growing urbanization process at global level, is becoming more and more urgent facing with problems that concern food sovereignty and urban sustainability. The result is a concrete necessity to elaborate new paradigms and methodology of research that can enlighten the situation from a theoretical and practical perspective.

The paper discusses the role of food and of eating practices in shaping our lives and the places we live, with reference to the literature on the evolving urban food system and the rise of alternative food networks that orientate to a more sustainable way of living and consume. New paradigms are presented as research tools to investigate more effectively what is sustainable food and how it is related to urban systems. It is exposed how it is possible to analyze the distribution of food in the city with a sustainability frame and how to understand which factors influence citizens food choices.

The second part of the paper presents the results of a research on the purchase of sustainable food in the city of Milan. The scope of the study is to identify which factors influence food consumption, considering both contextual and personal factors. Thus, the focus is on the influence of spatial and economical accessibility to sustainable food but also on the incidence of values, attitudes and knowledge (including the role of information media).

This study can reveal useful indications to manage new concepts and to adopt a more complete view on the relationship between food and the city that includes also the sustainability issue. Furthermore, increasing the information on the reasons why and the obstacles on the path to enhance sustainable behaviour patterns could be useful for researchers and public actors to better afford proper and effective strategies of intervention.



Europäischer Landwirtschaftsfonds für die Entwicklung des ländlichen Raums: Hier investiert Europa in die ländlichen Gebiete.



lebensministerium.at



Das Land Steiermark

## S 03 'ALTERNATIVE FOOD NETWORKS 1'

11:25 – 01:00 p.m.

Room 3

Chair: *Sandra Karner*

### **From Brazil Nuts to Açai: New Geographies of Non-Timber Forest Products in the Brazilian Amazon**

*Laura Zanotti (West Lafayette, USA)*

From the late 1980s onward, widespread deforestation in the Amazon region has prompted a re-newed interest in non-timber forest products for their conservation-development potential. As a consequence, non-timber forest products have become the centerpiece of fair trade, community-based, and other niche, value-added markets in regional, national and international settings. Moreover, the heightened awareness of the plight of tropical environments and indigenous groups around the world has offered socially and environmentally concerned consumers with options for buying “exotic” groceries, cosmetics, or luxury items with a conscious. Despite some success, the burgeoning Amazonian non-timber forest product markets have been marked by several challenges and opportunities. Based on ethnographic research with the Kayapó, this paper analyzes the changing food geographies of non-timber forest products in the Brazilian Amazon region. In this paper, I highlight the impact renewed interest in non-timber forest product markets have on indigenous efforts for food sovereignty and food security. Using a political ecology approach, I explore the power-laden politics of these alternative food movements and the way in which they influence local efforts at building mixed economies that have regional and global impact. Also attentive to the non-material and non-marketable aspects of non-timber forest products, I examine the way in which Kayapó everyday practices of collecting, processing, using, and eating Amazonian fruits and nuts constitute local ecologies divergent from market economies. In doing so, I chart the entangled relationships between food, markets, and landscapes, and their consequences on local livelihoods and rights based efforts.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

## S 04 'ETHICS, EVERYDAY CONSUMPTION, FAIR TRADE/ORGANIC FOOD'

11:25 – 01:00 p.m.

Room 4

Chair: *Ulrich Ermann*

### The Everyday Morality of Food Consumption

*Jonas Grauel (Hamburg, Germany)*

Ethical consumption has become a popular topic in consumption studies in recent years. Most recent studies have focused on cases in which morality is very explicit and overt, like FairTrade products or self-proclaimed 'green' consumers. However, to understand the role of morality in a more fundamental way it is promising to look at the 'everyday morality' of consumption, an issue addressed by a small but growing body of research. The talk contributes to this debate by examining food shopping, preparing and eating. Theoretically, it starts from the argument that there is a moral or ethical dimension underpinning even the most routine acts involved in consumption processes. While moral problems and judgments are not constantly reflected in the everyday, they become relevant in two ways: First, actors have incorporated ideas of what 'good' consumption practices are. Second, they have to regard their own behavior as legitimate or simply as "the right thing to do". The ways how these two layers are meaningfully connected will then make up the complexity of morality in the everyday. In the empirical part, a study of 25 in-depth-Interviews with German consumers of different social backgrounds is presented: First, four ideal-typical and rather abstract conceptions of 'good' food consumption (Responsibility, Authenticity, Self-Care, Modesty) are reconstructed from the material. Second, it is examined how consumers negotiate their own food shopping and eating practices in relation with their general ideas of 'good' food consumption. The results show that the general ideas of 'good' food buying and eating are qualified in two ways: On the one hand, situational conditions and time restrictions in the everyday are employed. On the other hand, not being too rigid with one's moral convictions is seen as having an ethical quality in itself.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## **S 04 ‘ETHICS, EVERYDAY CONSUMPTION, FAIR TRADE/ORGANIC FOOD‘**

11:25 – 01:00 p.m.

Room 4

**Chair: Ulrich Ermann**

### **Fair Trade Food Chains – Power to the North or Power to the South?**

*Jutta Kister (Innsbruck, Austria)*

Fair trade is defining social standards for international trading, especially from South to North. Main actors are joined in the respective global social movement aiming to open market access to small scale producers out of developing countries. Recently, fair trade products in Germany have gained popularity in the mainstream consumer market. The diversity of food products and sales channels has augmented rapidly. Products are designed in a more consumer-oriented way.

These dynamics in the fair trade market go along with discourses and positioning of the actors involved. Likewise, the relationships between the participants along the global food chain are underlying modifications. As highly processed goods are representing a growing share of fair trade food products in Germany, new economic actors like manufacturers are integrated in the chain. In consequence, this puts higher demands on the governance of the chain for fair trade importers.

The paper is investigating changes in power relations and governance schemes in global fair trade value chains, with a special focus on food products. Examples of food chains from fair trade products in Germany are presented and analysed. The paper is based on empirical studies carried out in Germany in 2012 and 2013.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## **S 04 ‘ETHICS, EVERYDAY CONSUMPTION, FAIR TRADE/ORGANIC FOOD‘**

11:25 – 01:00 p.m.

Room 4

*Chair: Ulrich Ermann*

### **Organic Food Consumption in Turkey: A Case Study in a Middle-Sized City Eskişehir**

*Onur Keskin (Stuttgart, Germany) and Erhan Akarçay (Eskişehir, Turkey)*

In this paper, consumption patterns of organic food consumers will be analyzed as part of a case study conducted in Eskişehir, Turkey. Organic farming in Turkey is growing parallel to global trend since 2002. According to the Turkish Ministry of Food, Agriculture and Livestock the organic agricultural land area was 89.826 hectares in 2002, the number of organic land increased significantly to 398.898 hectares in 2012 .

In countries like Turkey where the state only provides low subsidies to organic producers the consumer plays a crucial role. Therefore this research focuses on organic consumers in Turkey. It will be analyzed who the organic consumers are as well as what their reasons for organic consumption are. It is suggested that these reasons are either individualistic or holistic. Organic food consumers' have a wide range of individual motives. These motives could be either health and nutritional concerns or food safety and lack of confidence in the conventional food industry (2007: Renée Shaw Hughner et al). Organic farming, which started in 1924 with Rudolf Steiner, was influence by the principle of Holism (2011: John Paull).

The research uses both semi-structured and literature research interviews to collect information. Within the framework of this study, in order to understand consumer's choice buying food from a local organic bazaar, in depth interviews were made with small-scale producers and twenty consumers.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 05 'FOREIGN FOOD, FOOD SAFETY'

02:00 – 03:30 p.m.

Room 1

*Chair: Mara Miele*

### Food Safety and the Alliance Against the Trans-Pacific Partnership in Contemporary Japan

*Cornelia Reiher (Halle-Wittenberg, Germany)*

Japan's low food self-sufficiency ratio and the dependency on imported foods have been discussed among policy makers, consumer advocacy groups and producers in Japan for several decades. Japan's food self-sufficiency ratio is one of the lowest amongst OECD member states, while Japanese agriculture and fishery is in a free-falling decline. There exists a certain anxiety towards imported foods amongst Japanese consumers and according to popular discourse food products 'made in Japan' are considered as safe while imported foods are often thought of as dangerous. Therefore, the reaction to Prime Minister Abe's announcement to join the Trans-Pacific Partnership negotiations in February 2012 with the US caused an outrage amongst food distribution networks, consumer advocacy groups, farmers and other actors. They formed an alliance to "protect Japan's agriculture and food safety" and to rally against the TPP. This paper will focus on the discourse about the TPP's supposed impact on food safety. It will address problems such as the assumption that 'domestic food products are the safest in the world' and that 'imported foods are dangerous'. Analyzing the different agendas of members of the alliance against TPP the paper will show how food producer's and consumer's interests are constructed as identical, although, I argue, there are not. The paper will contextualize the discourse on TPP within a wider context of global food chains, livelihood problems of rural food producers in Japan, the growing complexity of food choices Japanese consumers have to handle and (food) nationalism. Based on recent field work, the discussion will present results of participant observation, qualitative interviews and media analysis.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

## S 05 'FOREIGN FOOD, FOOD SAFETY'

02:00 – 03:30 p.m.

Room 1

*Chair: Mara Miele*

### The Dilemma in the World Trade of the Agri-Food: From the Case of Taiwan

*Chia-Ling HSU (Paris, France)*

In recent years, world trade has become prosperous due to the effect of WTO (The World Trade Organization) and FTA (Free-Trade Agreement) between countries. In the world trade, the agri-food is one of the major goods. However, importing agri-food for a country is a sophisticated issue. It concerns many parts such as food safety, diseases transmitting, bio-diversity, and international situation, etc. All of these affect the imports of agri-food. Nevertheless, exchange of agri-food is mandatory because each country grows its own typical plants from its environment condition. So, it's impossible to be self-sufficiency. For above reasons, finding a balance between import and production is needed even though it is a hard work.

In Taiwan's catering market, especially the Western and the French restaurants, foreign agri-food is essential for their dishes. Unique and foreign ingredients like foie gras, truffle, oyster and French vegetable, etc often can attract clients. Import is the only way to obtain these ingredients. However, from numerous interviews with Taiwan cooks and importers, we come to understand that the laws of importing the agri-food are strict, so a lot of agri-food is prohibited from importing. Under this situation, restaurants and importers have to find a solution to import. Thus, in this article, I will analyze different situations of importing agri-food to Taiwan from:

1. The interviews of importers and French cooks.
2. The history of importing.
3. The statistics and the laws of importing.

In sum, to realize in Taiwan how they deal with the topic of importing, and how the foreign restaurants find the balance of using local and foreign food.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

## S 05 'FOREIGN FOOD, FOOD SAFETY'

02:00 – 03:30 p.m.

Room 1

Chair: *Mara Miele*

### Are Hungarian Food Consumers Ethnocentric?

*Péter Boros and Orsolya Fehér (Budapest, Hungary)*

There are several mode and methods existing to describe ethnocentrism. The first who defined the ethnocentrism as a membership of a group was Sumner (1906). The value of this Group evaluated relative to other groups outside. Axelrod and Hammond (2003) defined the ethnocentrism as a global attitude and behaviour. Cooperation among group members are perfect, and lack of cooperation with outside groups can be detected.

Different factors such as perception, motivation or attitude determine food consumption and consumers' choice. Not only the individual characteristics a but the social and economic environment on food consumers, psychological factors have impacts on consumers' decision. A long list&of studies present the aforementioned factors. A notable number of these studies focuses on the ethnocentrism and on the evaluation of food consumer ethnocentric level in relation to food products and the evaluation them. Some of papers presented theinfluencing how consumer ethnocentrism affect& individual food choice (Philip and Brown, 2003, Hamori at al., 2010, Bandara and Miloslava, 2012), while other researches focused on the regulatory measures of foreign food availability and their impacts on consumerethnocentrism (Hojniak,2011).

Our intention with this research to present how Hungarian food consumers' attitude manifested towards foreign food. We are going to present the main factors and reasons determining consumers' food choice. A previous stud & (Hámori at al., 2010) has already showed the effect of food scandals on food consumption and the impact of the information asymmetries of food consumer. Our investigation basis on the case of a Hungarian Food Retail Chain and its sales data. Our aim is to point out the content of consumers' food basket and its indication for the level of consumers' ethnocentrism.

## S 06 'FOOD AND EDUCATION, EATING PRACTICES'

02:00 – 03:30 p.m.

Room 2

*Chair: David Evans*

### Food in Education: Teaching Systems Thinking Through the Landscape of Food

*Brooke Chornyak (Richmond, USA)*

Obtaining, preparing and consuming food is a commonality among all living beings and is a basic need for human survival. (Maslow 1943) Sustenance is a primary determinant in our behaviors, health and beliefs and so it acts as a universal language, connecting us across traditions and cultures. Everything about eating including what we consume, how we acquire it, who prepares it and who's at the table – is a form of communication rich with meaning. Our attitudes, practices and rituals around food are a window onto our most basic beliefs about the world and ourselves. (Harris, David and McLaughlin 2005).

This paper presents a case study of a junior level Graphic Design studio where food and all its components are an entry into systems thinking. In the design classroom, food systems are a familiar and inclusive concept that provides a set of conditions requiring students to integrate social, economic and environmental phenomena into comprehensive solutions. Consequently, the study food as a design problem can extend beyond a basic identification of nutrition and personal preferences of taste and flavor into inquiries on accessibility, environmental sustainability, and political power. The projects given required students to conduct site, to visualize the global food systems through concept maps, work on a local community sponsored agriculture farm and conduct ethnographic field research.

Graphic design has traditionally defined and understood the term “systems” as visual communication structures. Emphasis is placed on creating objects and systems thinking is used only as formal vocabulary establishing a recognizable visual identity across a range of platforms. However, today's complicated problems need designers to employ a rigorous and shared understanding of systems thinking into multidisciplinary work environments. The design case study presented explores micro and macro solutions oriented toward a “less-stuff” but “more-people” design of resources and services. (Thackara, 2006)



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

## S 06 'FOOD AND EDUCATION, EATING PRACTICES'

02:00 – 03:30 p.m.

Room 2

*Chair: David Evans*

### Mandatory Food Education in US Schools: Changing the Way We Eat

*Lauren McDowell (New York, USA)*

The astonishing rates of obesity among children and adults in the United States is a clear consequence of the country's complicated role of food access and excess. The associated economic and social costs of this problem are clear to public health and government administrators, who seek programs and policies to battle this epidemic in the most effective way possible. However, most researchers and public officials have overlooked one of the most basic and wide-reaching solutions: requiring whole food and cooking education in public schools as a mandatory graduation condition.

Research concerning the decline in home economics in the United States is limited, and current research regarding food access focuses on socioeconomic factors and geographical locations of groups while omitting a fundamental question—what food education do group members possess, and would further education (mandated through public schools) change their understanding of their own eating habits and food availability?

My paper will address the need for long-term research to determine how students' eating behaviors are affected if they receive the knowledge and skills necessary to lead healthier lifestyles through food education and cooking instruction. I argue that understanding the role of food in its many facets of life—regarding social and cultural practices, sourcing origins, financial considerations and self-preparation—will empower citizens to make better choices for themselves and for their families. Understanding the obstacles to school curriculum and the fight for resources in public education, I will address the importance of food education for its practical applications, particularly when compared with current mandatory subjects like economics and health.

In conclusion, this project, by closely examining the need for access to food education, will propose healthy and feasible solutions to empower citizens and fight obesity.



Europäischer Landwirtschaftsfonds für die Entwicklung des ländlichen Raums: Hier investiert Europa in die ländlichen Gebiete.



Das Land Steiermark

## S 06 'FOOD AND EDUCATION, EATING PRACTICES'

02:00 – 03:30 p.m.

Room 2

*Chair: David Evans*

### **Healthy Diet Here and There: a Comparative Analysis of the Concepts of Health and Food Among Colombian and Autochthonous Women in Spain**

*Hans van den Broek, Isabel García Espejo and Cecilia Díaz-Méndez  
(Oviedo, Spain)*

The process of integration of immigrants in a receiving society includes different elements, among which food has a central place. Preserving one's food practices means in many cases the maintenance of one's ties with the culture of origin and forms part of the strategies that are used, consciously or unconsciously, to mitigate partial loss of identity that may come with the necessary integration in the country of destination.

Immigrants tend to hold on to their culinary practices longer and with more strength than to many other features of their culture. Hence, it is essential to study this aspect in order to fully comprehend the process of integration. The way Colombian immigrants manage the combination of food practices from both their own and the Spanish culture may reveal strategies that affect other dimensions, such as their economic situation and social relationships.

In our paper, we compare some of the features of the food cultures of both the Spanish population and the Latin-American immigrants living in Asturias (Spain). Central elements of comparison will be their perceptions of health and food, ideas on healthy diet and ideal diet, as well as the difficulties they encounter to guarantee a healthy diet in the society they live in.

This paper is part of a more comprehensive research project in which we compare the food cultures of Colombian, Peruvian, Chinese and Moroccan immigrant communities in Asturias.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 07 ‘CONSUMPTION/EATING PRACTICES, MEDIA’

02:00 – 03:30 p.m.

Room 3

*Chair: Mike Goodman*

### ‘Unjunking’ the Junk: Modern Foodscapes, Health, and Communication Processes

*Simona Stano (Turin, Italy / Lugano, Switzerland)*

Literally meaning “worthless stuff” (OED 2013), “rubbish” (inf., Collins Dictionary 2013), the word junk is generally associated with the term food to refer to products with little nutritional value containing high levels of sugar, fat, and salt. This category, generally including foods such as candies, sweet desserts, sugary carbonated beverages, snack foods, gum, and fried fast food, constitutes an essential characteristic of many contemporary “foodscapes”. By contrast, one of the main current concerns refers to the negative effects related to the excess of food and, especially, junk food: obesity, heart disease, diabetes, but also eating disorders like bulimia or anorexia. Moreover, the collective representations of the body generally stress ideas such as control, health, physical training, and balance, presenting slender figures and promoting low-calories and fit-oriented lifestyles. This opposition is also reflected by the way communication on junk food is carried out and progressively adapted to social and cultural changes: the case of beverage companies, increasingly enhancing the production of “diet” or “zero-calorie” drinks and ostensibly exhibiting concern with obesity and other diseases related to food habits through their advertising and communication campaigns, represents one of the most evident example of this process. The proposed presentation aims at investigating the processes underlying such changes through the analysis of some significant case studies related to some of the most famous and widespread brands in this field.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

## S 07 'CONSUMPTION/EATING PRACTICES, MEDIA'

02:00 – 03:30 p.m.

Room 3

*Chair: Mike Goodman*

### **McKioto – Biocultural Diversity, Climate Relevance and Health Impacts of Young People´s Eating Habits in Vienna, Austria**

*Heidemarie A. Pirker, Christian R. Vogl, Christian Bertsch, Elisabeth  
Klingbacher, Theresa Markut, Karin Kaiblinger and Rosemarie  
Zehetgruber (Vienna, Austria)*

Background: Nutrition plays a crucial role in human life. Childrens eating behaviour and attitudes are influenced by the interaction of many different factors like parental background, age, gender, social, economic, cultural and religious parameters. Childrens food consumption outside their homes is a subject that has so far received less attention in research.

Objectives: The study aims to demonstrate the biocultural background of childrens eating habits based on participatory research. With the inclusion of children in the research process we expect to gain new valid insights of childrens eating behaviour regarding climate and health.

Methods: Under the guidance of academics scholars (School 1: n=25; School 2: n= 28) from two year 8 classes (age: 13 to 14) in two different Viennese schools, investigated (between October 2012 and March 2013) their nutritional behaviour and that of all scholars in their schools (School 1: n=175, age: 10 to 15; School 2: n=700, age: 10 to 19). The scholars used food diaries, photo documentation of food storage, cooking and meals as well as focus group discussions. Based on these introductory methods the scholars developed a semi-structured questionnaire to survey scholars in both schools. The results are communicated by the scholars to their peers using a participatory video approach.

Results: Scholars (n=53) identified places and times of food consumption, the biological diversity of raw materials, as well as the cultural context influencing nutritional behaviour.

799 scholars from both schools (School 1: n=177, F: 55%, M: 45 %; School 2: n=621, M: 610, F: 61 %, M: 39 %) participated in the questionnaire survey. Meals consumed most frequently by scholars outside their homes are Döner and Pizza. Under the guidance of professional filmmakers seven short-videos were produced by the scholars.

Conclusions: The involvement of young people in the research process provides new insights into the relevance of scholars eating behavior regarding climate and health. It also encourages them to make a link between the results and their own reality as well as ongoing food consumption debates in society



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 07 'CONSUMPTION/EATING PRACTICES, MEDIA'

02:00 – 03:30 p.m.

Room 3

*Chair: Mike Goodman*

### Supermarketization and Contemporary Food Shopping Practices in Bangladesh

*Markus Keck (Göttingen, Germany)*

In Bangladesh, the process of “supermarketization” is just starting to deeply transform the food consumption practices of urbanites. This modification of food markets comes about because specific knowledge, perceptions, interests and values have become powerful in public discourses and because these discourses have been materialized and willfully enacted by people. This paper aims to reveal how the emergence of supermarkets in Dhaka is promoted, influenced and guided by the discursive framing of entrepreneurs and the media, how these discourses become manifest in the urban fabric, and how they are translated by people and become instructive for their actions. It outlines the recent restructuring of food markets in Bangladesh, shows how supermarkets are framed and discursively distinguished from “traditional” markets, and discusses how these new retail formats affect contemporary shopping practices. Two major questions guide the analysis: How are we to understand the effects of discourses and materiality on contemporary consumption practices? And how do we evaluate the consequences of the ongoing spread of supermarkets in the Global South? The paper rests on empirical research that has been conducted from 2012 onwards as part of the project “Economic and Spatial Restructuring of Food Markets in Dhaka, Bangladesh” (<http://www.mega-cities-megachallenge.org/dhaka2a.php>), funded by the German Research Council (DFG)



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

## S 08 'CULINARY/GASTRONOMIC TRADITIONS, IDENTITY'

02:00 – 03:30 p.m.

Room 4

*Chair: Annalisa Colombino*

### **Competing Food Geographies: France's Gastronomic Discourse in its Submission to UNESCO's Intangible Cultural Heritage List**

*Craig Adams (Besançon, France)*

In 2010, France successfully put forward a bid to have 'The Gastronomic Meal of the French' ('Le Repas gastronomique des Français') classified on UNESCO's Intangible Cultural Heritage List. Perhaps surprisingly, the candidature does not focus on France's abundant gastronomic produce nor on its inimitably quality – as seen in the French notion of 'terroir' – which have contributed to creating France's reputation as the world's leader in gastronomy. In fact, there is no mention of any specifically French food-stuff whatsoever; no Bordeaux wine, Champagne or Camembert cheese. Rather, the dossier focuses on a cultural tradition of the art eating-well ('l'art de bien manger'), specific to what it means to be French. It proposes that the gastronomic meal is a 'homogenous social practice throughout the entire French nation', which 'transcends generations, local customs and social milieus'. At the same time, it also suggests that an important part of this nationwide social practice is the careful selection of produce which stems from the 'terroir'.

This paper, thus, proposes to examine the food geographies found in the document 'The Gastronomic Meal of the French'. It will focus on how the authors of the document attempt to keep contradictory food geographies in play, so that the notion of 'terroir', or 'localness', is always confronted with the national or global. More specifically, it will examine how the incorporation of 'terroir', represented by local culinary traditions, into the French state should be seen as part of the homogenizing nature of 'French Republicanism', which strictly regulates any passage across the borders thereby keeping traditions in and novelty out. Finally, it will argue that the idea of 'terroir' is used in the document to define 'French-ness' and yet, at the same time, is proposed as a means to address larger national and global concerns which exceed the borders of France, such the fight against the global standardization of food.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 08 'CULINARY/GASTRONOMIC TRADITIONS, IDENTITY'

02:00 – 03:30 p.m.

Room 4

*Chair: Annalisa Colombino*

### Using Foraging to Uncover New Food and Emergent Food Cultures

*Richard Mitchell, Adrian Woodhouse and David Gillespie (Dunedin, New Zealand)*

Chefs and foodies the world over are (re)discovering the value of foraging for ingredients that might become the star of their next dish. Led by celebrity chefs such as Hugh Fearnley-Whittingstall (River Cottage, Dorset) and leading restaurateurs like Rene Redzepi (Noma, Copenhagen) or Ben Shrewry (Attica, Melbourne), they are educating themselves about what is edible in the untamed (rural and urban) environments that surround them. From insects and grubs to seaweed, weeds or feral heirloom plants, these new (or sometimes very ancient) ingredients are slowly becoming part of mainstream cuisine. In New Zealand, this movement has been slow to take off, as New Zealand has only recently begun to let go of its colonial apron strings (Mitchell et al. 2001) and to invent its own culinary identity. For most of the last 150 years New Zealand cuisine (like much of its culture) has been a staid and stodgy version of its British heritage (Mitchell et al. 2001) while its culinary education has slavishly followed a master-apprentice doctrine of classical French cuisine (Emms, 2005). However, recent changes to culinary education at Otago Polytechnic (Dunedin, New Zealand) have seen the introduction of foraging to the curriculum. The result has not only seen the identification and use of a wide range of native and exotic ingredients, but the unearthing of emergent food cultures previously hidden to the commercial culinary world. In short, foraging has provided access to food and its cultures. This paper explores the significance of the inclusion of foraging in culinary education, its role in exploring stories and cultures of place and ways in which it might be further utilised in culinary education.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 08 'CULINARY/GASTRONOMIC TRADITIONS, IDENTITY'

02:00 – 03:30 p.m.

Room 4

*Chair: Annalisa Colombino*

### Displaced Foods and Faces: Move from Openness to Closeness

*Azadeh Saljooghi (Teheran, Iran)*

China's rapid modernization is pushing the local food vendors out of Beijing's cityscape and re-placing them with global food chains such as McDonald, KFC, Burger King, and Starbucks among others. The street food vendors use makeshift vehicles as mobile kitchens to prepare a variety of tasty meals, as the means for transportation, with the freedom of creating personal unique interaction with their customers. On the other hand, the corporatized food scene is unreachable, sanitized, impersonal, highly controlled, and barely distinguished by similarity of foods and images regardless of the restaurant's locale.

This paper critically and creatively engages with the ways fast food is taking over slow food in the streets of Beijing, and illustrates how this process displaces the local food culture with that of a faceless globalized practice marked by corporate logos. It also utilizes a 10-minute video (filmed and edited by the author) to explore the tension between the global and local food scene in two highly traversed districts in Beijing by expats and Chinese alike. The rampant shift from traditional-local to modern-global food is the byproduct of the world's homogenization through corporatization with alarming cultural, economic, and health side effects. Among other theoretical works, this analysis engages George Ritzer's *McDonaldization of the Society* (2011) and Rob Nixon's *Slow Violence and the Environmentalism of the Poor* (2011) to argue that the continuity of street food escapes is not only an expression of status and prestige but also a form of resistance to the unleashed development of China.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

## S 09 'FOOD NETWORKS BETWEEN GLOBALIZATION AND GLOBALIZATION'

05:30 – 08:00 p.m.

Room 1

*Chair: Ernst Langthaler and Markus Schermer*

### Food or Feed? Soybeans in a Globalizing World Since 1870

*Ernst Langthaler (St. Pölten, Austria)*

The soybean is often termed a 'miracle bean' due to its high content of protein and oil. The soybean has been cultivated in East Asia for thousands of years as a food crop. In the course of the twentieth century it spread around the world, particularly to North and South America, to be processed to oil for industrial uses and oilcake as animal feed. The turn from food to feed reflects the shift from a diet based on grain and potatoes to a diet based on meat and dairy products and, therefore, the expansion of the livestock complex in highly industrialized and industrializing societies since the late-nineteenth century. Due to the limitation of land reserves in Europe and other parts of the world, large amounts of feeding stuffs had to be imported from overseas areas in order to feed a growing livestock. The main regions of 'soy expansion' in the framework of the globalized agro-food system were the Chinese province of Manchuria in the late-nineteenth and early twentieth centuries, the USA in the middle of the twentieth century and Brazil and Argentina in the late twentieth and early twenty-first centuries. The paper argues that this global shift involves not only political-economic drivers, but also the cultural orientations of particular groups of society. It seeks to follow the globalized 'soy-meat-chain' through time and space by combining regional- and global-historical views. At different stages of this agro-food chain, the author assesses the tension between 'globalization' and 'grobalization'.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## **S 09 'FOOD NETWORKS BETWEEN GLOCALIZATION AND GLOBALIZATION'**

05:30 – 08:00 p.m.

Room 1

*Chair: Ernst Langthaler and Markus Schermer*

### **Hong Kong Foodscapes, Identity and Urban Agriculture**

*Katharina Hoff (Vienna, Austria)*

This paper attempts to examine the complexity of subjectivities in Hong Kong through an investigation of urban agriculture and its connection to local identity formation processes. Before and after the time of the handover in 1997, the issue of a distinct Hong Kong Identity has been discussed by a variety of scholars (Abbas 1997; Chiu and Lui 2009; Ma 1999; Mathews 2008; Siu 1996). The majority of them agreed that Hong Kong is torn between Great Britain on the one hand and China on the other. In my view, urban farming is one strategy of identity formation which points to the rise of new forms of identity politics that challenge traditional notions of national belonging and citizenship. Food and its consumption are the epitome of Hong Kong culture. My claim is that there is a considerable shift from a consumption-oriented society to a production-oriented society taking place at the moment. Given that food imported from mainland China is considered to be unsafe, more and more people are concerned about issues such as food mileage, food safety, pollution and sustainability and want to grow their own crops. Although urban farming is a global phenomenon, its local manifestation as rooftop farming is quite exceptional. The lack of space forces local citizens to think about land rights, and, on a wider scale, also about political rights. Hence, urban farming acquires a distinct meaning in Hong Kong, which is why it is a pertinent phenomenon in the discussion of local identity, food provisioning and the creation of alternative food networks.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

## S 09 'FOOD NETWORKS BETWEEN GLOCALIZATION AND GLOBALIZATION'

05:30 – 08:00 p.m.

Room 1

*Chair: Ernst Langthaler and Markus Schermer*

### Local and Localized: The Impact of GI on Styrian Pumpkin Seed Oil

*Markus Schermer (Innsbruck, Austria)*

Geographical designations tie the positive image of certain regions to their products. They are protected by labels in order to prevent free-riding of global competitors on dedicated market of speciality productions. There is a general assumption that they have a potential to add value to regional producers and supply chains and thus support regional economic development.

The contribution examines the underlying mechanisms with the example of Styrian pumpkin seed oil, having a PDO designation since 1996. Pumpkin seed oil is one of the emblematic products of the region, a substantial ingredient of the traditional cuisine. Sales of this product have increased substantially in recent years within Austria and in Germany. The competition of Slovenian pumpkin seed oil striving for a geographical designation has been turned down in 2012, but at the same time high quantities of oil pressed from Chinese pumpkin seeds have swept the discounter market. Strangely some local Styrian producers are not allowed to use the geographical designation while seeds from neighbouring regional states are sold under the PDO label. The paper follows the different turns of globalisation and glocalisation involved in the marketing of pumpkin seed oil during the last decades.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 09 'FOOD NETWORKS BETWEEN GLOCALIZATION AND GLOBALIZATION'

05:30 – 08:00 p.m.

Room 1

*Chair: Ernst Langthaler and Markus Schermer*

### **Certifying the Local – Producing the Global**

*Andreas Grünewald (Vienna, Austria)*

Quality standards have become an important tool for the regulation of food in the 21st century. Far from being an innocent technology, they represent a new mode of governing and create new connections between the local and the global, while at the same time performing the local and the global in new ways. Originally, quality standards emerged as local answers to a global food system which threatened the survival of small scale farmers and alternative ways of farming (e.g. fair trade, organic farming). Standards were used to differentiate production and create niche markets for these farmers. In the meantime, standards and certification processes have paved the way for new forms of governing global value chains. On the regional and global level, new governance-structures have emerged which regulate the production and certification of standards. Thus, standards are part of a so called „internationalization of the state“ which has rearranged the relation between national and international regulation as well as between public and private sphere. On the local level, they are gradually changing the way agriculture is performed. They not only impose new obligations on production but at the same time introduce new accounting-technologies on the farm which have transformed the farmer in an accountable subject. Against this background, food operators have been able to strengthen their power in the global food system. They are using quality standards to both standardize and differentiate their production. Standards are not only a means of standardizing performance (enabling a „conduct of conduct“), which makes global sourcing a lot easier. At the same time, food operators can intervene in the production process and create quality brands through the use of private food standards (e.g. the private organic labels of Austrian supermarkets like „Ja! Natürlich“ or „Zurück zum Ursprung“). Based on the findings of my doctoral thesis, I want to analyze the power relations, which have emerged with the rise of standards, in more detail. Especially, I want to focus on the performative aspects of standards: how do standards and certification processes connect the global and the local? Do they contribute to a certain way of farming and a certain type of farmer which strengthen the power of global players? And how do local farmers as well as farmers organizations react to standards as a new means of control?



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

## S 09 'FOOD NETWORKS BETWEEN GLOCALIZATION AND GLOBALIZATION'

05:30 – 08:00 p.m.

Room 1

*Chair: Ernst Langthaler and Markus Schermer*

### **Café de Colombia- The First Geographical Indication from a Developing Country Protected under EU Law**

*Xiomara Quines-Ruiz, Marianne Penker and Christian R. Vogl (Vienna, Austria)*

An increasing share of European consumers is willing to pay extra for products with a certified geographical indication (similar to fair trade or organic certified goods). Café de Colombia is the first non-European food product granted the Protected Geographical Indication under European Union (EU) law. It will serve as study case to better understand the appropriate institutional conditions for registering Geographical Indications (GIs) and thus, accessing value-added EU markets.

GIs, which traditionally are mostly found in southern European countries, provide consumers with the certainty of obtaining high quality products and transparency on their origin production. This reduces search costs for consumers. The involved producers expect income benefits by selling their product with the reputation that a GI confers, but at the same time face specific efforts and challenges. Most of all, GIs require a considerable effort to reach collective standards by a group of supply chain actors (e.g. for demonstrating the link between quality and region, for agreeing on quality standards, for negotiating conditions for using the label).

The general assumption guiding this research is that a supportive institutional framework may: i) encourage collective action and thus enhance the access to registered European GIs and ii) reduce transaction efforts and risks. The feasibility of constructing common property for GIs will be explained by the 8 design principles for managing commons (in this case the common access to Protected Geographical Indication) designed by Elinor Ostrom (1990, 2000, 2005) and Poteete, Janssen, & Ostrom (2010).

The first field study carried out between 15 June through 12 September 2012 involved about 100 gatherings (interviews, group interviews) and observation in about 15 towns belonging to the coffee regions in Colombia. Accordingly, interviews were conducted with coffee growers, coffee cooperatives, coffee grower associations, Federation staff (Federaci Nacional de Cafeteros de Colombia FNC- in Bogotand state cities), research institutes (Cenicaf Crece) and a former Minister of Commerce and Industry. Moreover, additional data, document analyses and literature were collected before and during the field work. Besides inductive codes, the categories of analysis have been derived from the eight design principles (MAX-QDA software). First results show the relevance of the multi-level governance by the coffee growers (FNC), but also some challenges, such as finding brand owners willing to use the PGI label on the coffee packages or the financial sustainability of the implementation process.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 10 'POST-SOCIALIST ALTERNATIVE FOOD NETWORKS 1'

05:30 – 08:00 p.m.

Room 2

*Chairs: Petr Jehlička and Lenka Fendrychová*

### Neither Foodies nor Urban Peasants: Post-Socialist Food Self-Provisioning as 'Quiet Sustainability'

*Petr Jehlička and Joe Smith (Milton Keynes, UK)*

This paper investigates striking and far-reaching examples of sustainable lifestyles in relation to food systems. It explores the surprisingly neglected case of widely practised and environmentally sustainable food self-provisioning in post-socialist Central and Eastern Europe. Our argument is rooted in qualitative and quantitative data gathered over a period of seven years (2005-2011) on the extent of and motivations for these practices in Poland and Czechia. The very high rates compared to Western Europe and North America have generally been explained in terms of an 'urban peasantry' meeting essential needs. After reviewing and rejecting those accounts we introduce very different explanations for the extent of growing and sharing of food outside the market system. We lay out the evidence for these as socially and environmentally beneficial practices, and explore how the motivations derive from a range of feelings about food, quality, capability and family and/or friendship. Rather than relate these to temporal signals of quality and sustainability in food ('slow' and 'fast') we suggest that these practices represent 'quiet sustainability'. This opens the way not just to recognising these practices as more exuberant, appealing and socially inclusive forms of sustainability. Looking at food self-provisioning in this way also helps to acknowledge and value diverse sustainable practices at a time of rapid urbanisation and consequent economic and social change in large portions of the global South. We argue that it is significant that the practices we explore in this case are not labelled or valued as 'sustainable' and hence conclude that the research and policy community should focus more closely on this and other instances of 'quiet sustainability'. We conclude that this case further demonstrates the severe limitations of decision makers' focus on economics and behaviour change, and their neglect of other dimensions of social life and change in exploring environmental impact mitigation policies.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 10 'POST-SOCIALIST ALTERNATIVE FOOD NETWORKS 1'

05:30 – 08:00 p.m.

Room 2

*Chairs: Petr Jehlička and Lenka Fendrychová*

### Case Study of Homemade Cakes in Poland

*Katarzyna Król (Warsaw, Poland)*

My presentation is based on two years research in the field of food anthropology conducted on Polish villages near Belarusian border (North East Poland) around small town Dabrowa Bialostocka. I examine everyday practices of preparing homemade cakes in the context of their circulation in the alternative women food network. I also examine on what basis they make a clowit tear difference between domowe, swoje (homemade, their) and gotowe, kupowane (readymade, bought) and what categories they use to describe those pastries. Even when using chemical ads or semi-finished sweets, women with whom I talked perceive their cakes as natural and healthy, proper meal for family. To analyze this phenomenon I use the term "appropriation" in the way proposed by Daniel Miller and Sigrid Rausigas as the customizing contents of mass culture and mass production to the content of their own, private. My aim is to show how women through preparing homemade cakes (with their own hands) try to protect bodies of their families from dangerous coming from external mass produced and "supermarketised" world. I want to show the alternative chain of women sharing, exchanging and giving one another as an empowering sisterhood process, which is also a part of exchange that do not include money.

I also pay attention to the question of the quantity of produced cakes (which is enormous, and is significant in the local model of constructing women as a mother- nourisher) and ethical and moral qualities which are subscribed to them.

What is also important to my research, is that exactly three years ago Biedronka supermarket was opened as a first one in the area, what significantly influenced discourses about food safety, quality and morality.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 10 'POST-SOCIALIST ALTERNATIVE FOOD NETWORKS 1'

05:30 – 08:00 p.m.

Room 2

*Chairs: Petr Jehlička and Lenka Fendrychová*

### Fairness is Elsewhere: Local and Fair Food in Post-Socialist Latvia

*Guntra A. Aistara (Budapest, Hungary)*

In this paper I examine the shifting meanings of ‚fair‘ in relation to food procurement strategies in Latvia from Soviet times to the present, by juxtaposing two different types of ethical or „fair“ food networks: the persistence of informal exchange networks for home-produced food items, and recently introduced certified „Fair Trade“ for importing exotic goods. While local procurement networks reminiscent of Soviet informal networks proliferate, and are seen as „fair,“ they are often officially illegal, because rural small producers‘ infrastructure does not meet EU hygiene standards. Meanwhile, Fair Trade has been slow to take off in Latvia. I explore potential reasons for this grounded in the way exotic products were positioned in informal networks in the Soviet era, and the current links between hygiene regulations, free trade, and Fair Trade in a post-socialist setting. I argue that positioning local informal networks as illegal, and certified Fair Trade as ethical, obscures persistent unfairness and inequality within Europe and stigmatizes local practices and social networks as backwards without addressing the causes. Furthermore, because the top three products sold as Fair Trade coincide with the most exclusive products available only to elites under Soviet rule (bananas, coffee, and chocolate), Fair Trade in post-socialist contexts risks unknowingly paralleling past forms of exclusion. Paradoxically, as the locally constructed idea of „fair“ has become illegal, newly introduced official „Fair Trade“ products may remain exclusive and out of reach. This may make the producers of these products from the Global South seem as remote as ever, despite their increasingly similar problems with producers at home.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 10 'POST-SOCIALIST ALTERNATIVE FOOD NETWORKS 1'

05:30 – 08:00 p.m.

Room 2

*Chairs: Petr Jehlička and Lenka Fendrychová*

### **Community Supported Agriculture in the Czech Republic: Working Models and Current Research**

*Veronika Frélichová and Eva Fraňková (Brno, Czech Republic)*

The paper deals with the phenomenon of community supported agriculture (CSA), which is a world-widespread form of alternative food systems. In CSA farmers and consumers create mutual partnerships based on the long-term commitment and personal relationships. The paper describes the occurrence of CSA in the Czech Republic on basis of the qualitative research of six Czech CSAs. Thirteen important aspects of CSA organisation are covered in the process of analysing the interviews with eleven key figures: characteristics of CSA farmers, motivation of CSA organizers, mutual interaction between these two groups, terminology for naming their activities, characteristics of consumers and the level of their participation, economical balance of the CSA, diversification of marketing through CSA, organisational issues, advantages for the participants, perceptions of barriers, the influence of foreign models, coping with the mainstream food system and the potential for development in the future. The research shows the diversity of CSA models and assesses the functionality of different strategies. Above the qualitative research, also a quantitative study has been started to examine the environmental and economic impacts of CSA local food systems. The paper will introduce the framework of social metabolism, i.e. the study of energy and material stocks and flows of a defined system, and the concept of local multiplier, i.e. the study of financial flows within a local economy as useful tools for studying the functioning and sustainability impacts of CSA schemes.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

## S 11 'ALTERNATIVE FOOD NETWORKS 2 - FOOD QUALITY'

05:30 – 08:00 p.m.

Room 3

*Chair: Richard Mitchell*

### Quality Reloaded: Embeddedness Discourses in AFNs

*Filippo Barbera and Paolo Giaccaria (Turin, Italy)*

Alternative food networks (AFNs) have firmly stood at the forefront of the debate in the geographies of rural spaces and of food. In particular, in both geographical and sociological literature,

AFNs have been perceived as alternative to the modes of production, distribution and consumption of the conventional, capitalistic, globalized food networks. The academic literature on AFNs is now a wide, complex set of theoretical, methodological and empirical analyses within human geography. Yet, we believe that some core assumptions are common to most of the studies in the new geographies of food. The main common assumption concerns the close relationship between embeddedness and quality: being embedded in local (horizontal and vertical) relationships produces quality, and quality, vice versa, strengthens the local embeddedness of AFNs. Simultaneously, this association appears to be largely taken for granted and almost tautological.

This paper aims at deconstructing the quality-embeddedness association by jointly adopting Actor-Network-Theory and Conventions Theory, in order to highlight how both quality and embeddedness are socially and culturally constructed categories, and often contradictory and conflicting ones. In particular, we claim that given a merchandise/good produced – and often also commercialized and consumed – within a given place/territory we can find several understandings of quality and embeddedness, some of them complementary while others rivaling. The paper will entail exemplifications from Piedmont AFNs.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 11 'ALTERNATIVE FOOD NETWORKS 2 - FOOD QUALITY'

05:30 – 08:00 p.m.

Room 3

*Chair: Richard Mitchell*

### Marketing of Regional Products

*Janina Wiesmann, Marcus Mergenthaler and Luisa Vogt (Soest, Germany)*

Within the last years the marketing of regional products has become a subject of public, political and academic interest. The intensification and industrialization of agricultural production, the homogenization of production and consumption of food and recurrent food crises form a crucial part of the discussion. Due to these influences on food, consumer estimation and appreciation of regional products increases significantly. This growing interest in regional products and labels of quality and origin itself is partly causing a structural change in agriculture and food industry.

The new accentuation on regional products includes two important aspects. Regional marketing programs focus on the proximity between producers and consumers and furthermore on the de-velopment of regional value chains. In addition labels of quality and origin aim at the linkages between product and space to be able to convert unique, regional products into marketable com-modities.

The project “success factors and weaknesses of marketing of regional products”, financed by the Ministry for Climate Protection, Environment, Agriculture, Nature Conservation and Consumer Protection of North Rhine-Westphalia, analyzes best practice examples of already established regional labels of quality and origin and/or regional marketing programs to identify their success and weakness factors. Since the intermediate levels such as collecting and transformation are the most critical points of value chains of regional products the research project will focus especially on them. The presentation will present preliminary results.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 11 'ALTERNATIVE FOOD NETWORKS 2 - FOOD QUALITY'

05:30 – 08:00 p.m.

Room 3

Chair: Richard Mitchell

### Grape Must Levain: The Reutilization of a Byproduct

*Giovanni Cristofoli, Ricardo Yudi Akiyoshi, Carolina Pereira Kechinski  
and Juliano Garavaglia (Porto Alegre, Brazil)*

The search for an artisan Bread with unique scent and flavor has been attracting a selected consuming public. In order to obtain a differentiated product, natural yeast (levain) is usually used, which is obtained from the fermentation of a mixture of flour and water for a period of time. pursuing these differentials, the objective of this work is to produce artisan bread using levain, using grape must (fresh grape juice). Grape must is a product full of sugars, especially glucose and fructose, yeast and others. The must was obtained in the south of Brazil, in a vineyard of the State Mountain Range. Some different kinds of must can be used, of different types of grapes, such as Chardonnay, a crop of French origin with good adaptation in the State, used basically in the production of sparkling wine. Historically, the must has been used in the alcoholic fermentation of bread since the beginning to this date. However, its use is still limited in Brazil. The article versifies on which musts are better adapted to the production of yeast, and breads and their acceptability. To evaluate the acceptability of bread fermented with grape must levain, an hedonic scale of 9 points will be applied for each kind of bread, from “I like very much” to “I dislike it very much”. A variance analysis (ANOVA) will be applied and Tukey’s test (95% significance) to the obtained data to evaluate the significative difference between the answers. 12 trained tasters will participate in it. During the production of the levain, the mean pH (potentiometric method) and flavor and aroma (flavor and aroma profile sensorial evaluation technique) will be evaluated. The production of must breads can be performed during all year, and it also has a lightly sweet flavor and full of fruity and fermented scents.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 11 'ALTERNATIVE FOOD NETWORKS 2 - FOOD QUALITY'

05:30 – 08:00 p.m.

Room 3

*Chair: Richard Mitchell*

### Food Morphology: Designing for Food Practices and Products

*Pedro Reissig (Buenos Aires, Argentina)*

Within the rapidly emerging field of Food Design there appears a clear niche for considering the form of food as an essential aspect of its design. This otherwise obvious conclusion is easily over-looked given that since industrialization food design has been more market driven than product driven. This reality is a result of many factors that need to be clarified, but what is important here is the fact that food has not been considered as a design product in the same way as other industries have (consumer goods, electronics, transportation, etc.). The food specialists that have a majority of influence in the processes and products of food can be characterized as pertaining to two extremes: they are either scientists and engineers on one end, or chefs and gastronomists on the other. This duality of quantity versus quality is an unnecessary dichotomy, which is why design can serve as a bridge and new breeding ground for using strategy and innovation to identify problems and offer alternative solutions. It is from this reality that we can approach the actual design of food products with consideration of its morphology, defined as the study of form and its basic attributes: shape, size and image. The form of food is very important in conceiving, producing, distributing and consuming food. It is the result of materials and technology coming together in a functional and meaningful expression, as design knows how to do.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 11 'ALTERNATIVE FOOD NETWORKS 2 - FOOD QUALITY'

05:30 – 08:00 p.m.

Room 3

Chair: Richard Mitchell

### Exploring the Transformative Capacity of Bottom-Up Initiatives in the Food System

*Sandra Karner (Graz, Austria)*

The paper deals with the phenomenon of community supported agriculture (CSA), which is a world-widespread form of alternative food systems. In CSA farmers and consumers create. With rising concerns over sustainability the food system has come under increasing pressure over the last decades, and various efforts have been made aiming at a transformation towards more sustainable systems of provision. However, efforts towards such transformation processes have not only taken the form of top-down regulations and programmes. Also grassroots initiatives have played an important role in the process. Concerns over the effects of a food system largely based on large-scale agro-food enterprises have led to the emergence of several bottom-up initiatives aiming to establish more sustainable modes of food production and consumption.

This paper presents findings from case study research on bottom-up initiatives in Austria and explores the ways in which they have challenged existing regimes. Case studies in the food system include a food coop established by young urban people, who buy collectively from organic farms; a farmers' association cooperating with an organic wholesale trading company, which emerged from a producer-consumer cooperative; and a farmer-business cooperation.

The paper highlights that the alternatives developed by these initiatives may challenge different dimensions of a regime (e.g. technologies, socio-economic relations, guiding principles; see also Smith 2007) in various ways. Furthermore, by exploring the ways in which alternatives developed by these initiatives have established themselves or diffused into the mainstream, the paper argues that some challenges (alternative technologies and products) have more readily diffused into the regime than others (alternative forms of socio-economic relations).



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

## **S 12 'ALTERNATIVE FOOD NETWORKS 3 - SUSTAINABLE (LOCAL) ECONOMY, ENVIRONMENTAL IMPACTS'**

05:30 – 08:00 p.m.

Room 4

*Chair: Adeline Tay*

### **The Slow Food Network-Based Formula of Rural Development**

*Nadia Tecco, Egidio Dansero, Cristina Peano and Carlo Semita (Turin, Italy)*

The concept of network, may have particular utility in understanding Slow Food formula of rural development. Inspired by the debates around exogenous and endogenous development, biodiversity conservation, maintenance of the multi-functionality of agro-ecosystems, redefinition of the producer-consumer relationship, the Movement with its operating arm represented by the Foundation for Biodiversity has developed a formula of intervention made up by an array of projects and activities (Presidia, Gardens, creation of Food Communities) implemented in different type of rural areas. The paper tries produce a matrix of the conceptual reference model of Slow Food's activity, by crossing the different typology of vertical and horizontal networks that have been created around its projects with the objects and relations that flow through them. It is argued that the recognition and valorisation of differing network types, interacting in differing ways with varied sets of pre-existing conditions, makes the strategies adopted by Slow Food adaptable to the requirements of different rural areas and contributes to explain the diffusion of the movement all over the world.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

## **S 12 'ALTERNATIVE FOOD NETWORKS 3 - SUSTAINABLE (LOCAL) ECONOMY, ENVIRONMENTAL IMPACTS'**

05:30 – 08:00 p.m.

Room 4

*Chair: Adeline Tay*

### **Growing a Sustainable Local Economy through Low Carbon, Low Waste Traditional Food Heritage: The Role of Private, Voluntary and Partnership Actions**

*Eifiona Thomas Lane, Sian Pierce and Arwel Jones (Bangor, UK)*

Resulting from modulated financial support for rural development stemming from CAP funding changes, opportunities for new and novel food based project to be supported across Europe have arisen. Wales with its highly designated land resource and its devolved governance commitment to sustainable development, provides a novel scenario whereby food production and land use change could be clearly aligned with other uses demanded of land resource to generate safe, secure and sustainable local food through a strategic approach.

Theoretically, industry driven, voluntarily organised or publically funded projects eg local producers' markets , food hubs, CSA and demand for allotments , along with European Rural Development Funded initiatives, all point towards a future of safe sustainable, local and affordable food. This paper will examine whether in, Wales that is indeed the reality or if the growing issue of food poverty as indicated by local food banks some run by charitable trusts is the emerging problematic of a food economy that is not driven by local sustainability imperatives nor by security or safety of the food production systems in these localities.

This trend reveals a worrying dis-harmony in times of insecure global food availability for remoter areas that have traditionally been able to produce a wide range of foods, some of international quality. Alternatives are described based on empirical examples drawn from across North Wales, most are based on low Carbon, low waste ideals. These are framed as secure food solutions for these scenic marginal areas that directly benefit local residents also through food heritage development offer broader opportunities for sustainable community growth and resilience.

The origins of such solutions often stem from disorder and randomised voluntary actions at local level commonly delivered through short-term partnerships driven by economic vulnerability rather than emerging from strategic top-down governance leadership.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## **S 12 'ALTERNATIVE FOOD NETWORKS 3 - SUSTAINABLE (LOCAL) ECONOMY, ENVIRONMENTAL IMPACTS'**

05:30 – 08:00 p.m.

Room 4

*Chair: Adeline Tay*

### **Innovative Approach of the Regional Food Retail Trade**

*Orsolya Fehér (Budapest, Hungary) Szilárd Podruzsik and Olaf Pollmann (Potchefstroom, South Africa)*

Previous scientific studies on environmental impacts of food consumption pointed out that not only the agricultural production but food processing industry has implication on the environment and its pollution. In relation to the EAA (2005) study comparing the environmental burden on agricultural production to the increasing food consumption the impacts are more decisive in case of food consumption. (Myers and Kent, 2003).

This paper intention is to discover and analyse the possible solutions for reduction of the environmental pollution in the food retail trade sector from the output of the food industry point of you. We take a food retail chain as the object of our research. The business policy of the selected food retail chain has important emphases on the encouragement of the rural development and regional food production. Beside of these innovative actions were done forward to the sustainable food trade. Environmental and technological development contributed to a remarkable energy savings. This paper introduces the environmental measurements that were taken in the units of the food retail chain, such as thermo-camera assessment, introduction of LED lighting technology, improvement of refrigeratory areas and their isolation. We analyse the effects of the above mentioned measures on the costs and environment. We present the innovative activities of the regional units and mechanism of reduced environment pollution as a result of the innovative implications and their resources.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

## **S 12 ‘ALTERNATIVE FOOD NETWORKS 3 - SUSTAINABLE (LOCAL) ECONOMY, ENVIRONMENTAL IMPACTS’**

05:30 – 08:00 p.m.

Room 4

*Chair: Adeline Tay*

### **A Nitrogen Footprint for Austrian Food Products**

*Magdalena Pierer (Graz, Austria)*

Being an essential nutrient in fertilizers, nitrogen in chemically fixed form is crucial for sustaining global food production. Its excess use causes losses and a cascade of unintended negative effects to the environment. Research activities have thus focused on improving agricultural practices to minimize losses, but do largely neglect the consumption side.

Here we apply well-established methods of life cycle and footprint analyses to nitrogen in order to contribute to a more comprehensive assessment of food choices. Nitrogen footprints pose a considerable methodological challenge. Not only exists a fundamental conflict between nitrogen being necessary for food production, and the negative environmental consequences of its excess use, but also is it difficult to directly trace a polluter from the effects observed. Thus the nitrogen footprints presented here are not directly linked to these effects.

Austrian “Virtual nitrogen factors” have been calculated for a set of eight broad food categories (poultry, pork, beef, milk, vegetables, starchy roots, legumes, grains). These factors trace back all the nitrogen that is lost along the entire production chain, and allow deriving life-cycle based nitrogen footprints for the respective food groups. The results presented in the paper demonstrate that while in general, animal based products are less nitrogen-efficient than plant based products, the detailed ranking of food products is different when relating nitrogen footprints to either simple mass of food, or protein content. These differences clearly show that taking into account protein as an aspect of food quality is crucial for a proper assessment of dietary choices.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## **S 12 'ALTERNATIVE FOOD NETWORKS 3 - SUSTAINABLE (LOCAL) ECONOMY, ENVIRONMENTAL IMPACTS'**

05:30 – 08:00 p.m.

Room 4

*Chair: Adeline Tay*

### **Re-Conceptualizing Food Markets: Slowfood in Germany and Italy (to be confirmed)**

*Julia Rösch (Jena, Germany)*

A series of food scandals and shifting personal values forced many people to rethink their personal nutritional choices. Over the last 20 years, various ideas about alternative food supply raised and were objects of geographical research. Mainly two perspectives were inspiring for my study on alternative food networks: Cook's (2004) humanistic approach following the paths of global food supply chains with individualistic life perspectives and the current research of Berndt and Boeckler (2009, 2012) on heterodox economic theories about re-conceptualizing markets. I focus on the construction of markets in alternative food sectors with special emphasis on producers and activists within and around the Slow Food Movement in Italy and Germany. My research questions are:

- Markets for goods of ethical consumption: how are they developed?
- Producers and activists: What are their assumptions, ideas, arguments and actions in the process of establishing and shaping these markets?

Exemplifying my current project about generating new market-places in the alternative food sectors, I present some results of my field work in 2012 in northern and central Italy. Case studies about community-supported-agriculture illustrate how networks are elaborating creative ideas to supply urban citizens with fresh food.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

---

TUESDAY, 24TH SEPTEMBER 2013

---

## S 13 'WINE'

10:30 – 11:45 a.m.

Room 2

*Chair: Simona Stano*

### The Emergence of Hong Kong's Wine Industry Since the Tax Withdrawal in 2008

*Hang Kei Ho (London, UK)*

Through the analysis of qualitative data collected in Hong Kong between 2009 and 2011, this paper argues that Hong Kong has transformed into a successful wine trading hub for three key reasons: its robust infrastructure (e.g. legal, financial, logistical), support from three Hong Kong governmental agencies (InvestHK, Hong Kong Tourism Board and Hong Kong Trade Development Council) and social and historical factors (e.g. capitalist entrepreneurial mentality, post World War II immigration wave, hard working ethics). This transformation has created a number of jobs in the sector which was unknown to many a decade ago.

Import and export data demonstrates that the value of the wine trade in Hong Kong has shown a rapid increase since 2006, and even more so since the withdrawal of wine tax in February 2008. This increase presents a clear case that Hong Kong has transformed into a wine trading hub in Asia. However, the academic discussion of the development of Hong Kong's wine trade has been limited. Moreover, there is very little qualitative data to explain why wines of particular regions or countries are more popular than others.

This paper introduces an eight-element framework to analyse Hong Kong's emerging wine industry and the reasons why Hong Kong has become a successful wine trading hub. The framework allows the use of both quantitative and qualitative methods including analysis of wine trade figures and ethnography of two wine fairs, and elite interviews with professionals who work for the industry. Additionally, through examining wine auctions that took place in London, Geneva and Paris between 2007 and 2010, this chapter examines the route that fine and rare wines travel from French producers to consumers in Hong Kong.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 13 'WINE'

10:30 – 11:45 a.m.

Room 2

*Chair: Simona Stano*

### **Are We There Yet? Exploring Empowerment at the Micro-Scale in the South African Wine Industry**

*Agatha Herman (Plymouth, UK)*

Empowerment is a standard tool in development and post-conflict discourses (MacKenzie, 2009, Pupavac, 2005), both of which apply within South Africa, which continues to experience challenging socio-economic legacies of apartheid. The national strategy of Broad-Based Black Economic Empowerment (B-BBEE) was introduced in 2004, aiming to overcome the historical socio-economic marginalisation of the black majority through advancing black participation in the economy. This has been criticised for its narrow scope and, in the agricultural sector, depoliticisation of more radical debates around land ownership and worker rights (Bek et al., 2007, Du Toit et al., 2008, Kruger, 2011).

Through the South African wine industry – renowned for its prosperity and long 'a byword for white power and black exploitation' (Du Toit et al., 2008: 7) – this paper reflects on the micro-level relations, spaces and practices of B-BBEE. Wine brands that explicitly engage with the 'ethics' of empowerment and transformation are used to question the extent to which current B-BBEE strategies are overcoming internal and structural constraints, thus allowing individuals and communities to develop the resources and capabilities through which power is exercised (Allen, 2003), and to perform empowered subjectivities. This paper thus acts to respond to Goodman et al.'s (2010) call for more engagement with issues of power within contemporary ethical foodscapes and, more broadly, analyses of how power is locally enacted (Cahill, 2008).



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 14 'RETAIL CHAINS'

10:30 – 11:45 a.m.

Room 3

*Chair: Annalisa Colombino*

### Local Food in an Era of Large-Scale Retailing

*Jenny Lee (Uppsala, Sweden)*

This paper investigates the way big retailers navigate the local food market in Sweden. Local food is often equated with small-scale and more authentic ways of producing food that resonate with affluent consumers – the gastronomic middle-classes. But local food has also increasingly attracted attention as a possible solution to the challenges of climate change and sustainable development. However, large-scale retailing is also trying to cut into this market segment. How is the concept of local food articulated in the global context of transnational supermarket chains? How important is local food in the marketing and in the actual sales figures? How do the large-scale retailers define local food? How does this affect the possibilities of small-scale local food producers to re-enter the market?

Furthermore, the purpose of this paper is also to discuss the influence of history. How do the historical decisions affect the present, i.e. what are the effects of technological path dependency? The logic of large-scale logistics and the preferred mode of transport seem to favor certain behaviors and choices. For example, the major retailers have large terminals for various food sections, such as fresh produce, dry goods, deep-frozen foods, all different locations. The movement towards standardization and rationalization during the 20th century has been accentuated by the advances in logistics due in part to improvements of ICT, which alter the fundamental way logistics are carried out. But do the new technologies also open up windows of opportunity for local food?



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 14 'RETAIL CHAINS'

10:30 – 11:45 a.m.

Room 3

*Chair: Annalisa Colombino*

### **Mot Ca Phe Sua Da... or a Frappuccino Consuming Coffee Culture in Contemporary Vietnam**

*Sarah G. Grant (Riverside, USA)*

Vietnam's rapid and remarkable rise to become one of the top global producers of coffee is an intriguing, complex, and perpetually unfolding story. While much of the coffee produced in Vietnam is for export, the rise of domestic coffee consumption within Vietnam speaks volumes about this market-oriented socialist country and its place in the global commodity trade. This paper explores the intricacies of such consumption and the ways in which it manifests in contemporary Vietnam. In spaces such as the Trung Nguyen Coffee Village, the recently opened flagship Starbucks store, and street-side cafes throughout the country conspicuous consumption exists on several levels. Coffee consumed on a daily basis, cafes frequented, and the conduits for coffee related knowledge are all increasingly evident forms of consumption in local contexts. Attempts to brand local coffee and display these brands on a national stage at coffee festivals or roadside billboards, or ostensibly unbranded coffee sold at local cafes are all significant ways in which the everyday consumption of coffee illuminates the new modernity of Vietnam. The Vietnamese coffee industry offers a lens into branding, tiers of legitimacy, and the global economy of value on a local scale. The intensification of daily coffee consumption, however, does not necessarily represent a complete shift in the regulatory aspects of cash crop commodity production, rather it elucidates the boundaries of socialism that exist in market-oriented socialist Vietnam.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## **S 15 'SOCIOLOGY OF FOOD, FOOD DEBATES'**

10:30 – 11:45 a.m.

Room 4

*Chair: Markus Schermer*

### **The studies of Sociology of Food: Between Rural Sociology and Sociology of Consumption**

*Cecilia Díaz-Méndez and Isabel Garcia-Espejo (Oviedo, Spain)*

The Sociology of Food is a relatively new area of work which only in recent years has gained international scientific relevance as a discipline of study (Mennell, Murcott and van Otterloo, 1992; McIntosh, 1996; Beardsworth and Keil, 1997; Germov and Williams, 2000; Koc, Sumner and Wilson, 2012). The delay in the formation of a specific scientific body is the result of a combination of factors: the diversity of subjects, the methodological difficulties to face a multidimensional field of study, or the scarcity of comparative studies. This paper summarizes how sociology undertakes the study of food at the international level and to make some critical proposals as to their evolution. As a result, we may conclude that the Sociology of Food occupies a specific field of study, although it frequently overlaps the fields of Rural Sociology and Sociology of Consumption.



Europäischer Landwirtschaftsfonds für die Entwicklung des ländlichen Raums: Hier investiert Europa in die ländlichen Gebiete.



Das Land Steiermark

## S 15 'SOCIOLOGY OF FOOD, FOOD DEBATES'

10:30 – 11:45 a.m.

Room 4

*Chair: Markus Schermer*

### Meal Cultures: A New Approach in Food Debates

*Parto Teherani-Krönner (Berlin, Germany)*

A new concept of food systems will open an unused scope of action. With this presentation I will propose my concept of meal cultures as an alternative approach to the ongoing debate on food crisis including: access to food, food security and safety as well as the discussion on excess of food. Problems of our daily nutrition that I would define as a crisis of our meal cultures cannot be solved without an innovative view on that what people eat. As human beings usually do not eat raw agricultural products but prepared meals, it is necessary to focus on this process as well in order to place meals in a broader context of social and cultural interaction. I see the meal culture approach as a challenge to the classical discussion on food security and safety. It is closer to the food sovereignty discussions but still has other dimensions including the important gender dimension of our food systems that should not be ignored.

When thinking about 'meals' we will recognize that there are much more components necessary to prepare a tasty meal that will fit the habits and preferences people in different societies. Food systems and the mode of preparation are diverse they changes from region to region. The work that is needed to prepare everyday meals is still done by women mostly whose work has remained invisible and thus seldom honoured fairly. All the activities and tasks needed to reach meal security have seldom been valued; the whole debate on 'food security' has to be evaluated with regard to the production as well as the social reproduction sphere. These processes are part of the hidden care economy and should be included in the on-going value chain debates and approach.

If the food security debate and the agricultural policy and economy would focus more on meal culture and not just on some particular marketed cash crops and commodities, the whole socio-cultural process of meal preparation, sharing, eating and enjoying can become an important part of scientific reflection on nourishment and meal sovereignty. Not raw products but meals people eat should be at the centre of reshaping our food systems and civic food networks.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

## S 16 'ALTERNATIVE FOOD NETWORKS 4'

06:00 – 07:30 p.m.

Room 2

*Chair: Paolo Giaccaria*

### Strengthening Organic Food Value Chains in Germany

*Susanne Von Muenchhausen, Kristin Schulz K. and Anna Haering  
(Eberswalde, Germany)*

The German market for organic products is the largest in Europe. The annual volume of organic sales tripled since 2000 now reaching 7 billion Euro. More than 10.500 processors (2009) built the organic food value chains in Germany. About 60% of national demand for organic products is satisfied by domestic production while Germany is also the largest importer of organic food in Europe.

Organic food production and consumption has a long tradition in Germany. In 2012, 8% of all farms were organic with approx. 6.3% of the agricultural area. Organic agriculture grew by 75% between 2000 and 2009. Concurrently, a large variety of food value chains developed in a multifaceted market. Organic food value chains include farmers, processors and/or sales businesses. Variety in organic markets is particularly high in Germany due to manifold kinds of partnerships between food chain actors such as individual enterprises, associations, food coops or producer-consumer initiatives.

In spite of the positive overall development, there still are significant challenges for the production and marketing of organic food in Germany. Organic production volumes are growing slower than demand. The German organic market is integrated in global markets. Many consumers question the core values of organic products due to a number of food scandals that tended to happen in mainstream chains. Some chains, businesses or initiatives seem to be less affected or handle the challenges more successfully than others.

Our paper will start with a short overview of the diversity of organic food chains in Germany. Building on this, a study area with the typical diversity of organic food value chains in Germany will be selected. We will show that – within the same region and for the same product group – several different supply chains coexist. Smaller businesses tend to focus on market niches and particular consumer groups and values. The in-depth analysis identifies the strengths and weaknesses of different types of organic food chains. Exemplarily, we will highlight factors that can strengthen value chains for organic food.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 16 'ALTERNATIVE FOOD NETWORKS 4'

06:00 – 07:30 p.m.

Room 2

*Chair: Paolo Giaccaria*

### Shortening Food Chains in Poland - Between Traditional Communities and Late Modernity

*Ewa Kopczyńska (Krakow, Poland)*

Presentation focuses on relation between two types of food supply chains. One of them comes from traditional social networks, in Poland it is mainly family and neighbors network. It is based on custom, trust and being a part of natural cycle of seasons, holidays, feasts and fasts. It is oriented on 'private' values like economic values, availability, repeatability and quality (which is here mainly "being ours", known, controlled). Shortening food chains in late modernity is based on innovation, mobility, creativity and establishing new social bonds. It is highly connected to perspective of sustainability, 'new locality', global ethics and global networks of people, information and institutions. The consumers' food cooperatives, box sale, networks of ecological food distribution and innovative slow food activities are flourishing in big cities, mostly among people with high socioeconomic status, being mobile in social and geographical sense. Since the modernization in eastern Europe has been slowed down during socialism, these two kinds of food chains exist in Poland next to each other.

My research in southern Poland are led parallel on both kinds of short food chains. Observation, analysis of data and anthropological interviews helps to make a picture of these two types: farmers markets in the center of the city and in villages, organic food shops and direct local sell, road sell and barter food exchange.

These forms of food distribution are mutually limiting and making barriers for each other but there are also important points of cooperation, since they are the complementary systems. Each of them "naturally" has the resources the other one desire.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

## S 16 'ALTERNATIVE FOOD NETWORKS 4'

06:00 – 07:30 p.m.

Room 2

*Chair: Paolo Giaccaria*

### **Alternative Food Systems and their Influence on the Resilience of the Involved Farms using the Example of the 'ADAMAH BioHof' in Austria**

*Petra Hirner, Rebecka Milestad and Susanne Kummer (Vienna, Austria)*

Organic farming with its principles has been suggested to foster diversified farming, thus leading to a higher capacity of adaptiveness and enhanced farm resilience. Resilience is the capacity to deal successfully with change and is crucial to farm existence in times of change. The rapid growth of the organic food sector, due to marketing products through conventional food chains, partly led to a neglecting of the social and ecological principles in favour to economic benefits. Such developments can possibly affect a farm's ability to cope with change. The challenge thus lies in identifying emerging markets for scaling up organic farming that strengthens the resilience of farms.

This paper deals with a growing alternative food system (ADAMAH BioHof) in Austria and its influence on the farms in terms of social-ecological resilience. Central to the research are the supplying farms, from which 19 farmers were interrogated in semi-structured interviews. The interviews have been analysed with qualitative content analysis and quantitative data analysis.

Results show that several characteristics of the selected alternative food systems had positive effects on the resilience of the farms, like closeness to the consumers or flexibility in the organisation. Furthermore the producers stated benefits in the cooperation with the alternative food system, that didn't occur in other market relations. Higher prices for the products or personal contact to the people who run the food system were among those benefits. Market strategies influence the resilience of farms. Alternative food systems suggest that farmers have less anonymity, more independency and a higher flexibility, thus strengthening the building of farm resilience.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 17 'MEDIA, CELEBRITY CHEFS, CREATIVITY'

06:00 – 07:30 p.m.

Room 3

*Chair: Annalisa Colombino*

### Food Media and the Tension Between Access and Excess

*Steve Ellwood and Richard Mitchell (Dunedin, New Zealand)*

Over the last two decades food media has given audiences around the world greater exposure to food, cooking techniques and the latest 'exotic' ingredient or new technology. Celebrity chefs like Emeril Lagasse, Nigella Lawson and Jamie Oliver share their expertise, philosophy and approachable styling of food across all forms of media. Their carefully scripted story encourages the audience to emulate their creative endeavour, creating desire and demand for exotic ingredients and the latest culinary toy (Krishnend, 2007). Suppliers of food related products have a vested interest in these slick presentations as there is an ever-expanding demand to make these myriad ingredients available to a wider and wider global market (Bourdain, 2009). Celebrity chefs develop and promote their own ranges of products and endorse those produced by others. While some of these chefs espouse environmental and social responsibility, demand is created by many others for products with little or no regard to seasonal availability, environmental damage or the ethical considerations. Indeed, Krishnend (2007, p. 56) suggests that the very act of viewing such playful and highly aestheticised 'food pornography' makes it "open to the charge of excess and moral decay." This paper highlights the tension between access and excess created by food media by exploring how it has changed the nature of demand for raw ingredients and food stuffs amongst culinary practitioners. It does so, by presenting a case study of culinary education in Dunedin, New Zealand, as education provides the next generation of culinary professionals who are the early adopters of many of these ingredients in new marketplaces.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 17 'MEDIA, CELEBRITY CHEFS, CREATIVITY'

06:00 – 07:30 p.m.

Room 3

*Chair: Annalisa Colombino*

### Whose Heritage? Heritage vegetables in the UK Media - A Battle for Ownership

*Abigail Wincott (Brighton, UK)*

The British have started growing more vegetables and fewer flowers. In particular, traditional varieties or 'heritage vegetables' are experiencing a surprise revival (Food and Environment Research Agency 2009; Horticultural Trades Association (HTA) 2010). The concept of heritage vegetables began with a small number of collectors campaigning for their protection, and their current mainstreaming can perhaps be understood as a consumer response to anxiety about affluence (Samuel 1994; Soper 2008) and the effects of modern industrial food production (Freidberg 2004; Guthrie et al 2006; Counihan and Van Esterik 2008). In the British media landscape it is a truism that British food culture is 'broken' (Floyd 2004; Hollows and Jones 2010), that people have too much food, but too little food culture. It is early days for the mainstream discourse of heritage vegetables, as we can tell from the way in which news articles still feel the need to explain what they are. But already it appears heritage vegetable discourse is the site of a struggle for meaning and ownership. Some campaigning texts still frame heritage vegetable growing as a radical protest against the power of the state and multinational seed companies. But the retail horticultural trade has also recently recognised the potential for growth in sales of heritage vegetable seeds, in an otherwise sluggish market (HTA 2011, 2012) and a small number of non-governmental bodies are mobilising in order to 'educate' the general public about their horticultural heritage, in the mould of 'authorised' monumental heritage (Smith 2006).

Heritage vegetable texts offer us the chance to examine what happens to emerging radical discourses of food and consumption, as they come into contact with mainstream discourses, such as expert-led heritage conservation and lifestyle consumerism.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 17 'MEDIA, CELEBRITY CHEFS, CREATIVITY'

06:00 – 07:30 p.m.

Room 3

*Chair: Annalisa Colombino*

### **Delicate Thoughts. Food Cravings In The Light Of Inner Experience**

*Fransisca Tan (Vienna, Austria)*

Food Matters. Looking at the contemporary access to food you might even see it as a window to different worlds. Connecting to the front line of research it is common to find concepts such as »food cravings« related to issues of obesity, depression, addiction or compulsion. Exemplary assessments include arbitrary rating scales, speed of consumption, physiological arousal or saliva secretion. But on second thought this will evoke curiosity on how we actually define and operationalize hypothetical constructs that are hardly directly measurable.

Facing our ways of consumption it suggests itself that we are far ahead the basic rationale of food being solely for purposes of nourishing and fuelling the body. Nevertheless, it seems that in science it is presented only few and far between that there is more to it than nutrition. Thus, instead of looking through a micronutrient lens of explaining mechanisms, an experiential approach towards understanding food-related experiences may give rise to novel perspectives towards psychological and social aspects of nurturance. Using the qualitative approach of dialogical phenomenology a case-based mapping of foodrelated thoughts shall shed light on the pristine inner experience and our understanding, construction and integration of food in daily life. By adjoining a new sense to the conference theme, namely the significance of subjective cognitive and emotional »Access to Food«, it is aligned that how we experience food matters just as much.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

## S 18 'SUSTAINABILITY'

06:00 – 07:30 p.m.

Room 4

Chair: Julia Rösch

### The Local Dilemma: Searching for Sustainability in the Locality

*Matilda Marshall (Umeå, Sweden)*

What is the best option: buying organic apples from Argentina and organic cucumbers from Spain, or choosing Swedish non-organic alternatives, produced in greenhouses, but that have travelled shorter distances? Whilst scientific calculations opt for the former suggestion, Swedish consumers are leaning towards the latter. Why this discrepancy?

This paper draws on tendencies found in the initial phase of my fieldwork for my PhD dissertation. My informants adhere to notions of sustainability in various manners, such as consuming organic food, growing their own vegetables, dumpster diving and visiting farmers markets. Whilst organic food is believed to be produced in a more sustainable manner, long transports are seen by some – but not by all – consumers as illogical and unsustainable. Local food production bears connotations of short distances, a thriving countryside with local job opportunities and preservation of historical traditions and skills. These arguments can also be found in the marketing of for example regional milk. Sustainability is thus seen as a combination of ecological, social, economical and cultural sustainability.

My PhD project seeks to explore how the notion of sustainability is understood, negotiated and turned into practice in the everyday life of the Swedish household. As food is something we all have a daily relationship to, it is used as an entrance to highlight sense-making, practices and strategies related to sustainability in the domestic sphere. The qualitative study is based on interviews and participant observations. With this paper I wish to explore how achieving global sustainability is perceived through the local and is connected to nostalgia, ideals and paradoxes.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

## S 18 'SUSTAINABILITY'

06:00 – 07:30 p.m.

Room 4

*Chair: Julia Rösch*

### **Going More Vegan: An Appeal to Treading New Paths to Sustainable Production and Consumption Practices via Politics of the Possible and Relational Geographies of Responsibility**

*Steffen Hirth (Hamburg, Germany)*

High consumption of animal products is, in “western” food contexts, an everyday practice. These “normal” and normalised production and consumption patterns account heavily for challenges to sustainability. Rather than a dogmatic call for total abstinence from animal products, “going more vegan” should be seen as a diplomatic opportunity for enacting geographies and politics of possibility to construct a sustainably viable and socially just food system.

From the perspective of Political Ecology, it is important to acknowledge what for many remains inconceivable: the “normal” rates of production and consumption are destroying the natural environment, not (only) the exuberating practices of some “sinners”. Animal products generally contribute more to global GHG emissions than plants directly consumed by humans: the negative feed/gain rate illustrates that animal products incur nutritional energy losses and, geographically speaking, require more space. Additionally, taking into account the lower prevalence of coronary diseases and diabetes in plant-oriented diets, significantly reducing livestock seems a responsible path to follow. Referring to a case study on patterns of naturalisation in the advertisement landscapes of the dairy industry, this presentation gives insights into how the mystification of rural production spaces contributes to the normalisation of dairy product consumption. Rather than merely blaming the dairy industry for its commodity fetishism, a relational approach to responsibility embraces all the actors, involved both spatially and socially (e.g. authors of children’s books on farming). De- and reconstructing the actors’ (dis)connections, and questioning diverse rationalities and subjectivities could be the starting point toward normalising sustainable practices, including careful consumption of meat and dairy, by cultivating spaces of possibility.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 18 'SUSTAINABILITY'

06:00 – 07:30 p.m.

Room 4

*Chair: Julia Rösch*

### **Selling out or wising up? Responding to the neo-liberal impulse from within Community Supported Agriculture in the U.K.**

*Ian M Humphrey (Sheffield, UK)*

Community Supported Agriculture (CSA) is a well established mode of alternative food provisioning that has the potential to effect a socio-technological transition to a more localised, environmentally sustainable and socially just mode of agriculture.

In the U.K. there are fewer than 100 functioning Community Supported Agriculture (CSA) schemes at present, a total comparable to that in North America approximately 20 years ago where numbers have now grown beyond 10,000. Originally premised on the concept of shared risk and prolonged commitment between producers and consumers, CSA has evolved in North America into hybrid models of direct marketing that increasingly place a greater burden of responsibility on the farmer in diverse labour practices such as cultivation, administration and distribution.

This paper uses fieldwork data derived from an extended comparative ethnographic study of two nascent CSA projects in England and Wales to contrast their development pathways in respect to risk sharing and viability. The paper also draws on a short study visit to several North American CSAs in order to contrast the impulse of the two U.K. case studies to incorporate market-based, neo-liberal ideologies of consumer sovereignty in order to remain competitive and financially viable in the current political economy. The results suggest that in some respects the original risk-sharing principles of CSA are being sacrificed to accommodate discrete subscribers who have limited attachment to the concepts of community or support, and the notion of social justice for farm employees that such a commitment implies.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 19 'POST-SOCIALIST ALTERNATIVE FOOD NETWORKS 2'

06:00 – 07:30 p.m.

Room 5

*Chairs: Petr Jehlička and Lenka Fendrychová*

### **Post-Socialist Alternative Foodscapes and Sustainability: The Case of Farmers' Markets in Prague, Czechia**

*Lenka Fendrychová (Prague, Czech Republic)*

After almost two decades of the growing hegemony of supermarkets in the Czech foodscape, in the last three years Prague and other Czech cities have seen a surge of interest in alternative food provisioning with the farmers' markets representing the major trend so far. In the predominantly Anglo-American food studies literature western farmers' markets and other alternative food networks (AFNs) are typically interpreted as a response to the problems of the conventional agro-food system, a part of the wider 'turn to quality' in food production and consumption. Some commentators associate them with the transition towards more sustainable food system while others criticize them for being socially exclusive. In the world where hunger coexists with the obesity epidemic and food security is back on the political agenda the need to find ways of securing nutritious food for the growing population without compromising ecosystems' capacity is gaining an increased urgency. The recent unprecedented rise of farmers' markets in Czechia and other Central and Eastern European societies has placed post-socialist geographies of food and AFNs under spotlight. To what extent are western conceptualizations of the AFNs relevant in the case of Czech farmers' markets? How can their boom be explained? What are the aims, motivations and values of their stakeholders? How do Czech farmers' markets relate to the issues of sustainability and social justice agenda? This paper will seek to answer these questions by drawing mainly on the interviews with the actors involved in organizing and promoting farmers' markets in Prague.

Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.

lebensministerium.at

Das Land  
Steiermark

## S 19 'POST-SOCIALIST ALTERNATIVE FOOD NETWORKS 2'

06:00 – 07:30 p.m.

Room 5

*Chairs: Petr Jehlička and Lenka Fendrychová*

### Advancing Alternative Food Networks in Central and Eastern European Countries

*Lani Trenouth (Wageningen, the Netherlands / Riga, Latvia)*

The purpose of this chapter is to provide a synthesis of existing scholarly research on and around alternative food networks (AFNs) in the Central and Eastern European countries. This line of inquiry is intended to contribute towards moving the research agenda on AFNs forward by addressing the regional bias exhibited in the current body of knowledge. My point of departure is that the very notion of alterity needs more critical examination and this can be achieved by turning our analytical gaze eastward. While very little published scholarship is available explicitly on alternative food networks (AFNs) in the post-Soviet countries of Central and Eastern Europe (CEE), scholarly attention is increasing on topics related to AFN research therefore this exploration includes studies which approached AFNs without identifying them explicitly as such. Literature identified for the purposes of this paper included large scale quantitative surveys, qualitative interviews, and ethnographic accounts; it included works from a variety of disciplines and covering a number of CEE countries. The majority of the studies focused on the phenomenon of household food production. Thematic threads found running through many of the studies were self-sufficiency and autonomy, tradition and identity, social capital, food-related skills, and consumer choice and values. The limited published scholarship on or around AFNs in CEE countries indicates an important potential avenue for further research, of benefit to both the countries of the CEE region and to the advancement of understandings of AFNs more globally.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

---

WEDNESDAY, 25TH SEPTEMBER 2013

---

**SCIENCE AND PRACTICE WORKSHOP **\*\***(GERMAN/ENGLISH  
TRANSLATION)**\*\*****

09:00-11:30 a.m.

Room 1

**Culinary Regions - Culinary Valorization of Rural Areas or  
Fraudulent Labeling?**

**Genussregionen – Kulinarische Inwertsetzung ländlicher  
Räume oder Etikettenschwindel?**

*Chair: Josef Scheff (University of Graz, Austria)*

Today culinary regions are on everyone's lips. The pleasures of eating and culinary art are regarded as endogenous potentials for the development of regions. Forming a unique selling proposition for a region has been given top priority. By involving various regional actors a strong identification with the unique selling proposition shall be enhanced and, ultimately, regional identity shall be established.

On the basis of two Styrian examples (Vulkanland and Almenland) we will discuss the following hypotheses:

Thesis 1: Culinary art as potential for differentiation (focus on content)

Regional differentiation based on culinary art can only work if appropriate endogenous potentials are available; hence, the following questions must be posed: How much potential is required in a region in order to make culinary art work as a unique selling proposition? And should culinary art even constitute a unique selling proposition for a region or should it rather be seen as an additional strategy?

Thesis 2: Culinary art as a development process for a region (focus on process)

Culinary art and the pleasures of eating: many labels but a lack of brands-how can labels contribute to regional development processes?

Thesis 3: Culinary art as an attitude towards life in a region (focus on philosophical and emotional aspects)

Regional food production: from mere production to emotions – how can an attitude towards life stimulate a whole region?



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 20 'FARMERS'

09:00 – 11:30 a.m.

Room 2

Chair: *Lenka Fendrychová*

### **Access to Land for Beginning Farmers: New Opportunities for Sustainable Rural Development**

*Isabella Lang, Ellen Rupprechter, Johann Gangl, Thomas Huemer and Friedrich Leitgeb (Vienna, Austria)*

Over the past decades the number of Austrian farms has steadily declined – from 1995 until 2010 more than 65,000 farms quite their work. At the same time there is an increasing number of young people who are pursuing careers in agriculture, without any perspective of inheriting a farm. To assess challenges of beginning farmers ten qualitative interviews in Eastern and Southern Austria were conducted. The aim was to derive recommendations for policy makers, local communities and consumers to support their growth. The majority of respondents came from diverse backgrounds and many did not grow up on a family farm. Beginning farmers were more likely to practice organic agriculture and often played a vital role for sustainable development of rural areas due to creating jobs or re-establishing local networks. The lack of capital, the access to land and missing support from the government were identified as the biggest challenges. Additionally a standardized online survey was carried out at the University of Natural Resources and Life Sciences in Vienna to assess students' possibilities to accessing land for farming. All agricultural students were asked about their intentions to start their own farm in future even without having the perspective to take over the family farm. From 250 respondents 80 % said that they have the concrete plan or are thinking about starting their own farm. 48 % of this group will not inherit a farm and therefore has no access to land. With 69 %, organic agriculture was by far the most popular farming system. Beginning farmers seemed to play an important role for sustainable, rural development and for organic agriculture in general. Further research has to be conducted to get a better picture of the situation and needs of beginning farmers in Austria..



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 20 'FARMERS'

09:00 – 11:30 a.m.

Room 2

Chair: *Lenka Fendrychová*

### Farmers' Experiments in Cuba – Means to Enhance Sustainable Development?

*Friedrich Leitgeb, Susanne Kummer and Christian R. Vogl (Vienna, Austria)*

Farmers' experiments have always been a part of farming and important drivers for agricultural development. Through experimenting, farmers have been able to adapt to changing conditions and they constantly have improved working practices and technologies. This paper aims at generating empirical knowledge on the dynamic process of farmers' experiments in order to learn about the potential contribution to sustainable development. Therefore, the emphasis is on the topics, resources, sources, motives, methods, and the outcomes of farmers' experiments in Cuba. The research methods included 72 semi-structured interviews with rural farmers and 34 expert interviews. Interviews were recorded digitally and transcribed, coded and analyzed using software packages for qualitative data analysis. Data was analyzed according to content analysis combined with a grounded theory approach. The results show that farmers' experiments and innovations were embedded in Cuba's agricultural innovation system. Almost all respondents mentioned experiments that were conducted on farm using mainly local resources. Most experiments were related to the introduction of new plants species or varieties and to plant production in general. In most cases, the farmers' own idea triggered experimenting. The main motive was the intention to increase the production. The majority of the respondents experimented on a small-scale basis to reduce the risk involved. Observation and comparison helped to evaluate the process and the outcomes of experimenting. Only few farmers took records. The most important outcome was production increase. Most experiments contributed to improve the local farming system and thereby conducted to farm development in a sustainable manner. Farmers' experiments can play a major role for building resilient farming systems by enhancing the adaptive capacity of farmers. Supporting experimenting farmers can improve adaptability of farms and can contribute to prepare agriculture for global change.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 20 'FARMERS'

09:00 – 11:30 a.m.

Room 2

Chair: *Lenka Fendrychová*

### **Peasants and the food co-operative D'Speis Reasons for the Participation in an Alternative Food Network**

*Ulrike Jaklin (Vienna, Austria)*

Until recently, consumer-initiated forms of alternative food networks (AFN) had been only marginally considered by researchers. With this background the master thesis analyses farmers' reasons for their collaboration with food co-operatives at the example of D'Speis, a food co-op in Vienna. As I am a food activist myself I consciously draw on critical concepts as hybridity and embeddedness. Common critiques on AFN research are considered through a combination of sociological theories (Interface Approach) (Long 2001) and a perspective of political economy (food regimes). Semi-structured interviews complemented by structured questionnaires were conducted with food co-op members and farmers. According to the interviewees practical considerations concerning logistics, price, and purchase quantities are of higher importance in the beginning of the collaboration. On the whole, the immaterial benefits (direct contact, shared goals and greater appreciation for their work) are however more important for them. This is supported by the fact that food co-ops amount only for a marginal part of the farmers' incomes. The collaboration does not lead to the aspired degree of direct contact between consumers and producers. Their shared goals are more of a shared critique of the hegemonial food system, whereas the common values embrace only a minimum (regional organic production and decentralized distribution). It is mainly the cooperative organisation of the interface between the consumers and the farmers which distinguishes food co-ops from conventional marketing systems. The food co-ops' requirements for product quality and prices are beneficial for the promotion of peasant agriculture. The institutionalisation of consumers in the food co-op opens up possibilities for further cooperation between consumers and producers which go beyond other forms of AFN (farmers' market, direct selling).



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

## **S 21 ‘FOOD SOVEREIGNTY, GARDENS AND URBAN AGRICULTURE’**

09:00 – 11:30 a.m.

Room 3

*Chair: Barbara Schönher*

### **Slow Food Gardens in Uganda / Africa – A Model for a Sustainable Local Food System Providing Food and Nutrition Security and Food Sovereignty?**

*Petra C. Braun (Linz, Austria)*

Currently, in Sub Sahara Africa most food systems have been stretched resulting in poverty, hunger/malnutrition, environmental degradation and erosion of germplasm of indigenous foods. In Uganda 35% of total population are undernourished.

The underlying hypothesis of an on-going transdisciplinary IEZ-research project on Slow Food Gardens in Uganda / Africa is, that community or school gardens can not only promote easily replicable, local and sustainable solutions for food and nutrition insecurity but can be important tools for education and empowerment. Slow Food’s sustainability concept can be summarized in the slogan good, clean and fair food for all, and is based on self-determination.

An integrated, comprehensive approach does not only consider all dimension of food and nutrition security (availability, access, use and utilisation, stability) regarding the whole food system from seed to plate (and waste), but also refers to the political concept of food sovereignty in order to question who produces, processes, distributes, prepares and eats what, where or how, under which conditions and under whose control. Therefore drivers of the food system as well as power relations must not be neglected.

The contribution aims to analyse, if Slow Food gardens in Uganda could (theoretically) prove a model for a sustainable, localised food system providing food and nutrition security and, moreover food sovereignty. The necessary resources, assets and capabilities will be identified: natural resources, human potential, social capital, physical and financial capital (input). Subsequently the research project investigates the interactions under a Slow Food garden and if the asset base can be increased?



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 21 'FOOD SOVEREIGNTY, GARDENS AND URBAN AGRICULTURE'

09:00 – 11:30 a.m.

Room 3

*Chair: Barbara Schönher*

### Urban Agriculture and the Pastoralist Dilemma – Food Sovereignty in Arid Regions

*Matthew Smith (London, UK) and Zeremariam Fre (London, UK)*

In recent decades, the world has witnessed a radical transformation to food production policies promoting large-scale agricultural intensification and long food supply chains, effectively pushing out traditional pastoralist activities. As pastoralism declines we see a diversification of livelihoods occurring, including increased participation in peri/urban agriculture. With a focus to address the issues of food security and sovereignty in desert regions, this paper examines this phenomenon.

Specifically, we ask two questions:

- To what degree (if any) is peri/urban agriculture helping to alleviate the loss of food sovereignty experienced by desert pastoralists as this livelihoods diversification takes place?
- Given the tremendous impetus to participate in the market, what sort of policies and innovations specific to peri/urban agriculture are needed to ensure that food sovereignty is promoted and secured during this process, and at what level?

This paper highlights a case study done in and near Kassala, Sudan. However, it also seeks to unearth conditions and potential policy positions which could be taken in any similar arid region. It concludes by arguing that policies which recognize and encourage the links between small-holder pastoralism and small-holder peri/urban agriculture will not only promote more sustainable livelihoods among those in arid regions by fostering their own agency and participation in market activity, but also bolster food sovereignty in the region.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 21 'FOOD SOVEREIGNTY, GARDENS AND URBAN AGRICULTURE'

09:00 – 11:30 a.m.

Room 3

*Chair: Barbara Schönher*

### **Farmers' Markets and Urban Agriculture. New Solutions to Ensure Increased Access to Quality Food in the USA**

*Alessia Ferretti, Enzo Falco, Alessandro Boca and Enrica Polizzi (Rome, Italy)*

Issues of food quality and healthy eating habits are taking hold in the United States of America as one of the primary concerns for urban areas and low income residents. Even if access to food is considered a basic individual right by the World Health Organization, residents in many low-income neighborhoods have limited access to fresh produce and healthy food.

At all levels from federal to local, different initiatives and funds are implemented and made available to improve access to healthy food. New programs and projects target not only the so-called "food deserts" (areas marked by limited healthy food options, where food store are totally absent), but also the so-called "food swamps" (areas marked by high densities of unhealthy food options). On the other hand, higher income residents are attracted to quality food through initiatives such as farmers' markets and similar.

Various are the instances of food related projects within the third millennium city: they range from community gardens to farmers' markets, city farms, community greenhouses, commercial kitchens, etc. The common objective of such projects is to provide citizens with better quality food as a way to prevent food related diseases, and at the same time to provide quantitatively balanced food distribution to improve life conditions in the community. Undoubtedly, such forms of urban food production and distribution have a significant impact on the physical fabric of the city, as well as on social equity and community development.

This work aims at assessing how urban agriculture and farmers' markets in the United States are driving innovation not only in food production and distribution matters, but also in physical and economic regeneration policies.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 22 'WASTE'

09:00 – 11:30 a.m.

Room 4

*Chair: Parto Teherani-Krönner*

### Dealing with the Two Sides of the Food Crisis in Lisbon

*Maria José Pires (Estoril, Portugal)*

There is about one million tons of food waste a year in Portugal, a country where 360.000 people live with food shortage; i.e. 17% of the produced food ends up in the garbage, since every Portuguese wastes around 97K food/year. Moreover, fifty thousand meals end up daily in the garbage bins of restaurants across the country.

As a result of the current economic crisis, a couple of Portuguese organizations are now amongst those dealing with the two sides of the food crisis.

One case is “Zero Desperdício” (Zero Waste) created in 2012 to recover waste; a movement that believes to be successful for bringing together many people and troubling many more. Its target is Lisbon and outskirts and the range of partners include supermarkets, hotels, hospitals, business companies, the Legislative Assembly/Parliament, and the Bank of Portugal. The success to shake up the food system comes from will power, work, coordination and passion – all portrayed in an awarded anthem.

Lisboa 100% is another project (by Re-Food) that wants to offer between fifteen and twenty thousand meals a day to every borough of Lisbon and on a not so long-term goal, by 2014. This final goal should meet ends with the idea of using food sustainably, which was promoted by the Members of the European Parliament for next year: „European year against food waste“. Relying on the work of ten thousands volunteers and restaurants that are willing to become their partners, the association aims at reaching half a million inhabitants and is being studied by UNESCO as a project to be followed by other countries.

Still, the question is how to bring together Lisbon from Zero to 100% and more partnerships when Portugal has one of the strictest legislations in terms of food control and hygiene.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



lebensministerium.at



Das Land  
Steiermark

## S 22 'WASTE'

09:00 – 11:30 a.m.

Room 4

*Chair: Parto Teherani-Krönner*

### **Quantitative Consumer Study of Food Waste Production in Households**

*Barbara Bódi, László Zsoldos and Kasza Gyula (Budapest, Hungary)*

In food-chain (from soil to table) all stakeholders are responsible for waste production. While, losses have already been reduced significantly by developed technologies, food processing and retail, there is still an enormous amount of food waste households produced every year.

Our study endeavours to provide a comprehensive review of consumer's attitude regarding food purchasing and consumption.

In the primary research we have conducted a quantitative study consisting of 1027 personal interviews to give a profile for Hungarian consumer. The demographic characteristics of the sample provide a good representation of the Hungarian adult population. The simple size offered a good opportunity to analyze the influencing factors of the different demographic parameters.

The paper reports the most important finding of this study and highlights the importance of public participatory project in field of food waste reduction by presenting a pilot project organized by Faculty of Food Science, Corvinus University of Budapest.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 22 'WASTE'

09:00 – 11:30 a.m.

Room 4

*Chair: Parto Teherani-Krönner*

### Hello Compost

*Aly Blenkin and Luke Keller (New York, USA)*

When cleaning out your refrigerator, you might not think twice about throwing away food that's gone to waste. After all, how valuable can a package of moldy tomatoes be? Over time however, packages like these can amount to over \$1,365 a year for the average family of four. This is particularly harmful to families in low-income situations, already struggling to make ends meet.

So how might low-income families lose less to food waste? Simply telling families to stop wasting food isn't enough. Advocating for new behaviors can be seen as cumbersome lifestyle changes with no direct reward. Without the intrinsic motivators or incentives, food waste will remain an inevitable side effect of families' daily eating habits.

The premise of our project is simple: food waste is valuable. And not just to reducing our environmental footprint, but as a source of economic value. The \$1,365 the average family of four loses to food waste doesn't vanish into thin air; it turns into organic matter that often goes to landfills. Through organic waste collection however, food waste can become compost that can be packaged and sold.

Through our service, Hello Compost, we're seeking to introduce food waste collection to low-income families by giving them a percentage of the revenue made from collecting their food waste towards credits for locally grown produce. The collection service will be facilitated by youth volunteers and launched later this year by our partner Project EATS: a non-profit enterprising community-owned farms and promoting food systems awareness in low-income communities.

Put simply, food is too valuable to be wasted. Through our service, we're promoting food waste as a food resource for low-income families; ultimately shifting perceptions of the role of food waste in communities today.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 23 'TECHNOLOGIES, NATURES'

09:00 – 11:30 a.m.

Room 5

*Chair: Annalisa Colombino*

### The Flying Proletariats Meet the Hungry City: Swiftlets and their Edible Birds' Nest

*Adeline Tay (Melbourne, Australia)*

Cities are scoping, exploratory spaces to consider 'access' and excess' of food, but not always in ways that are immediately obvious. This paper considers the city through the lens of swiftlets (*Aerodramus fuciphagus*) and their edible birds nests. In this case, access to food relates to the migration practices of birds to cities for food and shelter, aided by their human counterparts erecting buildings specially designed to lure them in. Once received into these spaces, these birds construct edible nests whose value as highly priced/prized delicacies form the basis of their collection, exchange and trade within the region. Thus, excess is portrayed here as pertaining to the 'exotic nature' of their produce. These edible birds' nests are valued in economic, social and cultural terms that earn them the title of being 'caviar of the east'.

This paper calls to account the hungry city (Steel, 2009), the city of difference (Fincher & Jacobs, 1998), and the very right to the city (Lefebvre, 1996 [1968]) as it positions these swiftlets via anthropomorphic and non-human narratives. It aims to think these birds through a range of entities: workers, urban inhabitants, more-than-human beings, socio-technical devices. It considers the production and consumption practices, and the changing food geographies that they speak to as humans and swiftlets participate in their 'thrown togetherness' (Massey, 2005).



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.



Das Land  
Steiermark

## S 23 'TECHNOLOGIES, NATURES'

09:00 – 11:30 a.m.

Room 5

*Chair: Annalisa Colombino*

### Applescapes: Organisms, Technologies and Space-Times

*Montserrat Cañedo Rodríguez (Madrid, Spain)*

Based on my ethnography of the Poma de Girona (a Protected Geographic Indication apple produced in Gerona, Spain), I analyze how the circulation of food blends and interweaves nature, market, science-technology, and logistics. To my understanding, the inextricable blending of these elements makes the Poma de Girona an excellent ethnographic object for opening the debate on how organisms such as apples, could, or could not, be considered to be, themselves, technologies. Or, more generally, to use ethnography to question the nature/culture-technology dualism more deeply. One fundamental idea is the way in which the apple, as an object, turns out to be a hybrid of nature and culture built upon processes for adapting its biology: processes that are developed using scientific-technological research in agro-engineering, processes that have accompanied the market development of PGI throughout (since the 1980s). In this apple, understood as a natural-cultural object that is enacted in complex articulated networks of practices that create space-times, the role of technology is fundamental because it increases the possibilities of monitoring and micro-coordination that translate into the production of apples that are “good for the market” (regarding form, taste, level of residues, variety, color or duration). These scientific-technical logics of apple production join older cultivation practices in relations that are sometimes difficult, and in the context of the incrustation of all of this multiparticipant activity of apple production in a capitalist market structure ruled by the logic of economic profit. This all generates more than a few effects of inequality and ethical-political dilemmas.

Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Hier investiert Europa in  
die ländlichen Gebiete.Das Land  
Steiermark

## S 23 'TECHNOLOGIES, NATURES'

09:00 – 11:30 a.m.

Room 5

*Chair: Annalisa Colombino*

### **'Red Gold', 'Occupation Tomato', 'Apple of Discord': The Tomato as the Epitome of Contested Moroccan- European Relations**

*Sarah Ruth Sippel (Leipzig, Germany)*

Over the past two decades, Morocco has become one of the most dynamic and competitive intensive production sites for fresh fruit and vegetables in North Africa. Key advantages are its proximity to Europe, the suitable climate for counter seasonal production and available cheap labour. Morocco has become a main trading partner of the EU and, at the same time, represents one of the fiercest competitors, especially for the Spanish producers. Particularly the tomato has been the centre of tough negotiations on export prices and quotas over many years during which internal and external aims of the EU, Moroccan power politics and private interests overlap. In these negotiations, not only tomatoes but also fishing rights, territorial conflicts and the mobility of labour migrants are at stake. The commodity chain of fresh tomatoes from Morocco continuously creates and dissolves borders; places, actors and products are selectively in- and excluded. Demarcations, representations and attributions are at the same time reflected, constructed and reconstructed within the rhetoric and discourses around the 'Moroccan tomato'. In this paper, I investigate the commodity chain of fresh Moroccan tomatoes at three levels. Firstly, I examine the various trade restrictions created at the EU-level. What are the interests behind the currently existing EU import system, who benefits from it and who is excluded? Secondly, I analyse the complex constellation of export producers and businesses producing in Morocco. Who grows tomatoes in Morocco, with what capital and how are the tomatoes marketed in Europe? Thirdly, I address the symbolic character the tomato gains in these discourses. What are the different images ascribed to the tomato by actors such as Spanish producer associations, Moroccan labour unions or the resistance movement in the Western Sahara?