

INFORMING POSSIBILITIES FOR THE FUTURE OF FOOD AND AGRICULTURE

Agriculture, Food, and Human Values Society

JOINT ANNUAL MEETING OF AFHVS & ASFS
MAY 28-31, 2009
PENN STATER CONFERENCE CENTER
STATE COLLEGE, PENNSYLVANIA, USA

Association for the Study of Food and Society

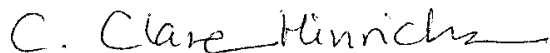
2009 AFHVS/ASFS Conference
Informing Possibilities for the Future of Food and Agriculture

WELCOME!

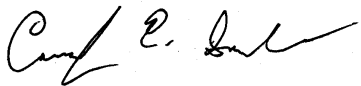
Welcome to the 2009 joint annual meeting of the Agriculture, Food and Human Values Society and the Association for the Study of Food and Society! The theme of our conference this year—“**Informing Possibilities for the Future of Food and Agriculture**”—has only become more relevant since it was first settled upon about a year ago. As the administrations of national governments have changed, as economies at a multitude of scales experience strains and generate hardships not seen in decades, as more people actively recognize and respond to the social and environmental crises that cross-cut our local places and global relations in the 21st century, we need to come together, now perhaps more than ever, to share our research findings, our intellectual insights and our practical ideas about the future of food and agriculture.

This is precisely what will happen in dizzying abundance over the two-and-a-half days of the 2009 AFHVS/ASFS conference. We hope you enjoy the conference.

We welcome you to Penn State University, to the borough of State College, and to the beautiful wooded hills and farms of Central Pennsylvania! We encourage you to take a walking tour of at least some of the 7,200 acre campus with over 14,064 trees including 224 historic stately elm trees. The pedestrian-friendly campus is beautifully landscaped with perennial flowers, shrubs, and trees and the spring is an excellent time to take in the sights. During your walk, you might want to sample the ice cream at the Berkey Creamery or stroll down Curtin Road to the Palmer Art Museum. Adjacent to the campus, downtown State College is also pedestrian-friendly with plenty of restaurants and shops. For good local coffee shops, try Saints, The Cheese Shop, or Websters. For good beer and/or music, check out Ottos, Zenos, or Elk Creek Café (in Millheim). If you get a chance to get out to the countryside, travel to nearby Belleville or Aaronsburg to visit Amish farms and shops (which are not touristy). For hikers or walkers, try Black Moshannon State Park, Bald Eagle State Park, or the many mountain trails behind Tussey Mountain.



Clare Hinrichs



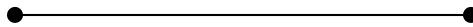
Carolyn Sachs

2009 AFHVS/ASFS Conference
Informing Possibilities for the Future of Food and Agriculture

CONFERENCE PLANNING AND ORGANIZING COMMITTEE AT PENN STATE UNIVERSITY

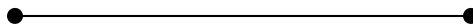
Clare Hinrichs, Conference Program Coordinator
Carolyn Sachs, Local Arrangements Coordinator
Ann Stone, Conference Registration Coordinator
Leland Glenna, Exhibits and Displays Coordinator

Carmen Alvarez
Jessica Bagdonis
Dorothy Blair
Dara Bloom
John Eshleman
Audrey Maretzki
Rachel Moran
Audrey Schwartzberg
Don Thompson
Susan Thompson
Joan Thomson



SPECIAL THANKS TO CONFERENCE SPONSORS

Department of Agricultural Economics and Rural Sociology, Penn State University
Department of Agricultural and Extension Education, Penn State University
Department of Nutrition, Penn State University
Department of Women's Studies, Penn State University
Science, Technology, and Society Program, Penn State University



CONFERENCE BOOKSELLERS

Berg Publishers
Penn State Press
Scholars' Choice

2009 AFHVS/ASFS Conference
Informing Possibilities for the Future of Food and Agriculture

OFFICERS OF THE AGRICULTURE, FOOD, AND HUMAN VALUES SOCIETY, 2009-2010

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Vice-President:

Neva Hassanein

Executive Secretary:

Richard Haynes

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Harvey James, Jr., Editor, *Agriculture and Human Values*

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Janet Chrzan

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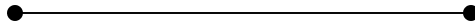
Alison Harmon

Betty Izumi

JoAnn Jaffe

Dan Jaffe

Theresa Selfa



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Fabio Parasecoli

Vice-President:

Annie Hauck Lawson

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Krishnendu Ray, Book Review Editor, *Food, Culture and Society*

Jonathan Deutsch, Education Editor, *Food, Culture and Society*, and ASFS Listserv Manager

Elaine Power, Chair, Paper Prize Committee

KEYNOTE ADDRESS

Judy Wicks

“Local living economies: A future of green, fair and fun”

Friday, May 29, 2009

1:30-2:30 p.m.

Dean’s Hall (Main Level)



Judy Wicks is founder of Philadelphia's landmark White Dog Café, and a national leader in the local, living economies movement. Over the last 26 years, the White Dog Café has become a model enterprise, known nationally for its community involvement, environmental stewardship, responsible business practices, and leadership in the local food movement.

White Dog has purchased sustainably grown produce from local family farmers for more than 20 years, and is committed to purchasing only humanely and naturally raised animal products and sustainably harvested fish. Many imported ingredients, such as coffee, tea, chocolate, vanilla, and cinnamon are certified fair trade. White Dog practices include recycling and composting, solar hot water, eco-friendly soaps and office supplies, and purchasing 100% of electricity from renewable sources, the first business in Pennsylvania to do so. In January 2009, Judy sold the

majority interest in White Dog Café, through an innovative exit strategy that preserves the values and socially responsible business practices through a “social contact.”

In 2001, Judy co-founded the nationwide Business Alliance for Local Living Economies (BALLE), now with 65 local networks in the US and Canada. That same year she founded the Philadelphia Fair Food Project and the Sustainable Business Network of Greater Philadelphia, the local BALLE network, now with over 400 business members.

Co-author of *White Dog Café Cookbook: Multicultural Recipes and Tales of Adventure from Philadelphia’s Revolutionary Restaurant*, Judy is currently working on a new book, *Good Morning, Beautiful Business*, to be published by Chelsea Green in 2010.

PRESIDENTIAL ADDRESSES

AFHVS President Gilbert W. Gillespie, Cornell University

“The steering question”

Saturday, May 30, 2009

1:30-3:15 p.m.

Dean’s Hall (Main Level)



Gilbert Gillespie holds a Ph.D. in Sociology from Cornell University and has been a Senior Lecturer and Senior Research Associate in the Department of Development Sociology at Cornell. Both as a researcher and a social movement participant, he has focused on more civic forms of local food system social “infrastructure,” including farmers’ markets, small-scale food processors, start-up farms, and organizations supporting agriculture and food based community development. His recent research projects have included a study on developing community capacity through developing indicators of agricultural viability. He has taught undergraduate courses in “agriculture, food, and society,” “environment and society,” and “comparative social inequalities.” These courses have been a vehicle for helping students to grasp the important interrelations between societies and ecosystems, properly conceived together as socio-ecosystems.

ASFS President Fabio Parasecoli, New York University

***“Shared meals and other delectable symptoms:
Ruminations on the concept of food community”***

Saturday, May 30, 2009

1:30-3:15 p.m.

Dean’s Hall (Main Level)



Fabio Parasecoli lives between Rome and New York City, where he writes about food and gastronomy both as a journalist and as an academic. His research focuses on the intersection of food, politics, and communication. He teaches in the Department of Nutrition, Food Studies and Public Health at New York University. He also collaborates with other institutions, such as the University of Illinois Champaign-Urbana, Hohenheim Universität in Stuttgart, l’Universitat Oberta de Catalunya in Barcelona, and the University of Gastronomic Studies in Italy. Fabio Parasecoli is general editor – together with Peter Scholliers – of the forthcoming six volume *Cultural History of Food* (Berg 2011).

2009 AFHVS/ASFS Conference
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2009 STUDENT PAPER AWARD WINNERS

AFHVS Graduate Student Paper Award

“Keeping the wineglass full: Sustainable viticulture and its role in sustaining agricultural livelihoods in Lodi, California”

Matthew Hoffman, Iowa State University

(To be presented in Conference Session 70)

AFHVS Undergraduate Student Paper Award

“In search of a new ‘fair trade’ paradigm: An alternative to the market-driven relationship”

Ezequiel Zylberberg, University of Florida

(To be presented in Conference Session 9)

ASFS— Alex McIntosh Graduate Student Paper Prize

“Japanese spin on Italian pasta: The social life of Wafuu pasta in Japan”

Sun Lee, New York University

(Paper will be not be presented at conference)

ASFS— Bill Whit Undergraduate Student Paper Prize

“The American grotesque: Competitive eating and the cultural meaning of American bodies”

Adrienne Johnson, University of California- Berkeley

(Paper will not be presented at conference)

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PRE-CONFERENCE TOURS
MAY 28, 2009

DAIRY DIVERSITY TOUR

8:30 A.M.—4:30 P.M.

Though much of the dairy production in Pennsylvania moves through conventional market channels, alternative dairy enterprises are gaining ground. This tour will visit unique and diverse dairy operations in some of Pennsylvania's robust farming communities. Pennsylvania's largest agricultural sector is dairy and this state is one of the largest producers of milk in the United States. Explore a handful of the dairy farms that contribute to Pennsylvania's success in the dairy industry. Visit Meyer Dairy, an independent conventional dairy farm and retail shop, which bottles its own milk and makes delicious ice cream, on the edge of urbanizing State College. Continue to beautiful rural Penns Valley to visit Triangle Organics is an Amish family farm producing certified organic raw milk, which they sell directly (and legally) to area consumers. Brian Snyder, Executive Director of the [Pennsylvania Association for Sustainable Agriculture](#), will join the tour to discuss the ongoing policy debate surrounding raw milk sales in Pennsylvania. Next stop, Stone Meadow Farm, renowned for their high-quality, artisan cheeses produced by owner Brian Futhy, who sells his products not only to local consumers, but also to cheese shops throughout the Mid-Atlantic U.S. We will stop for lunch at the [Elk Creek Café and Aleworks](#) to enjoy local Central Pennsylvania fare. The tour will conclude with a visit to the ever popular [Berkey Creamery](#) (where Ben & Jerry learned the trade) on the [Penn State University](#) campus for another ice cream sampling (try Peachy Paterno), before returning to the [Penn Stater Conference Center Hotel](#).

PENN STATE GREEN TOUR

8:30 A.M.—4:00 P.M.

Penn State is going green with food and agriculture at the center of their efforts. Follow Penn State's carbon footprint reduction on this tour ranging from composting to biofuels. Visit a large-scale pre-consumer food composter using campus restaurant and dining facilities waste and the solid waste recycling program at the [Penn State Organic Materials Processing Center](#); Penn State's [Trash to Treasure](#) sale—a dorm-waste/new-to-you sale that benefits United Way; [Center for Sustainability's MorningStar House](#)—an off-the-grid 800 sq. ft. home and Penn State's 4th place entry into the [2007 Solar Decathlon](#), [Ecological Systems Laboratory and Solar Tracker](#)—a living-machine style water-recycling facility, and the new town-gown community garden at the center's 8-acre facility; [Forest Resources](#) building's green roof; [Center for Plasticulture's Plastofuel™ program](#)—an agricultural plastics to fuel program, and the [high-tunnel facility](#); and the grow-your-own biofuels program located at the [Rock Springs Agricultural Research Center](#). A local, vegetarian lunch is provided along with a trip to [Berkey Creamery](#) for some delicious ice cream.

LOCAL FOOD AND FLAVORS TOUR

11:00 A.M.—4:00 P.M.

First stop, Elk Creek Café and Aleworks in Penn's Valley to sample fabulous "nouveau dutchie cuisine" and home-brewed beer. Learn about owner Tim Bowser's vision of a **Community Gathering Place** centered around Nouveau Dutchie Cuisine, fresh craft-brewed ales, authentic music and local arts. Elk Creek's commitment to community, health and sustainability includes buying local food and making the café into a zero waste operation. They feature a variety of pastured and sustainably raised meats; and their kitchen waste and mashed malt grains feed the chickens, pigs and cows that later end up back on the plate. In addition to buying fresh local produce from Tait Farm Community Harvest and local farmers, at Elk Creek Café the bread, beans, flour, oils and organic juices and sodas all come with their own food and farming story. Tour the brewery, taste the cuisine, and soak up the flavors of this unique oasis. Next, visit [Tait Farm Foods](#) in Happy Valley, where a passion for sustainable agriculture has blossomed into a wide array of tasty specialty foods. Meet entrepreneurial owner Kim Tait, who manages the farm and manufactures 50 specialty food products that are sold in the farm's Harvest Shop. The shop is also a central spot where local food producers and artisans can sell their wares. Diversity is the key to this multi-faceted operation, and the farm's 'Community Harvest' CSA serves 175 families and several local restaurants. Meet Kim and her busy apprentices and learn what it takes to juggle all these ventures at once. Our final stop is [Mount Nittany Vineyard and Winery](#) in lovely Brush Valley to sample award-winning wine together with delicious local cheeses. The winery is located on the slope of Mount Nittany with a fabulous view of the valleys and mountains. This family-owned operation is located in a micro-climate that is just right for growing European and hybrid wine grapes. You may never have thought of Pennsylvania as the place for wine, but we promise you will be pleasantly surprised at the quality of these award-winning Pennsylvania wines. Cheeses from local dairies will also be featured because, after a long day of touring the tastes of these three different valleys, the best way to unwind is with some wine and cheese.

2009 AFHVS/ASFS CONFERENCE SCHEDULE ~AT A GLANCE~

Thursday May 28, 2009

- 7:30 a.m.-8:30 p.m. Registration open—Conference Registration Desk (Main Level)
- Pre-conference tours **ALL pre-conference tour buses/vans depart from Hotel Lobby (Garden Level)**
(PRE-REGISTRATION REQUIRED) (SEVERAL TOURS ARE SOLD OUT, CHECK CONFERENCE
REGISTRATION DESK FOR CANCELLATIONS)
- 8:30 a.m.—4:30 p.m. Dairy Diversity Tour
- 8:30 a.m.—4:00 p.m. Green Tour of Penn State University
- 11:00 a.m.—4:00 p.m. Local Flavors Food and Drink Tour
- 5:00 – 6:00 pm ASFS Journal Editorial & Business Meeting—Room 116 (Main Level)
- 6:30 - 8:30 pm Welcome reception for all conference participapants , West & East Terrace (Main Level) (In the
event of inclement weather, the reception will be moved to the President’s Hall 3, Main Level)

Friday May 29, 2009

- 7:30 a.m.—6:30 p.m. Registration open—Conference Registration Desk (Main Level)
- 8:30 – 10:00 am Concurrent Sessions #1-10
- 10:00 - 10:30 am Break/Refreshments—Refreshment Break Areas (Main Level & Second Level)
- 10:30 – noon Concurrent Sessions #11-20
- Noon – 1:30 pm Lunch provided—Dean’s Hall (Main Level)
ASFS Business Meeting—Senate Dining 2 (Main Level)
AFHVS Business Meeting—Senate Dining 3 (Main Level)
- 1:30 – 2:30 pm Keynote address—Deans Hall (Main Level)
Local Living Economies: A Future of Green, Fair and Fun
Judy Wicks
Founder of Philadelphia’s fabled 26-year-old White Dog Café
Co-founder and chair of the national Business Alliance for Local Living Economies (BALLE)
Founder of Fair Food, a program of White Dog Community Enterprises, a non-profit dedicated to
building a local living economy in the Philadelphia region.
- 2:30 – 2:45 pm Break/Refreshments—Refreshment Break Areas (Main Level & Second Level)
- 2:45 – 4:15 pm Concurrent Sessions #21-30
- 4:15 – 4:30 pm Break
- 4:30 – 6:00 pm Concurrent Sessions #31-40

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- 6:00 p.m. **DINNER ON OWN**
- 6:15—9:30 p.m. **Amish Dinner—Bus departs from Hotel Lobby (Garden Level)**
(PRE-REGISTRATION REQUIRED. THIS IS A SOLD OUT EVENT, CHECK CONFERENCE REGISTRATION
DESK FOR CANCELLATIONS)
- 6:30—8:30 p.m. **Graduate Student Social—West & East Terrace (Main Level)**
Come get to know and network with your peers. Anyone is welcome to attend, especially young professionals and recent graduates.

Saturday May 30, 2009

- 7:30 a.m.—5:30 p.m. **Registration open—Conference Registration Desk (Main Level)**
- 8:30 – 10:00 am **Concurrent Sessions #41-50**
- 10:00 - 10:30 am **Break/Refreshments—Refreshment Break Areas (Main Level & Second Level)**
- 10:00 – noon **Conference posters will be displayed with authors present—Senate Lounge (Main Level)**
- 10:30 – noon **Concurrent Sessions #51-60**
- Noon – 1:30 pm **Lunch provided—Dean’s Hall (Main Level)**
Joint business meeting of AFHVS and ASFS
- 1:30 - 3:15 pm **Presidential Addresses—Dean’s Hall (Main Level)**
 Gil Gillespie, AFHVS
 Fabio Parasecoli, ASFS
 Presentation of awards
- 3:15—3:45 p.m. **Break/Refreshments—Refreshment Break Areas (Main Level & Second Level)**
- 3:45 – 5:15 pm **Concurrent Sessions #61-70**
- 5:15 p.m. **DINNER ON OWN**
- 5:30—9:30 p.m. **Local Foods Picnic—Buses depart from Hotel Lobby (Garden Level)**
(PRE-REGISTRATION REQUIRED. CHECK CONFERENCE REGISTRATION DESK FOR AVAILABILITY)

Sunday May 31, 2009

- 7:30 a.m.—noon **Registration open—Conference Registration Desk (Main Level)**
- 8:30 – 10:00 am **Concurrent Sessions #71-79**
- 10:00 - 10:30 am **Break/Refreshments—Refreshment Break Areas (Main Level & Second Level)**
- 10:30 – noon **Concurrent Sessions #81-89**
- Noon **Conference concludes**

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CONFERENCE MATRIX

Friday May 29

	Session I- 8:30-10:00	Session II- 10:30-12:00	Session III- 2:45-4:15	Session IV- 4:30-6:00
Room 104 (Main Level)	<i>A Taste of the Ethnic: The Production of Exoticism and Familiarity in the Print Media</i>	Roundtable: <i>How East is the Living? Performances of Class with Food in Black Communities</i>	<i>Reading Recipes</i>	Roundtable: <i>Food as Intangible Cultural Heritage</i>
Room 105 (Main Level)	<i>Reconsidering Restaurants</i>	<i>Alternative Agrifood Movements and Agrifoodies I: Lost in Translation</i>	<i>Making and Contesting Social and Cultural Boundaries through Food</i>	<i>Interrogating Meals</i>
Room 106 (Main Level)	<i>Expanding Local Agriculture and Regional Food Systems</i>	<i>Developing Local Food Systems</i>	<i>Reconsidering the Ethics and Intersections of Research on Agriculture, Food and Health</i>	<i>Locating Quality Across Production and Consumption</i>
Room 107 (Main Level)	<i>Versions and Visions of Agri-food Activism</i>	<i>Recasting Problems, Reorienting Theories: Rethinking Food and Agriculture</i>	<i>Children on the Menu: Culture, Policies and Law of School Lunch</i>	<i>Farmers' Markets II: Ideologies, Practices and Impacts</i>
Room 108 (Main Level)	<i>Political Economies and Ecologies of Agricultural Change</i>	<i>Farmland Change and Protection: The Fate of Farmers, Farming and Food Systems</i>	<i>Labor, Development and Trade in the Face of Agri-food Globalization</i>	<i>Chasing and Tracing Chains and Chips to Understand Agri-food Restructuring</i>
Room 109 (Main Level)	<i>Food Sovereignty I: Food Sovereignty and Rights as Mobilizing Constructs for Policy and Action</i>	<i>From DeVault's "Feeding the Family": Scholarship 20 Years On, Part I</i>	<i>Food Sovereignty II: Barriers and Openings for Women in Food Sovereignty and Security</i>	<i>Constructing Eaters, Consumers, Citizens?</i>
Room 202 (Second Level)	<i>Open Roundtable: The Many Reasons, Routes and Realities of Graduate School in Food and Agriculture</i>	<i>Food Cultures and Practices</i>	<i>Food and Agriculture Service Learning</i>	<i>Agrifood Additions and Innovations in Classroom Pedagogy</i>
Room 203 (Second Level)	<i>Biotechnology: Science and Governance</i>	Roundtable: <i>Eating for Tomorrow: Nutrition Pedagogy</i>	<i>The Territories of Our Food</i>	Panel: <i>But What's Next for Graduate Students in Food and Agriculture Studies?</i>
Room 205 (Second Level)	<i>Culinary Disobedience and Contested Markets: Interrogating Alternative Economies of Food</i>	<i>Understanding and Reimagining Agri-food Governance</i>	<i>The Food Voice: Spheres of Meaning and Expertise</i>	Roundtable: <i>The Obama Administration and Food Policy: Much Ado about Nothing?</i>
Room 211 (Second Level)	Panel: <i>Community Supported Agriculture: Past, Present and Future</i>	<i>Farmers' Markets I: Connections, Ebb and Flow</i>	<i>Messy, Marvelous, Metaphorical and Mendacious: Food in Literature</i>	

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CONFERENCE MATRIX

Saturday, May 30

	Session I- 8:30-10:00	Session II- 10:30-12:00	Session III- 3:45-5:15
Room 104 (Main Level)	<i>Cultural Authority and Food Distinctions</i>	<i>Food Shopping and Consumption: Experience and Discourse</i>	<i>Gastropolis: Painting a New York City Picture through Food</i>
Room 105 (Main Level)	<i>Eating African: Interdisciplinary Perspectives on African Cuisines</i>	<i>Touristic Gastronomies, Cuisines and Food Spaces</i>	<i>Brave New Agri-food Technologies</i>
Room 106 (Main Level)	<i>Roundtable: Eat These Words: On Intellectual Work and Public Engagement</i>	<i>Social and Policy Engagements with Hunger, Food Security and Nutritional Improvement</i>	<i>Alternative Agrifood Movements and Agrifoodies II: Success or Failure - Who's to Decide?</i>
Room 107 (Main Level)	<i>Urban Agriculture: Vision, Design and Justice</i>	<i>Sustainable and Ethical Diets and Foods</i>	<i>Reimagining and Reorganizing Farm and Food Networks</i>
Room 108 (Main Level)	<i>How School Meals Happen: Intersections of Policy, Ideology and Environment</i>	<i>World Food Crisis or Crisis of the World Food System?</i>	<i>Roundtable: Eating in the Christian Tradition</i>
Room 109 (Main Level)	<i>Food Sovereignty III: Food Sovereignty Applied</i>	<i>Family Food Decision Making and the Future of Food and Agriculture</i>	<i>Rural Women, Farming Women: Potential, Practice and Policy</i>
Room 202 (Second Level)	<i>Changing Universities and Curricula to Advance Sustainable Agrifood Systems</i>	<i>Constructing and Conveying Ethics and Safety of the Food and Agricultural System</i>	<i>France, Food, and Identity in Film and Art</i>
Room 203 (Second Level)	<i>Food Safety and Risk: Social Construction and Systems Management</i>	<i>Pastoral Notions and Pragmatic Impulses Along Pathways for Food and Agriculture Change</i>	<i>Challenging Biofuels: Debate and Critique</i>
Room 204 (Second Level)			<i>Panel Discussion: Keeping it Real: A Discussion about Action-Oriented Scholarship</i>
Room 205 (Second Level)	<i>Flavors of Philly: From Turtle Soup to a Post-Industrial Regional Economy - Three Hundred Years of an Urban American Food System</i>	<i>From DeVault's "Feeding the Family": Scholarship 20 Years On, Part II</i>	<i>Sustainable Farming, Livelihoods and Community</i>
Room 207 (Second Level)		<i>Policy Possibilities and Predicaments in the Food and Agricultural Sector</i>	

2009 AFHVS/ASFS Conference
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CONFERENCE MATRIX

Sunday, May 31

	Session I- 8:30-10:00	Session II- 10:30-12:00
Room 104 (Main Level)	<i>Representations of Agriculture, Food and Eating</i>	<i>Shifting Food Rhetorics and Culinary Cultures</i>
Room 105 (Main Level)	<i>Artisanal and Activist Cuisines</i>	<i>On-line Cultures, Communities and Conversations Surrounding Food</i>
Room 106 (Main Level)	<i>Roundtable: The Urban Nutrition Initiative: University Community Partnerships and Food Systems Education</i>	<i>Collaborative Research to Enhance the Toronto Region's Community of Food Practice</i>
Room 107 (Main Level)	<i>Linking Agriculture, Nutrition, and Environment to Promote Food Security</i>	<i>Food Security: Theoretical Antecedents, Engaged Applications</i>
Room 108 (Main Level)	<i>Livestock Agriculture: Trust and Risk</i>	<i>Defining, Strengthening and Integrating Local Food</i>
Room 109 (Main Level)	<i>Home and Community Gardens</i>	<i>Community-Based Agriculture Models Across Time and Space</i>
Room 202 (Second Level)	<i>Finding Labor, Restoring the Environment: Issues and Impacts for the Agri-food System</i>	<i>Rethinking Models of Food and Agricultural Distribution and Cooperation</i>
Room 203 (Second Level)	<i>Kitchen Practices, Food Interests and Body Ideals</i>	<i>Just a Taste: Sensory Experience Selection</i>
Room 204 (Second Level)	<i>Local and Regional Food Policies: Promises and Perils</i>	

Friday 8:30 - 10:00 am Sessions

1. *A Taste of the Ethnic: The Production of Exoticism and Familiarity in the Print Media*

Room 104

Organizer and moderator: Krishnendu Ray

Theorizing difference: The subaltern chews on racism, white guilt and post-colonial vituperation

Krishnendu Ray

From immigrant fare to ethnic food: A study of the shifting categories of food

Sierra Burnett

Blacks as ethnics: Parsing the Negro palate in mid-twentieth century Harlem

Damian Mosley

The aesthetic presentation of taste in Chinese hot pot advertisements found in New York City Chinese newspapers

Fa-Tai Shieh

2. *Reconsidering Restaurants*

Room 105

Moderator: Catherine Womack

Historical perspectives on family restaurant dining

Jan Whitaker

Determinants of time children spend eating at fast food and sit-down restaurants

Wm. Alex McIntosh, Wesley Dean, Jie-sheng Jan, Karen S. Kubena, and Jenna Anding

Mexican restaurant cuisine variation in the Atlanta, Georgia metropolitan area and culinary acculturation

Paul J. Scanlon

Cooking karma: The restaurants of religious cults in America

Philip Deslippe

3. *Biotechnology: Science and Governance*

Room 203

Moderator: Jon Clark

Agricultural biotechnology, socioeconomic effects, and the fourth criterion

William B. Lacy, Leland Glenna, Dina Biscotti, and Rick Welsh

Governance across boundaries: Transnational and transgenic flows of genetically engineered crops

Abby J. Kinchy

The rightful place of agricultural science

Ruth M. Mendum and Leland Glenna

2009 AFHVS/ASFS Conference Program Schedule:
Informing Possibilities for the Future of Food and Agriculture

4. Open Roundtable: *The Many Reasons, Routes and Realities of Graduate School in Food and Agriculture*
Room 202

Organizers and Moderators: Matthew Hoffman and Kristina Nies

Graduate students and any other interested conference participants are encouraged to attend this interactive session.

5. *Expanding Local Agriculture and Regional Food Systems*
Room 106

Moderator: Joan Thomson

What do people involved with local agriculture want?

Gil Gillespie and Duncan Hilchey

Expanding opportunities for local food consumption and marketing

Molly Bean Smith, Jill Clark, Jeff S. Sharp and Howard L. Sacks

The movement is afoot: Capacity building for the next wave of the local food system movement

Deirdra Stockmann

Towards a Brant regional food system

Robert Feagan

6. Panel: *Community Supported Agriculture: Past, Present and Future*
Room 211

Moderator: Alison Harmon

Presenters: Cornelia Flora, A. Bryan Endres and Daniel O'Leary

7. *Political Economies and Ecologies of Agricultural Change*
Room 108

Moderator: Charles Mather

Trends in the policies and political ecology of agriculture and food related to environmental conservation and management trends in Latin America

Karl S. Zimmerer

***In situ* conservation of Mexico's corn diversity**

Eric Casler

Emerging biocultural agrifood relations: Local maize networks in Mexico

Lauren Baker

Reciprocity in the era of globalization: Traditional livelihood strategies, global markets, and technological change in rural Bolivia

Marygold Walsh-Dilley

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8. *Food Sovereignty I: Food Sovereignty and Rights as Mobilizing Constructs for Policy and Action*
Room 109

Organizer and moderator: Molly Anderson

Food sovereignty, food justice, urban food access, and race: Contemplating the connections through examples from Chicago

Daniel Block and Erika Allen

Food sovereignty mobilization potential in South Korea

Larry L. Burmeister and Yong-Ju Choi

Agricultural standards and human rights: Raising the bar or lowering the boom?

Molly Anderson

9. *Versions and Visions of Agri-food Activism*

Room 107

Moderator: John Eshleman

Granola-eating, Birkenstock-wearing treehuggers who want to take your guns: Re-framing sustainable, organic, local food production

Beth Jorgensen

In search of a new 'fair trade' paradigm: An alternative to the market-driven relationship

Ezequiel Zylberberg

(Winner of 2009 AFHVS Undergraduate Student Paper Award)

Dear eater-in-chief: Petitions to Obama and the class politics of food reform

S. Margot Finn

10. *Culinary Disobedience and Contested Markets: Interrogating Alternative Economies of Food*

Room 205

Organizer and moderator: Doris Witt

Sitting in, eating out: Public consumption and the color of food

Patricia E. Clark

Migrating food remits home: Legal disobedience vis-à-vis cultural economy

Trangdai Glassey-Tranguyen

The pushcart war: Peddlers and politics in New York City, 1880-1940

Scott Rosenbaum

Food markets as indices of social change: The Carmel Market in Tel-Aviv

Liora Gvion

Friday 10:30 am - 12 noon Sessions

11. Roundtable: *How Easy is the Living? Performances of Class with Food in Black Communities*

Room 104

Organizer: Psyche Williams-Forson

Moderator: Scott Alves Barton

Participants: Portia Barker and Psyche Williams-Forson

12. *Food Cultures and Practices*

Room 202

Moderator: Lucy Long

Kosher corn: Passover classifications and New World foods

Kelila Jaffe

Searching for Korea in a bowl of bibimbap

Kelly O'Leary

***Budae Jigae*: An example of the *glocalization* of Western ingredients into the Korean diet**

Amanda Mayo

The chopstick prerogative: Variations in cultural form, use and etiquette

Grace Choi

13. Roundtable: *Eating for Tomorrow: Nutrition Pedagogy*

Room 203

Organizer and moderator: Julia Lapp

Presenters: Julia Lapp, Annie Hauck-Lawson, Alison Harmon and Dorothy Blair

14. *Alternative Agrifood Movements and Agrifoodies I: Lost in Translation*

Room 105

Organizers and moderators: Douglas H. Constance and Laura B. DeLind

Hitching our wagons to the wrong stars?: Considering the local food movement ? A case study

Laura B. DeLind

How big is the tent?: Sustainable agriculture for all?

Douglas H. Constance

The neoliberalization of global civil society: The impact of California strawberries at the Montreal protocol

Brian J. Gareau

Building alternative food systems, achieving food justice: Trajectories and tensions

Patricia Allen

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15. *Developing Local Food Systems*

Room 106

Moderator: Jenifer Buckley

Mixing global and local at the farm level: Unpacking farm diversification in local food systems

Shauna M. Bloom and John Smithers

Farming for the people: Social capital among farmers across three local food initiatives

Catarina Passidomo

Growing our own farmers: Expanding the supply of local food

Jan L. Flora, Claudia Prado-Meza, and Diego Thompson

The new generation of farmers in Canada

Don MacLaurin and Tanya MacLaurin

16. *Farmers' Markets I: Connections, Ebb and Flow*

Room 211

Moderator: Michael Haedicke

Increasing farmers market patronage in Michigan, Part I: Qualitative results

Kathryn Colasanti, David Conner, Susan Smalley and Brent Ross

Increasing farmers market patronage in Michigan, Part II: Quantitative results

David Conner, Kathryn Colasanti, Susan Smalley and Brent Ross

And it all falls down: The rise and fall of a Central Pennsylvania farmers market

Chad Kimmel

17. *Recasting Problems, Reorienting Theories: Rethinking Food and Agriculture*

Room 107

Moderator: Ruth Mendum

Structure, agency and environment: Constructing an evolutionary sociology of agriculture

Paul McLaughlin

“Deep” multifunctionality as a radical paradigm for agriculture

David Groenfeldt

Alternative geographies of food: Food as an integrative link in the governance triangle

Petra Derkzen and Han Wiskerke

18. *Farmland Change and Protection: The Fate of Farmers, Farming and Food Systems*

Room 108

Moderator: Anouk Patel-Campillo

Farmland protection, farm viability, and the future of farming

Kate Clancy

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Farmland and the future of local food systems: A view from Western Montana
Neva Hassanein

Local development pressure and land-use decisions: Farmland change within diversified agricultural networks
Jessica Hyman

Entrepreneurial marketing adaptations and farm persistence at the rural urban interface
Shoshanah Inwood and Jeff Sharp

19. *From DeVault's "Feeding the Family": Scholarship 20 Years On, Part I*

Room 109

Organizer and moderator: Alice P. Julier

Deciphering another meal: Douglas, DeVault, and eating together in the 21st Century
Alice P. Julier

Middletown: A longitudinal study in American food culture
Deanna Pucciarelli

Feeding the celiac family
Denise A. Copelton

20. *Understanding and Reimagining Agri-food Governance*

Room 205

Organizers and moderators: Jessica Duncan and Martha McMahon

Towards a new cosmopolitanism: Global agri-food governance and a new mechanism of civil society participation in decision making
Dario Bevilacqua and Jessica Duncan

On faceless transactions: How tort law evolved to manage the sale of food between strangers
Denis Stearns

Why regulate food, and why treat it differently to non-food products?
Richard Hyde

Friday 2:45 – 4:15 pm Sessions

21. *Reading Recipes*

Room 104

Moderator: Audrey Schwartzberg

Silence, secrets, spells: Reading Islam through recipe books in South Africa
Gabeba Baderoon

Recipes from a revolution: Rhetoric, improvisation, and alternatives to the industrialized food system
Abby Wilkerson

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Cooking, recipes, and work ethic: Passage of a heritage literacy practice
Suzanne Kesler Rumsey

22. *Making and Contesting Social and Cultural Boundaries through Food*

Room 105

Moderator: Barbara Katz Rothman

Food and social boundaries

Richard Wilk

Against food snobbery: Resisting culinary capital through the embrace of “junk”

Kathleen LeBesco and Peter Naccarato

Down-home global cooking: Why cosmopolitanism versus localism is a false dichotomy, and how our food can show us the way to a third option

Lisa Heldke

Cuisine, culture and class: Understanding the relationship among three social phenomena in globalizing modern societies

Leigh Bush

23. *Reconsidering the Ethics and Intersections of Research on Agriculture, Food and Health*

Room 106

Moderator: Leland Glenna

Ethical implications of research on food and health

Jonathan H. Marks and Donald B. Thompson

Discussants: Kate Clancy, Paul Thompson, and Rick Welsh

24. *Food and Agriculture Service Learning*

Room 202

Moderator: Jessica Bagdonis

Public scholarship and community engagement: Creating a community of school garden leaders

Dorothy Blair

At the table: An exploration of service-learning

Lynda Dias and Elizabeth Schaible

Green Corps: Urban agriculture high-school work study program: Lessons from the field in teaching, urban agriculture, community building, and ecological restoration

Geri E. Unger

Service learning: Connecting the local and global in food policy and globalization

Lillian J. Lopez

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25. *The Territories of Our Food*

Room 203

Organizer and moderator: Sarah Bowen

A transatlantic divide? Competing understandings of locality in the United States and Europe

Sarah Bowen

Localised food and agriculture systems (SYAL): Diversity of situations, development and evolution of SYAL concept

José Muchnik

The road to *terroir* in Northern Michigan: Are local zoning and tax regulations ready?

Locating value in artisan cheese: Staking */terroir/* claims in New World imaginaries

Heather Paxson

Terroir at the White House?

Warren Belasco

26. *Children on the Menu: Culture, Politics, and Law of School Lunch*

Room 107

Organizer: Amy Bentley

Moderator: Wendy Leynse

Ketchup as a vegetable: Condiments, culture, and the politics of school lunch

Amy Bentley

Why worry about school lunch? French - American comparisons, from an ethnographic perspective

Wendy Leynse

SLOPPY JOE, SLOP, SLOPPY JOE: How USDA commodities dumping ruined the National School Lunch Program

J. Amy Dillard

Penny wise, pound foolish: What is driving the school lunch menu?

Janet Poppendieck

27. *Labor, Development and Trade in the Face of Agri-food Globalization*

Room 108

Moderator: Cynthia White

The contradictions of globalization: Fruit production in northeastern Brazil

Josefa Salete Cavalcanti and Alessandro Bonanno

Producer relationships and local development in fresh fruit export: An analysis of blueberry production in Entre Ríos, Argentina

Clara Craviotti

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The troubled legacy of agrarian reform: Small coffee farmers and foundations of the Fair Trade Cooperative System

Analena Bruce

Ecuadorian "Arriba" Cacao: Local empowerment and successful alternative trade networks

Cristian Melo and Gail Hollander

**28. *Food Sovereignty II: Barriers and Openings for Women in Food Sovereignty and Security*
Room 109**

Organizer and moderator: Molly Anderson

Social justice and feminist activism within alternative food movements

Carmen Alvarez Torres

Comida or food? Consequences from an oral-history-research in Southern Mexico

Martina Kaller-Dietrich

Food sovereignty and the feminization of poverty in Buhaya, Tanzania

Valerie Githinji

29. *The Food Voice: Spheres of Meaning and Expertise*

Room 205

Organizer and moderator: Annie Hauck-Lawson

The food voice: A prelude

Annie Hauck-Lawson

"Good morning, housewives!": Voicing the place of food in New York City

Babette Audant

Three tastes of Morocco: Representations of food in Victorian travel accounts

Ilona Baughman

30. *Messy, Marvelous, Metaphorical and Mendacious: Food in Literature*

Room 211

Moderator: Francesca Zampollo

Nothing but sit and sit, and eat and eat!" - Feasting and carnival in early modern English comedy

Rachel Baum

Transgressing by disgusting in James Joyce's *Ulysses*

Lisa Angelella

Forbidding fruits: Mangoes and middle passages in Diaspora Caribbean women's fiction

Winnie Chan

Escaping history?: Images of rum in contemporary Anglophone Caribbean literature

Jennifer P. Nesbitt

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What's food got to do with it: Literature, space, and power in Helena Maria Viramontes' "The Moths" and Demetria Martinez's *Mother Tongue*
Rosalinda Salazar

Friday, 4:30 - 6:00 pm Sessions

31. *Roundtable: Food as Intangible Cultural Heritage*

Room 104

Organizer and moderator: Lucy Long

Participants: Ken Albala, Fabio Parasecoli, Richard Wilk, Lisa Heldke, Jane Kauer, and Krishnendu Ray

32. *Interrogating Meals*

Room 105

Moderator: Francesca Zampollo

What's the use of brunch?: Interrogating the U.S. meal paradigm's most illustrious interloper

Sarah Conrad Gothie

Structure and improvisation in the Italian meal

Douglas Harper

Mothers and meals revisited: The effect of mothers' meal planning, shopping habits, and advice on children's participation in family meals

Wm. Alex McIntosh, Wesley Dean, Glen Tolle, Jie-sheng Jan, Jenna Anding, and Karen S. Kubena

33. *Agrifood Additions and Innovations in Classroom Pedagogy*

Room 202

Moderator: Neva Hassanein

Agrarian texts as critical lens in freshman college writing classes

Mary-Jeane Smoller-Phillips

"This is an obscure assignment": Using food and food writing in the English and composition classrooms

Michelle Parke

Helping students deconstruct complex foods for diet analysis assignments

Sara B. Ducey

Films about food: The pedagogical use of non-fiction food films

John P. Shields

34. Panel: *But What's Next for Graduate Students in Food and Agriculture Studies?*

Room 203

Organizers and moderators: Matthew Hoffman and Kristina Nies

Presenters: Babette Audant, Molly Bean Smith and JoAnn Jaffe

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35. *Locating Quality across Production and Consumption*

Room 106

Moderator: Dara Bloom

Food, space and place: Spatialities of Danish food

Chris Kjeldsen and Flemming Just

Drinking distinction: Contextualizing the elite coffee market

Julia Smith

Aggregate impacts and participatory consumption: Making sense of consumer behavior in the organics industry

Michael Haedicke

36. *Farmers' Markets II: Ideologies, Practices and Impacts*

Room 107

Moderator: Kathryn J. Brasier

The trouble with authenticity: Separating ideology from practice at the farmers' market

John Smithers

Farmers' markets as a source of local foods for Italian consumers

Riccardo Vecchio

Consuming a farmers' market: Symbolic consumption for the food elite

Rebecca Pedinotti

Farmers' markets and local food systems: Drivers of the social economy?

Hannah Wittman, Mary Beckie, Paul Cabaj, Chris Hergesheimer and Emily Huddart

37. *Chasing and Tracing Chains and Chips to Understand Agri-food Restructuring*

Room 108

Moderator: Gwendolyn Blue

Power in the chain: A comparison of Folgers, Starbucks and co-op coffee commodity chains

Travis S. Miller, Nichole M. Miller, Cheryl L. Hudec and Douglas H. Constance

Chasing profits AND community? Negotiating "organic" in the U.S. cotton sector

Devparna Roy

Do potato chips grow in bags?

Erica Giorda

Visualizing consolidation in the seed industry

Philip H. Howard and Daniel Herriges

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39. *Constructing Eaters, Consumers, Citizens?*

Room 109

Moderator: Liora Gvion

The health of the future: Raising consumer-citizens “to-be”

Elaine Power

How employed adults construct scripts for workplace eating: “Recharge the battery,” “share lives,” or “just feed the hunger”

Christine E. Blake, Hannah Fehlner-Peach, Carole Bisogni, Margaret Jastran, Jeffrey Sobal, and Carol Devine

Eating maps: Diagrams of places, times, and people in eating episodes

Jeffery Sobal, Amanda Lynch, Margaret Jastran, Christine Blake, Carole Bisogni, Carol Devine

Organic food and youth at a Norwegian music festival

Gun Roos, Lill Vramo and Gunnar Vittersø

40. Roundtable: *The Obama Administration and Food Policy: Much Ado about Nothing?*

Room 205

Organizers: Lillian J. Lopez and Alice Julier

Presenters: Craig K. Harris, Alice Julier, Lillian J. Lopez, Kerstin McGaughey, and Wayne Roberts

Saturday, 8:30 - 10:00 am Sessions

41. *Cultural Authority and Food Distinctions*

Room 104

Moderator:

Cultural authority in context: A concept and its application to food studies

Damon Talbott

Wine writing and journalistic ethics

Kimberly Kuborn

The cultural production of fine wine

Andrew Rastapkevicius

42. *Eating African: Interdisciplinary Perspectives on African Cuisines*

Room 105

Organizer and moderator: Fran Osseo-Asare

The cassava (manioc) saga in Africa: *farofa* to *gari*

Fran Osseo-Asare

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The African giant land snail (*archachatina marginata*): An indispensable source of n=nutrition and medication in the Southwest Region of Cameroon from early to recent times

Forka Leypey Mathew Fomine

Cuisines in Africa: A vital ingredient of national cultures?

Igor Cusack

Smoked fish and fermented locust beans: Flavor principles associated with the diversity in African cooking

Cynthia Bertelsen

A Yoruba woman brought that soup: Ethnic-based West African cuisines and the birth of southern cooking in historic Virginia

Michael W. Twitty

43. *Changing Universities and Curricula to Advance Sustainable Agrifood Systems*

Room 202

Moderator: Peggy Barlett

Reducing waste at Western Michigan University: Cafeteria food tray removal, food waste audits and composting

Ryan K. Koziatek, Geoff Bolak, Liz Huggett, Fields Ratliff and Carrie Susemihl

Food education for sustainable development

Minna Mikkola, Roberto Spigarolo and Helmi Risku-Norja

Sustainable food and bioenergy systems: Interdisciplinary education at Montana State University

Alison Harmon, William Dyer, Bruce Maxwell, Kate Malone and Mary Stein

Development of a distance culinary tourism course: Meeting the requirements of a university degree program and the needs of industry professionals

Tanya MacLaurin and Don MacLaurin

44. *Roundtable: Eat These Words: On Intellectual Work and Public Engagement*

Room 106

Moderator: Alice Julier

Participants: Jennifer Schiff Berg, Travis Nygard, Tessah Latson, Emily Stone, Warren Belasco, and Lisa Heldke

45. *Urban Agriculture: Vision, Design and Justice*

Room 107

Moderator: Deirdra Stockmann

Visions for Detroit food system improvement: Citizen, activist, and professional perspectives

Charlotte Litjens and Mike Hamm

Understanding the possibilities of city-scale urban agriculture in Detroit, MI

Kathryn Colasanti, Charlotte Litjens, and Michael Hamm

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The potential of homemade hydroponics to alleviate urban food insecurity in a climate with a limited growing season

Brian Thomas, Stuart Chipman, Ed Meisel, and Chris Schilling

Beyond the vacant lot – designs for scaling up urban food production

Matthew Potteiger

46. *How School Meals Happen: Intersections of Policy, Ideology and Environment*

Room 108

Moderator: Jessica Bagdonis

The National School Lunch Program: Sustainability and local solutions

Matt Bereza

Common tables and democratic solidarity

Patrizia Longo

Power on the plate: Theoretical perspectives on the National School Lunch Program

Rebecca Som Castellano

Changing the school food environment: A study of four high schools

Andrea Woodward

47. *Food Safety and Risk: Social Construction and Systems Management*

Room 203

Moderator: Wm. Alex McIntosh

NO PEANUTS ALLOWED: The social construction of risk in anaphylaxis

Nancy E. Fenton and Susan J. Elliott

When food kills: The case of Canada's worst listeriosis outbreak

Don MacLaurin and Tanya MacLaurin

Protective food service systems for eldercare living centers: Screening and pathogens at the receiving, preparation and serving control points

Gary Nothstein, Chintan Somaiya, Heba Obeidallah, Nina Goodey, Charles Feldman, Shahla Wunderlich and Elizabeth Silverthorne

48. *Food Sovereignty III: Food Sovereignty Applied*

Room 109

Organizer and moderator: Molly Anderson

Challenges to sustaining local dietary biodiversity: Corporate export of unhealthy diets and the global paradox of hunger and obesity

Barrett P. Brenton and John Mazzeo

The Brazilian food acquisition programme as a policy to promote food sovereignty and enable peasants to make a living from independent agriculture and local commerce

Sofia Naranjo

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Agro-biodiversity and forging links between the food sovereignty and healthy eating movements
Mark Juhasz and Tony Winson

50. *Flavors of Philly: From Turtle Soup to a Post-Industrial Regional Economy - Three Hundred Years of an Urban American Food System*

Room 205

Organizer and moderator: Janet Chrzan

Alternative food history: Archaeology of cuisine in Philadelphia ca. 1780-1850

Teagan Schweitzer

The transformation of Philadelphia's food icons: From terrapin to cheese-steak (1880-1950)

William Woys Weaver

Philadelphia at the precipice of the new food economy

Janet Chrzan

Saturday Poster Session 10:00 am - 12 noon Senate Lounge (Main Level)

50P-A. The role of traditional fasting in contemporary Bulgaria

Rosa Angelova and Virginia Utermohlen

50P-B. Hybrid food networks: The role of conventional distributors in building local food systems

J. Dara Bloom

50P-C. Strengthening research and education in organic agriculture in Puerto Rico

Viviana Carro-Figueroa

50P-D. From 'white knight' to 'white out?': The changing role of salt in the 21st century food matrix

Liane Colwell

50P-E. Time spent drinking and type of beverage: Is there a link to overweight?

Amanda Goldstein

50P-F. Farm-to-school purchasing builds social equity in Vermont

Benjamin King, Jane Kolodinsky, Erin Roche, Linda Berlin, Abbie Nelson and Kimberly Norris

50P-G. Pro-environmental attitudes and behaviors: A state-wide survey of Tennessee residents' environmental attitudes, recycling behaviors and food buying practices

Jessica Jane King

50P-H. Mapping food futures: New approaches to visualizing research and communicating forecasts

Miriam Lueck

50P-I. Food preparation behavior and attitudes among members in community supported agriculture

Lia M. Spaniolo

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50P-J. Traditional practices in changing times: A framework for understanding the impact of climate change, demographics and political uncertainty on Basque agricultural systems
Meredith Welch-Devine and Krista Jacobsen

50P-K. The role of community supported agriculture: Talking with current, former and nonmembers
Christopher Wharton and Renée Shaw Hughner

Saturday, 10:30 am - 12 noon Sessions

51. *Food Shopping and Consumption: Experience and Discourse*

Room 104

Moderator: Robert Feagan

The US economic crisis and household food purchasing strategies: Consumer perspectives from three Orlando food retailers

Cheney Sara Swedlow

Institutional discourse and the work of food shopping

Shelley Koch

The shopping experience: Supermarkets and the production of consumption

Rachel Schwartz

Reflexivity and the Whole Foods market consumer: The lived experience of shopping for change (and pleasure)

Josée Johnston and Michelle Szabo

52. *Touristic Gastronomies, Cuisines and Food Spaces*

Room 105

Moderator: Lucy Long

Mod Oz cuisine: Swallowing the indigenous

Danielle Gallegos

Aboriginal culinary tourism

Tanya MacLaurin and Don MacLaurin

Consuming landscapes and food in a recreational context: Exploring the importance of cultural and natural landscapes for recreation among Norwegian rural tourists

Gunnar Vittersø

Constructing touristic space in Caribbean ports of call: Food-free zones?

Christy Spackman

53. *Social and Policy Engagements with Hunger, Food Security and Nutritional Improvement*

Room 106

Moderator: Charles Feldman

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Inventing the hungry: Food welfare in the New Deal era

Rachel Louise Moran

From nation to table – changing policy engagement with food security in the UK

Jane Midgley

Pennsylvania farm-to-school programs and the articulation of local context

Kai A. Schafft, Clare Hinrichs and Dara Bloom

Cooked foods in eldercare living centers: Do vitamin C levels meet expectations?

Bhavna Anand, Jacqueline Piemonte, Charles Feldman, Shahla Wunderlich, David W. Konas, and Elizabeth Silverthorne

54. *Constructing and Conveying Ethics and Safety of the Food and Agricultural System*

Room 202

Moderator: Cristian Melo

Divergence and convergence tendencies of ethical traceability: Cases from organic, artisan and conventional bacon supply chains

Niels Heine Kristensen and Thorkild Nielsen

The cultural construction of food safety: One-size fits all or scale-appropriate recommendations?

Jason Shaw Parker, Doug Doohan, Jeffrey Lejeune, and Robyn Wilson

Living with avian influenza

Charles Mather and Amy Marshall

55. *Sustainable and Ethical Diets and Foods*

Room 107

Moderator: Catherine Womack

Does a sustainable diet cost more?

Hugh Joseph, Parke Wilde, Martelle Esposito and Joanna Urbanek

Australian food consumer perceptions of ethical consumption

Rachel A. Ankeny and Susie Chant

Guilty cows: Does giving up of dairy production significantly decrease the GHG emissions of food consumption?

Helmi Risku-Norja

Does vitamin C content of organic and non-organic vegetables differ?

Shahla M. Wunderlich, Charles Feldman, Taraneh Hazhin, and Shannon Kane

56. *World Food Crisis or Crisis of the World Food System?*

Room 108

Organizer: Phil McMichael

Moderator: Larry Burmeister

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The food crisis, land reform, and the push for a Green Revolution in sub-Saharan Africa

Ian Bailey and Daniel Lumonya

Like pigs at the trough: An analysis of the food crisis as a political construction of the agribusiness regime

Emelie Peine and Mindi Schneider

Discussants: Larry Burmeister and Harriet Friedmann

57. *Family Food Decision Making and the Future of Food and Agriculture*

Room 109

Organizer and moderator: Ardyth Gillespie

Interactions between family food decision-making systems and community food systems

Ardyth Gillespie, Gilbert Gillespie, Cornelia Flora and Guan-Jen Sung

Cooking together for family meals: Moving from intention to implementation in family food decisions

Holly Gump, Kathleen Dischner, Suzanne Gervais, Christine Gutelius, Helen Howard, Laura Smith, Loree Symonds, Patricia Thonney, Julie Tucker and Ardyth Gillespie

Medicinal and medicated food decision-making of Taiwanese immigrants in North America

Guan-Jen Sung and Ardyth Gillespie

The power of “we”—Informal social networks within the food system in Kenya

Laura Smith and Ardyth Gillespie

58. *Pastoral Notions and Pragmatic Impulses Along Pathways for Food and Agriculture Change*

Room 203

Moderator: Geri E. Unger

Natural food: Second nature and the pastoral design

Donald B. Thompson

Happy cows? Heritage, identity, and dairy production in the United States and Europe

Sarah Bowen and Kathryn DeMaster

Food democracy and deliberative animal ethics: A pragmatic approach with urban chickens

Margaret H. Fitzpatrick

59. *From DeVault’s “Feeding the Family”: Scholarship 20 Years On, Part II*

Room 205

Organizer and moderator: Alice P. Julier

Sunday is family day at Howard Johnson’s: Selling the casual dining franchise to housewives in postwar America

Shayne Leslie Figueroa

Production and reproduction: Seeking authenticity in family

Barbara Katz Rothman

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Culinary polygyny? Marjorie DeVault's *Feeding the Family*, place and identity in an African/American household

Psyche Williams-Forsen

60. *Policy Possibilities and Predicaments in the Food and Agricultural Sector*

Room 207

Moderator:

Agricultural policy and public health: Strategic application of economic incentives to promote fruit and vegetable production and consumption

Zach S. Conrad

Policy is nothing but paper: An examination of policy implementation through a case study of federal poultry processing exemptions in Iowa

Arion Thiboumery

"How cool is COOL?" – An exploration of the efficacy of country of origin labeling regulations

Travis S. Miller and Nicole M. Miller

The single market of chocolate that never was: An unsuccessful attempt at policy convergence

Nicolas M. Dahan

Saturday, 3:45 - 5:15 pm

61. *France, Food, and Identity in Film and Art*

Room 202

Moderator: Virginia Utermohlen

France is not for sale: Representing the local/global in recent French film

Vera Mark

Couscous as recipe for integration? When the ship comes in in *The Secret of the Grain* by Abdellatif Kechiche

Sylvie Durmelat

Olives: Food, art, and cultural identity of the south of France

Vivian Liberman

62. *Gastropolis: Painting a New York City Picture through Food*

Room 104

Organizer and moderator: Annie Hauck-Lawson

Gastropolis: Food and New York City

Annie Hauck-Lawson

Seeing with savor: Flavor in/of Latino New York

Ramona Lee Pérez

Picturing hunger in Gastropolis

Janet Poppendieck

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63. *Brave New Agri-food Technologies*

Room 105

Moderator: Ruth Mendum

Green capitalist pigs

Jonathan L. Clark

Cloned cows and other novelties: How does the FDA review strange new foods?

Maya Joseph

Agrifood nanotechnology: Is this anything new?

Paul B. Thompson

Democratizing agricultural technologies: A case study analysis of the mobile livestock slaughter unit of northwestern Washington

Spencer D. Wood and Mary B. White

64. *Alternative Agrifood Movements and Agrifoodies II: Success or Failure—Who's to Decide?*

Room 106

Organizers and moderators: Douglas H. Constance and Laura B. DeLind

Creating conventions of quality food: The resurgence of alternative systems in public policy

Jane Midgley

***Terroir* in the US: What does the future hold?**

Jim Bingen

An application of actor network theory to the movement for pastured meat in the USA

Julia DeBruicker

Good food as a social movement

Cornelia Butler Flora

65. *Reimagining and Reorganizing Farm and Food Networks*

Room 107

Moderator: Robert Feagan

Selling “local” together: Exploring farm-household responses to the emergence of the Elmira Produce Auction Co-operative

Sabrina Morin and John Smithers

Food networks between local embeddedness and professionalization

Flemming Just and Chris Kjeldsen

Networks and farm viability: The role of social ties in agricultural clusters

Kathy Brasier, Stephan Goetz, Joanna Green, Tim Kelsey, Anu Rangarajan, and Walt Whitmer

One foot in utopia: Clagett Farm and hybrid possibilities for reimagining food distribution

Stephanie Hartman

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66. Roundtable: *Eating in the Christian Tradition*

Room 108

Organizer and Moderator: Trudy Eden

Presenters: Ken Albala, Johanna Moyer, Fabio Parsecoli, and Sydney Watts

67. *Rural Women, Farming Women: Potential, Practice and Policy*

Room 109

Moderator:

Women farmers' networks: Shaking up Pennsylvania agriculture

Carolyn Sachs, Kathryn Brasier, Mary Barberchek, Nancy Ellen Kiernan, Amy Trauger and Audrey Schwartzberg

Lost from view or opportunities anew? Women in U.S. "21st century systems agriculture"

Clare Hinrichs

"Down to earth": Women farmers and community networks in Southern Oregon

Jennifer Almquist

R/Evolution? Rural women's volunteerism examined

Deborah Stiles

68. *Challenging Biofuels: Debate and Critique*

Room 203

Moderator: Sara Ducey

Environmental sustainability and rural communities: What role for locally controlled ethanol production?

Carmen Bain, Hexuan Liu and Mae Petrehn

Reframing the U.S. biofuels debate in terms of risk-opportunity for food, agriculture, and the environment

Jason M. Evans

The biofuels revolution? The promises and perils of biofuels development for rural communities

Theresa Selfa, L. Kulcsar, G. Middendorf, R. Goe and Carmen Bain

Why corn ethanol? ADM and United States biofuel policy

Cynthia White

69. Panel Discussion: *Keeping it Real: A Discussion about Action-Oriented Scholarship*

Room 204

Organizer and Moderator: Arion Thiboumery

Panelists: Mary K. Hendrickson, Scott Peters, Neva Hassanein and Ardyth Gillespie

70. *Sustainable Farming, Livelihoods and Community*

Room 205

Moderator: Cristian Melo

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From organic farmers to “good farmers”: A comparative study of organic and conventional farming ideologies in England

Lee-Ann Sutherland

Keeping the wineglass full: Sustainable viticulture and its role in sustaining agricultural livelihoods in Lodi, California

Matthew Hoffman

(Winner of 2009 AFHVS Graduate Student Paper Award)

(Re)turning the farm to the center of the community: Towards new models of food production, consumption and settlement patterns

Amy Trauger

Sunday 8:30 - 10:00 am Sessions

71. *Representations of Agriculture, Food and Eating*

Room 104

Moderator: Kathleen LeBesco

“Beans are Bullets” and “Of Course I Can!” Exhibiting war posters from the collection of the National Agriculture Library

Cory Bernat

The visual culture of radical farmers and the first portrait of Betty Crocker

Travis Nygard

Competitive eating in the news: A narrative analysis of media coverage

Tina Peterson

“Eating” hip hop

Paige Haringa

72. *Artisanal and Activist Cuisines*

Room 105

Moderator: Dara Bloom

Parmesan and prosciutto: Gastronomic treasures with a legendary past

Jennifer Lawer

Chefs and the local: Redefining American regional cuisine

Erin Laverty

Activism and gastronomy in Italian Slow Food chapters

Carole Counihan

The Slow Food movement: As seen through local chapters in Southeastern Pennsylvania

Shannon E. Dempsey

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73. Roundtable: *The Urban Nutrition Initiative: University Community Partnerships and Food Systems Education*
Room 106

Organizer and moderator: Danny Gerber

Presenters: Kristin Schwab, Debbi Harris, Laquanda Dobson and Shabazz Ransom

74. *Linking Agriculture, Nutrition, and Environment to Promote Food Security*
Room 107

Organizer: Lesli Hoey

Moderator: Jacques Pollini

Framing the food security agenda: Diet diversity as a necessary component of food security, in theory, practice, and policy

Anna Herforth

Building dams or adopting evergreen technologies? A comparative analysis of two policy options for escaping poverty and malnutrition

Jacques Pollini

The integration of agriculture and nutrition in food security projects

Suzanne Gervais

The challenge of multisectoral policymaking: Bolivia's zero malnutrition program

Lesli Hoey

Farmer management of ecosystem services for soil fertility and food security in Northern Potosi, Bolivia

Steve Vanek, Laurie Drinkwater and Andrew Jones

75. *Livestock Agriculture: Trust and Risk*

Room 108

Moderator: Dorothy Blair

Industrial agribusiness in the land of lean beef: Marketing, food safety and the negotiation of risk

Gwendolyn Blue

Trust, risk, and moral obligations in the beef cattle and dairy industries

Wm. Alex McIntosh, Wesley Dean, Bo Norby, H. Morgan Scott, Amy Delgado, and Jenny Davis

Filthy feed: The risky and unregulated practice of feeding poultry litter to cattle

Larissa McKenna and Lisa Isenhardt

76. *Home and Community Gardens*

Room 109

Moderator: Shaunna Bloom

Home gardening in Ohio

Molly Bean Smith, Justin Schupp and Jeff S. Sharp

Space for food?: Challenges and possibilities of community gardens

Tomoko Ogawa

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Cultivating community: The governance of community gardening in Syracuse, NY
Evan L. Weissman

77. *Finding Labor, Restoring the Environment: Issues and Impacts for the Agri-food System*

Room 202

Moderator: Douglas H. Constance

Labor management on small and mid-sized fruit and vegetable farms in Pennsylvania: Perceptions and practices

Audrey Schwartzberg

Sourcing labor for the poultry industry: The case of Tyson Foods

Douglas H. Constance, Travis S. Miller and Mona E. Avalos

Is agricultural rehabilitation being sown in lead contaminated soil in post-conflict areas?

Kripa Dholakia and Dan Moscovici

78. *Kitchen Practices, Food Interests and Body Ideals*

Room 203

Moderator: Rachel Moran

Kitchens and convents: Ritual food in American Catholic communal life

Emily Bailey

Negotiating the professional and domestic: Interviews with the men of *Cooks Illustrated*

Sydney Oland

Ever vigilant: Reinforcing the thin ideal in *Good Housekeeping*

Elise S. Lake

79. *Local and Regional Food Policies: Promises and Perils*

Room 205

Moderator: John Eshleman

How California, the nation's breadbasket, learned to hate bread

Baylen J. Linnekin

Identifying the policy in food policy councils: Access and institutions

John Eshleman

Planning for food policies in Detroit

Erica Giorda

Sunday, 10:30 am - 12 noon Sessions

81. *Shifting Food Rhetorics and Culinary Cultures*

Room 104

Moderator: Carmen Bain

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Drunk on desire: Reform movements in Spain, 1750-1850

Beth Forrest

The women of Gee's Bend, Alabama: Using food as a rhetorical device

Kelsey Scouten Bates

Nostalgia and nutrition: Culinary modernity in the Guatemalan highlands following the implementation of CAFTA

Emily Yates-Doerr

Of burgers and bees: Gender, fast food, and nutritional perceptions in the provincial Philippines

Ty Matejowski

82. *On-line Cultures, Communities and Conversations Surrounding Food*

Room 105

Moderator: Liora Gvion

Food in binary: Convergence culture in German food blogs

Kerstin McGaughey

The microculture network: Global data generating local cultures

Neal McDonald

Against the grain: Characterizing the online gluten-free community

Diana Ducey Girard

83. *Collaborative Research to Enhance the Toronto Region's Community of Food Practice*

Room 106

Organizer and moderator: Harriet Friedmann

Panelists: Lauren Baker, Harriet Friedmann, and Wayne Roberts

84. *Food Security: Theoretical Antecedents, Engaged Applications*

Room 107

Moderator: Douglas H. Constance

Trade liberalization, export-led economic development and Colombian cut flower exports in a sub-national context

Anouk Patel-Campillo

The efficacy of a program promoting rice self-sufficiency in Ghana

Leland Glenna and David Ader

Local agriculture in Belize: Challenges and opportunities in the Placencia Peninsula

Jessica Bagdonis, Leland Glenna, Frank Higdon and Esther Prins

Philippines' public agricultural extension: Challenges and implications for food security and rural poverty

Dario A. Cidro

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85. *Defining, Strengthening and Integrating Local Food*

Room 108

Moderator: John Eshleman

Defining local food: An Australian context

Danielle Gallegos, Kelly Stewart, and Barbara Radcliffe

Reclaiming the narrative: Using story to strengthen local foods systems

Nikki D'Adamo and Amy Sue Alesch

Pie in the sky: Idealistic assumptions and political consequences of local food claims

Jenifer Buckley

Rootlessness and the cultivation of culture: The hidden benefits of community-focused agriculture

Kevin E. G. Volk

86. *Community-Based Agriculture Models Across Time and Space*

Room 109

Moderator: Rick Welsh

Agricultural community in historical perspective

Jesse Natha Kimler

Community supported agriculture (CSA) in the North Country: Motivations and oppositions among members and farmers

Rick Welsh and Heather Sullivan-Catlin

Goodwill at Homefield's Farm: A breath of fresh air

Rebecca L. Fisher

Wasting responsibly: Exploring the ideology behind CSA production

Jennifer Sugg and Melissa Zavala

87. *Rethinking Models of Food and Agricultural Distribution and Cooperation*

Room 202

Moderator: Gil Gillespie

Assessing alternative food distribution models for improving small-scale producer direct marketing

Adam Diamond and James Barham

Coordinating conventions in hybrid food supply chains

J. Dara Bloom

Conversion of the Dakota Growers Pasta Company: Pre and post study of discourse

Curt Stofferahn and Thomas W. Gray

Weaving chains of grain: Exploring the stories, links and boundaries of small scale grain initiatives in Southwestern British Columbia

Chris Hergesheimer

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88. *Just a Taste: Sensory Experience Selection*

Room 203

Moderator: Virginia Utermohlen

The influence of expectations on sensory experience

Michael Siegrist and Marie-Eve Cousin

The appeal of labels: The effects of the capacity for visualization on the choice of wines to try at a winery

Virginia Utermohlen

Communitarian and technological contingencies of the craft-beer movement as exemplified in the brewing practices and social ecology of brewpubs

Lynn Hoffman

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INDIVIDUAL PAPER ABSTRACTS

Almquist, Jennifer

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“Down to earth”: Women farmers and community networks in Southern Oregon; Session 67

Networks of women in agriculture exist both formally and informally across the country as means of connecting and supporting women farmers and agricultural professionals. With the concentration of such networks primarily in the Northeast, little attention has been paid to women farmers in the Northwest and the often solitary challenge of asserting their identity in a traditionally male-dominated field. In 2007, the *League of Women Farmers* formed as the first network of its kind in southwestern Oregon dedicated to the growing number of women engaged in the preservation of a future for agriculture. Since its inception, the *League of Women Farmers* has provided an essential venue for the growing number of women farmers in Oregon to share knowledge, offer support, and strengthen the region's local food economies through the efforts of small family farms. Ethnographic research conducted with active participants in the *League* demonstrates that women farmers, collectively and individually, are transgressing traditional gender divisions of farm labor and are seeking active involvement in establishing alternative visions of farming and food systems. Feminist analyses of rurality and agriculture suggest that the continued vitality of such organizations is integral both to affirming women's identities as farmers and to ensuring the health status of sustainable small family farm endeavors in the region.

Anand, Bhavna, Jacqueline Piemonte, Charles Feldman, Shahla Wunderlich, David W. Konas, Elizabeth Silverthorne

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Cooked foods in eldercare living centers: Do vitamin C levels meet expectations? ; Session 53

This study reports and discusses the amounts of vitamin C found in selected food samples randomly obtained during mealtimes at various New Jersey assisted living and eldercare facilities. Under-nutrition is a common and frequently undetected problem influencing the health and quality of life of seniors in eldercare settings (Evans, 2005). Low vitamin C levels are associated with lowered immunity and onset of various age-related diseases. The daily intake of this nutrient was found to be deficient for seniors, including those who are frail and/or institutionalized (Van Staveren & De Groot, 1998; Fain, 2004; Marazzi, et al., 1990; Mandel & Ray, 1987; Gan, et al., 2008). Conversely, adequate intake of vitamin C helps ameliorate age-related degenerative diseases and improves the health status of aging populations (Li, 2007; Gale, 1996; Myint, 2008). Vitamin C is one of most labile nutrients, as it can degrade substantially during food processing. As such, it has been used as an indicator of nutritional outcome in studies of food quality in institutional foodservices (Feldman, 2006; McErlain, 2001; Agte, 2002). If expected vitamin C levels are maintained during processing, it is likely that other nutrients will also be adequate. Samples were acquired before and after processing for comparison to each other and USDA nutrient guidelines. Vitamin C determinations were made using a modification of AOAC 967.21 involving spectrophotometric characterization of the reaction between vitamin C and DCPIP. Preliminary findings indicate that vitamin C levels in these foods degrade below standard expected levels to an extent that depends on cooking temperatures and processing conditions.

Angelella, Lisa

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Transgressing by disgusting in James Joyce's Ulysses; Session 30

James Joyce's *Ulysses* (1922) shocked many readers with its frankness about the body. Attention has mostly focused on the book's salaciousness; in this paper I argue that there is an equally salient undercurrent of alimentary disgust in the book and that this theme is politically driven. Specifically, Joyce flouts British table etiquette in a colonial act of self-assertion. He begins the book with an evocation of a proper British breakfast meal, full of the etiquette by which the British claimed their cultural superiority, and then goes on, throughout the book, to present eating Irish bodies defying these norms. In the manner of Bakhtinian carnival, he exuberantly presents Irish characters eating in explicit, gross detail, and thereby reappropriates a colonial ideology that posited the Irish as animalistic, uncivilized, and dirty. Joyce depicted eating scenes in the book in one of three transgressive ways: they are voracious, and thus a threat to the colonizer's possession of goods, messy and thus a threat to the colonizer's physical boundaries, or defiant of taboos and thus a threat to imposed order. The power of Joyce's evocation of the body is best understood, I argue, through the phenomenology of Merleau-Ponty, which describes subject and object as mutually constitutive in an act of sensation. According to this model, to affect British readers so dramatically at the level of sensation, is to trouble their own delimited, superior subjectivity. The book's sensual imagery, and the embodied idea of identity it posits, is an underappreciated intervention into colonialist power relations.

Ankeny, Rachel A. and Susie Chant

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Australian food consumer perceptions of ethical consumption; Session 55

So-called 'ethical food consumption' refers to a range of categories including buying local, organic, free-trade, free-range, humanely-treated, or sustainably-produced foodstuffs, and/or avoiding genetically-modified or other food products perceived to be morally problematic. However food consumer behaviour is well-recognised to be the result of a complex interaction of various factors, including not only the attributes of specific foods, but also the environment in which food choices occur and individual and collective motivations and perceptions of different consumers. Hence we utilized a consumer survey conducted at two suburban shopping centres in Australia as well as follow-up focus groups to explore the hypothesis that although consumers may not be familiar with the language associated with ethical consumption, a majority nonetheless are actively seeking out specific types of products, services, and retailers in pursuit of what they perceive as what is right or good at familial, social, local, and/or global levels. We investigate various interpretations of right action in food consumption

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detected through the focus groups, including comparison of internally-directed motivations (such as choosing 'healthy' food) and externally-directed motivations (such as buying local in order to reduce food miles and carbon emissions), as well as differences in definitions of what is 'ethical' in conjunction with key demographic factors such as education, socioeconomic status, and age as well as whether they are shopping for themselves as individuals or for families. In conclusion we examine the implications of these findings for food businesses, policy makers, and scientists who work with 'ethical foods.'

Baderoon, Gabeba

Women's Studies and African and African American Studies, The Pennsylvania State University; baderoon@psu.edu

Silence, secrets, spells: Reading Islam through recipe books in South Africa; Session 21

In this paper I read South African recipe books, the earliest of which was published in 1889, for the ways in which they represent Islam across 120 years. Muslim food has what I term an "ambiguous visibility" in South Africa. For hundreds of years the theme of food has served as a significant way of making Muslims visible in South Africa within the frame of the picturesque. Usually seen as exotic, I argue that colourful images of Muslim food also signal other, dissonant meanings. Two recent works of art suggest that the food described here can encode different meanings, that one can see food as other than festive and diverting. Rayda Jacobs's *The Slave Book* (1998) depicts the lives of slaves in the Cape. In the novel the place where food is made is also the site of a brittle, dangerous intimacy between slave-owners and slaves, where any encounter may turn suddenly perilous. Yet precisely because it is the location of everyday exchanges, the kitchen is also the space of overheard information, of a supply of food, of secret knowledge (such as healing potions) among slaves – the site of small resistances encoded into tastes, sound, touch, glances and smells. Here slaves learn not only how to survive but gather a small store of subjectivity and resistance. Rachel, a slave who has been on Zoetewater farm for twenty-two years, comforts the newly arrived Somiela: 'in the kitchen you hear many things' (1998: 30). The kitchen is where the slaves on the farm attain presence, cook in a way that combines spices and indigenous food, and speak back to the masters through the codes of taste and smell that the latter eventually come to desire. The paper traces the trajectory of images of Muslim food in recipe books from the colonial picturesque to the contemporary, ending with an analysis of a familiar image of the Herzoggie tart and its secret history.

Bagdonis, Jessica, Leland Glenna, Frank Higdon, Esther Prins

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Local agriculture in Belize: Challenges and opportunities in the Placencia Peninsula; Session 84

Traditionally characterized as an agricultural and fishing community, the coastal village of Seine Bight is located along the Placencia Peninsula and is one of six predominantly Garifuna villages in Belize. In 2006, we documented changes in the Belizean food system as they have been experienced by residents of Seine Bight. Semi-structured interviews with twenty Seine Bight residents revealed the role of family gardens in the village and the extent to which families depend upon the gardens as sources of food security. Many residents grow a few staple crops, but most must travel to another city to purchase fresh fruits and vegetables. A farmer from the United States produces organic fruits and vegetables nearby to supply the local tourist industry. Yet, local residents are not farming the fields that their grandparents once farmed, despite having access to the fields. Exposure to natural disasters and other environmental vulnerabilities present challenges to sustaining family and community gardens and farms in this coastal village. However, our findings suggest that minimal capital investment and an appropriate training program could contribute to the revitalization of local agricultural production and consumption in the Placencia Peninsula region of Belize.

Bailey, Emily

Religious Studies, University of Pittsburgh; ejb43@pitt.edu

Kitchens and convents: Ritual food in American Catholic communal life; Session 78

This study examines the sociological patterns of food and ritual in a modern American female religious community. Taking a social scientific approach, I attempt to weave together the work of anthropologist Mary Douglas and other scholars with my months of fieldwork in an American congregation of female religious. This paper explores the various ways that food is incorporated into the sisters' spiritual lives, including through Eucharist and Eucharistic adoration. Traditional Catholic Christian doctrine proscribing ritual conduct for food and Eucharist is compared with the observed ritual action within the researched community. Documented variants are analyzed within the context of the community to discern how and why ritual changes have occurred.

Bain, Carmen, Hexuan Liu, Mae Petrehn

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Environmental sustainability and rural communities: What role for locally controlled ethanol production?; Session 68

In the wake of the initial euphoria about the possibilities of corn ethanol production, a growing chorus of concern —especially from scientists and environmentalists— is now being expressed about the possible negative consequences of ethanol production for the environment. On the other hand, locally controlled energy development, including for ethanol, is viewed by some as critical to sustainable development (Hess 2008). Since the peer-reviewed literature on local ownership and renewable energy remains limited little is known about the environmental practices and impacts of locally-owned ethanol plants on rural communities. Moreover, little is known about how residents within communities where ethanol plants exist perceive the environmental burdens and benefits of ethanol development and its long-term sustainability, nor whether local ownership might mediate their views. This paper draws on data from an in-depth case study of a locally-owned ethanol plant and its rural community in Iowa, the center of ethanol production, to examine these issues.

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Baker, Lauren

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Emerging biocultural agrifood relations: Local maize networks in Mexico; Session 7

A unique constellation of agricultural trade and biotechnology policies, the historical and cultural importance of maize, and strong social movements make Mexico a fertile site for exploring contemporary agricultural and culinary transformations. Neoliberal policy shifts and new agricultural biotechnologies in Mexico have galvanized social movements “in defense of maize” and led to new strategies for marketing maize at the local level. Building on the political ecology and food studies literature, this paper proposes that these efforts represent emerging biocultural agrifood relations. Exploring three core tensions in the literature - nature and culture, the local and the global, and markets and social movements - the research argues that the neoliberal context and local food initiatives are mutually constituted. Case studies of the Itanoní Tortillería and the Nuestro Maíz projects examine efforts to create shortened tortilla supply chains that provide locally grown maize to local consumers. Beyond linking producers to consumers, these short tortilla supply chains are connected to transnational social movements working on agrobiodiversity conservation, food and agriculture issues. The case studies demonstrate the challenges and potential for biocultural agrifood relations, as well as the creative strategies used by such initiatives to build local markets, educate consumers and link to broader social movements.

Bates, Kelsey Scouten

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The women of Gee's Bend, Alabama: Using food as a rhetorical device; Session 81

Looking through the lens of African-American foodways, I will explore the rhetoric of African-American women through the interviews of 20 women from Gee's Bend—a predominantly African-American community isolated in the “Black Belt” region of Alabama. Conducted by Kathryn Tucker Windham between 1979 and 1981, the interviews provide a rare first-hand account of the lives of African-American women between 1910 and 1981. The interviews present a unique opportunity to study a first-hand rhetorical situation through which the women discuss farming, cooking, and eating; and these subjects are pervasive throughout nearly every interview, meandering through countless other subjects. By discussing food, the women create a discourse about culture and reveal—both subtly and directly—attitudes about men (husbands and landlords), God (conversions, sin, and church life), and community (survival and friendship). An exchange between Windham and Minder Coleman is a typical example. Coleman, by indicating her preference to not consume meat, simultaneously conveys long-held beliefs about God and sin, her understanding and interpretation of the Bible, and what she considers to be “meat.” (She advises: “I eat vegetables and somethin’ or other like baloney sausage. But if I eat a piece of meat, it goin’ make me hurt. Meat is a sin, I believe.”) A study of the rhetorical situation of the interviews, enhanced by an examination of the rhetorical forms used by the women of Gee's Bend, will increase the understanding of how African-American women communicated *about* foodways and used foodways *to* communicate, acknowledging or rejecting perceptions about gender and racial identity.

Baum, Rachel

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“Nothing but sit and sit, and eat and eat!” - Feasting and carnival in early modern English comedy; Session 30

Inspired by their Greco-Roman predecessors, playwrights of comedies in Early Modern England followed the convention of ending a play with a wedding and a feast. In plays by Shakespeare, Dekker, and their contemporaries, food and feasting were synonymous with the happy ending of any given comedy. This paper aims to explore both the dramatic and historical significance of the feast in Early Modern England. By analyzing a number of popular plays from the period, and using models of theorists including Bakhtin, Frye and Bristol, I will discuss the significance of feasting as both a comedic convention as well as an actual event. In particular, I will argue that feasting scenarios described in the plays are idealized versions of the actual events – a social leveling rather than reinforcement of social stratification – which allowed the audience the opportunity to experience the idealized version. The actual Early Modern feasts and celebrations, however, were more ambiguous in their function.

Bean Smith, Molly, Jill Clark, Jeff S. Sharp, Howard L. Sacks

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Expanding opportunities for local food consumption and marketing; Session 5

Much of recent local food system development and advocacy tends to focus on expansion of direct agricultural markets, such as farmers' markets and community supported agriculture. Despite this focus there is emerging interest in innovative ways of fostering markets to reach a broader range of consumers through the restaurant and retail sector, as well as within institutions. These intermediaries play a critical role in the distribution and sale of food items to consumers, as well as for strengthening sustainable markets for these foods. Using data from a case study of Knox County, Ohio we identify the extent of procurement of locally produced foods, the obstacles associated with purchasing these foods, and the untapped opportunities associated with purchasing more locally produced foods. The results of this case study have wider implications for communities seeking to better understand and develop their local food system.

Bean Smith, Molly, Justin Schupp and Jeff S. Sharp

Social Responsibility Initiative, The Ohio State University; Bean.21@osu.edu

Home gardening in Ohio; Session 76

In Ohio and across the United States interest in and support for organic and local food systems are growing. Some research has profiled who is supportive of these alternative production and distribution systems and what factors contribute to this support. However, fewer studies have looked at self-provisioning activities as a contribution to the local food system, in that there has been a lack of research that has

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empirically investigated the characteristics of those interested and actively growing their own food. Using data from a statewide mail survey we delineate who is participating in home gardening in Ohio and explore attitudinal factors associated with home gardening. Who home gardens and why is important to understand because it has great potential for growing the local food systems movement, and also for meeting important dietary requirements. The results of this analysis have implications for better understanding the way food both nourishes and may serve as a response to the contemporary food and agricultural system.

Bereza, Matt

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The National School Lunch Program: Sustainability and local solutions; Session 46

Public schools are striving to deal with an increase in behavioral issues and a decrease in academic achievement. Researchers are looking beyond instructional programs to explore whether systemic barriers preclude students from achieving at a level known to other industrialized nations. Select researchers question the health and sustainability of the National School Lunch Program (NSLP) in the United States—a food system that feeds 29 million children every day. The causal relationship between sound nutrition and high achievement is roundly accepted and demonstrates no regard for socioeconomic status or culture. Regardless of what happened two hours or two years before arriving at school, the act of eating a healthy breakfast or lunch produces positive effects in school. In reaction to this, the US Department of Agriculture has advertised progressive initiatives to better the NSLP such as local farmers-to-schools partnerships. In theory these programs would benefit children, yet the NSLP remains sequestered from local involvement. This paper presentation will highlight the eleven interviews this researcher conducted within the National School Lunch Program during the 2008-2009 school year. During this time, two questions were posed to adults working in the NSLP: How does the NSLP function?; and what suggestions do you have to improve this program? The outcome was astounding: while the USDA claims to be improving NSLP by involving local growers, it is in fact impeding progress to appease corporate interests. This paper will relay data from the research questions and offer conclusions and suggestions for the NSLP's sustainability.

Bernat, Cory

History and American Studies, University of Maryland; 1goodpotato@gmail.com

"Beans are Bullets" and "Of Course I Can!" Exhibiting war posters from the collection of the National Agriculture Library; Session 71

"Food Thrift—Your Patriotic Gift"; "To Feed a Nation is to Fight its Battles"; "Corn Saved the Pilgrims and Fed Our Pioneers; Corn Will Help Us Feed the World"; "Eat Less, Waste Nothing; Live Simply—Avoid All Food Waste". An exhibition of food and agriculture posters from World Wars I and II at the National Agriculture Library (NAL) will display government-sponsored, food-related messages from the homefront environment of both wars. In addition to familiar food-in-wartime topics like rationing, home gardening, canning and conserving, some of the posters (quoted above) will surprise today's food activists when they suggest food's global significance or encourage personally responsible consumption. In addition, this exhibit asks, what happens when war posters from two time periods are viewed side-by-side? By WWII, the public servants who created the earlier posters were replaced by the business-minded admen of the Advertising Council and their modern advertising techniques. The sober WWI pleas for wartime cooperation were transformed visually, stylistically and emotionally; War Gardens became Victory Gardens. NAL's poster collection bears witness to the professionalization of the advertising industry in the 1920s and '30s, and to its WWII function to influence food-related consumption behaviors and attitudes. The posters from both wars reveal the assumptions made about soldiers, citizens and farmers, and how these populations related to the strategically important wartime food supply. As curator for the NAL exhibit, I will present a slideshow of the historical posters and describe how their close examination might inform current food policy discussions.

Blair, Dorothy

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Public scholarship and community engagement: Creating a community of school garden leaders; Session 24

Public Scholarship provides direct interface between students, faculty and the community as partners in learning and development. Students in a Penn State Public Scholarship class on Community Food Security involved themselves in the local school gardening effort, first through volunteered labor in school gardens, and later as a vital force in that program. The students found that teachers attempting to develop school gardens were often isolated in their school setting and had little access to gardening expertise or time to browse the internet. They had limited administrative or peer support. Out of the student's contact came understanding, tremendous interest and a need for action. They proposed a district-wide meeting to bring teachers together to share ideas and learn about each other's projects. What originated as a district sharing attracted school garden leaders from two other adjacent districts. Few knew the extent of the Central Pennsylvania school gardening effort. The students developed web materials for school gardening now posted at the state and local level. Though the class is over, the project has taken on a life of its own; the facilitated communication is on-going and growing. The success of this project is a testimony to the efficacy of engaging students in real world settings where they can take responsibility and use their skills, intuition and creativity to respond to real needs.

Blake, Christine E., Hannah Fehlner-Peach, Carole Bisogni, Margaret Jastran, Jeffrey Sobal, and Carol Devine

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How employed adults construct scripts for workplace eating: "Recharge the battery," "share lives," or "just feed the hunger"; Session 39

Employed adults typically eat one or more of their meals or snacks during work hours. Understanding how people cognitively construct eating during work hours can provide important insights into the social and behavioral processes that guide food choice in these settings. The concept of schema provides a framework to explore cognitive constructions as scripts that guide workplace eating. Qualitative

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interviews with 42 low-moderate income employed adults were conducted and analyzed using the constant comparative method to explore participants' workplace eating scripts. Participants' scripts included sequentially ordered behaviors characterized as strategies providing a general guide for behaviors and procedures that include details about the behavior in context. Analysis revealed that participants' scripts could be categorized in three domains, eating alone to "recharge," getting away from work to "bond", "talk about work", and/or "socialize," or eating while working to get things done (e.g. "feed the hunger and move on"). Many scripts depicted alternative sequences of behavior depending on the level of stress experienced in that day. Other factors that influenced workday eating scripts included the presence, suggestions, and influence of other people, engagement in work-related or non-work activities, job demands, rules, schedule and structure, type of food wanted and available, opportunities and preferred environments for stress relief and relaxation, and roles outside of work. The exploration of food choice scripts provides insight about links between social, cognitive, and behavioral processes that may influence dietary intake. Future investigations should examine these scripts with different participants, in different settings, and for different eating contexts.

Bloom, J. Dara

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Coordinating conventions in hybrid food supply chains; Session 87

Many alternative food movements have been built around the mantra of cutting out the middleman. Direct relationships between producers and consumers counter the faceless anonymity of conventional marketplaces and allow producers to retain a higher percentage of their profits. However, confining local food system development to direct marketing limits its scope and potential effect. Scaling up local food systems to meet growing demand may require alternative food movements to engage with the conventional food system, creating hybrid short food supply chains. This research examines case studies of three hybrid short food supply chains that revolve around conventional, wholesale produce distributors in rural, urban and exurban regions of Pennsylvania. Utilizing embeddedness and conventions theory, analysis of these supply chains evaluates the norms and conventions that participants draw upon to mediate their relationships, and addresses how these conventions influence the coordination and regulation of these hybrid supply chains. Analysis of these case studies suggests the possibility that local food systems that combine conventional infrastructure with local production and consumption may tend to draw upon industrial conventions of organization, despite their local embeddedness. Participants in the urban hybrid food supply chain were better able to resist this industrial logic, which allowed producers to secure higher profit margins and negotiating capacity by marketing a specialized, niche product. However, in this case the challenge that direct marketing initiatives face of making local produce more accessible remains unaddressed.

Bloom, Shauna M., John Smithers

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Mixing global and local at the farm level: Unpacking farm diversification in local food systems; Session 15

The literature on local food often takes for granted the notion that producers selling food on a local scale are operating solely within the 'alternative' local food system. This paper challenges the notion of a closed local food system and expands on literature that describes diversification strategies including simultaneous participation in both the global agri-food system and a local food system. Using rich empirical evidence from producers in both rural and near-urban areas in Southern Ontario, this paper portrays a wide array of business enterprises and diverse strategies for marketing and selling food products on a local scale. The data, drawn from interviews with 35 producers, examines the motivations for developing local markets and further explores the challenges that producers face when developing those market outlets. The study illustrates the idea that selling food locally is one diversification strategy that does not necessarily eliminate participation in the global agri-food system. Early findings indicate that a combination of lifestyle and economic factors influence the decision to develop local market outlets. Many producers sell at a local scale when testing a new business enterprise. Successful enterprises often transition into one of three common trajectories: expanding local sales, shifting sales from local to global, or developing two distinct market outlets, one for the local food economy and one for the global agri-food economy. Findings also indicate common barriers to growing a local food economy. These include competition from cheap imports, lack of processing and transportation infrastructure, and distance from an urban population.

Blue, Gwendolyn

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Industrial agribusiness in the land of lean beef: Marketing, food safety and the negotiation of risk; Session 75

In January 2008, the National Cattlemen's Association released a follow-up campaign to their successful 'Beef: It's What's For Dinner'. Entitled 'Powerful Beefscapes', the campaign features newspaper and web-based print advertisements, recipes as well as radio ads. This campaign has generated a lot of discussion with respect to its provocative representational strategy of using cuts of beef to portray canyons, cliffs, rivers, beaches and flatlands. I argue that this campaign is indicative of broader institutional shifts in the governance of food in neo-liberal contexts. These advertisements make appeals to beef consumers in an era in which individuals must negotiate caring for their individual health with addressing the complex consequences of industrial beef production.

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Happy cows? Heritage, identity, and dairy production in the United States and Europe; Session 58

While multiple quality and values-based food initiatives in the United States (i.e. organic, local, fair trade, CSA, farmer's markets) offer alternatives to the conventional agri-industrial food system, initiatives emphasizing place-based heritage have not gained widespread traction. In the European Union, the "consumption of heritage" and the place-based identities of foods figure prominently as a central

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component of rural development and values-based initiatives. What are the opportunities and vulnerabilities for heritage initiatives in the United States? In this paper, we draw upon cases in Poland and France to explore this question in relation to dairy production. In these European cases, heritage dairy breeds, traditional production methods, and protection of agricultural landscapes converge to create viable counters to the conventional dairy model. We explore ways in which a heritage-based model might offer options for dairy-rich regions in the United States. Wisconsin, for example, has a long history of family dairy production. Yet, the state's production volumes have been surpassed in recent years by other states (i.e. California) that emphasize efficiency, economies of scale, and the marketing of so-called "happy cows." We examine ways that emphasizing heritage might prove a useful strategy for U.S. farmers constrained by competitive conventional markets, in spite of the lack of structural supports for such initiatives.

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Networks and farm viability: The role of social ties in agricultural clusters; Session 65

Recent research indicates agri-food supply chains are evolving from transaction-based networks to alliance-based networks. Foundational to this transition are the valuable social support networks between farmers' groups and off-farm organizations and institutions ('clusters'). Agricultural clusters are an important component of the food and agricultural system as they provide numerous social benefits to members in addition to improving overall farm productivity and viability. As part of an on-going research and extension project, our research examines how social ties within agricultural clusters promote cluster formation and how such ties serve as a foundation of support to its members. As part of the network analysis, we examine in detail the impact of network relationships on outcomes of cluster participation, including innovation, productivity, and knowledge creation. Data are drawn from survey data of cluster members across eight groups within the Northeast. Responses from survey questions about participants' social exchanges and connections within clusters are used to analyze social support characteristics for the entire network as well as between individual participants. Findings from this project advance current research on how social network ties foster agricultural cluster formation and provide educational resources to cluster members and communities interested in promoting cluster development.

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The troubled legacy of agrarian reform: Small coffee farmers and foundations of the Fair Trade Cooperative System; Session 27

Agrarian reform and the Fair Trade coffee movement are not commonly discussed as related processes, and the historical context into which Fair Trade enters is seldom considered in the scholarship. However, because agrarian reform altered coffee production in important ways, it has probably played a greater role than is often thought in creating the organizational system on which Fair Trade builds. For example, the focus of the Fair Trade coffee movement has historically been on smallholders and typically works with pre-existing cooperatives, both of which were in large part created by agrarian reforms. Using a comparative historical approach, I will explore the ways agrarian reform paved the way for the Fair Trade coffee movement by comparing several Latin American countries with different histories of land reform as it relates to the movement today. With complimentary ethnographic work I will explore how the organizational history of coffee cooperatives created under agrarian reforms has shaped their access to Fair Trade networks. I hope to show how the legacy of agrarian reform in these countries influences the distribution and impact of Fair Trade today and thus can help us understand the current strains and challenges facing the movement.

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Pie in the sky: Idealistic assumptions and political consequences of local food claims; Session 85

Many supporters of locally produced food argue that local food is fresher, healthier, more nutritious, more environmentally friendly than mainstream products, and that it furthers social justice. Others argue that geographic proximity between production and consumption does not automatically yield these benefits. This paper draws on experiences with local food efforts in northern Minnesota—including promotional statements and conversations with producers, consumers and other advocates of local food systems—as well as academic literature on food systems. It reviews claims made to promote locally produced food, argues that advocates base some claims on idealistic assumptions rather than on empirical evidence, and challenges the assumptions underlying some of those claims. The paper suggests that in making these claims, advocates choose language that suggests certain values and goals; however, unsubstantiated and inconsistent claims are also evidence that values and goals have not been fully interrogated or clarified. Until they are, advocates risk misleading the public, misgauging the implications of local food systems work and misrepresenting local food itself. They also risk making food relocalization efforts more vulnerable to cooptation by the agrofood industry.

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Cuisine, culture and class: Understanding the relationship among three social phenomena in globalizing modern societies; Session 22

My paper examines the role of exotic cuisine consumption, as connected to the elite class, in the introduction to foreign culture. I approach the subject and theories in several ways. First, I establish the relationship between food and culture. Next, I cite food's progression into and direct relation to cuisine. By building upon this basic human association with food and food-related activities, I link cuisine emergence and consumption to these same cultural associations. Thirdly, I relate the dissemination of spices to the current process of food globalization, the evolution of haute cuisine and the subsequent diffusion of exotic cuisine. I then look to establish exotic cuisine consumption as cultural capital in the form of a luxury good. In making the case for cuisine's position as potentially more broadly accessible than other methods of

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class identification, I connect exotic cuisine consumption with elite class association. Utilizing exotic cuisine as a class identifier, I argue, can produce a heightened interest in consumption and the understanding of the foreign. It can also, however, herald myriad responses by local consumers. Lastly, I consider three regions' reactions to exotic cuisine introduction. By doing so, I explore how one might gain cultural understanding of both the local and the foreign by way of three components: cuisine's relationship to culture, exotic cuisine's position as cultural capital (in the form of a luxury good) and the role of the elite class in introducing that culture through conspicuous consumption. Finally, considering today's changing environment and the movement of many towards eating locally, I question how this will affect the utility of exotic cuisine as cultural liaison.

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In situ conservation of Mexico's corn diversity; Session 7

Corn is arguably humanity's most important food crop, with its historical origin dating back at least 7,000 years to the indigenous communities of Mesoamerica. In this paper, I address complexities facing the *in situ* (living) conservation of Mexico's unparalleled corn diversity in terms of the critical relationships between the socio-economic status of subsistence farmers, the agroecological conditions they face, and the reproductive biology of landrace ("unimproved") corn populations. I present results from a 2008 in-depth study of two rural communities in the Mexican state of Oaxaca, with specific attention to the principal threats to landrace corn diversity: (a) farmers abandoning landrace corn (primarily due to emigration), and (b) the various problems associated with potential contamination by genetically-modified (GM) corn. Another challenge facing the conservation of Mexican corn diversity is that Mexico's trade liberalization policies continue to impact the viability of subsistence farming; in these communities, the dramatic rise in fertilizer prices is straining most families. Without support from the Mexican government, efforts to promote the *in situ* conservation of Mexico's corn diversity will need to be subtle and sophisticated, addressing the broad range of issues confronting subsistence farmers and the genetic integrity of their landrace corn populations.

Cavalcanti, Josefa Salete and Alessandro Bonanno

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The contradictions of globalization: Fruit Production in Northeastern Brazil; Session 27

This paper probes the issue of the contradictions generated by the globalization of agriculture and food. In particular, the case of fresh fruit production in the Brazilian Northeast is studied to demonstrate salient consequences of capital hyper-mobility on food production systems, rural regions and labor. Through a detailed examination of qualitative data collected through observational methodologies, it is maintained that the velocity with which productive and financial capital move has been one of the primary conditions for the control of labor and labor processes in fruit production. As labor demand becomes available in a compressed space and emerges in an accelerated time, the conditions that allow the mobility of labor remain highly controlled. Labor, therefore, is a) overabundant where investments are located; b) attracted through temporary contracts; and c) forced to migrate illegally. The result is a weakening of the position of labor vis-à-vis local firms and transnational food companies and retailers. The paper concludes with a discussion on the implications that global hyper-mobility of mobility has for social relations in rural regions and the agro-food sector.

Chan, Winnie

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Forbidding fruits: Mangoes and middle passages in Diaspora Caribbean women's fiction; Session 30

In Zadie Smith's millennial blockbuster *White Teeth*, half-English, half-Jamaican teenager Irie Jones laments her "big tits, big ass, big hips, big thighs," which she likens to "pineapples, mangoes, and guavas" planted in freakish error in Europe. Delicate and perishable, tropical fruit does not travel well, its susceptibility to decay historically proportional to its exotic allure. Though it can be cultivated elsewhere, it is knowable only locally: eaten on the spot, the seed may never germinate far away, may never be known outside its place of origin. As preservation technologies from canning to refrigeration to high-speed travel have developed and spread, however, women of the African, South Asian, and Caribbean diasporas—like Smith—have discovered in tropical fruit a potent metaphor for exploring their own origins in slavery, indenture, and colonialism—as well as new beginnings in emancipation and independence. Focusing on the now-ubiquitous mango, this paper examines the formerly exotic fruit in novels by Michelle Cliff, Oonya Kempadoo, and Shani Mootoo, and poems by Grace Nichols, whose narratives of young women invest the fruit with a dangerous, doubly colonized female knowledge. With their origins in triangular trade routes and twisted botanical roots, not to mention their obvious reproductive function, tropical fruit makes an evocative metaphor for rebellion by diasporic subaltern Eves.

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The chopstick prerogative: Variations in cultural form, use and etiquette; Session 12

Variations in the form, function, and etiquette of chopstick use across Asian countries reflect, and in part inform, broader differences in their cultural orientations. These variations (e.g. the shape and material of the chopsticks, the way they are used to interact with food) are not only informed by the type of foods that are presented and consumed, they are also reflective of the ways in which the social and material environments penetrate the actor. From a phenomenological perspective, the embodied use of chopsticks affects matterly dispositions, shaping the way individuals further interact with other material objects. This paper looks specifically at Chinese, Japanese, Korean, and Vietnamese cultural norms and practices of chopstick use, as provided by personal accounts, narratives, direct observation, and scientific literature.

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Philippines' public agricultural extension: Challenges and implications for food security and rural poverty; Session 84

This paper discusses the current state of public agricultural extension in the Philippines with an emphasis on the challenges and implications of the country's food security and the alleviation of rural poverty. The decentralization of the agricultural extension services in 1991 through the enactment of the Local Government Code (LGC) of 1991 brought some major changes in the administrative control of agricultural extension workers, leadership and implementation of agricultural and rural development programs subsequently impacting food security and rural poverty. In 1997, the Agriculture and Fisheries Modernization Act (AFMA) became law to complement the LGC of 1991. However, these landmark laws in Filipino agriculture do not seem to have improved the country's food security battle or alleviated rural poverty. What are then the major challenges confronting Filipino public agricultural extension today? What are its implications in ensuring the country's food supply? How responsive is it in alleviating rural poverty? These questions will be tackled with intensive literature review coupled with the personal experience of the author with Philippines agricultural extension.

Clancy, Kate

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Farmland protection, farm viability, and the future of farming; Session 18

For quite a long time little attention was paid by advocates of farmland protection and smart growth to a commensurate concern about farm viability. From 2005 to 2007 a multidisciplinary team of researchers from several universities and nonprofits studied 15 peri-urban counties across the United States to discern whether there was now more congruence in the two concerns. Using 2002 Agricultural Census data, key informant interviews, and farmer surveys we determined the kind of agricultural products being raised, the adequacy of marketing outlets, the supply and affordability of land for farming and ranching, farmland protection programs offered, the adequacy of major production inputs, types of technical assistance needed, and the future outlook for farming in the counties. The presentation will include comparative data on the 15 sites studied, and focus on the marketing and the future outlook for farming analyses.

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Green capitalist pigs; Session 63

In January of 2009 the United States Food and Drug Administration released a policy designed to facilitate the commercialization of genetically engineered animals, including livestock, poultry, fish, and other food animals whose bodies produce or become edible commodities. Yet despite the fact that agricultural biotechnology has long been an important topic in the sociology of agriculture, the field of agri-food studies has had little to say about this new biotechnological project. In this paper I focus on one aspect of the project: the production and commercialization of so-called "environmentally friendly" food animals. The paper reports the results of my dissertation research on Enviropig™, the first food animal genetically engineered to be more environmentally friendly, as opposed to more biologically productive. I use environmental social theory to help make sense of this "green" capitalist pig. Drawing upon James O'Connor's version of ecological Marxism and Neil Smith's production of nature thesis, I argue that Enviropig™ is a case of technoscience (re)producing nature in order to help an industry avert an ecologically induced economic crisis.

Colasanti, Kathryn, David Conner, Susan Smalley, Brent Ross

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Increasing farmers market patronage in Michigan, Part I: Qualitative results; Session 16

Farmers markets have become increasingly popular venues for local food purchases across the US. Yet research on farmers markets has shown that patron demographics do not fully reflect the population at large: some demographics are over-represented while others are under-represented. And very little research has gone outside of the farmers market setting to assess attitudes towards farmers markets. This research aims to address these gaps by exploring perceptions of farmers markets among infrequent and non farmers markets shoppers from under-represented demographics. A purposive sampling strategy was used to identify research participants in both urban and rural areas and to include low-income households, young adults and people of color. Seven focus groups with a total of 63 people were conducted in locations across Michigan. Focus group results were used to inform the development of survey questions for the quarterly State of the State Survey conducted by Michigan State University through which we extended our research on behaviors, attitudes and beliefs surrounding farmers markets. This session will present findings from the focus groups in regards to values affecting food shopping behavior, perceptions of farmers markets and barriers to shopping at farmers markets. Ways in which our findings indicate strategies for farmers market managers to more effectively reach under-represented populations will be highlighted.

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Understanding the possibilities of city-scale urban agriculture in Detroit, MI; Session 45

In recent years urban agriculture has become increasingly accepted as a strategy for food security and urban sustainability at the city scale. Scholars have explored the impacts of individual community gardens but there is little understanding regarding the perception of city-wide farms and gardens amongst urban residents. Nor is there an understanding of the level of urban production conceivably possible. In the setting of Detroit, a city with abundant vacant land, a strong urban agriculture movement and an uncertain economic future, this paper explores the possibility of city-scale urban agriculture through a synthesis of quantitative and qualitative methods. GIS was used to quantify vacant acreage and estimations of yield potential were compared to estimated resident fruit and vegetable consumption. Ten interviews

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provide an organizational perspective on the logistic potential of scaling up urban agriculture and five focus groups give insight on the desirability, the presumed dimensions and the context of city-scale urban agriculture. A purposive sampling strategy was used to identify research participants who, in the case of interviews, were professionally affiliated with urban agriculture or, in the case of focus groups, included both those who were and were not active in urban agriculture activities. Results reveal the physical capacity to meet a significant portion of local consumption and a prevalent belief in the value of expanding urban agriculture that simultaneously recognizes the many complexities involved. Concerns of soil contamination, theft and security are prevalent amongst those not actively connected to urban agriculture organizations but minimal amongst those who are.

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Increasing farmers market patronage in Michigan, Part II: Quantitative results; Session 16

Farmers markets play an important role in meeting growing demand for locally grown foods and also provide a number of ancillary community benefits. Increased support for farmers markets was a key recommendation of the Michigan Food Policy Council to Michigan Governor Granholm in 2006. We present results of a USDA-funded project which seeks to identify opportunities and obstacles for increased patronage of Michigan farmers markets. Focus groups with subjects representing often under-represented groups among farmers market customers (low income, young adults, people of color) were conducted: these data informed questions on the quarterly State of the State Survey conducted by Michigan State University. This representative statewide survey of Michigan residents posed a set of questions regarding behaviors, attitudes and beliefs surrounding farmers markets, as well as socio-demographic traits. We will report on the descriptive statistics for questions measuring consumers' behaviors (attendance and expenditure); factors affecting decision to shop at farmers markets; and attitudes about farmers markets' products, prices and setting. Responses by under-represented demographic segments will be analyzed by cross-tabulation methods. Discussion of the results will focus on strategies to increase farmers markets patronage by under-represented populations.

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Agricultural policy and public health: Strategic application of economic incentives to promote fruit and vegetable production and consumption; Session 60

The food products that contribute most toward obesity are made from the same crops – corn, soybeans, wheat – that dominate our agricultural landscape; and those that promote health – fruits, vegetables – occupy only a modicum of relative land area. The unrivaled availability of the former plays a large part in making a healthy diet more expensive than an unhealthy diet. And although people make food choices based on a number of factors, the price of food considerably influences those choices. The preponderant goal of agricultural policy should be to increase fruit and vegetable production while simultaneously decreasing the production of junk-food precursors. This could be achieved by allowing fruits and vegetables to receive government payments, by establishing annual production limits for each crop, and by coordinating these initiatives so that they supplement and support one another.

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Sourcing labor for the poultry industry: The case of Tyson Foods; Session 77

The structure of the poultry industry as developed in the US South in the 1950s is advanced as the model of global agro-industrialization. The poultry industry in North America is characterized by increasing regional integration post-NAFTA. Not only are corporations such as Tyson and Pilgrim's Pride extending their influence in Mexico, but Hispanic labor has become the primary source of workers for the processing plants in the North. As northern capital flows South, southern labor flows North. In this paper we document this phenomenon in general and then focus on the case of Tyson Foods. Tyson Foods was recently involved in a lawsuit in which it was charged with illegally recruiting workers from Mexico to staff some of its poultry processing plants in the US. The case is analyzed using the concepts of global sourcing and the informalization of labor as part of the globalization project.

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Activism and gastronomy in Italian Slow Food chapters; Session 72

This paper describes ethnographic research on several Italian Slow Food condotte, the local chapters whose goal is to spread the ideals of the Slow Food Movement. Centered in Bra, Italy, and led by Carlo Petrini, Slow Food is a growing, loosely structured socio-political coalition of 85,000 members across the globe who are devoted to promoting "good, clean and fair food." Condotte (also called convivia) are the grassroots expression of Slow Food's mission and are run totally by volunteers who arrange local events and participate in the national organization. During Spring semester 2009 I have been conducting ethnographic interviews and participant-observation with leaders and members of several condotte in diverse regions of Italy to explore what they do, why they do it, what they get from their work, and what have been the biggest challenges and accomplishments in their efforts to fulfill the goals of Slow Food. My paper explores participation in the condotte as an example of food activism—the process of advancing social justice through food practices. It examines the members' political awareness and goals, the significance of gustatory pleasure as a recruiting strategy, the role of class and gender in condotte leadership and participation, and the personal and social outcomes of working in the condotte.

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Producer relationships and local development in fresh fruit export: An analysis of blueberry production in Entre Ríos, Argentina; Session 27

In current local development perspectives intangible capitals, specifically tacit knowledge and networks, are considered critical assets of regional economies. This paper takes this issue as a point of departure for the analysis of blueberry production in the northeast of the state of Entre Ríos, Argentina, which from its very beginning has been fully inserted in globalized marketing channels and devoted to counter-seasonal export to developed countries, especially the United States. The analysis carried out reveals the importance of particular “soft” technologies in the development of a crop which is relatively new for the country. These technologies involve the use of planning and administration techniques inside the productive units and - in a much smaller measure – in the relationships of these units and the environment. So far, producers’ cooperative relationships that facilitate the exchange of information and the construction of mechanisms to make possible organized access to counter-seasonal niche markets have been rather weak or incipient. Their emergence has been limited because of the non-local character of production company owners, and the fact that privileged business-related knowledge is visualized as a significant asset which would possibly guarantee the continuity of current comparative advantages in the future scenario of a mature and highly competitive market. This situation, which will probably contribute to a greater concentration of production in the short run, affects small local entrepreneurs who, in order to enhance their effectiveness in the production and commercialization phases, could benefit from a more open and interactive knowledge environment.

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Reclaiming the narrative: Using story to strengthen local foods systems; Session 85

The dominant narrative in the American food system is one that is devoid of place, primarily focused on cheap and convenient food, regardless of the larger costs to the environment, communities, or health. Local/regional food groups are attempting to undermine the dominant paradigm by connecting local producers to local consumers in a way that benefits both. The barriers to this work are deeper than physical logistics related to distribution, production, and marketing. There are significant cultural and social barriers that can only be addressed by creating a new narrative that focuses on the actors, strengthening *relationships* between distributors, producers, and consumers. What elements are necessary for establishing a viable alternative to the dominant paradigm? Can communities deliberately create a new narrative that will sustain a local food system? This paper traces the efforts of regional food groups in Iowa as they attempt to establish a narrative of place, using storytelling as a means of bridging the gap between producers and consumers.

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The single market of chocolate that never was: An unsuccessful attempt at policy convergence; Session 60

Since 1973, the European Commission has attempted to harmonize chocolate standards in Europe. After several unsuccessful attempts, the European Commission and the major industrial chocolate manufacturers finally got some traction in 1995 and ultimately managed to get the original 1973 chocolate directive revised in 2000. This was one of the fiercest public debate and aggressive lobbying campaign in the history of European integration. Major chocolate manufacturers and the European Commission were pushing for further European economic integration through harmonizing national regulations in order to create a level playing field and put down protectionist barriers. On the opposite side of the issue, cocoa-producing African countries were worried that relaxing chocolate standards in the strictest European countries would decrease their export revenues. National public opinions and the media typically supported the maintenance of the specific national standard of their country. Ironically, all parties asserted that their position was the one that would maintain the quality of the product. This is because each participant had a different definition of what quality chocolate is. In the end, the revised chocolate directive was an awkward compromise which mainly satisfied the industrial chocolate manufacturers. This case is based on in-depth analysis of first-hand interviews with participants of the policy-making process as well as secondary data. It aims to show the role of national tastes and traditional recipes in shaping policy-making and resisting market harmonization.

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The Slow Food movement: As seen through local chapters in Southeastern Pennsylvania; Session 72

This project is an ethnographic study of different Slow Food Chapters in the Southeastern Pennsylvania region. Studying local Slow Food Chapters is important because these smaller organizations are the means through which Slow Food can spread its message to the masses. They want to communicate that the “food we eat should taste good; that it should be produced in a clean way that does not harm the environment, animal welfare or our health; and that food producers should receive fair compensation for their work,” (Slow Food Website: http://www.slowfood.com/about_us/eng/philosophy.lasso, accessed 13 September 2008). For this project, I researched various Chapters to determine who they are, what they do, and whether they are trying to spread the idea of the Slow Food Movement (SFM) to their local communities. If so, how are they promoting this concept; do they think that their message is important; and why? Issues that I am focusing on include discovering what the Slow Food Movement is, in the opinion of its members; what the individual Chapters are doing in conjunction with the global Slow Food Movement; and how and why are they proceeding as they do. I was also curious to find out whether any of the members were aware of opposition to the movement. I conducted my research by scheduling interviews with both leaders and members of the local Chapters and through participant observation in various Chapters’ events.

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Alternative geographies of food: Food as an integrative link in the governance triangle; Session 17

Rising food and fuel prices and the increase in urban food-related health and environmental problems are raising an urgent need to devise more effective and sustainable agri-food policies and development strategies. Many contemporary socio-economic food studies tend to view food merely as a commodity and neglect the social, cultural, economic, political and spatial dynamics and impacts of food (re)localisation, its multidimensionality (i.e., its relations with public health, education, quality of life, environmental problems, culture, et cetera) and territoriality (its impact on the regional economy and the regional specificity of food-related problems and solutions). Today, there are good reasons to think that an alternative geography of food is forcing itself onto the social and economic science agenda. This alternative geography is emerging as part of a sustainability debate in which the externalisation of environmental, social and even economic costs is no longer accepted as a food system characteristic. Concerns about food quality and safety, nutrition, food security and food miles are driving forces in this respect. Three partly interrelated and mutually reinforcing developments, which together constitute this emerging alternative food geography will be discussed in this paper. These are the emerging fields of public sector procurement, new food networks and urban food strategies. These fields are characterised by new relations between state/public sector, the market and civil society in which food is increasingly a vehicle for new ways of integration and governance.

Deslippe, Philip

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Cooking karma: The restaurants of religious cults in America; Session 2

Despite a public perception of them limited to armed compounds and sex scandals, numerous religious cults in America have an impressive record of operating restaurants. Many of the foodways that emerged in the 1960s, what Warren Belasco has named the “countercuisine,” found their roots in such restaurants and a case can be made that they colored the American public’s perception of health food as “fanatical” and “cultish.” The restaurants of religious cults function as an accessible “middle space” for cults to attract recruits and engage the general public. These restaurants provide other practical purposes for the cults: they raise revenue, feed group members that live communally or in proximity to the restaurant, and employ adherents otherwise unable to find work. When placed alongside their secular counterparts, the restaurants of religious cults are often anomalous in their business and management structures. Several restaurants were funded by large amounts of capital gifted by group members and most are staffed by devotees who do not take standard wages. For many, working in such a restaurant is more than a mere job. Under the direction of their guru or teacher, the restaurant is a ground for spiritual growth and a place to serve the public physically as well as spiritually. The restaurants of religious cults can be seen as landmen to America’s historical legacy of spiritually-minded dietary reformers, and an influential, if overlooked, fixture in its culinary landscape.

Dholakia, Kripa, Dan Moscovici

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Is agricultural rehabilitation being sown in lead contaminated soil in post-conflict areas?; Session 77

The use of warfare in chronic intrastate conflicts has environmental consequences which include the contamination of soil with warfare remnants such as lead and heavy metals. Initiation of agricultural practices after conflicts have ended is one of the areas that is addressed during post-war reconstruction. The possibility that that this could be carried out in lead contaminated soils not only has implications on crop yield and output, but also on public health. Lead poisoning is an untreatable condition with chronic health implications, especially in malnourished individuals and children, which cannot be ignored. In western countries, very strict guidelines are mandated to manage lead levels in the environment and households. This paper looks at whether or not development agencies re-introducing agriculture in post-conflicts areas test soil quality and draws on the importance of why this must be made an integral part of the process. A review of the research on agricultural rehabilitation revealed that there was no dialogue regarding the possibility of soil contamination from small arms remnants. To make a case for this, research regarding lead contamination on shooting ranges was sought out. This paper implies that development agencies involved in agricultural rehabilitation should address this potential risk, if they are not already, and take concrete actions towards addressing the possibility of soil contamination to ascertain public health, food safety and security.

Diamond, Adam and James Barham

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Assessing alternative food distribution models for improving small-scale producer direct marketing; Session 87

Given the present climate of centralization and consolidation of conventional food distribution systems in the United States, an increasing number of small-scale producers are turning to direct marketing alternatives as a means to capture a greater share of the consumer dollar. But even with some notable successes, producers are continually challenged by the lack of alternative distribution systems that can effectively link them to consumers. This paper looks at the workings of several alternative food distribution models, and assesses their effectiveness in improving the economic welfare of small-scale and limited-resource producers through more direct marketing of agricultural products. Taking a case study approach, the paper profiles nine distribution entities that represent a diverse range of producers, products, and market channels. All of these organizations are manifestations of value chains, i.e. farmers form strategic partnerships with other actors downstream in the supply chain to advance mutually compatible goals concerning economic, social, and environmental performance. The analysis looks at the institutional drivers of the process, product aggregation models, price negotiation, transportation logistics, organizational/legal structures, and the presence of other unique or replicable factors explaining success, either pertaining to internal organizational dynamics or external environmental conditions.

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Dias, Lynda and Elizabeth Schaible

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At the table: An exploration of service-learning; Session 24

Service-learning is experiential teaching and learning methodology that promotes deeper learning both in and out of the classroom. Extending service-learning beyond the classroom offers powerful opportunities for students to engage in meaningful community based-learning experiences while connecting the relevance of their coursework to complex community issues through self analysis and critical reflection. Students engaged in service-learning activities explore their ability to work in collaborative relationships and at the same time, develop professional and life skills as engaged citizens. Student clubs are vehicles for creating seamless service learning environments. Collaborating and partnering with a national not for profit children's culinary education organization in New York City provided a service-learning opportunity for New York City College of Technology Hospitality Management students to impact the way in which 4th and 5th grade public school children think about food, healthy eating, and seasonal foods through hands-on education. College students worked directly with faculty, chefs, food professionals, greenmarket farmers, as well as the children and their teachers. Our discussion will include the development of clubs and programs, the challenges and successes, and, most important, the learning outcomes.

Ducey, Sara B.

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Helping students deconstruct complex foods for diet analysis assignments; Session 33

One common assignment in college-level nutrition classes is the three- or five-day diet analysis assignment, where the student records all foods consumed for the specified number of days, enters their foods and portions into a diet analysis software package, and analyzes the reports generated.

While this is a straightforward assignment for students eating a typical American diet, featuring easily identified portions of processed and fast-foods, it is a struggle for the student who eats 'foods from scratch' or ethnic specialties. At my college, we have students with food cultures from over 160 different nations. For those taking the introduction to nutrition course, this assignment is difficult to envision and highly vulnerable to errors. This semester I am working with students from a variety of food cultures to create a PowerPoint slide set that outlines the process of 'deconstructing' these home cooked dishes. Armed with digital cameras, they are working to document ingredients and portions of traditional dishes created in their own homes. The goal of this project includes: to improve the validity of their diet analysis assignment; to teach all students about portion sizes; and to share the richness of these ethnic cuisines.

Durmelat, Sylvie

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Couscous as recipe for integration? When the ship comes in in The Secret of the Grain by Abdellatif Kechiche; Session 61

This paper focuses on the metaphor of the boat turned restaurant, and the depiction and uses of food preparation and consumption, on and off screen, to examine *La Graine et le mulet's* strong message about immigration and integration in France. Questions such as whether Kechiche resorts to exoticism to make his message more palatable to a mainstream audience will be considered. A detailed analysis of the film will be accompanied by a general overview of food in Maghrebi-French filmmaking and cultural productions. I will argue that thinking about immigration through food allows us to switch our focus from identity politics, gender, generational and urban limits, to appreciate continuities and commonalities, as well as changing economic concerns in the French context.

Eshleman, John

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Identifying the policy in food policy councils: Access and institutions; Session 79

Food policy councils have been lauded for their potential to positively influence food systems and promote sustainability. Operating at both the local and state level, food policy councils (FPCs) are typically government-sanctioned and comprised of representatives from agrifood-related organizations, with the goal of improving the local and state food system through public policy change. Several studies of FPCs have suggested that in addition to addressing policy objectives, they serve valued functions such as bringing diverse stakeholders together and launching food system-oriented projects. This research has also highlighted the organizational and structural formation and dynamics of FPCs. However, little attention has been given to what specific policies FPCs have influenced. Drawing from a content analysis of the websites and/or annual reports of 11 North American FPCs, I suggest that FPCs operate with a broad range of policy goals, but their policy influence has most commonly centered specifically on food access and institutional purchasing issues, rather than on issue areas related to nutrition, local food, and sustainable agriculture. This preliminary investigation will be used to set the stage for a larger research project examining the factors that influence food policy council outcomes.

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Reframing the U.S. biofuels debate in terms of risk-opportunity for food, agriculture, and the environment; Session 68

Renewable Fuel Standards (RFS) contained in the Energy Independence and Security Act of 2007 mandate 136 billion liters of biofuel production in the U.S. by 2022 – or well over five times the U.S. biofuels output reported in 2007. This mandate has produced a noticeable rift in the U.S. environmental community, with proponents typically arguing that biofuels have important benefits such as increasing the supply of domestic energy and reducing greenhouse gas emissions, and critics typically arguing that the land footprint implied by large-scale biofuel production will bring unacceptably high social and environmental costs. As scientific information that supports both sides continues to accumulate, such well-meaning arguments for and against biofuels are bound to continue. However, my contention is that it is past time

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for environmentalists to move beyond these easy poles of biofuel boosterism and skepticism, and instead think much more deeply in terms of the “risk-opportunity continuum” posed by a biofuel economy. Extrapolating from land use change models developed using a number of different constraint scenarios, I will further argue that environmental risks are greatest, and perhaps unacceptable, if it is assumed that biofuel production will be “stacked” onto the status quo of current U.S. diet and accompanying patterns of corn-based industrial agriculture. Conversely, a wide suite of environmental benefits (e.g., improved water conservation, higher water quality, and increased wildlife habitat), not to mention the possible improvements in human health and well-being, may be achieved if biofuel production is coupled with a radical rethinking of our current dietary and agricultural paradigms.

Feagan, Robert

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Towards a Brant regional food system; Session 5

This paper explores the context for, and the initial efforts at, developing a ‘regional food system’ for the region of Brant in southern Ontario: a Brant Regional Food System – BRFS. I look at the potential for development of a set of processes to connect, coordinate and integrate the range of local food system initiatives and operations that already exist in this region, and to motivate, assist with and integrate further RFS elements: increased organic agricultural production; further CSA-creation; local food-box schemes; local organic niche development; accumulating a relevant knowledge base and means to disseminate information regarding the sustainability potential of a BRFS; a more comprehensive and integrated network of RFS proponents and facilitators; and communication measures which help to integrate the system. The hope is to organize the BRFS around a base mission statement focused on notions of consumer and producer connection, trust, education, local sustainability, access and food equity/security, farmland protection, farming viability and sufficiency. After exploring the ongoing experience of RFS elsewhere, the paper focuses on the work of establishing the mission of the BRFS and gathering key stakeholders to help with its coordination and operation. It also explores means to develop pathways for future membership and participation. The basic argument is that movement towards local sustainable food systems requires some level of focused institutional presence to help in the creation of both the elements of the RFS, the rationale for such a process, and in association, the processes for developing stronger links among those elements.

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NO PEANUTS ALLOWED: The social construction of risk in anaphylaxis; Session 47

We describe a grounded theory study of anaphylactic children and adolescents in Ontario, Canada. Participants were asked to draw a picture of ‘what it is like to live with a food allergy’ and, along with their parents, they participated in an in-depth interview that explored their perceptions and experiences of ‘school’ as a safe place for anaphylaxis allergies. A dominant theme that emerged from the analysis was risk, which was further analysed using the theoretical framework of social constructionism as a means to examine children’s perceptions of risks in schools. The analysis identified six dimensions of risk: food, symbols, spaces, rituals, rules and school community members. These results are discussed in depth, and suggest a fundamental rethinking of the notion of risk. An objective view of risk fails to capture the relational context in which anaphylactic children negotiate perceived risk; objective risk only partially explains children’s experiences within systems of beliefs, practices and social structures in which they operate. We anticipate this work will inform policy by extending the understanding about what risk means to children and by advancing understanding of the societal impacts of schools on anaphylaxis. This study underscores the importance of working actively with policy makers to enhance risk management strategies that provide effective safeguards with limited resources.

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Dear eater-in-chief: Petitions to Obama and the class politics of food reform; Session 9

In a December 2008 *New York Times* article about the policy changes that “foodies” want from the Obama administration, Eddie Gehman Kohan, author of a blog called *Obama Foodorama*, explained why Obama has given hope to people who are concerned about food: “He is the first president who might actually have eaten organic food, or at least he eats at great restaurants.” Kohan’s conflation of organic food, eating at “great restaurants,” and the hope of policy change is emblematic of contemporary agitation for food reform. As food activists have projected their hopes onto Obama, they have often assumed or invoked a food consciousness gestalt in which valuing sophistication, ethics, adventurousness, and health translates into a coherent political agenda. Mixed reactions to the nomination of former Iowa governor Tom Vilsack as Secretary of Agriculture, the decision to retain Chris Comerford as White House executive chef, and even Obama’s visit to Ben’s Chili Bowl, a diner regarded as a Washington, D.C. institution, reveal some of the conflicts between food reformers. I explore the fault lines in food activism revealed by several appeals to President Obama, including the grassroots campaign to turn the White House lawn into an organic garden, open letters by food writers and activists like Michael Pollan and Alice Waters, and petitions for “sustainable candidates” to head the USDA. I argue that if there is a “gestalt” in food consciousness, it derives from consumption ethics and habits that reflect and reproduce class privilege rather than a coherent political agenda.

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Goodwill at Homefield’s Farm: A breath of fresh air; Session 86

This paper describes my fieldwork-based research project on a local CSA, Goodwill at Homefield’s Farm. I address the question “Why are CSAs becoming so popular?” I find in my research that there are five main reasons people are attracted to and join CSAs, which I then

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confirmed with the results of my surveys and interviews at the Farm. These reasons can be simplified to five words: Support, Food, Education, Social, and Savings. I look at these five reasons and their role at Goodwill at Homefield's Farm, and at other CSAs across the country. Shareholders enjoy supporting a local cause, the Goodwill Vocational Program at the CSA and local organic farmers. The quality of the produce harvested from the farm itself is worthy of praise; from the variety of produce to the richness of taste due to hearty soil, the food is a main reason for CSA popularity. CSAs, whether they consciously include educational aspects to their farm or not, are a great center for learning. From age one to adults, the farm experience is one in which basic life skills are put to practice and environmental awareness is key. The social aspect of the CSA is a defining reason for many members, especially parents, who like to meet with other families on the farm, have berry picking parties, and watch their children play. Lastly, when compared with organic and chain grocery store prices, the cost of a share is much more cost-effective than buying produce from stores.

Fitzpatrick, Margaret H.

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Food democracy and deliberative animal ethics: a pragmatic approach with urban chickens; Session 58

The humane treatment of farm animals is a persistent concern for scholars and advocates of the alternative agro-food movement. However, scholars of animal—human relations critique this concern as an inadequate exploration of our moral obligations to animals. The incorporation of food animals, especially chickens, in urban community food programs and backyards is evident in recent media coverage of citizens overturning ordinances that prohibit chickens in cities. Food democracy and civic engagement frameworks are an excellent space to discuss the creation of a community-informed ethic of care and responsibility for food animals. The most widely read animal-human relations scholars inform activism with an *a priori* prescription to the ethical dilemma, ethical vegetarianism. While it is a commendable course of action, it is certainly not readily accessible to diverse communities and runs counter to the strategies of interacting with communities as a critically reflective practitioner. The pragmatic approach involves “seeing what the problem is” and responding with the philosophical tools that are appropriate to that particular problem. Animal and alternative agro-food scholars have agreed that “distancing,” physical and psychological, is a great problem within our food system(s) that goes hand and hand with the development of our increasingly intensified, consolidated, concentrated agricultural production. While heeding the lessons of shallow and defensive localism, the concept of food democracy links philosophical pragmatism with political pragmatism and allows a community-informed animal ethic to transform into community action on animals' behalf. Through a content analysis of the news articles covering the nation-wide phenomenon of urban animal agriculture, I investigate the emergent threads of community engagement in animal ethics through this proximate practice.

Flora, Jan L., Claudia Prado-Meza and Diego Thompson

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Growing our own farmers: Expanding the supply of local food; Session 15

This paper discusses a multi-institutional, interethnic (Latino and Sudanese immigrants, and Anglo and Mesquaki long-term residents) effort in Marshalltown, Iowa to do participatory farmer training. This effort includes training with existing sustainable farmers as co-trainers with community college and university personnel; developing a farmer incubator on 140 acres of land owned by the Iowa Valley Community College; and incorporating local restaurants, grocery stores, and institutional food buyers into an emerging local food system. The entire effort will be examined within a framework that assesses economic and social entrepreneurship's contributions to strengthening community capitals.

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Drunk on desire: Reform movements in Spain, 1750 - 1850; Session 81

The period between 1750 and 1850 were pivotal in Spain. The country was on the cusp of Enlightenment reform, which might have filled the *panza* and revitalized the *patria*. But from century-old customs and attitudes, the majority of the population was unable to embrace the possibility of change; Spain's economy remained stagnant, agriculture did not produce bounty and cooks “had to make something out of nothing.” This occurred at a time when national identities equated propaganda and pride. The sentiment of the duality of Spain can be summed up by Mariano José de Larra, in his early nineteenth century essay, *Articulos de costumbres*. In it, the author purposely gets his servant drunk so he may speak freely: “You read day and night seeking the truth in books page after page, and you suffer when you cannot find it. You invent words and make of them feelings, sciences, arts, objects of existence. Politics, glory, knowledge, power, wealth, friendship, love! And when you discover that they are but words, you begin to blaspheme and to curse. Meanwhile, I eat, drink and sleep, and nobody deceives me, and if I am not happy, neither am I in despair. You command me, but you cannot command yourself. Have pity on me, writer. I am drunk on wine, it is true; but you are drunk on desires and impotence...” This paper will look at the goals and reforms of the Amigos del Pais and the Juntas de Damas and discuss why the limits of possibilities were constrained by the cultural past.

Gallegos, Danielle, Kelly Stewart and Barbara Radcliffe

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Defining local food: An Australian context; Session 85

For the excessive consumers of the developed world, the call to eat locally is gathering pace as an effective individual strategy to minimise the impact of food production and consumption on the environment. Popular books, websites, local and global social action groups, farmers, nutritionists and environmentalists all argue that eating within a certain radius of where you live is good for health and good for the environment. Queensland is located in the north-eastern quadrant of Australia, it is twice the size of Texas in area and has a population of 3.5 million, of which half live in the state's capital, Brisbane. The South-East Queensland Eco Food Challenge was developed by a group of

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nutritionists as a way of incorporating environmental concerns into tenets for healthy eating. It became obvious that using the popularly accepted 100 miles (160 kilometres), as the radius to define “local”, was going to severely restrict access to a range of food groups including but not limited to grains and cereal products, some vegetables, and spices. In Australia, the lack of land suitable for agriculture, the “food miles” travelled by items, as well as our commitment to support the economic development of neighbours in the Asia-Pacific region, raise questions regarding the definition of “local” and its connection with “ethical” and “variety”. This paper maps the rationale used in changing the radius of local depending on location and in developing a choice hierarchy that takes into consideration variety and ethics in order to alleviate, rather than contribute to, anxiety for consumers.

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Mod Oz cuisine: Swallowing the indigenous; Session 52

The development of what has been described as a unique Australian cuisine is more complex than a mere exercise in marketing. It involves the marrying of Angloceltic, “ethnic” and Indigenous concepts, while incorporating elements of nostalgia and the rural landscape as pastoral myth. Australian food has become iconic throughout the world for its ability to meld the flavours of Europe and Asia. Part of that ability is predicated on Australia providing a “culinary clean slate” or “australia cullinae nullius”; that is, there were no embedded food traditions or practices that could interfere with the evolution of “Australian” food. The inclusion of native foods into an idea of a national cuisine has been a relatively recent evolution. Even more recently the commercial development of an Indigenous food industry has been described as an attempt at “edible reconciliation”. This paper describes the trajectory of the inclusion of the Indigenous into the idea of an Australian cuisine drawing on textual analyses of artefacts embedded in everyday life, including cookbooks, restaurants and supermarkets. What follows is a discussion of Mod Oz as a genuine or rhetorical attempt at inclusivity.

Gillespie, Gil and Duncan Hilchey

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What do people involved with local agriculture want?; Session 5

As part of a Kellogg-funded project on developing indicators of local agricultural viability, we and Cornell Cooperative Extension Staff in three New York counties engaged people representing local farms, farm-related businesses, agencies, and civic groups in a process for eliciting their values and goals for a viable local agriculture. The first step of the process, Yellow Woods Associates’ proprietary “You Get What You Measure,” was eliciting from the participants their own statements representing what they valued about local agriculture and its future. After these statements were presented to the respective assemblages in each of the counties, the participants organized their statements into value themes, i.e., lists of related statements with labels. These value themes reflected the outcomes of thoughtful and insight-generating processes but were unique to each county. We observed that very similar value statements were categorized in different ways by county, motivating us to attempt to take another approach to analyzing the values expressed. Therefore, we performed a qualitative content analysis of all the value statements generated from the three counties, yielding fifteen clusters. The labels for the clusters with the most value statements were: strong agricultural input and production infrastructure; strong and stable marketing infrastructure; effective public relations and outreach; and favorable governance context for agriculture. Others related to agricultural profitability, maintaining a resource base for agriculture, and community support. We interpret these as indicating what people value and want for their local agricultures and can serve as one basis for measures of viability.

Giorda, Erica

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Planning for food policies in Detroit; Session 79

This paper describes some of the problems that the Detroit metropolitan area faces in relation to food, such as the disconnection with the countryside, the lack of a reliable network of grocery stores and the dangerous growth of the so-called “food deserts” in the inner city area (as well as in the suburbs). I’ll first examine urban food systems and their problems in a global perspective, then I will describe how they manifest themselves at the local level, drawing comparisons with other regions in the US affected by similar problems. I’ll finally focus on the solutions that have been implemented in other big metropolitan areas. This paper is based on the assumption that food related problems in urban areas ought to be approached in a comprehensive fashion, and food systems ought to be considered a planning related issue. I’ll describe some systemic food problems that characterize the metropolitan Detroit environment, the solutions that have been proposed and implemented, the relevant growth of the Detroit urban agriculture movement and the various aspects of the local food system that the newly constituted Detroit Food Policies Council should consider for coping with them.

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Do potato chips grow in bags?; Session 37

I do actually think potato chips grow in bags. There is strong evidence to support this assertion, mainly because of the factual separateness between potato as vegetables and potato as chips.

This paper focuses on the social history of potatoes, from their ancient pre-Inca heritage, to their introduction in Europe and their triumphant return to the Americas, to the modern days. At a certain point in this history, when the so-called Saratoga chips were “invented” in mid 19th century, the crispy slices of fried potatoes became a different kind of food: with the complicity of cheap oil, they changed from staple

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food to street food, from dull to fancy, and eventually from healthy to dangerous. I'll describe potato chips as an effect of social and industrial development, compare them with other crispy food from around the world, and discuss their placement in the pantheon of the favorite American food.

Finally I'll try to clarify how it happened that they started to grow in bags.

Girard, Diana Ducey

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Against the grain: Characterizing the online gluten-free community; Session 82

The incidence of gluten intolerance is increasing. Whereas a generation ago the incidence was thought to be extremely rare, we now have 1 in 150 or as many as 1 in 100, and those with first-degree relatives have an incidence of 1 in 22 being affected. The increases are probably a combination of increased diagnoses and changes in our food supply. More people rely on processed foods that contain wheat and/or gluten-containing grains as an ingredient. Another provocative thought is that genetic changes in the food supply, whether through traditional plant selection and breeding or genetic modification have altered the protein composition of our grains. Regardless, there is a burgeoning population of those who self-identify as wheat-free or gluten-free. This presentation will characterize the scope and development of the online gluten-free community: the self-help groups, the blogs, online shopping resources sites and restaurants advertising gluten-free selections. I will define wheat intolerance, gluten intolerance and briefly explain the biological mechanism of harm/injury upon exposure to grain proteins. Lastly, I will provide some recipes for gluten-free fare.

Glenna, Leland and David Ader

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The efficacy of a program promoting rice self-sufficiency in Ghana; Session 84

The goal of our project was to evaluate the impacts of a program developed by the Africa Rice Center (WARDA) to promote a new rice variety (NERICA) amongst smallholder farmers in West Africa. WARDA's rationale for promoting NERICA is to address the rice consumption-production gap in West Africa. There are estimates that 6 million tons of rice are imported to West African nations each year at a cost of \$1 billion in foreign exchange. Therefore, at least in theory, if West African farmers begin growing more rice, the consumption-production gap would be reduced and West African nations would keep a larger portion of the \$1 billion for domestic expenditures. The research described in this paper set out to evaluate programs designed to distribute NERICA and to promote new farming techniques in Ghana. To evaluate the program, we interviewed male and female farmers and their spouses to determine how the program to promote the adoption of NERICA affected household farming practices. Based on our interviews with farmers and our evaluation of available productive land, we speculate on the efficacy of efforts to promote rice self-sufficiency in Ghana.

Gothie, Sarah Conrad

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What's the use of brunch?: Interrogating the U.S. meal paradigm's most illustrious interloper; Session 32

Brunch is a culinary entity set apart from the everyday meal paradigm into which it is occasionally slotted. Etymologically, the portmanteau 'brunch' represents the blending of two meals in respect to composition, time of day, and nutrition. But brunch is not simply a large, late breakfast or a combination of breakfast and lunch, as most dictionaries define it. This paper interrogates the 'uses' of brunch supplementary to the value offered by everyday meals, arguing that brunch provides not just food, but affective rewards generated through its association with discourses and practices of an upper-class lifestyle and holiday meal elements and aesthetics. These ideological and psychological additions allow brunch to transcend the everydayness of the meal paradigm and function as a 'do-it-yourself' mini-holiday event. The positive mood associated with feelings of class mobility, luxury, and leisure and the 'special' and liminal feelings produced at holidays are extant within the practice of brunch, contributing significantly to its popularity as a weekend 'reward' or indulgence.

Groenfeldt, David

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"Deep" multifunctionality as a radical paradigm for agriculture; Session 17

A "deep" form of multifunctional agriculture goes beyond an accounting of benefits and services to focusing on the cultural, social, and spiritual values embedded in agricultural production and food consumption. This paper examines the value orientations of multifunctional agriculture to identify "deep" values held by farmers and/or consumers, and which seem to challenge the fundamental cultural assumptions of dominant (neo-liberal) society. My analysis is based on two sets of literature describing very different geographical and cultural contexts: (1) Monsoon Asia (based on data from the International Network on Water and Environment for Paddy Fields), and (2) Traditional acequia agriculture in New Mexico (based on published literature and personal interviews). I suggest that a "light" accounting of multiple services provided by agriculture fits easily into the neo-liberal economic model, using the well accepted notion of "externalities." However, a "deep" exploration of the values embedded in agriculture, and particularly in more traditional and indigenous modes of farming, exposes value orientations which are deeply at odds with the industrial forms of agriculture which the neo-liberal model generally promotes. My conclusions point to the importance of seriously investigating the deep values embedded in food production and consumption to better understand the range of benefits we can reap from the agricultural sector.

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Aggregate impacts and participatory consumption: Making sense of consumer behavior in the organics industry; Session 35

This paper investigates different understandings of the connection between consumption and social and environmental benefits within the organic foods industry. The purchase and use of organic foods is perhaps the most familiar example of a phenomenon known as ethical consumption or consumer citizenship, which has attracted the attention of scholars in recent years. Many of these scholars have debated whether ethical consumption represents a populist response to neoliberal capitalism or, alternatively, a commodification of altruism and public-spiritedness. In this paper I review these arguments and suggest that a more nuanced approach would attempt to grasp how consumers and industry members configure the concept of ethical consumption differently in different social contexts. I illustrate my claim with data drawn from interviews with respondents positioned throughout the organic foods industry. The interviews reveal that some industry members emphasize the aggregate impact of individual purchases on environmental problems, while others seek to create a dialogue with consumers and encourage consumers to participate in controversial issues within the organic industry. Understanding these differences will help us interpret the nature of conflicts that arise within many ethical industries as they grow and achieve market success.

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"Eating" hip hop; Session 71

As a significant social-political force, hip hop functions to make visible urban African-American experiences. This visibility legitimizes these experiences by placing them alongside dominant, white cultural practices both in the popular media and public consciousness. These public performances by early hip hop performers functioned to construct a map of the preferred means of social performance of the hip hop lifestyle. Thus, over time, a music, dress, and aesthetic coalesced into a recognizable hip hop culture. While several elements of this culture have served as content for much academic investigation, what has received little attention is the cultural importance of food within hip hop. Where early hip hop artists looked to their local communities and personal experiences for lyrical inspiration, the dietary practices of low income, urban populations inevitably found their way into the music. Originally, an attempt to legitimize and invest social practices with a sense of pride, these ubiquitous references to diet lionized particular eating practices. A way of "eating" hip hop was established. While this creation and popularization of a food culture through musical and literary reference is not unique, it is problematic in that the diets referenced in hip hop reflect the limited and nutritionally suspect foodways existing in poor, urban America. This paper will examine specifically early 1980's New York City hip hop origins and the references to food found in the music of this era.

Harmon, Alison, William Dyer, Bruce Maxwell, Kate Malone and Mary Stein

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Sustainable food and bioenergy systems: Interdisciplinary education at Montana State University; Session 43

Addressing current food and energy issues and affecting positive change in Montana's food system will require creative, competent professionals who understand the interrelatedness of food production, processing, distribution, and consumption, as well as the link between agriculture, nutrition, and health. Sustainable Food and Bioenergy Systems (SFBS) is a new interdisciplinary degree program at Montana State University designed to attract students to the study of food and bioenergy production, agroecology, food systems and health, food security, and food enterprise. Development of the program represents a collaborative effort between the College of Agriculture and the College of Education, Health & Human Development and incorporated input from food system stakeholders. Students can choose from three academic options: Sustainable Food Systems, Agroecology, or Sustainable Crop Production. All SFBS students take an interdisciplinary introductory seminar and capstone course. Coursework, which includes two summer internships, is highly integrated and provides hands-on experiences. Sophomore level internships are available on campus at the Towne's Harvest Garden, providing students experience with organic market gardening, community supported agriculture, community food security, and food marketing. Junior level internships are available around the state with a variety of food enterprises including farms and ranches, food cooperatives, food processors, and distributors. SFBS graduates will possess skills that match the needs of existing and entrepreneurial job opportunities in agribusiness, public health and community food security, and will emerge as potential leaders for food and bioenergy industries in Montana and beyond. Evaluation of the interdisciplinary and experiential aspects of the program is planned.

Harper, Douglas

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Structure and improvisation in the Italian meal; Session 32

This paper reports on a study of the food and meal habits and definitions of twenty-five families in Bologna, Italy. We ask how Italians assemble the foods to create and organize meals. Italians believe they know what foods combine properly, what order that food should be eaten, and how the body properly digests food throughout the daily cycle. These internalized assumptions create a strong structure for integrating food into family life, and we study both the forms of this structure and the typical ways Italians improvise variations on these structural themes. We suggest that these structures reflect long held beliefs of balance and equilibrium first defined as the basis of health by the second century philosopher Claudius Galen, and subsequently developed as the particularly Italian approach to food intake. In addition, we note how the structure of the meal facilitates a gendered division of food labor, creates a pacing for the meal that is consistent with cultural definitions of family eating, and allows Italians to define "dangerous" foods such as sugar and alcohol in such a way as to integrate them safely into the typical meal.

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One foot in Utopia: Clagett farm and hybrid possibilities for reimagining food distribution; Session 65

While the American public has become more aware of the industrialized nature of food production, the centralized distribution systems that likewise shape the American diet, landscape, and economy also deserve attention. Local farmers' markets, CSAs, and buying clubs, however invaluable, appear unlikely to replace supermarkets anytime soon. One approach is envision creative ways to bridge the gap between mainstream distribution systems and more purist, utopian alternatives: that is, to champion unlikely bed partners, and think in terms of both/and rather than either/or. This paper analyzes a small but instructive example of innovative distribution: the program From the Ground Up (FGU), a collaboration of two nonprofits, the Capital Area Food Bank and the Chesapeake Bay Foundation, the owner of Clagett Farm in Upper Marlboro, Maryland. As well as selling shares through a CSA, the program provides sustainably-raised vegetables to under-served families through CAFB, which partners with local supermarkets. Clagett Farm also offers the opportunity to exchange labor for food and serves as a teaching farm. It thus serves multiple populations, in ways that acknowledge these populations' different eating habits and points of access to the food chain, as well as their disparities in income. I want to propose not that FGU be infinitely replicated (although wouldn't that be nice?), but that it offers a useful model of strategic hybridity. Not only does it link the social justice and environmental concerns of the two nonprofits; it partially works through rather than outside of existing means of distribution. It's also constructive to acknowledge the program's limitations, and the material and conceptual impediments to such partnerships. To compare FGU's methods of food distribution with those of the USDA, for example, is to experience serious mental whiplash: they don't even mean the same thing by the word "food." In order to work with existing structures, but toward a different future, we need to find the possibilities inherent in such cognitive dissonance.

Hassanein, Neva

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Farmland and the future of local food systems: A view from Western Montana; Session 18

A movement to build a vibrant local and regional food system has gained momentum in Western Montana. While a number of pieces of the localization puzzle have begun to fall into place, the challenges have become clearer too. Perhaps the biggest hurdle of all is to effectively address the loss of farmland and the productive capacity of area agriculture as a result of development pressure. Accordingly, one of the priorities of a multi-stakeholder food policy council – the Community Food and Agriculture Coalition (CFAC) of Missoula County – has been to advocate for farmland protection because it is essential to localization and community food security. This paper describes several of the innovative strategies that CFAC has pursued as part of the group's efforts to put farmland protection on the agenda of local government officials and land use planners. These include such activities as regular comment on subdivision proposals with respect to their potential impact to agriculture; development of policy proposals for mitigating losses; and establishing a land link program. The successes and challenges the group faces are analyzed. By exploring how these issues play out in a particular place, this paper seeks to contribute to recent scholarship about the intersection of land use planning and local food systems.

Heldke, Lisa

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Down-home global cooking: Why cosmopolitanism versus localism is a false dichotomy, and how our food can show us the way to a third option; Session 22

For eaters who wish to make sound ethical, social and political decisions through their food choices, the contemporary food scene can provoke one giant stomach ache. Organic? Sustainably grown? Authentic? Local? Fair trade? The choices, as they come down to us, all seem to demand our exclusive allegiance to one principle or another. Debates about "food miles" versus "fair miles" are just one example of this either/or thinking: do we focus on reducing our carbon footprint, or on promoting human rights worldwide? We can't do both—or so the rhetoric says. I suggest that there's a reason our rhetoric so often promotes either/or thinking; it's because that rhetoric grows out of perennial philosophical dichotomies—one in particular. As it is conceived by partisans on both sides, the dichotomy between localism and cosmopolitanism divides advocates of the view that virtuous communities are provinces with deep roots and long tenure, from advocates of the view that communities thrive only to the degree that they acknowledge and embrace the entire world, and develop ways of living that are generalizable, if not universalizable. I believe the dichotomy is unfounded, and our food presents one of the clearest illustrations of the fallaciousness of the dichotomy. This talk explores the ways our agricultural-cultural food choices always already both root us to particular places and connect us with peoples and cultures across the globe. To the degree that we can learn from our food, we can, I argue, create a third option that burrows underneath problematic assumptions shared by cosmopolitanism and localism.

Hergesheimer, Chris

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Weaving chains of grain: Exploring the stories, links and boundaries of small scale grain initiatives in Southwestern British Columbia; Session 87

Historical evidence of grain production in Southwestern British Columbia and the factors that contributed to its decline have posed some interesting questions about the future potential of grain agriculture in the region. These questions, combined with the knowledge of alternative food system models that challenge conventional production/consumption relationships, have led numerous small producers and processors to reintroduce cereal crops to the region in an attempt to meet the rising demand for more 'local' grain products. Producers, processors and consumers in the Southwest are joining together into newly emerging 'grain chains' in order to assist the development and maintenance of these initiatives. Based on the number of the links involved, the distance between different localized nodes as well as how

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the process is communicated at the point of sale, this paper contends that certain grain chains contribute different levels of social value to the chain process and the end products. In addition to mapping the extent of these grain networks and exploring the motivations given by actors at localized nodes, this multi-sited ethnography investigates the extent to which the newly forming and reciprocal links between growers, millers and bakers are strengthening the long-term viability of this experimental and/or small-scale production and processing trend.

Hinrichs, Clare

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Lost from view or opportunities anew? Women in U.S. "21st century systems agriculture"; Session 67

The popular press has begun to trumpet recent increases in the role and significance of women farmers in the U.S. Yet how do women figure within public research and policy statements about sustainable and systems models of agriculture? This presentation reflects on the visibility and invisibility of women as farming actors within two important studies conducted by the U.S. National Academies of Sciences—the fabled 1989 report on *Alternative Agriculture* by the Board on Agriculture, and a follow-up report now in process on *21st Century Systems Agriculture* by the present Board on Agriculture and Natural Resources. Insights about the place of women in the present study and their role in sustainable farming systems are informed by my experience as the social sciences field consultant for the nine farm case studies which constitute important qualitative empirical data that will inform the report now in process. I suggest that systems ontologies and epistemologies serve to include at the same time that they ironically submerge women as actors and agents in farming systems. Drawing on details from the nine case studies of “model” sustainable farms around the U.S., I reflect on the possibility that a deep commitment to agrobiodiversity and also to enterprise diversification on these farms helps to create new, interesting, and viable spaces where women farm partners and wives proceed to develop varied and revivifying forms of autonomy and creativity.

Hoffman, Lynn

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Communitarian and technological contingencies of the craft-beer movement as exemplified in the brewing practices and social ecology of brewpubs; Session 88

A tiny segment of the hospitality industry is both a leader in and an exemplar of the dual tropisms that characterize this decade: high tech and high touch. Brewpubs are not formally determined as either technologically sophisticated or deeply involved in their communities. Brewing itself can be carried out on the simplest, most pre-industrial level and pubs of any kind can forge a number of different identities with respect to their communities. So the question begs to be asked, If brewpubs don't have to be both highly technical and deeply communitarian, why are these institutions so often both? This presentation will maintain that there are cultural dispositions inherent in the relationship of brewing to community life in the Western world that foresee these relationships, and ecological considerations in Modern American life that make them inevitable. A brief tasting of craft and industrial beer will follow.

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Keeping the wineglass full: Sustainable viticulture and its role in sustaining agricultural livelihoods in Lodi, California; Session 70

What do Lodi, California sustainable winegrape growers seek to sustain? Naturally, they want to sustain the things they value most. Brenden is an earnest young winegrower. When I ask him what he envisions for his land, his answer is simple. “I want to see vineyards on my land, and I want to see my kids on my land.” Brenden’s farming heritage, his land, and his future generations are his legacy. Like the five generations of Lodi farmers which preceded him, his legacy is what he seeks to sustain. Sustainable agriculture is a plastic concept defined and applied in varying ways. While most can agree on the fundamental tenets of sustainable agriculture, the way sustainable agriculture manifests itself is grounded in the people and place where it is practiced. Based on a series of interviews with sustainable winegrowers from Lodi, California, this case study articulates their place-based definition of sustainable viticulture; the social, cultural, and economic factors that informed their definition; and the role sustainable viticulture has played as an effort to remake and sustain their agricultural livelihoods. The town of Lodi is of particular interest for such a study as it is an exceptionally innovative and proactive community of winegrowers. Among other seminal efforts, Lodi growers have established the state’s first sustainable viticulture workbook and the first sustainable viticulture certification program. These findings are interpreted using the community capitals framework and offer generalizable insight into questions regarding the adoption of sustainable agriculture, sustainable viticulture, and sustaining agricultural livelihoods.

Howard, Philip H. and Daniel Herriges

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Visualizing consolidation in the seed industry; Session 37

Before the 1970s, most seed companies were small and independent. The industry has undergone dramatic structural changes since, and is now dominated by multinational chemical and pharmaceutical companies in key commodities. These multinationals include Monsanto, DuPont, Syngenta, Bayer and Dow, and some of these firms have recently moved to consolidate the fruit and vegetable seed sectors as well. Since seeds are the foundation of much of the food we eat, these trends have important implications for consumers and producers. Awareness of consolidation in the seed industry, and its potential impacts, is not widespread, however. This paper seeks to increase public understanding of the extent of recent mergers, acquisitions, joint ventures and strategic alliances in the seed industry through data visualization techniques. Cluster diagrams are used to document the current industry structure, and an animation is used to demonstrate the changes that have occurred over time. Strategies for sharing this information with specific audiences, including policy-makers, will also be discussed.

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Local development pressure and land-use decisions: Farmland change within diversified agricultural networks; Session 18

High land prices and development, a shift away from a dairy-based commodity system, and the explosion of the local food movement have contributed to the diversification of products and land use in Vermont. Many farmers have found economically viable niches in areas such as community supported agriculture, direct sales, organic and value-added products, and specialty foods. Representing the majority of farms in the state, these smaller, diversified enterprises are often located near population centers and are not the owners' sole source of income. This presents an interesting set of challenges and opportunities. Being located close to more densely populated areas facilitates direct marketing and increases producer-consumer interaction. Also, the combination of diversified products and off-farm income can allow for more flexibility and a quicker response to market changes. The flip side of this proximity to population centers is increased development pressure and the possibility of conflicts between farmers and other businesses or residents. This study examined the relationship between development pressure and farmers' plans to buy or sell land. A farm-level survey of four targeted agricultural groups, combined with farmer interviews, produced new information about how farmland is being used and gave insight into farmers' perceptions of development pressure as well as their perceptions of local government boards' level of support for agriculture. The study also identified areas facing farmland change and made policy recommendations for local and regional planners and outreach recommendations for communities seeking to support and enhance their agricultural economies.

Inwood, Shoshanah and Jeff Sharp

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Entrepreneurial marketing adaptations and farm persistence at the rural urban interface; Session 18

Local food system activists and farmland preservationists have increasingly promoted entrepreneurial agriculture with an emphasis on direct marketing and value adding as a strategy for preserving agriculture at the rural-urban interface (RUI). As farming is as much a lifestyle as it is an occupation the decision to adopt entrepreneurial farming and marketing strategies can in part be motivated by the desire to achieve intergenerational succession goals. While scholars acknowledge internal household dynamics can significantly influence farm persistence and adaptation strategies, few studies have sought to empirically document the role of succession, lifecycle, and household goals and values on farm structure at the RUI. An analysis of quantitative and qualitative data from nine case study counties across the United States is used to examine how family farms demonstrate the complex interplay between internal household dynamics, farm structure and land use policy that influences the persistence of farms on the RUI landscape. Although three quarters of the qualitative sample were engaged in entrepreneurial marketing systems, the motivations catalyzing these adaptations were highly varied, complex, and contributed to a heterogeneous mix of farm businesses structures that lends itself to the resilience and persistence of agriculture at the RUI.

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Kosher corn: Passover classifications and New World foods; Session 12

Corn, as *Zea mays* is known in the United States, is categorized as *kitniyot* by Ashkenazi Jews and, therefore, is not kosher for Passover. This designation is curious, as *Zea mays* originated in the New World and was unknown to Jews until well after the Torah and Talmud had been composed. The observance of *kitniyot* avoidance is believed to have originated with the medieval sages, who, in the twelfth and thirteenth centuries, would not have known of *Zea mays*'s existence. According to tradition, new types of *kitniyot* cannot be recognized or adopted. *Zea mays*, however, was interpreted based on the application of ambiguous language that implied *kitniyot* status. Historic and linguistic analysis demonstrates that *Zea mays* could enjoy the same Passover status as other New World domesticates, such as quinoa and potatoes.

Johnston, Josée and Michelle Szabo

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Reflexivity and the Whole Foods market consumer: The lived experience of shopping for change (and pleasure); Session 51

There has been widespread academic and popular debate about the transformative potential of consumption choices, particularly food shopping. This paper addresses these debates by focusing on the concept of the "reflexive" consumer. The argument draws from in-depth interviews with twenty consumers at Whole Foods Market – a shopping venue with the stated goal of making consumers 'feel good about where [they] shop'. We use consumer understandings of ethical consumption to explore the nature, range, and lived experience of reflexivity, with the goal of shedding light on the transformative potential of ethical consumption. Interview data illuminates the lived experience of reflexivity, and helps parse the grey area between the pleasures of individual consumerism and the collective responsibilities implied by a shopping-as-citizenship model. We develop three criteria for identifying reflexivity – normative criteria, skepticism of expert knowledge, and awareness of social inequality – and find that evidence of reflexivity in our sample is highly varied. The interview data suggests that shopping at venues like WFM is primarily motivated by traditional consumer pleasures, a fact that poses serious limitations for a model of transformative consumption. We conclude by reflecting on the limitations of transformative consumption; even with highly reflexive consumers, a focus on individual consumptive acts reproduces a neoliberal prioritization of market solutions, corporate actors, and individual consumers over state regulation and collective action.

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***Granola-eating, Birkenstock-wearing treehuggers who want to take your guns: Re-framing sustainable, organic, local food production;* Session 9**

From Aldo Leopold's attempt to reintroduce grey wolves to Wisconsin to the Bush administration's rebuff of the environmental movement, environmentalists have been perceived as radical idealists who are out of touch with the needs of average citizens. Meanwhile, the environmental movement has been marked from within by overlapping and competing concerns which have alienated key groups of potential allies. For example, while association with the animal rights movement has contributed to habitat preservation, it has also alienated many livestock producers and individuals who hunt for food. Moreover, environmental appeals in marketing have often emphasized personal health over public good. The trend toward organics, for example, has been grounded on personal fears about food safety which overlook the environmental impact of food transportation. Similarly, marketing of bottled water played upon individual concerns about drinking water safety, often with dire consequences for agricultural water resources. While current efforts to marry environmental concerns with economic concerns hold great promise for mainstreaming the efforts toward sustainability, over-reliance on the language of consumerism may prove problematic, as fashion changes. To recognize the danger, one need only examine the way consumers discarded their concerns about fuel-efficiency when presented with shiny, new SUVs. The challenge, then, is to further mainstream green eating habits in ways which bind individual needs and desires to the public good. This speaker will examine rhetorical missteps of the environmental movement and suggest ways to re-frame the rhetoric of food production and consumption to appeal to both desire and personal responsibility, thus fueling consumer demand for local, sustainable, organic food.

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***Cloned cows and other novelties: How does the FDA review strange new foods?;* Session 63**

The U.S. Food and Drug Administration (FDA) appears to do a remarkably poor job of regulating the most basic substances—like peanut butter and pet food. So how well do they manage more complicated issues and items? Using cloned animals as an example, this paper examines the regulatory process that the FDA uses to review, approve, and monitor controversial new foods and food technologies. I describe the questions the FDA asks and the issues it sidesteps, and examine the legal framework in which it operates. I compare the way in which the FDA currently interprets its mandates to the broader expectations which American citizens have for the FDA. And I discuss how the FDA's reluctance to consider the long-term consequences and social, political, and economic impact of new and unusual foods may be as grave a failing as its inability to keep ordinary foods safe.

Joseph, Hugh, Parke Wilde, Martelle Esposito and Joanna Urbanek

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***Does a sustainable diet cost more?;* Session 55**

US dietary guidance has historically focused on dietary practices for promoting health and reducing risk for major chronic diseases. The intent of the *Dietary Guidelines for Americans* is to provide recommendations for a pattern of eating that can be adopted by the public; as such, dietary guidance takes a personal health focus. A more comprehensive food systems framework would address systemic social and environmental influences on public health nutrition. A sustainable food systems dietary approach should consider where food comes from and how it is produced and distributed. It can address energy, other resource use, pollution, climate change, biodiversity, farming systems, and social and environmental justice as factors influencing an ecological public health perspective. Eating "sustainable" diets is argued by some to be more expensive than consuming "conventional" diets, under assumptions of higher costs for more nutritious and/or sustainably-produced foods. To assess this, a modified version of an Excel sheet developed by Parke Wilde et. al. was used to model and price conventional and alternative diets. It is structured on USDA's 2006 Thrifty Food Plan (TFP), using 58 food groupings, and uses TFP food group quantity weightings and price calculations and NHANES 2001-2002 national data. These diets were then modified to incorporate *MyPyramid* and *Dietary Guidelines for Americans* dietary recommendations. We then used this tool to develop and price alternative dietary models that include buying more local and organic foods; purchasing fewer processed items; and consuming more plant-based foods. Results are compared to the conventional diet models described.

Just, Flemming and Chris Kjeldsen

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***Food networks between local embeddedness and professionalization;* Session 65**

In the European Union, a two-tier agricultural policy has developed since the end of the 1990s. On the one hand, there is a bulk production exposed to world market competition. On the other hand, many schemes have tried to stimulate quality production, e.g. organic food and local food production. It is believed to be a way ahead for sustaining small producers and securing income and rural livelihoods. In Denmark organic food sales have sky rocketed not least due to a high degree of professionalization of production and sales. The other side of the coin is that organic producers are more exposed to consequences of changing strategies of the supermarket chains. One example is price competition. Local food producers with a main focus of selling to a local market are not in the same way exposed to price competition. For many a main challenge is to overcome the disadvantages of small scale production. Participation in food networks may be a part of the solution, but the experiences hitherto bear witness of many obstacles. Producers have been hesitating to sign contracts with national retail chains, as they

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fear of losing their independence. Instead, a strategy of being locally embedded is pursued through close collaboration with local tourism, restaurants, festivals etc., thus being an important part of the regional economy experience. This paper analyzes several Danish food networks and identifies a need for professionalization of production, logistics, sales and networking when a strategy of local embeddedness is pursued.

Kimler, Jesse Natha

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Agricultural community in historical perspective; Session 86

Small-scale direct-market farmers in rural Vermont embrace antiquated methods and tools, from animal traction to heirloom plant varieties; in many cases the future of farming borrows much from the past. One of the stated goals of these regionally-focused farms is to “build community,” and to focus on serving the local area’s provisioning needs. Yet in the popular Community Supported Agriculture model, customers provide little more than seasonally sensitive capital. By examining the history of farming communities, how can we enrich the concept of a community’s support for its food producers? The Rokeby Museum in Ferrisburgh, Vermont was home to four generations of the Robinson family of farmers, Quakers, abolitionists, artists, and politicians. The collections detail over a century of farm accounts, recipes, and letters that weave throughout the several communities, both physical and ideological, of which the Robinsons were a part. By examining these documents, we develop a sense of the layers of interdependence involved in the production of food for the Robinson family and their larger community. This paper will investigate ways of applying these models of food production to modern farmers. How does the provisioning of the Robinson family, the working of the Robinson farm, and the exchange of food products, farm labor, recipes and skill throughout the community at large offer another opportunity for today’s farmer to learn from the past? How might this example provide a framework for structuring the amorphous, largely romanticized concepts of “community” and “local” as they apply to rural food systems?

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And it all falls down: The rise and fall of a Central Pennsylvania farmers market; Session 16

This paper will tell the story of the birth and death of the Carlisle Central Farmers Market (CCFM). Within six months, this project went from sketches on paper to the opening of a \$500,000 renovated space that would become a hybrid public/farmers market in downtown Carlisle, Pennsylvania. CCFM’s mission was to promote sustainable agricultural practices, to encourage healthy eating, and to provide entrepreneurial opportunities for those who produce and sell local products. Less than two years later, however, the doors of this great idea would be locked and its assets turned back over to the county. Drawing on interviews with board members, market managers, vendors and customers, this paper attempts to outline the points of failure in CCFM’s life history that, collectively, ended a project aimed at bringing fresh, local food to the community and revitalizing the downtown.

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Governance across boundaries: Transnational and transgenic flows of genetically engineered crops; Session 3

This paper uses the concept of “environmental flows” to analyze the unique governance problems associated with genetically engineered (GE) crops, focusing in particular on the cases of canola in Canada and maize in Mexico. Transnational flows of GE seeds, plants, and foods have been the subject of numerous trade disputes and international negotiations. In addition, “transgene flow,” the unintentional cross-pollination of GE crops with their conventional or wild relatives, raises questions about patent rights, liability for damages caused by contamination, and environmental and cultural consequences. Flows at the molecular and transnational levels coincide, generating new dilemmas for farmers, consumers and policymakers. Despite international efforts to forge “trans-local” policy models for addressing these dilemmas, significant social conflicts erupt as the result of clashing interpretations of GE crop flows. For example, GE crops move from contexts where food plants are thoroughly commodified and exempt from environmental regulation to contexts where certain food plants, such as native landraces of maize, are protected as forms of valuable biodiversity. A diverse array of state and non-state actors operating at local, national and transnational scales are involved in efforts to respond to these dilemmas and to govern GE crop flows. For example, both social movements and critical scientists have posed significant challenges to dominant framings of GE crop flows. However, in both of the cases I examine, the outcomes of conflicts over GE crop flows reflect durable institutional arrangements and inequalities, primarily to the benefit of transnational agribusiness.

Kjeldsen, Chris and Flemming Just

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Food, space and place: Spatialities of Danish food; Session 35

One of the constitutive elements in the ongoing modernization of agro-food systems has been the disembedding from particular places, both in terms of production as well as consumption. However, the emergence of what agro-food scholars have termed ‘the quality turn’ (Goodman 2003) has opened up a significant market for food which reembeds agriculture and food in local or regional ecologies as well as socio-cultural history. Typical examples include high-quality foods such as organic food and various regional products, which enable a revalorization of particular localities both in terms of social and physical geography of food systems. Still, no ‘neat’ convergence from disembedded to reembedded food systems is taking place. Even in the case of high-quality food networks, significant differences can be observed regarding how place and space are constituted. Based on a relational approach to human geography (Murdoch 2006) and detailed case studies of 10 innovative, high-quality food networks, the paper seeks to account for the complex ways in which the notions of space and place are constituted across different food networks. An important point in our analysis is that the constitution of notions like space, place

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and quality of food is not only a question of symbolic reproduction. Instead quality can be seen as the outcome of complex interactions between social organization, technology and physical geography and calls for a differentiated conceptualisation of the notion of embeddedness. This has important implications for formulating recommendations for forging future food systems.

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Institutional discourse and the work of food shopping; Session 51

Dixon and Banwell (2004) identify a 'diets-making complex' in relationship to nutrition knowledge that shape consumer trust and choices. This paper expands our understanding of this diets-making complex by starting in the shoppers' experience of the entire shopping process. After interviewing grocery shoppers I have identified three discourses that shoppers acknowledge shape their work which are created and disseminated by various institutional actors, including food marketers and retailers, government agencies (USDA, HHS), dieticians and nutritionists, media outlets, and consumer economists. These discourses, which I term the efficiency discourse, the nutrition discourse, and the food industry discourse, increase the labor and skill demands of the job of shopping. The efficient housewife discourse calls for skill in cost-analysis, time management, and detailed knowledge of the arrangement of stores. The nutrition discourse calls on shoppers to be familiar with human nutrition and food chemistry. A food industry discourse extols consumer sovereignty but works to control all facets of consumer choice in the grocery store. Further, these discourses are often in contradiction with one another. In our economy, healthier food is often more expensive food. Marketing practices are intended to undermine shoppers' efforts to be efficient and, because the least healthy food products tend to be the most profitable, often conflict with the demands of the nutrition discourse as well. I show how these discourses affect shoppers' work and conclude that educating consumers about food choice may be less effective than pressuring industry and government officials to make system change.

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Reducing waste at Western Michigan University: Cafeteria food tray removal, food waste audits and composting; Session 43

The unnecessary costs of disposing excess food waste to schools in energy, waste removal, human health, and labor can affect the overall budget and sustainable goals for institutions facing tighter and tighter financial obligations and who wish to improve sustainability on campus. Our group set out to reduce student food waste in the cafeterias at Western Michigan University, explore a variety of methods to dispose or reuse that waste for sustainable implementation, and develop an effective way to collect useful food waste data. All food waste is sent down an industrial garbage disposal to be treated at the Kalamazoo Waste Water Treatment Plant. In attempts to reduce the immediate food waste at the cafeterias, our group ran a trayless pilot at two of the six cafeterias in hopes to reduce the overall food wasted by students. Baseline audits were conducted before removing the food trays to measure the amount of waste cafeterias produce daily. Secondary audits were performed after cafeteria trays had been removed to observe if there was an increase or decrease in the amount of food waste generated by the students. Our results revealed an average student food waste reduction of 22% which ignited a tray removal pilot program in three of the six cafeterias. The results of the total food waste has been used in a study on the feasibility of a composting program at Western Michigan University thus removing 50% of the total solid waste sent to the water treatment facility.

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Divergence and convergence tendencies of ethical traceability: Cases from organic, artisan and conventional bacon supply chains; Session 54

This paper presents the analysis and findings of research in the pig-pork-bacon supply chains. The focus is on ethical concerns and traceability systems. While still increasing, pig production in Denmark has consolidated in recent years, although environmental regulations limit farm size. More than 95% of pig production is slaughtered through two producer-owned co-operatives, with the largest, Danish Crown, accounting for 90% of the slaughter (DS, 2005). A traceability system has been introduced in the pig-pork sector, and the main objective of this system is to be able to trace and isolate all potentially affected hogs in the event of a disease outbreak. The traceability system is reactive in nature and is not intended to convey information proactively to end consumers on safety, production practices or the quality of the final product. It is possible to trace each carcass from the cooling room back to the farm. Once the carcass is cut up, however, final cuts cannot be traced back to the farm of origin. In this paper we will provide an overview of the supply chains and their developments into present form. We also present some of the main ethical concerns in the sector. Obviously, animal welfare is a central ethical concern in the pig-pork-bacon chain, but the use of antimicrobial growth promoters and working conditions will also be discussed. Finally, we will discuss the implications and perspectives of the research for traceability and ethical traceability.

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Wine writing and journalistic ethics; Session 41

Wine writers, like food writers, are mainly time freelance writers whose primary professional affiliations lie outside the field of journalism. This becomes problematic when the basic tenets of media ethics are not followed by these writers. The demand for knowledgeable wine writers is so great in the United States, due to our emerging wine culture, that it is debatable who makes the better writer—industry professionals or passionate amateurs. What is ignored is the fact that industry professionals have too many conflicts of interest to be ethical writers. British wine writers have a history of overlapping and questionable associations in other wine related fields, but that has also made them leaders in

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wine reviewing and education. Through interviews and surveys with wine writers, students of wine, and professionals working in wine-related fields, this paper explores how ethical codes adopted from mainstream journalism do not always apply or fully cover ethical issues that arise in wine writing. The sociological, anthropological, and historic aspects of wine culture affect how writers need to approach their captivating beat.

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Agricultural biotechnology, socioeconomic effects, and the fourth criterion; Session 3

Transgenic crops, an early product of agricultural biotechnology, have experienced one of the fastest adoptions of crop technologies in history. Global acreage planted with transgenic crops increased 67-fold between 1996 and 2007 for a total of 284 million acres in 23 countries. Herbicide tolerant (HT) soybeans and insect-resistant Bt maize constituted over 80% of this acreage. Proponents of transgenic crops see a very positive future with the number of farmers adopting transgenic crops increasing tenfold up to 100 million or more between 2006 and 2015. However, numerous scholars and policy makers have raised questions about these optimistic goals. Much of the debate has focused on health and environmental safety issues. Increasingly, a fourth criterion which refers to the social and economic effects of a product or technology has been proposed for product approval and regulation. These concerns have become part of the policy and regulatory process, even though the significance of the fourth criterion may vary according to ideological and organizational factors in different countries. This paper discusses a number of both positive and negative social and economic impacts agricultural biotechnology may have on (1) farmers, rural communities, and the food system; (2) the structure and organization of agribusiness and industry; (3) consumers; (4) science, and technology transfer; and (5) developing countries and the global economy. The paper concludes with a review of a number of alternatives which have emerged for incorporating socioeconomic issues into a broader public discussion and eventually into informed decision making.

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Ever vigilant: Reinforcing the thin ideal in Good Housekeeping; Session 78

Throughout its long history, *Good Housekeeping* magazine positioned itself as an educator of homemakers. Along with advice on cleaning, fashion, and childrearing, *GH* counseled women with sober diet and nutrition advice. Early in the twentieth century, *GH* columnists suggested remedies for readers' concerns about excessive stoutness or leanness, but in such articles, neither health nor beauty was depicted as a direct function of body size. On this score, *GH* lagged behind fashion-oriented women's periodicals. But by the early 1930s, advice on achieving slimness had become a fixture in the pages of *GH*—the pleasing plumpness (*embonpoint*) of an earlier era had gone out of fashion. In a previous study, I examined the decline of *embonpoint* in *GH* articles and advertisements from 1901 through 1930. In the present paper, I track dietary and fitness advice from 1931 to 1945 to demonstrate ways in which *GH* increasingly promoted the thin ideal, reinforcing the notion that where weight was concerned, its readers must be ever vigilant: dieting should be the default mode for women.

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Chefs and the local: Redefining American regional cuisine; Session 72

"Local" and "artisanal" are the buzzwords these days in the food world. But by digging deeper, it is possible to uncover meanings that run deeper in our food culture than just the latest trend. This paper examines the role of chefs in the local food movement. Specifically, it will discuss how chefs across the United States, by promoting their philosophy of supporting local farmers and artisans in their restaurants, are redefining American regional cuisine. If cuisine reflects a culture, what does this shift say about our cultural identities? Using the Pacific Northwest as a case study, it will illustrate how chefs, by incorporating the local and building a connectedness in the food community, are creating a manifestation of terroir, both physical and cultural, through cuisine.

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Parmesan and prosciutto: Gastronomic treasures with a legendary past; Session 72

Communication of quality foods such as Parma ham and Parmesan cheese has the opportunity to inform and invigorate the public about the importance of pleasurable eating. Italy certainly lives up to its reputation of having some of the world's finest food. No where else is this truer than in the Emilia-Romagna region, home of two world prized gastronomic treasures, Parma Prosciutto and Parmesan Cheese. In this region, food is not just the local passion, but a rich part of history, and sustainable source of regional food. Too often, globalization has disrupted quality food making techniques and imposed unfavorable circumstances where food must travel long distances between where it is produced and consumed. However, Prosciutto and Parmesan still adhere to their century old quality food making traditions, and they are made from all local ingredients. Over time, new technology has been developed to assist in the production process, however for the most part the production techniques and superior quality have remained the same for centuries. Because of the uniqueness of the region, the European Union has taken measures to protect Parmesan and Prosciutto by listing these goods as D.O.C. products, (Denominazione di Origine Controllata), or origin-controlled products. These regulations ensure that the cheese and ham continue to be made with the same high standards. Food plays a powerful part in Italian culture. The consumption of quality products such as Parmesan and Prosciutto illustrate the value placed on food and its role in Italian social life. Understanding and communicating the importance of these products to outside societies helps to inspire others to appreciate the joys of eating.

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***Against food snobbery: Resisting culinary capital through the embrace of “junk”*; Session 22**

“Culinary capital” refers to the ways in which food practices and rituals function within specific historical and cultural contexts to construct and sustain individual identities and to promote and/or resist social norms, values and ideologies. One acquires culinary capital as one masters the food practices and rituals of a given society and, in turn, employs this knowledge to establish one’s place within it. This paper investigates a number of important sites of resistance to the deployment of culinary capital, sites where “junk food” and trash culture are celebrated and skepticism about food snobbery runs deep. For instance, fans of professional competitive eating contests cannot be said to be on the fast-track to culinary capitalization, yet the ironic stance they adopt suggests a complicated interplay among culinary capital, pleasure and knowingness. Is the ability to switch “culinary codes” from high to low and back again in fact the *ultimate* declaration of culinary capital, rather than an undermining of it? We discuss sites in food culture where people resist normative paths to culinary capitalization, framing this analysis in terms of class rigidity and mobility. This paper draws on original ethnographic data to look at *who* participates in such events and practices, how participants derive pleasure from them, and what they perceive to be the benefits of their participation.

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***Olives: Food, art, and cultural identity of the south of France*; Session 61**

Olives, like wine, are an integral part of French regional cuisine and cultural identity. In France, olives are used in all types of products, from food to cosmetics, furniture to artisanal crafts. As Suzy Ceysson, the Director of the Maussane-les-Apilles mill said to Mort Rosenblum: “‘Around here, olives are a way of life (Rosenblum 1996, 170).’” Olives are food, art, culture, history, and more; and olive oil is the gold of France. Studying their direct and indirect use within the arts allows for a better, more complex understanding of French lifestyle. This paper will discuss the importance of olives as a part of French cultural identity. It will further delve into their specific use in the culinary arts in Southern French dishes, as well as the work and diet of some of the most prominent Impressionist artists. The importance of olive presses and olive oil within the culture of France, and the subject of paintings of Impressionist and Post Impressionist artists living in the south of France, will be explored.

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***How California, the nation’s breadbasket, learned to hate bread*; Session 79**

California has long been the center of the American food scene. More than 12% of Americans who eat food are Californians, and the state produces one-third of the nation’s food supply. But California is more than where the food we eat comes from. It is where eating trends are born, and where McDonald’s, Chez Panisse, Mexican salsa, Wolfgang Puck, organic foods, and Napa Valley wines became durable icons of American culinary culture. The state’s place atop the food chain, though, is in jeopardy. In recent years, California legislators have pursued regulations that negatively impact many important culinary trends. State and local governments have banned or severely curtailed foie gras, taco trucks, raw-milk cheeses, bottled water, and bacon-wrapped hot dogs. The state’s absurd Proposition 65 requires proprietors of restaurants that serve olives and bread to warn customers that they sell cancerous products. The nation’s breadbasket now wants us to fear bread. California’s turn against food is worrisome across the country, too, since in addition to its place as the nation’s breadbasket and culinary trendsetter, California is the country’s cultural and regulatory bellwether. Regulations passed in California often become bills or laws elsewhere at the state and federal level. Companies that can no longer market a food in California may be forced to decide whether that product—robbed of twelve percent of its potential market—is still viable. This paper will explore the bright past, gloomy present, and dark future of food in California, and what this means for food in America.

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***Visions for Detroit food system improvement: Citizen, activist, and professional perspectives*; Session 45**

Food and agriculture projects are receiving attention as strategies for both food system improvement and community development. Localization of the food system can reveal tensions between traditional routes of economic development, public health or environmental stewardship goals, and the visions and perspectives of citizens. This paper discusses agency and activism in local food system change. Both reactionary and progressive resistance to the mainstream food system and the formal routes for community improvement are examined in Detroit, Michigan, where a central urban area is left largely under-served by full-service grocery retail. Factors motivating citizens, community leaders and professionals to pursue change in their local food system and factors mediating that change were gathered in thirteen interviews and four focus groups. Problems with the current urban food system, visions for the future, and promising strategies were explored. Data was analyzed inductively. Findings reveal concerns for social equity. Respondents articulated challenges regarding parity in food access, better access to information regarding food quality and production, and opportunity for participation. Food system entrepreneurship and participation in the local economy were interpreted as a form of activism toward racial justice. Tensions were revealed between consumer and activist identities, race and environmental values, education and empowerment, and participation and funding as they relate to social change. Some citizens view equality as the ultimate consumer experience, while others have democratic visions of taking local ownership of the food system, making the city a more sovereign leader in sustainability, equality, and economic productivity.

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Common tables and democratic solidarity; Session 46

The purpose of this paper is to discuss the relationship between food and democracy by employing the tools provided by political theory. Starting from the distinction between freedom and necessity, our central argument is that food is not pre-political, but rather integral to political practices of deliberation and service. We propose that re-establishing the importance of the private table as a site of dialogue and engagement, as some of the feminist literature does, is not adequate to strengthen civic virtue because the private table does not build relations across differences that are necessary for a democratic conversation among equals, without hierarchies. We also claim that a defense of local markets against global markets, prevalent in much of the literature on the democratization of food, is insufficient because it does not necessarily undermine class inequalities in order to facilitate democratic citizenship. By exploring the Greek notion of common meals in the writings of Aristotle and in Addams' gendered and democratic version, and by applying our en-gendered notion to the U.S. federal lunch program, we show that shared meals based on common use instead of exchange and private markets can counter a range of inequalities that ordinarily undermine the practice of democratic citizenship, such as deliberation and service.

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Service learning: Connecting the local and global in food policy and globalization; Session 24

Morningside College, like many small liberal arts schools in Iowa, is situated in a small community with almost non-existent explicit international agencies. At the college, all graduates must complete a service learning course. All course development requires an appropriate balance between content and process. While the pedagogical value of service-learning projects speaks for itself, the design and assessment of this tool in a new course in Food Policy and Globalization is much more challenging. Food, and specifically food policy, is the perfect vehicle in a small liberal arts institution to engage students into thinking about food and the impact of their food choices in local, regional, national, and global policies. The service-learning pedagogy is ideal to get students to experience the interconnectedness of the food chain at multiple levels. It is a way for them to explore the differences between citizen and consumers in their communities. The challenge for the instructor is to design meaningful experiences in partnership with the local agencies and to connect those experiences globally. This informal paper will describe the need to think outside the box to design a service learning project, in an area with limited community agencies. The author will describe the successes and challenges of creating a brand new course in Food Policy and Globalization. Specifically, we will describe the course design, the selection of agencies, assessment of community needs, the conceptual design of the service learning project and the assessment tools to measure student learning.

MacLaurin, Don and Tanya MacLaurin

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The new generation of farmers in Canada; Session 15

Agriculture in Canada is facing numerous challenges but none is bigger than the declining number of farmers and farms. Opportunities to enhance the existing farming population and foster its future growth will be shared through case studies. Land trusts are being used as a tool to protect farmland that would otherwise be purchased for residential or commercial development. The value of this land as development land is of vastly higher value than it is as farmland. Once developed this land is lost forever. A case study of a land trust on Vancouver Island and the efforts to save precious farmland from development will be shared. Additional case studies showcasing a university program utilizing a two-acre field plot to help students (pre-schooler up to university students) learn about year-round organic food production in Canada (no easy task with winter weather), food security and resource conservation will be presented. A case study of a community shared agriculture (CSA) program that links farmers with the shareholders in the farm located at a rural monastery (*growing with care at a place of peace*) will be shared. Also at the CSA farm the Collaborative Regional Alliance for Farmer Training in Ontario (C.R.A.F.T. Ontario) is operated.

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When food kills: The case of Canada's worst listeriosis outbreak; Session 47

This paper will profile, in case study format, the timeline and actions taken by various stakeholders in response to Canada's most deadly outbreak of listeriosis, a disease caused by the bacteria *Listeria monocytogenes*, commonly referred to as listeria. Listeriosis is of concern particularly to the very young, the elderly, pregnant women and to persons with poor immune systems. Illness usually occurs from two to 30 days after consuming food contaminated with the bacteria, but can occur up to 90 days later. Maple Leaf Foods, a very large Canadian food company that supplies approximately 80% of all sliced meat used in Canada, first reported a listeria outbreak at one of their Toronto, Canada processing plants on August 17, 2008. Within two months, the number of deaths from the outbreak had reached 20, with dozens more seriously ill across the country. The immediate cost of shutting down the affected plant and conducting a countrywide recall of all affected products reached \$20 million. By January 2009, the company had settled a large class action lawsuit filed by families of the deceased and sick for an additional \$27 million. Despite these setbacks, a brilliant disaster recovery plan orchestrated by the CEO of Maple Leaf Foods successfully mitigated a significant part of the potential long-term damage to the company brand with Canadian consumers. This paper will profile the deadly chain of events, societal impact, and the subsequent strategies to rebuild the company name in the face of a major disaster.

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Aboriginal culinary tourism; Session 52

Aboriginal populations in Canada have a diverse culture and live in a wide range of habitats. Traditionally, these populations obtained their foods by harvesting, hunting and fishing; foods obtained by these methods are referred to as traditional or country foods in opposition to commercially available food, which are referred to as market foods. The Canadian Tourism Commission (CTC) launched *Canada, Keep Exploring*, in 2005 as part of a global strategy focused on increasing tourism export revenues (CTC, 2005). Aboriginal cultural tourism was identified by CTC as one of its six strategic areas in the 2008-2012 plans (CTC, 2008a). CTC worked collaboratively with Aboriginal Tourism Canada (ATC), regional Aboriginal tourism associations and provincial marketing organizations to identify the best export-ready Aboriginal cultural experiences that should be the priority experiences to integrate into international marketing channels. The products selected are unique in that they are a subset and their focus is predominately cultural. These best export-ready Aboriginal tourism cultural products/experiences have been named 'Canada's Significant 29' (ATC, 2008; CTC, 2008b). The Significant 29 are dispersed throughout the Canadian provinces and territories (ATC, 2008; CTC, 2008b). Research was conducted with the Significant 29 to investigate the presence or possible potential for aboriginal culinary tourism activities. Opportunities to experience 'traditional or country' foods, food preparation methods, food related stories and purchase traditional/country foods were inventoried for the Significant 29. This presentation will analyze and discuss aboriginal culinary tourism activities to ascertain the potential future path for enhancing aboriginal causes while providing potentially unique and educational travel and cultural experiences for non-aboriginal populations.

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Development of a distance culinary tourism course: Meeting the requirements of a university degree program and the needs of industry professionals; Session 43

Cultural tourism is on the increase as increasing numbers of baby boomers stimulate the market place and seek out new opportunities for education and excitement. Interest in food and wine has grown in recent years on a global scale and forecasts call for sustained momentum. Cuisine tourism includes a variety of cuisine and/or agri-tourism activities developed for visitors involving food and beverages. These can range from food festivals to farm visits and factory tours, and often involve the cultural discovery of a region's unique dishes. To meet the demand for culinary-oriented experiences, some university hospitality and tourism programs are now adding a culinary tourism course to their curriculum. This paper will outline the process of developing a culinary tourism course that meets the requirements of a university degree program and the needs of industry professionals. The course will be offered via the distance format using the Internet. Offering courses via distance format is increasingly popular as a method of moving the learning environment directly to the student, rather than vice versa. From its inception, storyboarding with industry stakeholders, instructional design consultation and the integration of current technological tools into the distance format will be shared. Storyboarding, Wikis, Breeze presentations, blogging and internet research techniques are just a few of the concepts and tools that can be utilized in curriculum development and course delivery.

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France is not for sale: Representing the local/global in recent French film; Session 61

France has a long history of representing food and agriculture in film, spanning back to Rouquier's *Farrebique* (1946) and his update *Biquefarre* (1983). These filmic representations have often presented food and farming in a traditional France removed from the contexts of broader historical process and political ideology, even as food and farming are deeply inscribed by such contexts. In the past decade, in addition to serving as a backdrop for romances about the French countryside, symbolized by the hugely successful *Happiness is in the Field* (Chatiliez, 1995), French film has highlighted local strategies of resistance to hunger and poverty (Varda's *The Gleaners and I*, 2000) and the reconciliation of tradition and modernity, of country and city (Carion's *The Girl from Paris*, 2001). Most recently, transformations in the French food system due to globalization have been captured in documentaries such as Nossiter's *Mondovino* (2004) about the wine industry, Lamont's *Pas de pays sans paysans* (2005), which profiles France, Quebec and the US, and *Le monde selon Monsanto* (Marie-Monique Robin, 2008). This paper reads art and documentary film in light of local/global tensions, with a particular focus upon cultural ideologies of food, region and nation.

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Ethical implications of research on food and health; Session 23

Much has been written about the pharmaceutical industry's funding of drug research and the impact that this has on (i) the questions that are asked, (ii) the drugs that are studied, (iii) the design of the studies, and (iv) the interpretation and presentation of the results. Although the food industry also sponsors a great deal of the research on the effect of food and food components on health, the practical consequences and the ethical implications of this funding have not been the subject of much academic inquiry to date. The success of FDA-approved health claims for the marketing of food has been a major stimulus to industry-funded research about possible health effects of food. Currently, food companies have the greatest incentives to fund research on food that may improve public health even as it benefits the company. Industry-funded food research raises similar kinds of conflict of interest as industry-sponsored drug trials. This paper explores the similarities and differences between research and marketing of food and drugs, a distinction that has been eroded by the "nutraceutical" (or "functional food") concept and by the dietary supplement industry. By comparing research, promotion, consumption, regulation and other social practices related to food, drugs, and the gray area between food and drugs, we seek to establish a novel course of ethical inquiry.

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Of burgers and bees: Gender, fast food, and nutritional perceptions in the provincial Philippines; Session 81

Foodways provide an enduring context for understanding the complementary, if frequently hierarchical, gender relations that give shape to the lived experiences of women and men worldwide. Food-centered activities of males and females are now exposed to new and potentially homogenizing elements as corporate fast food becomes increasingly ubiquitous overseas. Data from a 2005 consumer survey completed by over 160 participants from diverse socioeconomic backgrounds provides revealing insights into how this style of cuisine is now conceptualized and its effects mediated by college-age women and men within a provincial Philippine city. Paying special attention to the conjunctures of gender and fast food consumption amid ongoing rivalries between global (McDonald's) and local (Jollibee) restaurant chains, this paper addresses the (dis)similarities underlying (1) how young adult males and females conceive of national and multinational fast food cuisine with regards to diet, nutrition, and hunger satisfaction, and (2) how prevailing consumption patterns and nutritional regimes manifest themselves within the gendered framework of less affluent populations.

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Living with avian influenza; Session 54

This paper is about a biosecurity event. We examine the 2004 outbreak of highly pathogenic avian influenza (H5N2) in the Eastern Cape's (South Africa) ostrich industry. Our focus is on the complex relationships between science and policy on the one hand and uncertainty and politics on the other. These relationships are explored through three disease narratives, each of which tells a different story about avian influenza and ostriches. The three narratives allow us to explore some of the key themes in an emerging and critical literature on biosecurity in food and agriculture including the complexity and mutability of diseases in livestock populations, the way in which science tends to simplify and smooth complex human-non human relations, the role of science in building consensus for biosecurity policies, and the politics of biosecurity. The paper hopes to contribute to this critical field of scholarship that has, until recently, drawn almost exclusively from livestock disease outbreaks in the United Kingdom.

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Budae Jigae: An example of the glocalization of Western ingredients into the Korean diet; Session 12

The discussion of authenticity and evolution of a food culture are widely debated topics among both academics and the casual diner. Yet for many diets, ingredients that are considered vital may, in fact, be relatively recent arrivals to that particular society. This paper aims to look at how foods move into a new area and why some are adopted while others are rejected. I first investigate some of the schools of thought surrounding the globalization and localization (often referred to as *glocalization*) of foods into societies. Then I examine the Korean dish, *budae jigae*, to illustrate how American ingredients were transplanted to and absorbed into Korean culture in the past century making themselves nearly indistinguishable from traditional ingredients.

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The microculture network: Global data generating local cultures; Session 82

The proposed paper is a description of the Microculture Network project. It describes the project, its goals, progress and implementation. The Microculture Network is a website (www.microculture.org) that offers to users a network of databases connecting climate, plants, and recipes. At first glance, this is a gardener's web site. However, the granularity of the climate data that we are using, we hope, will drive the site towards other functionality. By comparing climate data, we will link regions that are geographically (and politically, and historically) far apart. By linking such areas, we hope to enable exchanges of practical knowledge about how to live comfortably in particular climates. For instance, the climates along the coast of North America are similar to those along the coast of China. Vegetable varieties selected over generations by Chinese gardeners could be transplanted to Maryland or Virginia, and thrive, because the climate is essentially identical to their originating climate. Traditional recipes for the use of these plants could be transplanted, as well. A similar experiment with Czech wine grapes led to the California wine industry. American artists live in an enormous, monolithic culture that is indifferent to its land, which leads to our culture being produced and maintained in a handful of cities, by a vanishingly small number of people. It is the role of the artist to create culture. We hope to break up the homogeneity of American culture, through not critique, but by offering easy alternatives. We hope to make room for more culture.

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Food in binary: Convergence culture in German food blogs; Session 82

Today, the term "food blog" seems to be ubiquitous. Some argue facetiously that everyone with a fork and an Internet connection has a weblog of his or her own. While this isn't accurate, it may not seem too far-fetched. Although food constitutes less than one percent of the topics written about in blogs, this still accounts for over 2,000 registered blogs and counting. This paper will look at the online community of German food blogs through an ethnographic lens, drawing on current theories of Internet and community space, the evolution of the blog and blogging communities, and other studies of "virtual ethnography" to interpret what is occurring in this Internet group. While the food blogosphere was born in the realm of new media (the Internet) it must by nature rely on the offline food world, as well as traditional media

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spheres such as print and television. This mixing of media is what Henry Jenkins calls “convergence culture.” This paper will use examples from the German food blogging community to describe the phenomenon. While this paper by no means can encompass all aspects of this new and constantly evolving topic, it will act as an example for the kind of methodology that can be used for further studies in this field.

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Trust, risk, and moral obligations in the beef cattle and dairy industries; Session 75

The role of moral beliefs and obligations in determining behavior has received some attention in the literature with some employing moral obligations in theory of planned behavior models. Several researchers have argued that moral obligations may not only have a direct effect on particular behaviors but also have indirect effects operating through behavioral beliefs and attitudes. Our current research examines the interrelationships between moral obligations, trust, and risk in the hypothetical situation of an outbreak of foot and mouth disease in Texas. We draw on a sample of dairies, cow and calf operations, and feedlots. The questionnaire used in this study is based on the theory of planned behavior. The sample was provided by USDA National Agricultural Statistics Service (NASS). Current sample sizes: dairies=130; feedlots=25; cow-calf operations=1,018. OLS and robust regression will be utilized to study the impact of perceptions of moral duty on trust and risk perception.

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Mothers and meals revisited: The effects of mothers' meal planning, shopping habits, and advice on children's participation in family meals; Session 32

At the ASFS meetings in Toronto Canada in 1999, a paper of a similar title was presented, based on pilot data from a pilot study of 50 families in two rural-urban fringe school districts in Texas. A larger scale replication (n=300 families) of this project was conducted in the Houston MSA in 2003-2004. The earlier paper and this one begin with ideas drawn from DeVault (1991), Sutor and Barbor (1975), and Bossard and Boll (1950), regarding the importance of the work of caring on one hand and family meals on the other. Data were drawn from the USDA-ERS-FANRP funded study, “Parental Time, Income, Role Strain, Coping, and Children’s Diet and Nutrition.” Mothering or mothers caring work was operationalized by 1) the degree that mothers reported planning meals and 2) the degree she worried about her children’s eating habits. We found that meal planning and worry had an effect on the scheduling of dinner, which in turn, affected children’s perception that eating with family was important (adjusted $R^2=.39$). Both the importance of eating meals and mothers’ worries had an effect of the frequency children reported eating meals with family (adjusted $R^2=.51$). Meal planning had several indirect effects on children’s family meal participation. These relationships remained unchanged after controlling for mothers’ age, education, and work status and for children’s gender. We will attempt to replicate these findings as well as extend them by including mothers’ income and ethnicity as control variables.

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Determinants of time children spend eating at fast food and sit-down restaurants; Session 2

Efforts have been made to determine the effects that eating fast food have on children’s nutrition. Little is known about the characteristics of children who are more likely to frequent either fast food restaurants or sit-down restaurants. Using time diary data drawn over a three-day period from a sample of 285 Houston children, we classified places children identified as where they ate meals or snacks, and from this data, identified where these places could be classified as either fast food or sit-down restaurants as well as how much time children spent in these places. The data were drawn from the USDA-ERS-FANRP supported research project, “Parental Time, Income, Role Strain, Coping, and Children’s Diet and Nutrition.” We found that children whose parents earned more money were slightly more likely to spend a greater amount of time in fast food restaurants. We were interested in how parental employment might impact time spent eating away from home. Fathers’ work stress and lack of work control increased the amount of time children spent eating in fast food restaurants; mothers’ job loyalty and work commitment also increased this time. Mothers’ job stress was positively related to the time children spent eating sit-down restaurant meals and fathers’ lack of control at work was negatively associated with this use of time by children. Turning to parenting style, we found that children who tended to see their parents in authoritative rather than authoritarian terms spent less time in fast food and sit-down restaurants. The more time children spent eating in fast food restaurants, the lower their intake of iron and dietary fiber. The more time children spent eating in sit-down restaurants, the lower children’s fiber intake and the higher their caloric intake.

McKenna, Larissa, and Lisa Isenhardt, (Presenter)

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Filthy feed: The risky and unregulated practice of feeding poultry litter to cattle; Session 75

Using animal waste as animal feed intuitively seems wrong. However, in areas of the United States where cattle and large poultry operations coexist, poultry litter (including manure) is routinely fed to cows. Poultry litter can contain disease-causing bacteria, antibiotics, heavy metals, feed ingredients normally prohibited for cattle, and even foreign objects such as dead rodents, rocks, nails and glass. This material is collected from the poultry house floors, processed, and added to cattle feed because of its nutritional value. Feeding poultry litter to cattle creates unacceptable risks to human and animal health. Documented risks include the spread of Mad Cow Disease, the development of antibiotic resistant bacteria, and the potential for exposure to toxic substances. The risk is further compounded by the absence of consistent regulation or surveillance. When the FDA lifted its ban on feeding litter to cattle in 1980, the agency also relinquished its authority to regulate the practice. Despite a growing public recognition that food safety is of paramount importance, in 2008 the FDA again failed to ban

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this practice when strengthening rules to prevent the spread of Mad Cow Disease. Our paper demonstrates that the FDA has the authority to reinstate its ban on litter feeding and makes the case as to why the agency should promptly do so. We discuss what constitutes “safe” feed and argue that the agricultural industry should not be allowed to profit from a practice that places such a heavy burden on the health of society.

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Structure, agency and environment: Constructing an evolutionary sociology of agriculture; Session 17

Three and a half decades after the emergence of the so-called “New” sociology of agriculture, the promise and potential of the field of agricultural sociology have yet to be realized. Despite the proliferation of theoretical frameworks and empirical foci, an integrated perspective capable of theorizing the reciprocal interactions between social structures, human agency and biophysical environments has yet to emerge. I argue that two deeply rooted metatheoretical assumptions—essentialism and nominalism—are the primary stumbling blocks to the construction of such a theoretical synthesis and that an evolutionary perspective on social change, grounded in a critical realist epistemology, provides the best prospect for avoiding these pitfalls and advancing our understanding of the dynamics of agro-food systems. Specifically, I put forward the concept of a socially constructed adaptive landscape as an alternative foundation for the sociology of agriculture. This concept combines evolutionary theory’s insights into structure-environment interactions with constructivists’ attention to agency, language, culture and power.

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Ecuadorian “Arriba” Cacao: Local empowerment and successful alternative trade networks; Session 27

The rise of the contemporary global food systems has presented steep challenges to farmers. The cost-price squeeze stemming from trade liberalization places farmers in a “race to the bottom” that leads to displacement, poverty, and environmental degradation. It has been suggested that this trend can be reversed by engaging consumers in shopping for products that embody superior environmental and social values. Alternative trade is said to maximize the values at both ends of the commodity chain: these systems reward consumers—who receive guilt-free, value-added goods—and producers—who receive premiums over the market price. These networks bypass multinational-controlled commodity chains, therefore using market-based tools to challenge the industrialized food system. The global community benefits from these relationships, because alternative trade actors become stewards of non-transactional public goods and services. This paper addresses alternative trade with the basis of a case study of the production of “Arriba” cacao. The production of these highly appreciated fine cacao beans is declining, even in the face of the involvement of alternative-trade organizations and investments by development agencies and high-end chocolate manufacturers. This study explains this paradox by spotlighting farmers’ struggle to shape alternative trade networks. Our results indicate that positive outcomes are reached in cases where local understandings are prioritized over globalized ones. Our findings lead us to question alternative trade narrative of synergistic win-win situations. We argue that the effectiveness of alternative trade is directly related to the success of farmers at contesting power from their international counterparts.

Mendum, Ruth M. and Leland Glenna

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The rightful place of agricultural science; Session 3

In his inaugural address President Obama called for science to be restored to its rightful place. What is that rightful place in American agriculture research? This paper will examine the tensions between the professional scientific community and the organic/sustainable agricultural movement about the issue of plant breeding and genetically modified seed. Specifically it will examine the public rhetoric of the AAAS in the pages of *Science* concerning the appropriate use of scientific insights in plant genetics and breeding as compared with speeches, publications and blogs emanating from representatives of several sustainable agricultural organizations including the Pennsylvania Association for Sustainable Agriculture and the Northeastern Organic Farmers Association. We will argue that the rightful place of science is one that supports all forms of agricultural practice, including alternative agriculture. However, to achieve that end will require reversing long-held prejudices within the scientific and organic communities about the purpose and form of scientific research and the relationship of both scientific research and alternative farming to the concept of nature.

Midgley, Jane

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From nation to table – changing policy engagement with food security in the UK; Session 53

This paper discusses the recent (re)-engagement with food security by policymakers within the United Kingdom. Today the UK government is developing a food security strategy that encompasses food matters from the national farm to the national table. Successive UK governments have been unconcerned with national food security since the end of food rationing in the 1950s. However, food security has reappeared on the policy agenda. This has been fuelled by national food strategies and policy support for national food production within the devolved administrations of Scotland, Wales and Northern Ireland. These strategies have opened up debates about the future of the UK agricultural sector and public policy support for food producers, rather than closing down debates at a time when the UK government is arguing for reduced support to agriculture. Conversely, household food insecurity is for the first time being considered by policymakers, beyond publicly funded school meals and support to mothers and young children from disadvantaged backgrounds. There is now greater concern expressed for a wider range of vulnerable consumers, including the elderly and community food access where needs cannot be met by the welfare

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state alone – or so it is argued, again by devolved administrations. The paper considers the possibility of greater inequality and disparity within and between UK consumers and producers as different aspects of food security are prioritized and different approaches taken. The paper explores this through the changing relationships between producers, consumers and the state.

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Food education for sustainable development; Session 43

As politically embraced but so far educationally rather vague, Food Education for Sustainable Development (FEfSD) is gaining momentum in Europe in basic and upper secondary education. The FEfSD can be seen as an educational response to connecting environmental and individual health. Due to the topical extensiveness of FEfSD and given the degrees of freedom in the provision of education, variable approaches to FEfSD have been adopted. This paper investigates empirical evidence of FEfSD cases from Denmark, Estonia, Finland and Italy. The paper draws particularly on teachers' identity for FEfSD as a factor in implementation of transformative teaching and learning. The teachers' identities for FEfSD could be broadly characterized as strongly committed to, aligned with and distanced from FEfSD. The committed teachers practiced principles of sustainable education research and development, whereby learners engaged in researching their own practices with food and reflecting their conceptual and behavioral changes. The experiential learning was extended to the school meal system, school gardens and even to farms. This educational mode of "living and learning as semiotic engagement" was enabled by a network of actors working for different organizations, and represented actually shared identities for FEfSD. Teachers aligning with FEfSD pursued more common science education in the relevant subjects. The distanced teachers expressed other educational interests or met other social issues in their teaching. The committed teachers offered conceptual and experiential basis for changing evaluations and habits regarding consumption (and production) of food.

Miller, Travis S., Nichole M. Miller, Cheryl L. Hudec and Douglas H. Constance

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Power in the chain: A comparison of Folgers, Starbucks and co-op coffee commodity chains; Session 37

How much does it matter where you buy your coffee from? Are you really making a difference when you purchase your coffee at an espresso bar as opposed to a gas station? These questions and more surround one of the world's most cash intensive commodities: coffee. The purpose of this project is to examine differing models for coffee commodity chains and the power dynamics contained therein. From producer to buyer to consumer this presentation will explore what sociological forces drive this powerful commodity. Beginning with the ubiquitous Folger's coffee model, this presentation will then examine whether the alternative offered by Starbucks is substantively different or simply marketed as such. Also examined are fair trade policies and attempts at industry self regulation as well as the emergence of strict co-op coffee commodity chains.

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How cool is COOL? An exploration of the efficacy of country of origin labeling regulations; Session 60

This study will examine the efficacy of country of origin labeling (COOL) regulations in providing substantive information to consumers regarding individual product commodity chains. Due to the recent nature of COOL regulations this study will also examine industry and regulatory agency responses to COOL legislation. Secondary data analysis of government and industry documents as well as of news reports will be employed to explore these areas.

Moran, Rachel Louise

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Inventing the hungry: Food welfare in the New Deal era; Session 53

As U.S. policy makers debate how to manage the Supplemental Nutritional Assistance Program (formerly Food Stamps) to handle unprecedented participation levels, it is useful to consider food-based welfare in a longer historical context. The federal commitment to alleviating hunger is a relatively new one, and early food welfare programs were created by happenstance rather than design. Food-based welfare programs introduced in the 1930s aimed to decrease agricultural surplus, not alleviate hunger. As the decade continued the nature of food welfare changed. At a moment when capitalism and the family were imagined to be in crisis, food provisions meant to rid farmers of surplus were imagined by other interests as a way of moving impoverished families through the so-called normal channels of food consumption. The convergence of social workers, grocers and politicians on the surplus shifted the program's rhetorical interests from farmers to capitalism, democracy, and strong families. The transformation in the program birthed a new category of state relief: food welfare. While food was previously included in local aid programs, food relief was not treated as a separate category of relief and hunger was not a distinct form of poverty. But food stamps, weighted with the project of upholding capitalism, democracy, and national security, imagined hunger as a distinct category of need. The result of this invention of food welfare was a set of practices (e.g. voucher-relief and in-kind aid) that structurally separated hunger from other forms of neediness.

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Selling 'local' together: Exploring farm-household responses to the emergence of the Elmira Produce Auction Co-operative; Session 65

It has been suggested that the localisation of food production and consumption, coupled with the shortening of food supply chains, offers the prospect of enhanced profitability for family farms—particularly those farms wishing an alternative to the industrial model of agriculture.

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In 2004, the Old Order Mennonite community of Waterloo Region, Southern Ontario, established Canada's first produce auction: the Elmira Produce Auction Co-operative (EPAC), an innovative short food supply chain (SFSC). Field research was conducted primarily in Waterloo Region between June and September 2008 and data were collected using a case study approach. Semi-structured interviews were conducted with Old Order Mennonite key informants and produce farmers selling at the auction. This paper reports on why certain Old Order Mennonite farmers have elected to participate in a local food system, as well as assesses the current and potential impacts of the produce auction on participating family farms. More specifically the research examines the socio-economic context surrounding the establishment of the auction and briefly describes its operational features, identifies and assesses farm-household factors that enable participation, and explores the impacts of participation with regard to on-farm material changes and household labour dynamics. The research indicates that the collective marketing of fresh produce has prompted changes to the local farming system, as well as to participating Old Order Mennonite farm-households.

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Escaping history?: Images of rum in contemporary Anglophone Caribbean literature; Session 30

This essay accounts for the simultaneous ubiquity and invisibility of rum in Anglophone Caribbean literature by reading rum in the context of two linked yet discontinuous narratives. By funneling literary images of rum through these popular narratives of rum's "meaning," I show that contemporary Anglophone Caribbean writers (Austin Clarke, Margaret Cezair-Thompson, and Michelle Cliff) deliberately manipulate these meanings to indicate that both "Western" and "West Indian" subjects are psychologically structured by a shared history of colonization and exploitation. The first narrative details the role of rum in the exploitative economy of the plantation and colonial trade. The second narrative, prominent in tourist literature, includes rum as part of an escapist paradise myth marketed to tourists. The overlap between these narratives creates a cognitive gap: rum's infamous history is acknowledged but also denied as a continuing force structuring relationships between U.S. citizens and West Indian citizens. Put simply, rum can make you drunk, and drunk people are not always fully in control of their actions and thoughts. Rum bridges the gap between outside (history, politics, economics) and inside (the mind, consciousness, identity, self-concept), but the process by which nurture becomes nature is a mystery of digestion. Episodes of drunkenness—literal or metaphorical—thus become more broadly significant commentaries on the belated and persistent effects of colonialism that militate against the creation of a "post" colonial world.

Nothstein, Gary, Chintan Somaiya, Heba Obeidallah, Nina Goodey, Charles Feldman, Shahla Wunderlich and Elizabeth Silverthorne

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Protective food service systems for eldercare living centers: Screening and pathogens at the receiving, preparation and serving control points; Session 47

Senior residents living in long-term care centers are particularly susceptible to foodborne illness. This is due to weakening or compromised immune systems (Castle, 2000; Kendall et al., 2006) and the risks associated with eating processed foodservice products in a communal setting (Sneed, et al., 2004). In particular, the pathogenic bacteria *Listeria* and *Salmonella* species have been found to cause very high infection and mortality rates for seniors (Lynch et al., 2006). The goal of the present study is to first develop protective screening and control systems for *Listeria* and *Salmonella* bacteria for assisted living and nursing homes. Then, risk assessments will be conducted for specific genotypes of these bacteria utilizing a to be developed PCR methodology. Random food samples are taken at the receiving, storing, preparation and serving control points at the centers, utilizing standard approved collection techniques (Food Science Australia, 2008; Massachusetts Department of Health, 2001). Food samples commonly associated with the target pathogens are also retrieved (US FDA Center for Food Safety and Applied Nutrition, 2007). The samples are immediately transported to the Montclair State University Biochemistry lab for further analysis utilizing AOAC approved *Listeria* and *Salmonella* screening tests (960701; 960902). Statistical analysis is done to which foods and production points present the highest risk for contamination of the target pathogens. Findings are presented and recommendations are made to administrators of the centers.

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The visual culture of radical farmers and the first portrait of Betty Crocker; Session 71

Betty Crocker's birth was in 1921 as a signature used by the advertising department at the Washburn-Crosby Milling Company of Minneapolis—makers of Gold Medal Flour. The company subsequently bolstered her persona through cooking demonstrations, radio and television shows, recipe books, and a portrait drawn by Neysa McMein. I argue that the logic behind such an extensive effort to remake the public image of Washburn-Crosby has not been fully reconstructed. Rather than looking at the company's story internally, I propose that the logic behind Crocker's early history lies with the story of radical farm politics. To make this case requires looking broadly at the history of flour milling to recover debates that occurred within American culture during the teens. I have thus examined ephemera from one of the most successful democratic farmers' movements of the 20th century—The Nonpartisan League—which created a crisis that was of paramount concern to the staff of Washburn-Crosby. The League strove to socialize grain distribution and milling, which was achieved in North Dakota through the State Mill and Elevator Association in 1919. As an art historian I have reconstructed the visual culture of the League through archival research, focusing on fine art, advertisements, penmanship, political cartoons, and photographs. I have used special collections related to the League as well as the corporate archives at General Mills. Ultimately I show that a debate began with parodies of Gold Medal Flour advertisements published by the League and culminated in the aforementioned portrait of Crocker.

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Space for food? : Challenges and possibilities of community gardens; Session 76

One of the important drives for developing community gardens in the US has been to fight against food insecurity, especially in poor neighborhoods where residents lack access to good quality food. Policy makers have been recognizing community gardening as an important activity for increasing food security. While community gardens address different social, cultural and environmental needs of neighborhoods, critics argue that the ability of community gardens to meet food security needs of low income people is limited and that we ought to look at larger structural problems of poverty, hunger and inequality. Another issue is that community gardens located in lower income neighborhoods tend to face more difficulties in functioning because political and municipal leadership often prioritizes its responses to the needs and concerns of those with power. Alternative agrifood movements such as community supported agriculture (CSA), farmers' markets and community gardens lack diversity of people who participate in terms of race, income, education and occupation. Is community gardening merely a leisure activity for more privileged? Can it be a tool to increase food security for low-income urban populations? By discussing the community gardens in five Des Moines neighborhoods, this study examines limitations and possibilities of community gardening as means to improve food security.

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Negotiating the professional and domestic: Interviews with the men of Cooks Illustrated; Session 78

The division between the professional and domestic kitchens is clearly marked by gender, but since the onset of feminism and the recent rise in popularity of chefs and food in the media, the line of gender demarcation in both professional and domestic kitchens has become subtle. In order to understand how men negotiate gender roles of both the professional kitchen and the domestic kitchen, four individuals have been interviewed, all of who have experience in both professional and domestic spheres. These four men were all professional cooks, but are now Test Cooks at America's Test Kitchen, allowing them to have a removed perspective on the restaurant experience. Two of the interviewees are married with children, and two are engaged but neither lives with their respective fiancés. The goal of the interviews was to see how these men perceived themselves and their roles within both the domestic and professional kitchen, and how that negotiation affects their relationships with their spouses and children. Questions of gender dynamics in professional kitchens are raised in the interviews, and biases within the world of professional chefs are acknowledged and addressed. The interviews also examine the gender roles present in the domestic kitchens of their childhoods in comparison to how they now interact with their current domestic kitchens. This small scale study sheds light on how ideas about professional food work, domestic labor, and gender all intersect in contemporary times.

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Searching for Korea in a bowl of bibimbap; Session 12

Promotional material from Korean Restaurant Week 2008 in New York City called the popular spicy mixed rice dish bibimbap "a profound taste of Korea." The same advertisements, as well as countless culinary texts on Korean food, mention "devotion" as an essential ingredient in Korean cuisine. This paper illustrates how an intangible value, such as "devotion," takes shape in the collective consciousness of a group of people and works its way into a dish, such as bibimbap. Through a close analysis of the components of bibimbap, and their history, it becomes clear that the dish itself carries enough references to Korean values to justify the claim that it is an emblem of Korean identity. This begs the question: can bibimbap be marketed complete with its cultural signifiers on the global stage, specifically to Americans, who bring their own cultural symbols to the table?

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"This is an obscure assignment": Using food and food writing in the English and composition classrooms; Session 33

To begin the Fall 2008 semester in an English 101 course, I assigned two short food memoir narratives in preparation for the first writing assignment, which was a food memoir. To explore diction and detail, students investigated two very different cookies for an in-class activity. A student, sitting in the back of the classroom, broke the relative silence by saying, "This is an obscure activity." His comment led to a brief discussion as to why this might be "obscure" and why it was a challenging exercise. "I don't think of food this way" or "I never think about what I eat" were among the common responses. The students were pushed outside of their comfort zones and began to realize, through participating in this exercise and reading the food memoirs, how much we can learn not only about ourselves and the world around us but also about the power of diction and the importance of detail in writing. I narrowed my use of food writing in the English 101 course (because of department requirements) but have taught a literature course using solely food writing and visual media. Students in this course were challenged again to consider food from different perspectives and learned that food, whether through writing or television, for example, can allow us access to the individuals from various cultures and socioeconomic backgrounds other than our own with whom we would otherwise never communicate. The various writing assignments, activities, and texts explored in this course proved effective tools to achieve a general understanding of literature and to demonstrate that literature exists beyond novels and can be found in our everyday lives.

Parker, Jason Shaw, Doug Doohan, Jeffrey Lejeune and Robyn Wilson

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The cultural construction of food safety: One-size fits all or scale-appropriate recommendations?; Session 54

Recent food contamination incidents in the U.S. have been sourced to both international and domestic food producers, bringing food safety

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issues to the fore of many food eaters' concerns. Food safety standards and Good Agricultural Practices (GAPs) are promoted by Extension and industry advocates, making them available to producers through various information sources, yet as investigations of food contamination incidents reveal, they are not always followed. There is concern that the complexities of agricultural enterprises are overlooked in the process of developing uniform food safety standards and risk management messages. This presentation describes a National Integrated Food Safety Initiative (NIFSI) project that uses mental modeling to explore variations in social constructions of food-safety as seen through the converging and complex understandings and perceptions of GAPs food safety prevention and control practices among fresh produce growers in Ohio, Indiana, Michigan and Kentucky. Using in-depth, semi-structured interviews, fifty producers were interviewed in this study, representing various scales of farming as well as underrepresented Amish and African American households of Ohio and Kentucky, respectively. The goal of this research is two-fold. First, to better understand how farmers perceive food safety issues related to contamination prevention and control and how they integrate these into their cultural models of farming. Second, to provide risk messages, through Extension, which are tailored to each group's understandings, concerns and farm enterprise.

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Farming for the people: Social capital among farmers across three local food initiatives; Session 15

This paper considers farmers' perspectives on three local food initiatives in and around Athens, GA. Farmers were interviewed based on their participation in one or more of the following initiatives: Community Supported Agriculture, Farmers' Market, and an online grower cooperative (Athens Locally Grown). Interviews were intended to elicit the degree to which "social capital," here defined as the connections between farmers and between farmers and consumers, influences farmers' decision-making and economic success. The purpose was twofold: (1) to compare initiatives in terms of their capacities to generate and maintain social capital for farmers, and (2) to demonstrate the desirability of a diverse market structure for providing both social and economic security for farmers. By situating the initiatives in their geographic and historical context, the paper also reveals that successful local food initiatives must arise organically and collaboratively in a particular place and time.

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Trade liberalization, export-led economic development and Colombian cut flower exports in a sub-national context; Session 84

Over the last two decades, export-oriented development has largely been premised on the geographic spread and intensification of Non-Traditional Agricultural Exports (NTAEs) destined to northern markets. As a result, countries in Latin America, Africa and Asia have become the world's leading suppliers of NTAEs. While much attention has been focused on the impacts of NTAEs on export earnings and economic growth at the national scale, less emphasis has been placed on the impacts of agro-export specialization on food security at the sub-national scale. Taking the Colombian export-oriented cut flower agro-industry as a case study, this paper examines the impact of agro-export specialization on food security in flower producing municipalities in the savanna of the Bogotá region. In this paper, I argue that cut flower production in the savanna has contributed to the displacement of food crops for local consumption threatening the availability and access of food in agro-exporting municipalities.

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Consuming a farmers' market: Symbolic consumption for the food elite; Session 36

The recent barrage of local food articles in popular cooking magazines and newspapers is a testament to the public's increasing interest in local food. As the term 'local' now connotes quality to New York's growing food elite, it comes as no surprise that farmers' markets, which by their very nature embody this new criteria for quality, continually pop up in all five boroughs of New York City. However, with the lifestyle media's frequent portrayal of farmers markets as boutique-like harbingers of quality produce and artisanal goods, it is easy to forget that these local food venues don't exist solely for the food elite. In this paper I explore how the aura of "authenticity" is fabricated at a farmers' market that caters to middle and upper class shoppers in Manhattan. In order to determine how different social and economic classes relate to farmers' markets in their communities, I also look at the nature of consumption at a farmers' market in Jamaica, Queens.

Peterson, Tina

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Competitive eating in the news: A narrative analysis of media coverage; Session 71

Competitive eating events have long been a part of U.S. culture, from pie-eating contests at state fairs to Nathan's Famous July 4th hot dog eating contest in Coney Island, New York. Competitive eating has recently become a more institutionalized activity, complete with a league and a regulatory body. Coverage of these events in print media abound; indeed, the events themselves have become more spectacular and media-oriented in the last two decades. I plan to present a narrative analysis of newspaper and magazine coverage of these events, specifically addressing the following questions: (1) How is each competitive eating event characterized (ex: athletic event, circus sideshow)? (2) Does media coverage treat events (explicitly or not) as part of the tradition of carnival-esque spectacles in the U.S.? (3) Is there any moralizing present in media coverage of competitive eating? (4) How are oppositions or objections to such events handled, if at all? (5) How does competitive eating situate food as a commodity? Finally, for discussion: What does the competitive eating tradition reveal about Americans' relationship with food and eating?

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Beyond the vacant lot – designs for scaling up urban food production; Session 45

This presentation examines projects by architects and landscape architects that expand the scope, scale and practices of urban food production. Designers have only recently begun to engage the issues of food production, distribution, markets and food security as fundamental to creating socially just and sustainable urban environments. This work both extends and challenges the established practices of transforming vacant lots into community gardens. These largely grassroots efforts, established through years of community work, have been significant not so much for the quantity of food produced, but as models for urban agroecological practices, youth empowerment programs, job training and growing community capacity. Yet, there are questions about the scale of community gardens and their net contribution to urban food security, urban ecologies and impact on the larger food system. Recent work by designers expand the potential for food production beyond the reliance on vacant lots to include production at a larger scale on parks and other municipal lands, brownfield sites and at the urban edge. These projects also link food production with multi-functional programs planned in conjunction with broader systems of open space, stormwater, recreation and conservation. This presentation reviews built projects and proposals in North American cities, Detroit, Philadelphia and Toronto, with different degrees of vacancy and land use intensity. While these projects bring new vision to urban food systems, the enlarged scale also changes the social relationships that have been established through practices of community gardening.

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The health of the future: Raising consumer-citizens "to-be"; Session 39

In an era of heightened public rhetoric about the "obesity epidemic" among children, what are parents' perspectives, concerns and anxieties about their children's weight, eating habits and health? Because young children are considered "not-yet" citizens, "Others" who are incapable of making proper choices, parents are held primarily responsible for their health and well-being. Parents of children aged 5 to 12 who have concerns about their children's weight were recruited for the study. Fifteen parents from different socio-economic and educational backgrounds were interviewed. This paper draws on governmentality theory and theories of consumer society, childhood, health and the body to analyze the data. Analysis shows that parents do a tremendous amount of work in a variety of realms to keep their children healthy, and have a sophisticated understanding of the origins and effects of overweight and obesity. There were clear class differences around the ease and difficulty of food work, but also around uptakes of health discourses. Parents from lower socio-economic positions were more likely to resist or ignore the dominant healthist discourse of bodily discipline by emphasizing that moral value depends on more than appearance and body size.

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The cultural production of fine wine; Session 41

This paper critiques the contemporary global wine industry using theories from Pierre Bourdieu's *The Field of Cultural Production* in an attempt to conceptualize the ways in which various agents are involved in the creation and consecration of 'artistic' fine wine. Following Bourdieu, the creation of art is not an individualistic endeavor in which art is created by the artist, but rather a process of consecration through a variety of agents within 'the field'. Wine is often understood and marketed as an art form; this paper sets out to deconstruct the process by which certain wines are consecrated as legitimate works of art, why and by whom. The wine industry is characterized by the same competing polar hierarchies of autonomy (art for art's sake) and heteronomy (art for the market demand) that Bourdieu uses to describe art and literature in 'the field' of cultural production. Winemakers take up similar positions in the field of wine production as artists do in the field of cultural production. Bourdieu's theories can also help explain the cultural power that wine critics such as Robert Parker have on the consecration of 'legitimate' works which can affect the relational position of wines within the field once identified as 'genuine' or 'commercial' (high-brow or low-brow). This is important to consider in an age when wine consumption is increasing and so much of the wine economy is driven by literature written by influential individuals with powers of consecration.

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Guilty cows: Does giving up of dairy production significantly decrease the GHG emissions of food consumption?; Session 55

Says a vocational hotel, restaurant and catering teacher in Helsinki in 2008: "Seems to me, that the cows are made guilty for the GHG emissions so strongly on the agenda today". This comment unwraps first the consumers' responsibility for the GHG emissions of the food system, and second, the question of the emissions of a particular commodity subsystem within the food system. In this paper the GHG emissions of milk products and beef as part of a 'suspect diet' are compared with respective GHG emissions of oat milk and other vegetarian products as part of a 'virtuous diet'. The aim is to clarify whether the consumer can ameliorate climate change by changing his/her food consumption. The comparison is based on per capita food consumption data from Finland, and it concerns the agricultural emissions only. The calculations include the GHG emissions from cultivated soil, dung, enteric fermentation and fertilizers. The emissions were calculated on the basis of statistical and agricultural production data and expressed as CO₂ equivalents. The results show that substitution of dairy products with vegetarian items would result in 34% emission reduction. As such the figure is impressive, but represents only 5% reduction from the total GHG emissions of the present day individual consumption in Finland. In addition, it may prove challenging to create a systemic conversion to vegetarian food consumption. Therefore, the role of public catering is stressed in exerting an incremental change in food consumption by creating a novel food culture promoting sustainable development.

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Organic food and youth at a Norwegian music festival; Session 39

We explore how organic food at a festival affects perceptions among youth, and how experiences from the festival context may be transmitted to an everyday context. As part of an ongoing European project “innovative Public Organic food Procurement for Youth” (<http://ipopy.coreportal.org/>) we have observed at the Øya music festival, interviewed organizers and conducted two focus groups with young people recruited at the festival in August 2008. Being at the festival was a positive experience and thus organic food became associated with something positive. The participants had the opportunity to taste a variety of organic foods and were exposed to information, although not all had read it. The participants tended to view organic food as being different from conventional food, and there seemed to be an expectation that it would be better for themselves, animals or the environment, or taste better. Price and availability were described as constraining factors. The participants felt that pizza had been the best deal, cheapest and most filling. Festival food was mainly linked to necessity and “fuelling the body”. This notion was also emphasized by mainly offering “finger food” and people eating standing up. There were mixed views on the transmission of organic food from the festival to the everyday context. Organic food at festivals was described as a step in the right direction because young people go to festivals and pick up things that they may take with them. However, festivals were also described as separate worlds with limited influence on what people do at home.

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Chasing profits AND community? Negotiating “organic” in the U.S. cotton sector; Session 37

It has been widely argued that organic agriculture in contemporary United States has been polarized into two sectors organized structurally and normatively along different poles. Further, it has been argued that relationships and non-market values are central to the “authentic” organic agriculture movement (of relatively small producers), while profits and market values are central to Big Organic. In this paper, I examine the extent to which these arguments hold true for the organic cotton sector in today’s U.S. This paper is based on interviews (carried out in January 2009) with producers who are members of the Texas Organic Cotton Marketing Cooperative (TOCMC). This cooperative produces the majority of the organic cotton grown in the U.S. The TOCMC was founded in 1993, and is headquartered in Lubbock (Texas), and most of its members are located in the surrounding South Plains area. The cooperative has approximately twenty-five producer members, who are family farmers and who grow approximately 10,000 acres of organic and transitional cotton. The total annual production on these family farms has averaged approximately 7,500 bales in recent years. TOCMC and its members are certified organic by the Texas Department of Agriculture. I argue that because of the special qualities of cotton as a commodity, the family farmers who grow organic cotton in Texas share some norms and practices of (what is considered to be) “authentic” organic and some norms and practices of Big Organic. This makes it possible for the Texas family farmers to be a possibly unique case among organic farmers: they can chase (and obtain) both meaning and profits while growing cotton organically. The implications of these findings for the future of the U.S. organic cotton sector are considered.

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Cooking, recipes, and work ethic: Passage of a heritage literacy practice; Session 21

Heritage literacy is the set of multimodal literacy practices used within any community or family across multiple generations and over time. In learning to read and write, as with using any system or technology, people must adapt, adopt, or alienate themselves from particular ways of reading and writing in order to maintain cultural boundaries. One finding is of particular note to AFHVS and ASFS members because it concerns the often-overlooked literacies and technologies of cooking and recipe writing, specifically as they were manifested within a population that seems particularly opposed to technological innovation: the Amish. In analyzing my data collections, food and work habits were among the most predominant characteristics that defined the boundaries of the community, of individual families, and of literacy learning across the generations. These two concepts intertwined in some revealing ways. From a closer examination of places where the concept of work plays out in food activities such as canning, gardening, and cooking, I was able to capture how my participants, both Amish and English, do not use recipes as neutral instructions or simply to guide cooking; rather recipes indicate adaptive uses of technologies for meaning making. Meanings are encoded into recipes that articulate the adaptations between (cooking) technologies and users (cooks) which then work together to create the environment in which they are used. This paper explores the results of my study, how work and food matter to heritage literacy as a concept, and offer implications as well as possibilities for continued study into heritage literacy and the materiality of food.

Sachs, Carolyn, Kathryn Brasier, Mary Barberchek, Nancy Ellen Kiernan, Amy Trauger and Audrey Schwartzberg

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Women farmers networks: Shaking up Pennsylvania agriculture; Session 67

Women farmers represent an increasing proportion of farmers in the U.S. In 2003, women farmers, agricultural professionals, and educators formed the Pennsylvania Women’s Agricultural Network to meet the educational needs and empower women farmers in Pennsylvania. This paper traces the emergence and evolution of this network from 200 members in 2003 to over 1,000 members in 2009. Based on surveys, needs assessments, focus groups, interviews, and participant observation, we document the challenges and successes of this network in providing opportunities for women farmers to gain knowledge and improve environmental, social, and economic sustainability of their farms. We also discuss how gendered institutional practices can impede or further efforts to meet the needs of women farmers.

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What's food got to do with it: Literature, space, and power in Helena Maria Viramontes' "The Moths" and Demetria Martinez's Mother Tongue; Session 30

This paper develops a framework for examining the intersections between literature, space, and power. In doing so, appropriate questions include: 1) how does space work in the literary text; 2) how does it function in the social, economic, and political context; and 3) how is space imagined, critiqued or refashioned by literature? Through close readings of Helena María Viramontes' short story "The Moths" and Demetria Martinez's novel *Mother Tongue*, my research takes a specific look at the way literary evidence helps us—in the age of globalization—to construct theories of space. More particularly, while Viramontes and Martinez's use of food imagery clearly marks the kitchen as a traditionally devalued space, how do these writers simultaneously signify the kitchen as a liminal space that permits permanent (re)identification? Accordingly, as their fictional female characters (re)define themselves through social structures and customs associated with food, Viramontes and Martinez offer a global view of the kitchen. What results is a new and necessary geography—both of the kitchen and the U.S./Mexico border. Theoretically, the points of departure for this paper are Henry Lefebvre's idea of "the production of space," Debra A. Castillo's and Maria Socorro Tabuenca Córdoba's *Border Women: Writing from La Frontera* and *Voices in the Kitchen: Views of Food and the World from Working-Class Mexican and Mexican American Women* by Meredith E. Abarca.

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Mexican restaurant cuisine variation in the Atlanta, Georgia metropolitan area and culinary acculturation; Session 2

The concept of culinary acculturation—where two cultures that come into contact exchange some of their cuisines' characteristics—is found throughout the food studies literature. This exchange more or less assumes that one cultural group is presenting a solitary cuisine to the other cultural group. Using data from a systematic survey of Mexican restaurants in the Atlanta, Georgia metropolitan area, this paper shows that this unitary Mexican American cuisine does not in fact exist, and instead varies greatly. The domain of Mexican restaurant food for the metropolitan area was determined by analyzing restaurant menus. Mexican American restaurateurs were then asked to rank each of the members of this domain on "how Mexican" they perceived them. Chain restaurants and non-chain restaurants found in dense commercial strips and high-income neighborhoods tend to present more of a Mexican American or Tex-Mex cuisine, whereas non-chain restaurants found in lower- and middle-class neighborhoods and mixed commercial zones tend to present more traditional Mexican cuisines. A discussion of culinary acculturation as a proxy for cultural incorporation is then presented in light of these findings. Culinary acculturation is a useful proxy in migration studies, and may be an instigator of cultural incorporation between host and migrant groups; however, a multivariate scale that takes cuisine variation into account is necessary.

Schafft, Kai A., C. Clare Hinrichs and J. Dara Bloom

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Pennsylvania farm-to-school programs and the articulation of local context; Session 53

In this study we integrate quantitative data from a statewide mail survey to food service directors in all 501 Pennsylvania school districts, with qualitative data from 7 local school district case studies to examine the current forms, organization and policy needs of "farm-to-school" (FTS) programming in the state of Pennsylvania. In its scale and content, FTS programming looks different in different school districts depending on district resources, and in particular the main issues of local saliency that act as catalysts for FTS (e.g., nutrition, obesity prevention, strong community identification with local agriculture, and/or enhancing local economies). Our findings suggest that FTS incorporates a flexible range of potential strategies that schools use to address specific community and educational needs, rather than a more codified, uniform set of practices to be implemented irrespective of local context.

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The shopping experience: Supermarkets and the production of consumption; Session 51

Consuming has become a part of our daily lives and much of our time is spent in the act of provisioning. Whether we are purchasing clothes, gas, or groceries, we are constantly engaged in buying. Theories of consumption have sought to understand this social process but have often focused on the consumer and the point of purchase, obscuring the sellers/retailers, manufacturers/producers, and the multiplicity of relationships that occur during the shopping process. Buying groceries and other supermarket items is often felt to be, at best, a mundane task, and at worst, an absolute horror, but a sociological engagement with supermarket shopping becomes necessary in order to begin exploring how the shopping process influences the way we feed ourselves and how the process of shopping reiterates particular structures of power and authority. Broadening our analytical gaze will allow us to see how consumers, retailers and manufacturers reproduce a food and nutrition system that is predicated on inequality and confusion.

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Labor management on small and mid-sized fruit and vegetable farms in Pennsylvania: Perceptions and practices; Session 77

While there is considerable scholarly literature on hired farm labor in the US, much of it focuses on labor issues associated with large-scale, highly industrialized farming systems. Although small and mid-sized independent farm operators hire comparatively fewer farm laborers than many larger scale operators, labor remains a critical concern. Small and mid-sized independent farm operators face particular challenges in labor relations and practices. Securing and maintaining an adequate workforce throughout their production cycle and from one

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year to the next may play a role in the longer-term viability of these smaller farm enterprises. This exploratory study addresses a gap in current farm labor literature through a qualitative inquiry into the practices and perceptions of smaller-scale farm operators whose labor needs are highly seasonal. Drawing on in-depth interviews with approximately 15 Pennsylvania fruit and vegetable growers, the research explores how small and mid-sized vegetable operators manage their labor resources to accomplish required work on their farms and how farmers' own ideas and experiences inform their labor management strategies. The paper addresses the work tasks that exist on these farms, the type and number of workers desired to perform these tasks, as well as the specific strategies farmers employ to attract, retain, and communicate with workers. Further, the study seeks to better understand how farmers perceive the nature of their work, their employees' jobs, and how they regard labor management issues within the vast array of responsibilities on their farms.

Selfa, Theresa, L. Kulcsar, G. Middendorf, R., Goe and Carmen Bain

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The biofuels revolution? The promises and perils of biofuels development for rural communities; Session 68

Proponents of biofuels development suggest it will bring energy independence, mitigate climate change, create new markets for agricultural products and revitalize rural communities. However there is a lack of empirical research examining the benefits of biofuels development for rural communities. Drawing on past research of community impacts of rural restructuring, this paper will present case study findings based on community surveys, interviews and focus groups with farmers and community members in three rural communities with ethanol plants in the Midwestern US.

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Films about food: The pedagogical use of non-fiction food films; Session 33

I am writing a paper on the pedagogical uses of documentary film dealing with the politics of food in the era of globalization. In the past half-decade there have been numerous documentary films produced exposing the corrosive influence corporate capitalism has had on mass populations in the effort to reach ever-increasing markets. As a professor of communication (media, film & Popular Culture) I have had difficulty making my students aware of this reality due to the lack of news coverage of this vital contemporary issue. However, while teaching film studies courses (and most specifically, the non-fiction film course) I have been awarded the opportunity to screen a handful of powerful films which have been most instrumental in making my students more aware of the ideological connection between the production of food and political economies within the context of globalization. The main focus will include cinematic analyses of three films: Robert Kenner's new film **Food Inc., Media That Matters: Good Food** (a compendium of films detailing the economic realities of contemporary issues in food-related topics) and the Canadian trio of Mark Achbar, Jennifer Abbott and Joel Bakan's film **The Corporation**, which takes on the modern global conglomerate. I shall be investigating these films from a content analyses perspective in order to demonstrate how these films (and others) can be utilized to demonstrate critical thinking skills for students.

Siegrist, Michael and Marie-Eve Cousin

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The influence of expectations on sensory experience; Session 88

Information about a product may shape consumers' taste experience. In a first experiment, we examined the impact of naturalness on sensory evaluation. Results indicate that the same chocolate was evaluated more positively when participants were informed that natural ingredients were used compared to when participants were informed that artificial ingredients were used. This finding suggests that synthetic ingredients may evoke negative expectations, and as a result people's sensory experience is diminished. In a second experiment, participants received (positive or negative) information about wine prior to or after tasting it. When the information was given prior to the tasting, negative information about the wine resulted in lower ratings compared to the group that received positive information. No such effect was observed when participants received the information after the tasting but before they evaluated the wine. Results suggest that the information about the wine affected the experience itself and not only participants' overall assessment of the wine after the tasting. Overall, results show that information may have an important impact on consumers' sensory evaluation of food products.

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Drinking distinction: Contextualizing the elite coffee market; Session 35

The development of premium products in food and drink has been an important and broad trend in the last few decades. Coffee is no exception; today up to 20% of coffee sold in the United States is specialty coffee. Across the last three decades, coffee has changed from a relatively simple source of caffeine to a complex set of products with a variety of characteristics, qualities, and flavors. Increasingly, consumption of coffee has been placed in a framework of quality and distinction. The idea of treating consumption as a way of expressing distinction (in Bourdieu's sense) was hardly new; goods like wine had been used as a means of expressing distinction for a long time. But the spread to everyday consumer goods like coffee reflects a new trend. This "coffee of distinction" is marketed as a personalized product, created by coffee growers and roasters working as artisans in collaboration to create excellent coffee. This personalized coffee is contrasted with the impersonal industrial production of mass-produced coffee. This shift has important effects for producers, who are now rewarded for producing coffee of quality and distinctiveness; for sellers, who have new ways to differentiate themselves from their competitors; and for consumers, who can demonstrate their distinction through yet another sort of consumption choice.

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The trouble with authenticity: Separating ideology from practice at the farmers' market; Session 36

Farmers' markets have enjoyed resurgence in the past two decades. This increase in popularity is attributed to a host of factors, often related to the alleged benefits of local food, alternative farming and direct producer-consumer interactions. There are also widely held assumptions related to the type of food and food vendors that belong at a farmers' market in addition to the type of experience that should take place. This paper argues that discourses of authenticity are central to the identity of the farmers' market, and that they are constructed differently 'from above' by those seeking to regulate farmers' markets in particular jurisdictions and 'from below' by managers, producers and consumers in situ at individual markets. A literature-based discussion is complemented and grounded by consideration of institutional statements regarding authenticity and selected key results from a survey of managers, food vendors and customers at 15 farmers' markets in Ontario, Canada. It is demonstrated that while the general discourse about authenticity at the farmers' market is built around strict, almost ideological assumptions about the presence of 'local food' and those who produce it, community-level responses reflect considerable diversity in the interpretation and composition of the farmers' market. It is suggested that a binary view of authenticity, where some farmers' markets are cast as 'real' and others presumably not, is highly problematic as it tends to ignore a large and important middle ground with multiple identities.

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Agrarian texts as critical lens in freshman college writing classes; Session 33

First year college composition courses, part of the core curriculum in degree programs from two-year community campuses to research universities, provide an excellent opportunity to introduce in-coming and undergraduate students to scholarly agrarian texts as the foundation for critical reading, writing and thinking skills that will serve them well in their academic careers and beyond. Enlisting the work of such pioneers as Wendell Berry, Eric Freyfogle, Scott Russell Sanders, Michael Pollen, etc., instructors create assignment sequences which involve journaling, discussion, annotation and debate, which, in turn, give rise to semester writing projects involving a variety of foci and disciplines. As freshman writing courses are designed to prepare students for academic discourse, a good share of this curriculum will be dedicated to learning and applying research methods, among them field research and data collection, and contextualizing database and peer review sources. Using agrarian publications as primary texts in crafting papers, students learn to craft not only fundamental position papers and rhetorical analyses, but also sophisticated inquiry-based epistemic research projects. Moreover, in addition to gaining valuable composition tools, students are introduced to the agrarian philosophy which includes the studies of culture, history, agriculture, community, politics, economics and environment in a course that is inherently designed for cultivating a curriculum that reaches across many disciplines.

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Eating maps: Diagrams of places, times, and people in eating episodes; Session 39

Food choices are embedded within situations that shape whether, which, and how much food is consumed. We examined how eating maps can be used to portray situations where people consume foods and beverages, and how eating maps can be used to identify how people can make healthier food choices. Qualitative data about eating episodes was collected from adults every day for seven consecutive days. The investigators used this data to draw eating maps that summarized the places food was prepared and consumed, and the times and people present during eating episodes. The eating maps were then shown to participants during face-to-face interviews, and participants evaluated how well the eating maps represented their usual food choices and how the eating maps help identify ways to change their eating patterns to make healthier food choices. Participants included 42 employed adults from one mixed city/rural setting. Diverse eating patterns emerged among these participants, with some eating in many situations (disparate places, times, and eating partners) and others in only a few situations. Participants reported that the eating maps were generally representative of their usual eating patterns. When asked how they would make healthy changes in their diets based on the information in the eating maps, most focused on eating less or choosing different foods or beverages in particular locations and specific times. Few suggested eating with different people. Eating maps offer a tool for identifying and portraying eating patterns that may be useful in nutrition education, dietary counseling, and food choice research.

Som Castellano, Rebecca

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Power on the plate: Theoretical perspectives on the National School Lunch Program; Session 46

This paper describes a theoretical framework utilized for research which examines how social actors construct and contest National School Lunch Program (NSLP) policy in the United States. Based on masters thesis research, which is historical as well as contemporary, this paper sheds light on who is involved in shaping the system of institutions surrounding school lunches which transmits important ideas about what we should eat, and how we should eat. The school lunch is a dynamic location for such investigation given (1) the number of school lunches consumed each day, (2) the centrality of the process within an established institution, (3) the critical timing of the event during the socialization process of young people, and (4) the increased rates of obesity occurring in the childhood population across the United States. In order to explain how power influences the formation of social actors and the negotiations which occur in the NSLP policy making process, this paper utilizes the theoretical perspective on power developed by Bas Arts and Jan Van Tatenhove (2004), and Paul Burstein's theory on policy domains. Arts and Van Tatenhove, influenced by Clegg's circuits of power theory and Giddens' structuration theory, describe power in

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the policy making process at three different, but interconnected levels: relational, dispositional, and structural. Burstein offers theoretical insight on how social actors engage with issues in the policy making process. This paper describes how these theoretical perspectives explain *who* is involved in constructing and contesting NSLP policy, as well as *how* this process is occurring.

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Constructing touristic space in Caribbean ports of call: Food-free zones?; Session 52

Cruise ships, by physically isolating travelers from the surrounding world until docking at a port of call, act as an extreme form of a tourist bubble. This paper explores how touristic perceptions of tourist space at Caribbean ports of call are reinforced by the type and selection of food available and whether the food available reflects an aesthetic view of the country. Four Eastern Caribbean ports of call are studied, providing a cross section of affluence and infrastructure development. I identify the boundaries of these tourist bubbles and food offerings by using visitor maps from government tourist bureaus and port-of-call shopping maps. Surprisingly, most ports of call are marked by a general absence of food. The food present in tourist bubbles is often deterritorialized, providing visitors with a feeling of comfort and belonging that reinforces the psychological boundaries of the tourist bubble. Occasionally, generic tropical food offerings intrude on this space, perpetuating the perception of the Caribbean as a unified paradise. These results show that food establishments in ports of call, unless they offer services such as internet access or indulgences like alcohol, coffee or ice cream, may struggle to maintain profitability when competing directly with the already-purchased dining options on-board the cruise ship.

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R/Evolution? Rural women's volunteerism examined; Session 67

This paper examines the historical and contemporary dimensions of rural women's volunteerism and volunteerism's impacts on agriculture, food, and health policy. Through historical research, focus groups, and individual interviews, the results reported here, one-half of a comparative research project, examine the extent to which rural women's groups are--and have been--both revolutionary and evolutionary in their educational efforts involving the public, and these educational campaigns' corresponding impacts at influencing public policy in the arenas of agriculture, food, and health. While the comparative project as a whole examines an American rural women's organization and the para-public organization known as the Women's Institutes of Nova Scotia (WINS), this paper is focusing on the WINS part of the research. The Canadian Women's Institutes, affiliated internationally with the Associated Countrywomen of the World (ACWW), have been, as Linda Ambrose (2005) has observed, "instrumental" in a number of public education and "reform causes, large and small, throughout the twentieth century" (259). WINS, in Nova Scotia, have played their part in this history. But the picture gets complicated when considering the recent WINS campaign, a provincially-based "Buy Local Challenge." Subsequent local food policy developments, in tandem with the historical picture, offer some food for thought: on the ways in which, both historically and contemporaneously, the rural women involved in the Women's Institutes may have been more revolutionary than evolutionary in their policy-shaping efforts, more evolutionary than revolutionary in their efforts to maintain a vibrant organization through recruitment, retention, and recognition of their volunteer membership.

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The movement is afoot: Capacity building for the next wave of the local food system movement; Session 5

As the local and sustainable food system movement takes root nationally, in communities like Washtenaw County, Michigan a great array of non-profit organizations, community groups, health institutions and schools have taken up the cause. In Ann Arbor, for instance, dozens of groups are working to address the interrelated web of food system issues facing the community from a number of perspectives. These perspectives include food security, increasing local food production, distribution linkages and improving public health. While the widespread enthusiasm and diversity are essential to change-making, often times these groups are not well coordinated, may be duplicating efforts, competing for the same limited funds, and leaving important gaps in the local food web unfilled. This paper argues that in order for the food system movement to be greater than the sum of its parts – the next wave of local food system activism will benefit from collaborative planning and capacity building. The paper brings together capacity-building and collaborative planning theory with participant-observation of an early stage of one such process in action – a Local Food Summit in Washtenaw Co., MI - in an effort to shed some light on what form this capacity building process might take. It also raises some critical questions about who or what entities should convene such collaborative efforts, set the agendas and manage the process.

Stofferahn, Curt and Thomas W. Gray (presenter)

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Conversion of the Dakota Growers Pasta Company: Pre and post study of discourse; Session 87

Organized as a new generation cooperative in 1990, becoming operational in 1994, and expanding in 1996, 1997, and 1998, Dakota Growers Pasta Company had become the third largest producer of pasta in the United States in 1998. The cooperative had been held up as an example of successful new generation cooperation (NGC), and a model for emulation. As a development model, advocates suggest NGCs represent the best of both worlds, 1) the democratic organization of cooperatives, and 2) the flexibility and liquidity of an investment firm. However, by a large margin, the members of Dakota Growers Pasta Company, one of the widely heralded successes in new generation

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cooperatives, voted to change the status of the company in 2002 from a cooperative to an investment oriented firm. This paper explores the various discourse frames, and initial narratives used to justify and oppose the conversion, followed by a report of comments five years post-conversion, e.g. reaction to liquidity, transparency and communication dynamics of the respective organizational types.

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Wasting responsibly: Exploring the ideology behind CSA production; Session 86

Despite the ongoing and ever deepening economic crisis, the business model of Community Supported Agriculture is thriving. With food scares more commonly in the news and with food typically traveling thousands of miles from global farm to kitchens across the country, deteriorating the nutritional value and quality of foods, individuals continue seeking alternative ways of provisioning for themselves and their families. Community Supported Agriculture (CSA) groups have become a popular way of supporting small family farms and satisfying several ideological ends: countering industrial farming models, preventing global sourcing, shortening the distance from “farm to fork”, building community, and supporting organic food production which, in turn, is a more ecologically responsible means of producing foodstuffs. The complex combination of ethical, ecological, and social issues raised by highly technological food production appears to be resolved by an alternative CSA model. But who does the term “community” behind *Community Supported Agriculture* truly refer to? How is this community classed, racialized, and gendered? Who has the knowledge, power, as well as the leisure time required to “go green”? At the opposite end of this question of consumption is a related question of production. What are the social relations of food production in the fields? This paper explores the wasteful nature of the CSA model while pointing to the embedded inequalities implied in a system of food production and provisioning that limits access along class/income lines.

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From organic farmers to “good farmers”: A comparative study of organic and conventional farming ideologies in England; Session 70

The ‘conventionalisation’ of organic agriculture is now well established in the academic literature. This paper utilises the concept of the ‘good farmer’ developed by Burton (2004; Burton et al. 2008) to explore the mechanisms of this apparent conventionalisation process, with emphasis on the processes by which farming standards are established, modified and embedded in farming cultures. Qualitative interviews were conducted with 23 organic farmers and 28 conventional farmers in two English study sites. Findings suggest general support for the good farming model, with organic and conventional farmers identifying many of the same good farming attributes. However, organic farmers are found to be emphasising alternative symbols and appealing to different audiences than conventional farmers, due in part to their inability to achieve ‘front stage’ farming performance standards with respect to conventionally established cropping (and occasionally livestock) standards. At the same time, conventional farmers are dealing with the failure of the good farming model to insure economic success, and are responding by becoming more selective and ‘satisficing’ in their individual constructions of good farming. Thus, although the study provides evidence of a convergence in ‘good farming’ ideals among those seeking to make a commercial success of farming, it is also argued that an increasing heterogeneity of farming approaches can be found among both conventional and organic producers.

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The US economic crisis and household food purchasing strategies: Consumer perspectives from three Orlando food retailers; Session 51

This research examines household food strategies amid current downturns in the US economy. Specifically, it explores consumer perceptions about (1) how well nutritional needs are being met at the household level and (2) how social motivations underlying local buying habits are altered as the US economy contracts. Data gathered through a comprehensive consumer survey and participant observation at three food retailers in Central Orlando -- a major chain supermarket, a Farmers’ Market, and an Organic Food Co-op -- adds ethnographic depth to this timely issue. Findings from this work have important implications for those seeking to address nutritional issues in contemporary urban contexts.

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Cultural authority in context: A concept and its application to food studies; Session 41

In recent years, scholarship on critics, chefs, activists, and other tastemakers has made an appreciable contribution to the discipline of food studies. My paper presents a concept with which food studies can relate and synthesize the range of influential voices at the table of American food cultures: mainstream and alternative, authentic and avant-garde, historical and contemporary. Based on Nicholas Abercrombie’s (1994) elaboration of Paul Starr’s (1982) concept, “cultural authority in context” is a model for considering how social actors and material factors intersect to create fields of possibility in which an authority can gain relevance, persuasive ability, and ready-made applicability. To achieve power, a cultural authority of food portrays a gastronomic perspective that in description and prescription resonates within the operative principles and practices of the authority’s intended sphere of influence, and thus generates discourse adaptive to context that, in turn, produces the currency on which that authority trades. To benefit the diversity of food studies, the proposed concept seeks flexibility in application so that it can attend to variations in time and place, as well as analytic rigor to organize analysis and relate seemingly disparate actors and circumstances. An example of applying the concept is shown in re-evaluating Duncan Hines and his restaurant criticism as the outcome of overlapping shifts in infrastructure, commerce, and culture caused by automobility and consumerism in early to mid-twentieth century America.

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Policy is nothing but paper: An examination of policy implementation through a case study of federal poultry processing exemptions in Iowa; Session 60

Agrifood system researchers and practitioners often call for macro-level policy changes to address social and environmental problems. However, the complexity of many layers of interpretation between macro-level policy and its everyday implementation makes these calls seem somewhat lacking in appropriate nuance. How is macro-level policy practically implemented and what can its implementation tell researchers and practitioners about how to more appropriately address policy-related social and environmental problems? This case study examines this question by looking at and working with the minutiae of federal poultry processing inspection exemptions at the federal level and as they are interpreted in the State of Iowa.

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The potential of homemade hydroponics to alleviate urban food insecurity in a climate with a limited growing season; Session 45

In this paper we examine the potential of homemade hydroponics systems to provide fresh-produce during the winter in a low-income, urban environment. Low-income, inner city populations in the United States often have limited access to healthy food. In extreme cases, food deserts exist where no food retailers carry a wide variety of items necessary for a healthy diet, such as fresh produce. While household and community gardens offer one mechanism for alleviating access problems in urban environments, growing food can be problematic in locations where growing seasons are limited. Some scholars have suggested using hoop houses and other season extension techniques to lengthen growing seasons. In this paper we explore the use of hydroponics located in already heated buildings as another potential option. From October 2008 to May 2009, we field tested two sets of homemade hydroponics systems placed in two non-profit neighborhood systems in Saginaw, Michigan. In this paper we present the results of a feasibility study of these hydroponics systems by assessing the productivity of the systems relative to their labor and input requirements. We also discuss the challenges that were encountered when implementing these systems. We conclude that while hydroponics systems have the potential to facilitate urban food production during the cold season in some situations, even low-tech systems require significant human and technological capital that may limit their widespread use.

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Agrifood nanotechnology: Is this anything new?; Session 63

The agrifood sector provides an interesting case study for nanotechnology because there have already been several reports by civil society organizations that highlight agrifood applications in calling for regulation, moratoria and public opposition to nanotechnology. A content analysis of these reports reveals a number of interesting patterns that bear on the relationship between technological and philosophical novelty. First, the reports do in fact identify issues relating to toxicological methods and risk assessment. Second, the social and ethical ills noted in these reports are generally typical of those associated with all forms of industrial agriculture. Finally, the reports connect novel risks to traditional problems by exploiting ambiguities either in the definition of nanotechnology or the scope of agrifood. Risks are associated with nanotechnologies (such as nanoparticles) that in fact have no specific agrifood application, though they may have uses in other consumer products such as cosmetics and may be used in equipment (such as tires) utilized in farming. As such, it is not unreasonable to interpret these reports as utilizing uncertainties associated with nanotechnology as a general phenomenon to mobilize public opposition to further industrialization of the agrifood sector, despite credible evidence that the applications of nanotechnology specific to the sector are among those least subject to these uncertainties.

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Natural food: Second nature and the pastoral design; Session 58

Labeling food as *natural* is an effective marketing strategy for food products, but when is it appropriate? To explore the meaning of *natural* with respect to food we may first consider the meanings of *nature*. *Nature* is used in two different senses. One is *nature* as an essence: *the nature of* the thing. Another and fundamentally different sense of *nature* is as a collective; this nature may be reified, personified, or even hypostasized. It might be wild and threatening or it might be nurturing. When *nature* is used in the collective sense, we can ask about the "nature of nature." Aristotle suggested that the moral aspects of human nature could be cultivated to a "second nature"; in a similar way the nature of collective nature might be developed into a second nature. With increasing technological complexity in the making of food, the sense that wild nature is being increasingly subdued to man's benefit is accompanied by the concern that innocent nature is increasingly at risk. A tension exists. In *The Machine in the Garden* Leo Marx discusses the pastoral ideal. He argues that the traditional pastoral ideal presents "nature and art in balance"; I take this to mean that human intervention has become accepted so as to be unremarkable. I contend that an ideal of balance of human intervention within second nature, according to Marx's pastoral design, resulting in a complex pastoral ideal, is a useful way to consider the natural with respect to food.

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(Re)turning the farm to the center of the community: Towards new models of food production, consumption and settlement patterns; Session 70

The energy price shocks of summer 2008 and how they affected food prices should have been a wake-up call for supporters, promoters and participants in our current global food system. The reality of our finite source of inexpensive energy and the pollution of our global habitat through the use of these fuels to provide cheap abundant food should be –and in some cases is– prompting some change in new directions. Some of the alternative modes of production, such as organic farming, Community Supported Agriculture and local food systems that have developed, however, also reproduce inequalities with regard to race, class and gender and in the case of industrial scale organic production, only exacerbate the problems of fossil fuel usage. This paper proposes to discuss the possibilities of (re)turning farms to the center of communities and rethinking our settlement patterns to provide energy efficient, regional sources of food, fiber and energy in egalitarian ways. The paper engages with the ideas of “community” and “farm” as allegedly locatable places of perceived harmony and illustrates how (re) placing farms in communities can help us engage with and resolve issues of inequality with respect to race, class and gender in our regional and local food systems. Using empirical examples from research in Pennsylvania and Georgia, this article sketches out some theoretical directions for realigning food production and consumption with, in and for local communities. The paper draws inspiration from already existing community/farm models and urban gardening to propose a new approach to meeting the food (and other material) needs of communities.

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Green Corps: Urban agriculture high-school work study program: lessons from the field in teaching, urban agriculture, community building, and ecological restoration; Session 24

Green Corps is the Cleveland Botanical Garden’s high school work-study program focused on urban agriculture, educating students in horticulture, life skills, environmental and community stewardship, and entrepreneurship. Taking abandoned city properties in Cleveland, in conjunction with local Community Development Corporations, Green Corps grows fruits, vegetables and students interested in agriculture, food, and making their environment more productive and secure. The Green Corps urban agricultural sites, provide much needed jobs and hope to both students and neighborhoods that face increasing difficult times by offering agricultural skills, fresh fruit and vegetables, an oasis in the city, and community building. In 2008, on our 4 gardens we employed 55 students, sold \$13,750 of fresh produce and bottled salsa and salad dressing (that are used to help support the program). We are currently planning 5 sites for the summer of 2009, with expansion plans to include a year-round after school program with a state-of-the-art, off grid growing greenhouse, and 10 acres under cultivation in Cleveland. With our partners at the Ohio State University Agriculture Research and Development Center, we have begun to understand how to best grow food crops in urban conditions and will begin to quantify the positive effect it has on the local ecology. Our students and gardens have engaged their communities with volunteers, teaching younger children and community service. This session will explore the nature of teaching high school students about agriculture in the city, while reclaiming abandoned lots, building local food security and environmental quality, pride of place and skills for the future. The presentation will include discussion about long term evaluation of student future choices, citizen science programs on the urban agriculture sites, and building city capacity for local foods.

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The appeal of labels: The effects of the capacity for visualization on the choice of wines to try at a winery; Session 88

Study design: Visitors to an upstate NY boutique winery indicated which wines they chose to taste, and gave their demographic data, their degree of interest in and capacity for visualization (e.g. “I can close my eyes and easily picture details of a scene I have experienced”), their curiosity and eagerness for new experiences (novelty-seeking), and their degree of conservatism. Six wines had unusual names and “artistic” labels; nine wines had traditional varietal names and labels. The number of wines tried in each category was calculated. Results: Thirty-one participants (17 women, 4 men) ages 21-61, median 27, provided data. The higher the capacity for visualization, the higher the frequency with which the participants tried the wines with unusual names and labels ($R^2 = 0.62$, $p = 0.0002$), and the less likely they were to try wines with traditional names and labels ($R^2 = -0.63$, $p = 0.0002$). Age, gender, novelty-seeking, and degree of conservatism were not related to wine choice. Conclusions: The capacity for visualization appears to play a significant role in determining how a person chooses among possible wines to taste, based on name and label appearance. By extension, this capacity may play a role in determining other behaviors around food choice. In order to assure the widest possible acceptance of food (and other) choices we may need to tailor appeals to two different constituencies simultaneously. These constituencies are not defined by the usual labels of conservatism or novelty-seeking, but by the degree to which they use their “mind’s eye.”

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Farmers’ markets as a source of local foods for Italian consumers; Session 36

Over the last century there has been increasing industrialisation of the world agri-food system. However, in recent years several academic studies have shown growing consumers’ consideration of local food products and substantial evidence that some consumers are willing to pay premium prices for local foods. The market success that local food products are encountering is due to their suitability in responding to modern consumers’ requests to rediscover regional and cultural traditions, and to enjoy handmade and authentic food products in contrast to standard industrially processed foodstuff.

In this framework, farmers’ markets are increasingly seen to be key institutions in the trend towards a less industrialised agriculture and vital

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developers of a strong link between urban consumers and rural food producers. The aim of this study is to reveal how farmers' markets can reconnect Italian consumers with part of their cultural identity: local foods. Italy, in fact, despite being a country with a long tradition of direct agricultural markets, has rediscovered, from relatively short time, the interest in this type of sale. This paper describes an empirical analysis of Italian farmers' markets, involving shoppers and vendors, sought to understand how participants view the markets as a source of local products and to determine the real amount and variety of local foods available at the markets. Research findings suggest that Italian farmers' markets customers wish to support local farmers and local agriculture through their 'food euro' and express a strong connection to a wide range of supposed benefits pertaining to local food.

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Consuming landscapes and food in a recreational context: Exploring the importance of cultural and natural landscapes for recreation among Norwegian rural tourists; Session 52

The paper explores the importance of the natural and cultural landscape for rural tourists in Norwegian amenity rich areas. During the last decades farm production has undergone considerable changes that has affected the rural landscape. The cultural landscape may be important for the recreational consumer, and contact with and use of the landscape as well as products and services from local farms, may increase the tourists' appreciation. Changes in the rural landscape and farm production may create both conflicts and new possibilities in the relations between farmers and consumers. Farmers, at least in a Norwegian context, have for long been assigned the role as providers of safe and pure food products. Until recently, less attention has been drawn to other potential products and services that emanate from agricultural production. However, a growing demand for recreational experiences in rural areas has resulted in an emerging interest in developing new alternatives to the conventional food production. Outdoor recreation is central in the Norwegian way of life, and especially in connection with second homes and other forms of rural tourism. In Norway, food related experiences are closely related to the outdoor recreation tradition. Activities such as fishing, hunting and picking wild berries have been popular recreational activities. In addition, second homes and caravan sites are often situated close to the cultural and farmed landscape. Thus, the landscape has both aesthetic and experience value to the recreational tourist that are also related to provisioning and consumption of food.

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Rootlessness and the cultivation of culture: The hidden benefits of community-focused agriculture; Session 85

The object of this paper is to investigate the success of community based agriculture, especially with regard to how it brings a community together. My focus is primarily on the Pacific Northwest, for the area has a very diverse climate and wide range of locally produced food, (which has helped foster a more defined regional cuisine than many regions of the United States.) Buying local is a concept that is by no means new. But for the many reasons that people choose to buy local, (supporting local farmers, environment, economy, and biodiversity – not to mention motives of taste and conspicuous consumption) there is one widely overlooked reason: the local food-narrative. That is: community interaction around food, bound together by a common set of ingredients. Unique foods call for unique preparations, and, though not all the time, getting food from a CSA box instead of a supermarket-shopping list teaches cooks to be creative with the dish they construct. It creates a bastion of heterogeneity in a country where, sometimes, it is hard to find a restaurant that isn't part of a chain, a food that is not highly processed, and a family recipe that's anything more than a slight variation on well-known foods. And when the sharing of local foods and recipes affects the collective tastes of a community, a regional cuisine is born. This product of local agriculture is very beneficial for its community, and the individuals within.

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Reciprocity in the era of globalization: Traditional livelihood strategies, global markets, and technological change in rural Bolivia; Session 7

Strategies involving cooperation and reciprocity form an important facet of production practices of rural farmers in highland Bolivia. The networks and norms underlying these strategies also undergird much of social, political and religious life in rural communities. However, processes of globalization, modernization, and development are affecting production practices, and thus, reciprocal and cooperative networks and norms throughout the Andes, creating a tension between economic development and traditional social organization. This paper focuses on two interrelated aspects of economic change-- incorporation into global markets and increasing use of labor saving technologies in agriculture-- to explore ways they are affecting traditional practices of cooperation and reciprocity in the rural Andes. Conventional wisdom and much academic literature suggest that incorporation into capitalist markets challenges and eventually weakens traditional forms of social and cultural life. This research suggests, however, that the interplay between global markets and traditional cooperative and reciprocal strategies is significantly more complex. While globalization and technological change do force a renegotiation of networks and norms, these traditional practices are reformulated in a way that is meaningful for rural people and also appropriate for their livelihood strategies. Strong, dense reciprocity networks and norms help rural producers access and benefit from global markets, and also help to buffer them from some costs of globalization. Further, new technologies are not perfectly suited for the local social and environmental climate, and cooperative and reciprocal networks are mechanisms through which rural producers fill in the gaps. Thus, reciprocity and cooperative strategies and networks remain relevant in contemporary rural Bolivia.

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Cultivating community: The governance of community gardening in Syracuse, NY; Session 76

Governance has recently emerged as an analytical concept within the social sciences to examine the regulation of socio-ecological processes. In this project I engage participatory research to explore the governance dimensions of community gardening, using Syracuse, New York as a case study. The purpose of the project is two-fold: (1) to gain a better understanding of the urban geography of hunger, and (2) to critically examine community gardening as a response to urban hunger. Community gardens provide a window into neoliberal governance that is complex and rife with contradiction insofar as community garden advocates both challenge and reify the neoliberal creation of, and response to, urban hunger.

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Community supported agriculture (CSA) in the North Country: Motivations and oppositions among members and farmers; Session 86

The emergence of two opposing tendencies in our food and agriculture system, the global/industrial and the local/ecological, is the subtext of this study of the local agri-food system in Northern New York State - the "North Country." Our focus is on the Community Supported Agriculture (CSA) movement as a manifestation of the tendency toward creating a food system emphasizing natural processes, local sourcing, building "community," and serving human needs. The data for this study originates from two sources: a self-administered survey of CSA members and interviews with CSA farmers.

We find members' motives for joining CSAs divergent, but generally connected to social, health, environmental, and food quality concerns. These motivations offer an implicit critique of the larger conventional/industrial food system. In a complementary fashion the interview data from the CSA farmers provide overt critiques of the conventional food system as motivation for establishing a CSA and a smallholder operation. We also examine the barriers to the CSA model displacing substantially the dominant agri-food system.

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Historical perspectives on family restaurant dining; Session 2

This paper will examine a variety of perspectives on restaurant patronage by families, i.e., parents and children, over the past two centuries in the United States. Beginning with an attempt to construct an overview of the incidence of restaurant patronage by families and the impact on restaurant growth and development, the paper will go on to look at discourses focused on this phenomenon, particularly those which emphasize the role of the mother as meal preparer. Included will be the occasions and expressed motives for family restaurant use, the development of a specifically family restaurant market, and concerns of both critics and advocates of family restaurant-going. Among the subtopics to be addressed are family travel and tourism, the nature and frequency of special dining occasions and the impact of women's employment, family size, and suburban mobility patterns on dining away from home. While looking at the arguments evinced on both sides of the issue of whether restaurant patronage supports family functioning or is a sign of family disintegration, I will not try to settle this question. Instead I will assess how both critics and proponents of restaurants have affected the growth, marketing, and development of restaurants which solicit family business. I will attempt to characterize restaurants, present and past, which cater particularly to families. The paper will be based on original research using primary historical sources such as newspaper reports and editorials, advertisements, menus, and cartoons and comic strips.

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Why corn ethanol? ADM and United States biofuel policy; Session 68

The emerging debate over biofuels will be shaped by the needs of corporations to expand use of "the socially accessible biospheric surplus" (Schnaiberg 1980). However, the direction of that use will be shifted by competition among different sections of capital, state regulation, and citizen activism. This paper focuses on corporate and state relations with regard to corn ethanol. This research looks at one corporation, ADM, which has relied on tax incentives and government guarantees to help fund corn ethanol for the last twenty years (Lieber 2000). The paper examines statements by ADM about ethanol and biofuel vis à vis farm legislation and the 2007 farm bill, and outlines its relation with the state in seeking to shape U.S. energy policy. The paper ends with a discussion of possible pathways to politically feasible alternatives to corn ethanol.

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Food and social boundaries; Session 22

Food provides a unique medium for people to communicate their cultural distinction, but the other side of loving particular foods and ingredients is often distaste and dislike for other peoples' foodways. In this paper I explore the strange relationship between food likes and dislikes across social boundaries, to show the complex intertwining of tastes for food and people. These include situations where people relish foods clearly identified with people they hate, and others where they despise the food practices of people they otherwise feel close to. In the process, I argue that despite the common rhetorical device of melding foodways and cultures into a single integrated whole, in practice people often have little trouble detaching the things people eat from their other cultural practices. The mystery remains, why foodways can seem so culturally embedded in some settings, and labile and detached in others.

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Recipes from a revolution: Rhetoric, improvisation, and alternatives to the industrialized food system; Session 21

Cooking is a form of epistemological inquiry, one with implications regarding social praxis (Heldke 1988). Recent popular cookbooks incorporated narrative to bridge individual recipes and to introduce them—with stories sometimes interwoven within recipes. Also, many recent novels and memoirs include recipes (Daly-Galeano 2008). This cultural linking of food and story seems to reflect the broader alienation from our food's sources lately chronicled by various observers—and perhaps a corresponding epistemological shift. Food writers Sandor Katz and Barbara Kingsolver use recipes extensively in books critiquing the industrialized food system and offering alternative visions. These texts contrast in both their use of narratives and their approaches to recipe-making, offering valuable opportunities for reflecting on food writing as a tool enabling us to think, imagine, and go beyond the given. Barry Brummett defines rhetoric as “the social function that influences and manages meaning.” I use his three levels of rhetoric—the exigent, the quotidian, and the implicative—in analyzing how recipes in these books relate to larger social systems of meaning. In particular I consider the role of improvisation in each book and its implications regarding larger cultural structures of authority. Despite similar political goals, Kingsolver's approach to recipes reflects underlying values that I contend limit this work as a tool for social change, in contrast to Katz's book. Ultimately, they provide important lessons for recipes and food writing as a form of critical reflection and source of alternative visions.

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Farmers' markets and local food systems: Drivers of the social economy?; Session 36

In North America, farmers' markets are becoming increasingly prevalent sites of economic and social exchange in the re-emergence of local food systems. Little is understood, however, about the role of farmers' markets in fostering an increased supply of local food, or the broader impacts of farmers markets, often operating as social economy enterprises, on the communities (both urban and rural) and regions with which they are associated. This research examines the current and potential role of farmers' markets in British Columbia (BC) and Alberta (AB) to act as catalysts in the re-localization of food and in stimulating the social economy. This research is exploratory but informed by cluster and actor network theories, and utilizes comparative case studies and a Delphi inquiry methodology for gathering and analysis of qualitative data. This project is part of a larger social economy research program funded by the BC-AB Research Alliance on the Social Economy (BALTA), which is a unique practitioner led community-university research partnership. BALTA has brought together researchers from nine post secondary institutions and twenty social economy stakeholders and practitioner participants. The BALTA model and the specific research partnership that has formed for this research project will be described.

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Democratizing agricultural technologies: A case study analysis of the mobile livestock slaughter unit of northwestern Washington; Session 63

In response to current concentration in the food system there is a movement among producers, distributors, and consumers to create local food systems built on values of community and sustainability. More recently, scholars have recognized the importance of recognizing inequality and politics at the local level. Within technology studies, there has long been a recognition of the democratizing characteristics of different technologies. The mobile slaughtering unit (MSU) is a technology that couples with USDA inspection to provide small producers the ability to retail their own products. This paper brings together these literatures through a case study of the first USDA inspected mobile unit in Northwestern Washington. Using informal interviews and a formal survey of producers we describe the process of creating the MSU, analyze the social relations around its use, and analyze the attitudes and opinions of its core users. We find that in general the people utilizing this alternative are predominantly small, diversified producers, with off-farm employment. Most are male, though there are more female operators in the sample than the tetra-county and state average. The MSU has allowed these producers to raise more animals and market their meat products to local customers, farmers' markets, restaurants, and grocers. With the availability of the MSU there are far more producers gaining this market-share and diversifying their local sales. However, importantly our study revealed a split in the reasons producers are involved, between those taking part for reasons of profitability and those involved to support the effort, the community, and local agriculture.

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Changing the school food environment: A study of four high schools; Session 46

As the issue of childhood obesity in the United States continues to garner heightened public attention, schools have fallen under increased scrutiny for the role they play in promoting, or failing to promote, optimal health in children. However, the complexities involved in making change happen in the school food environment (including, but not limited to, school lunch, á la carte sales, vending machines, and school fundraisers) are not well understood. This paper examines barriers to and facilitators of change in the school food environment of four Central New York high schools, with particular attention to what current attempts at change are taking place, who has the capacity to enact them, and how the sale and consumption of food in schools is shifting or remaining the same in response.

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Does vitamin C content of organic and non-organic vegetables differ?; Session 55

The organically labeled vegetables are perceived by consumers to be healthier than non-organic or “conventional” varieties sold in supermarkets. However, whether the organic-labeled vegetables are nutritionally superior is not clear. The purpose of this study is to examine the nutritional quality of one common vegetable, broccoli, using vitamin C as a marker. This vitamin is abundant in most vegetables and is fragile and can be destroyed by heat and food processing methods. The broccoli samples were obtained from supermarkets, which are considered as the point of consumer consumption. The samples were obtained during different seasons when the broccoli could either be harvested locally or shipped from far distances. The vitamin C content of organic and non organic broccoli was assayed by the 2, 6 dichlorophenolindophenol, (DCPIP) method. The findings indicate that vitamin C could be used as a marker under a controlled laboratory environment with some limitations. Although the vitamin C content of organically and conventionally labeled broccoli was not significantly different, consumers may regard the organically grown vegetables as healthier than non- organic. However, significant seasonal changes have been observed. The fall values for vitamin C were almost twice as high as for spring for both varieties ($p= 0.021$ for organic and $p=0.012$ for conventional). The seasonal changes in vitamin C content are larger than the differences between organically labeled and conventionally grown broccoli. This may indicate that locally grown, seasonally available vegetables are nutritionally superior.

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Nostalgia and nutrition: Culinary modernity in the Guatemalan highlands following the implementation of CAFTA; Session 81

The division between “high technology” and “natural processes” – the theme of the 2009 AFHVS/ASFS conference – arose often throughout my fieldwork in the Guatemalan highlands, where I researched how notions of culinary health were changing in response to Guatemala’s nutrition transition and the ensuing focus on dietary-related chronic illnesses. In my ethnographic encounters, people commonly spoke with reverence about the purity of the food eaten by their ancestors, bemoaning the affects of an industrialized food system that had resulted in flavorless chicken, artificially large vegetables, and soils polluted with toxic fertilizers. Yet, I observed that people easily oscillated between glorifying a “natural” dietary past and advocating for the technologies that brought them the “healthy” low-fat milk, imported olive oil and sugarless sweeteners they associated with modernity. This paper draws upon 17 months of ethnographic work in Guatemalan kitchens, *campos*, and clinics to show that natural and technological processes, while at times imagined as separate, can also fit within the same discursive frameworks. I argue that nostalgia-laden narratives of cuisine were, in the Guatemalan context where my research took place, integral to the production of a dietary modernity. Moreover, the ways in which people reconciled these seemingly “oppositional” processes – simultaneously desiring technologies of modernity and the “natural” agricultural world of the past – reflected anxieties about the unstable access they had to social, political and economic power and revealed linkages between desired alimentary identities and desired social orders.

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Trends in the policies and political ecology of agriculture and food related to environmental conservation and management trends in Latin America; Session 7

This paper examines the trends of agriculture and food sectors related to environmental conservation and management during the period from 1985 to the present in Latin America. Shifts are examined in national and international policies, as well as in policy-related society-environment change (political ecology). Agriculture and food policies and programs have become increasingly entwined with expanded national and international emphasis on environmental conservation and management. Policies have shifted amid political regimes that range from neoliberal and neopopulist to revolutionary national socialist. Case studies of specific countries (Mexico, Brazil, Venezuela, Costa Rica, Peru, Bolivia) are used to examine similarities and differences, and to draw comparisons to global trends and trajectories. One focus of my paper will be on the development of agricultural and environmental policies under the neoliberal governments in the case-study countries. Public, community-based environmentalism and government-led or sponsored initiatives have expanded, albeit selectively, under neoliberal governments of Latin America. A second focus is the evaluation and analysis of agricultural and environmental management policies that are associated with transitions away from neoliberalism (e.g., neopopulism and nationalism, including revolutionary national socialism) that are occurring in various Latin American countries (e.g., the case of environmental management trends in Bolivia, Brazil, and Venezuela). My paper develops, applies, and seeks to advance the political ecology concepts of environmentalism, “hybrid neoliberalism,” territorial nationalism, and agrarianism.

Zylberberg, Ezequiel

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In search of a new ‘fair trade’ paradigm: An alternative to the market-driven relationship; Session 9

Fair trade was one of the first real attempts, in the age of capitalism, to create an alternative market that would be equitable to both sides of the commodity chain by taking into account not only price but the environment and social justice as well. What was once a disorganized movement with a small foothold in the coffee market has become a broad system of organizations certifying bananas, cocoa and flowers, among other commodities. I argue, along with various scholars, that while fair trade seeks to create transparent and equitable relationships across national and socioeconomic boundaries, it has in a sense perpetuated the commodified and alienated relationships common to the market. The imaginary, fetishized relationship created between the consumer and the producer does not lead to a true sense of solidarity, making fair trade a niche market, not an alternative one. My fieldwork in the Nicaraguan Highlands with the “La Esperanza” coffee cooperative proved to open a possible alternative to commodified relationships common to the market. The small cooperative deals directly

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with a small NGO in Pittsburgh, Building New Hope, which in turn roasts the coffee locally and sells it within the community of school children, church groups, and average consumers. A global commodity attains local meaning in a community of consumers, creating a mutually beneficial and real relationship.

ORGANIZED PAPER SESSIONS, PANEL SESSIONS AND ROUNDTABLES

Session 1: A Taste for the Ethnic: The Production of Exoticism and Familiarity in the Print Media

Organizer and Moderator: Krishnendu Ray, Department of Nutrition, Food Studies and Public Health, New York University, krishnendu.ray@nyu.edu

The choice of what to eat for dinner is always fraught with symbolism, but when this choice involves “ethnic food,” it gains a new level of social significance and complexity. What is ethnic food and who determines this? What does it mean to “eat ethnic”? The growing popularity and diversity of “ethnic” foods has incited a debate about the social significance of “eating ethnic.” Disagreement centers on whether such eating stems from benign, even benevolent, touristic fascinations or reflects dangerous neocolonial aspirations. But these theoretical conversations often neglect ongoing discussions within the media on the meanings of authenticity, ethnicity, and exoticism in food and dining. This panel addresses the portrayal of ethnic food in the print media, focusing on how words and images both capture changing tastes and impact the production of new ones. Fa-Tai Shieh looks at how advertisements in New York Chinese newspapers assert aesthetic norms of taste through allusions to sensorial experience. Krishnendu Ray examines the theoretical quarrel between post-colonial critics and critical theorists while positioning the naïve gourmet and the ethnic restaurateur in the matrix of contentions. Sierra Burnett focuses on the origins of the category “ethnic food” and its capacity to signal social distinction by looking at articles on New York restaurants. And Damian Mosley tracks the conversation about food in Harlem, examining its dialogic nature, while also fathoming just how discussants of *black* food account for (or ignore) ethnic food.

Krishnendu Ray

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Theorizing difference: The subaltern chews on racism, white guilt and post-colonial vituperation

Ashis Nandy, the post-colonial theorist, writes “The Los Angeles Museum of Holocaust displays some artifacts of Jewish culture, thoughtfully collected by the Nazis for the projected museum on an extinct race after the Final Solution. Those were not the days of ethnic cuisine. Otherwise the Nazis would have surely added a wing to their museum where one could include a well-appointed restaurant serving traditional Jewish fare from all over Europe” (2003: 251). That is one among a range of one-dimensional and inflated assertions that also misreads the genealogy of “ethnicity” in the U.S. The term “ethnicity” came into play simultaneously in the field of American journalism and social sciences in the late 1950s as a relatively neutral way of constructing difference. Subsequently, theorists of representation challenged us to re-read the poetics and politics of ethnicity. Yet many misread the realm of ethnic food as similar to exhibiting others in museums and magazines. But the embodied potentiality of food has theoretical consequences that could draw it in other directions. The dominant academic mode of signification is so trapped in a flattening trope of the objectified, colonized, other, that it cannot see the other looking back, or hear the other talking back. The clamor of self-involved, post-imperial subjects and post-colonial theorists erases any alternative signifying possibilities that reside in plain view in the carts of sidewalk vendors, in ethnic newspapers, menus, and the voices of subjects who are producing various kinds of foods and meaning. Engaging with theories of “eating the other” as elaborated by Ashis Nandy, bell hooks, Gayatri Spivak, Homi Bhaba, Ghasan Hage, Stuart Hall, Lisa Heldke and others, this paper draws attention to alternative circuits of meaning making, a more subtle topography of power, and proposes ways of designing a research project that undermines easy polarities of racism, white guilt and post-colonial vituperation.

Sierra Burnett

Department of Nutrition, Food Studies and Public Health, New York University

From immigrant fare to ethnic food: A study of the shifting categories of food

Knowledge about and preferences for subtly distinct styles of “ethnic food” increasingly connote social distinction, as ethnic restaurants grow in popularity and fashionability. But what do we mean when we say “ethnic food” or “ethnic restaurants”? What are the connotations of these terms? How do they relate to the changing notion of ethnicity? And how do preferences for certain foods reproduce class and ethnic hierarchies? Building upon recent work on categories and boundaries, this paper looks at the evolution and construction of the term “ethnic food.” It examines the discourse surrounding this category as it appeared in the *New York Times* from its inception in 1851 through the 1970s, when a notion of ethnic food solidified in the American consciousness. During the second half of the 1800s, articles presented foreign restaurants as cheap alternatives to fine dining options and Anglo eating establishments. The few discussions of exotic dining provided adventure stories designed to entertain audiences rather than templates for emulation. Beginning in the late 1950s, as foreign restaurants gained status and popularity, the nascent category “ethnic food” began to signal distinction and social status for those with an adventurous yet discerning palate. Paralleling these developments, restaurant critics began turning to ethnic insiders in order to substantiate their claims of expertise, suggesting a growing interest in authenticity and ethnic authority. In line with the theoretical framework of categories and boundaries, the paper emphasizes the relationship between hierarchies, class structure, and identity work within an American dining public.

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Damian Mosley

Department of Nutrition, Food Studies and Public Health, New York University

Blacks as ethnics: Parsing the Negro palate in mid-twentieth century Harlem

Writing in 1937, a journalist in Harlem's Amsterdam News noted that, "[i]n the struggle between West Indian and American food customs. . . the Harlemiter must put up a real fight to survive the onslaught of the invaders." He was not alone in characterizing the "West Indian Problem" as both long-simmering, and one of palatability. Of course, this was only one vantage, and it was internal. From outside Harlem, commentators more often characterized the immigrant and native foods uptown as two iterations within one dusky sensibility—two takes on blackness. In this paper I am interested in three things: (1) understanding the inside-outside dynamic by tracking the dialogic conception of food in Harlem whereby outside characterizations were anticipated, engaged, and rebutted by inside commentators and third party visitors; (2) fathoming just what implications the consolidation of black food might have had on notions of ethnic food (i.e., did the former bring the latter into greater relief?); and (3) considering if, when, and how West Indian cuisine was elevated from black to ethnic.

Fa-Tai Shieh

Department of Nutrition, Food Studies and Public Health, New York University

The aesthetic presentation of taste in Chinese hot pot advertisements found in New York City Chinese newspapers

This paper will examine the aesthetic judgment of taste as it relates to a particular meal within a particular cuisine – Hot Pot in Chinese cuisine. Hot pot is a winter tradition where raw ingredients are cooked in a boiling pot - filled with broth - placed in the middle of the dining table. Dipping sauces are prepared as part of the cooking, dipping and eating ritual. Through advertisements found in New York City Chinese newspapers, the sensory perceptions of taste will be discussed and assessed to understand a system of taste that governs this traditional meal. Because eating is a multi-sensory experience, the paper will distill as much as possible the conveyance of taste through various senses found in these advertisements. Newspapers will be collected in the month of January 2009 from *Sing Tao Daily* and *World Journal*. This paper poses the question of categories of taste internal to an "ethnic" gustatory system and its possible relationships to dominant external criteria.

A Track Exploring Graduate Student Issues and Concerns (two sessions)

Session 4: *The Many Reasons, Routes and Realities of Graduate School in Food and Agriculture*

Organizers and Moderators: **Matthew Hoffman**, Department of Sociology and Graduate Program in Sustainable Agriculture, Iowa State University, matthewh@isatate.edu; and **Kristina Nies**, Gastronomy, Boston University

This is the first of two sessions designed to discuss the interests, needs, concerns, and pleasures of graduate students in food and agriculture studies. This graduate student roundtable discussion aims to explore the many reasons, routes, and realities of life as a graduate student in food and agriculture studies. What experiences have led us to pursue graduate degrees? How do we envision our graduate degrees as tools to positively impact our food system? What are the challenges and pleasures we encounter during our education? What assistance do we need to become effective learners, teachers, and practitioners? Through conversation among peers, this roundtable aims to foster solidarity, inspiration, and problem-solving. Finally, the roundtable will produce a list of questions regarding job searching and professional life after graduation. These questions will be posed to the panelists in the second graduate student session: "What's next for graduate students in agriculture and food studies? Finding a *job* that allows us to do our *work*."

Session 34: *But What's Next for Graduate Students in Food and Agriculture Studies?*

Organizers and Moderators: **Matthew Hoffman**, Department of Sociology, Iowa State University, matthewh@isatate.edu; and **Kristina Nies**, Gastronomy, Boston University

Presenters: **Babette Audant**, CUNY Graduate Center and Kingsborough Community College; **Molly Bean Smith**, Social Responsibility

Initiative, The Ohio State University; Bean.21@osu.edu; **JoAnn Jaffe**, Department of Sociology and Social Studies, University of Regina. To some, graduate school is a critical step toward a fulfilling an effective career in agriculture and food studies. Our education provides us with the cultural, human, and social capital necessary to do the *work* we are passionate about. With this said, finding the *job* which allows us to do our *work* is a process in and of itself. What are some good strategies to finding or creating a *job* that allows us to do our *work*? This panel discussion aims to bring together graduate students and a panel of three to four individuals representing the spectrum of careers in agriculture and food studies including academia, education, journalism, research, and writing. The panelists will be asked to share their advice, experiences and thoughts on their own career paths. Questions formulated by graduate students in the earlier session, "The many reasons, routes and realities of graduate school in agriculture and food studies," will be posed to the panel. The main objective of this session is to identify strategies and considerations graduate students may employ in transitioning into a fulfilling and effective career in food and agriculture studies.

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Session 6: Community Supported Agriculture: Past, Present and Future

Moderator: Alison Harmon, Department of Health and Human Development, Montana State University; harmon@montana.edu

Presenters: Cornelia Flora, North Central Regional Center for Rural Development and Sociology Department, Iowa State University; A. Bryan Endres, University of Illinois; Daniel O'Leary, Department of Sociology and Criminal Justice, Old Dominion University

Community Supported Agriculture in the U.S. is now 16 years old and has grown from 2 CSAs in 1986 to approximately 2300 today. The purpose of the panel is to take a look at what experience tells us about the viability of this movement thus far and the hopes and challenges it faces in the future. The panel will include three presenters speaking about: (1) Reflections on in-depth research with participants in an established CSA in the Northeast and the indications for long-term viability of this program (O'Leary); (2) Discussion of the legal/economic challenges facing CSAs based on research and outreach concerning the legal needs of the direct farm business (Endres); and (3) Results of research concerning the benefits of a collaborative (multiple producer) CSA in Iowa for producers and their communities (Flora). Discussion between the presenters and the audience will be strongly encouraged.

Food Sovereignty Track (three sessions)

Session 8: Food Sovereignty I: Food Sovereignty and Rights as Mobilizing Constructs for Policy and Action

Organizer and Moderator: Molly Anderson, Food Systems Integrity; molly@foodsystems-integrity.com

Daniel Block and Erika Allen

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Food sovereignty, food justice, urban food access, and race: Contemplating the connections through examples from Chicago

The idea of food sovereignty has its roots primarily in the response of small producers in developing countries to decreasing levels of control over land, production practices, and food access. While the concerns of urban Chicagoans struggling with low food access may seem far from these issues, the authors believe that the ideas associated with food sovereignty will lead to the construction of solutions to what is often called the "food desert" issue that serve and empower communities in ways that less democratic solutions do not. Examples of concepts related to food sovereignty that translate easily to the urban situation are the ideas of food as a basic human right and that local control over both production and land use. In Chicago and elsewhere, these concepts have been summarized by urban activists as 'food justice,' making the claim that the issues of low food security prevalent in their communities are a justice issue, often seen along racial lines. This paper will discuss these connections through maps and statements of Chicagoans living in food access poor areas, followed by a discussion of the work and philosophy of activists in Chicago centered around food sovereignty and food justice, in particular Growing Power, an urban food production, distribution, and learning organization working primarily in Milwaukee and Chicago. Among other programs, Growing Power runs urban agriculture sites, provides youth training, and provides subsidized market baskets in low food access areas

Larry L. Burmeister and Yong-Ju Choi

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Food sovereignty mobilization potential in South Korea

The roiling of world agricultural commodity markets, coupled with rising consumer consciousness about food provenance and quality, makes renewed food sovereignty policy initiatives a more likely possibility in food deficit countries like South Korea. While South Korea has seen its food self-sufficiency ratio decrease to under 40 percent over the past four decades, there has been a constant drumbeat of criticism within a variety of farm advocacy and consumer civil society organizations about decreasing policy support for the domestic agrifood sector. This paper explores possibilities for a civil society food sovereignty campaign within the current South Korean macro agri-political economy and civil society institutional contexts. Particular attention is focused on 1) how three frames of food sovereignty discourse emanating from policy domain-based, consumer-based, and farm-based organizational contexts have been constructed and transformed in the current South Korean agrifood policy conjuncture and 2) the possibilities for these frames and organizational networks to coalesce to influence public opinion and agrifood policymaking. A combination of policy discourse and organizational network analyses are employed to assess food sovereignty mobilization potential in South Korea.

Molly Anderson

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Agricultural standards and human rights: Raising the bar or lowering the boom?

Food production and trade are affected increasingly by agricultural standards, designed and imposed by public and private actors for purposes ranging from ensuring food safety to providing a guarantee that food was produced using fair labor practices. While standards are often used to standardize (i.e., impose homogeneity), they can also differentiate certain products for niche markets or even help to create a market. Despite the proliferation of food standards at the national and international scales over the last few decades, their impacts on different stakeholders in the food system are not well documented. Concerns have been raised that new US sustainable agriculture standards in particular will result in detrimental impacts on farmers and farm communities. This paper addresses the impacts of different kinds of agricultural standards on individual human rights and on rights-based food systems which consider multiple human rights simultaneously with environmental sustainability. It asks whether agricultural standards are compatible with food sovereignty and progressive realization of human rights, in particular the rights to sustainable livelihoods and decent work. It suggests that different

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purposes, modes of design and modes of implementation underlying standards result predictably in positive and negative impacts on human rights; and it applies this typology of standards to the development of sustainable agriculture and domestic fair trade standards in the US. The paper concludes with recommendations for ways that concerned parties can minimize negative impacts and enhance the potential for positive impacts of existing standards and those in formation.

Session 28: Food Sovereignty II: Barriers and Openings for Women in Food Sovereignty and Security

Organizer and Moderator: Molly Anderson, Food Systems Integrity, Arlington, MA; molly@foodsystems-integrity.com

Carmen Alvarez Torres

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Social justice and feminist activism within alternative food movements

Despite the multiplicity of roles and responsibilities that women perform in the vicinity of food and eating, feminist interest in “the food issue” has been somewhat limited. Considering the unwavering power of food, as both sustenance and status symbol, the relative disinterest of feminists in the subject would seem unexpected. In the United States, an increasing number of people are participating in social movements related to food and agriculture. These movements are generally referred to as social food movements or alternative food movements. The emergence of these movements has been analyzed from a number of perspectives, with conclusions that range from the very enthusiastic to the very skeptic. For many, it is still unclear whether the alternative component of the discourse of the majority of these organizations refers to the social element, or rather to the actual food products that activists consume and espouse. I argue in this paper that the concept of food sovereignty, in the way in which it is used in the broader international realm of food-related activism, carries the potential for generating within food movements more socially inclusive practices and more politically relevant discussions about issues of social justice, power, and resource distribution. At the same time, I argue that feminism—from its multiple and varied perspectives—is the academic cross-discipline better positioned for theorizing the complex relational nature of the cultural and material processes that shape food and agricultural systems.

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Comida or food? Consequences from an oral-history-research in Southern Mexico

Subjects can be fed and can have food sovereignty. Commons share farming, cooking and eating—in Mexico, *comida* is the centre of people’s life and it is their commonly shared way of understanding social relations. *Comida* doesn’t make sense within the discourse on food, which itself forms part of the economical scarcity-discourse. To write about *comida* without arguing from the common’s food/scarcity discourse but to share the dialogical dialogue, was the challenge for my oral history study on women in the semi-proletarianised village of San Pablo Etla, Oaxaca, in the South of Mexico (Kaller-Dietrich 2002). Relying on this research, my paper will address the notably different discourses related to *comida* and/ or to food, as seen from the perspective of commons.

Valerie Githinji

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Food sovereignty and the feminization of poverty in Buhaya, Tanzania

For nearly three decades, the Bahaya agriculturalists in northwestern Tanzania have been affected by two great ecological challenges: a decline in bananas, their historical, cultural and staple food, and the HIV/AIDS epidemic. In fact, the coincidence of these ecological devastations has been so dramatic and widespread that people commonly refer to the same pathogens which cause death to the bananas and their people, “ekiuka”. In addition to these ecological challenges, a combination of global and national prescriptions that are inconsistent with local priorities and values have ended up worsening the situation for this semi-subsistent community where a majority of small scale farmers survive on less than 1 dollar per day. Aside from agricultural-related activities, there are few livelihood opportunities, and increasingly, sustaining food security through farming activities alone is a reality for few. Cultural norms with regard to ownership and production of wealth have been disproportional to the two genders. Single women with children, especially women whose children are reckoned illegitimate, are prone to poverty, food and nutrition insecurity and poor health. The cultural restriction to land ownership for these women limits them to utilization of only minimal-sized agricultural plots to grow their household food or engaging in low pay casual labor. Others choose prostitution as an economic alternative—a risky practice that endangers their own health, their partners and their children. This situation engenders poverty and perpetuates the gender disparity with respect to the vicious cycle of poverty, poor health and hunger. This paper highlights how the marginalization of women in Buhaya intensifies food insecurity and how this perpetuates the cycle of poverty, poor health and HIV/AIDS. It argues that food sovereignty and the right to food need to be understood and recognized within the broader context of gender parity and as crucial underpinnings and solutions to the poverty and HIV/AIDS crisis.

Session 48: Food Sovereignty III: Food Sovereignty Applied

Organizer and Moderator: Molly Anderson, Food Systems Integrity, Arlington, MA; molly@foodsystems-integrity.com

Brenton, Barrett P. and John Mazzeo

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Challenges to sustaining local dietary biodiversity: Corporate export of unhealthy diets and the global paradox of hunger and obesity

This paper raises fundamental questions about the detrimental relationship between multinational/transnational food and agricultural

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corporations and a rapid global rise in the double-disease burden of undernutrition and overnutrition. We must recognize linkages between agricultural subsidies, trade policies, and the aggressive marketing of processed foods and beverages in promoting unhealthy diets and calorie-dense, low-nutrient foods to middle and lower income countries. How then do we confront the paradox of hunger and obesity and where does responsibility lie? Access to food is a basic human right and central to creating an atmosphere that supports food democracy and social justice. Is that food however nutritionally adequate or culturally appropriate? What is industry's role in exporting unhealthy food consumption patterns, particularly to people throughout the developing world? Drawing from fieldwork in Haiti and Sub-Saharan Africa we discuss the broader international health and policy implications of the "nutrition transition" and suggest that corporate responsibility must be at the center of policies that promote healthy diets while being sensitive to protecting and sustaining local dietary biodiversity. In the end, current trade and marketing policies must be restructured to monitor and affect multinational/transnational food companies' accountability to the future of human diet, health and nutrition.

Sofia Naranjo

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The Brazilian food acquisition programme as a policy to promote food sovereignty and enable peasants to make a living from independent agricultura and local commerce

Food sovereignty is an alternative agricultural and rural development model based on peasant and family farmer agriculture and the prioritisation of local food systems and commerce. Under the world's dominant development model, peasants have been deemed to be economically inefficient and destined to move out of independent agriculture. In developing countries the majority have become itinerant or permanent migrants, working as casual wage labourers in rural areas as well as low-paid workers in urban areas. Food sovereignty argues sustainable agri-food systems can only be based on the production and full participation of peasants and family farmers. It prioritises local commerce in order to enable farmers to make a decent livelihood from their farming. This research analyses the Brazilian Food Acquisition Programme (PAA) as a policy that promotes food sovereignty. The PAA buys food products directly from peasant farmers and channels them to local social service institutions such as schools. Research was carried out in Mirandiba, Pernambuco in Northeastern Brazil to analyse the impacts of the PAA on participating peasant families. A comparison was made between the peasants' past lives under the dominant model, living as wage labourers and migrants, and their current lives as independent peasants producing for the local PAA market. The PAA was found to promote food sovereignty by enabling peasants to become more self-sufficient and autonomous, improve their living conditions through the commerce of their own production and see a future in peasant livelihoods. Similar institutional markets could be implemented worldwide to connect peasants to local markets and thereby advance food sovereignty.

Juhasz, Mark and Tony Winson

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Agro-biodiversity and forging links between the food sovereignty and healthy eating movements

The issue of diversity, both in agriculture and in the food that constitutes contemporary diets for an increasing part of the globe, is increasingly at the forefront of debates with the rise of what has been termed the corporate food regime. The dramatic loss of agro-biodiversity in previous decades has been exacerbated by the rapid spread of GM crops and neo-liberal trade regimes, and the overall impact is to threaten natural resources, soil and water cycles, pest and disease regulation and pollution and erosion control. This paper argues that the much commented on homogenization of agriculture has as its corollary the homogenization of diet and the degradation of food. This has had serious implications for human nutrition and health as the variety of foods for the majority diminishes, and with it the plurality of micronutrients once typical of human diets. The paper argues that a more inclusive conception of the benefits of increasing agro-biodiversity, bringing together the dimensions of production, community, environment and nutrition and health, will make the best case for countering the prevailing corporate food regime. Conceptualized in this way, agro-biodiversity can help forge important links between alternative agricultural movements organized around the goals of food sovereignty and healthy eating.

Session 10: Culinary Disobedience and Contested Markets: Interrogating Alternative Economies of Food

Organizer and Moderator: Doris Witt, English and Law, University of Iowa, doris-witt@uiowa.edu

The papers on this panel explore varieties of protest and disobedience, contest and change across the interconnected public and private realms of food commerce and consumption.

Patricia E. Clark

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Sitting in, eating out: Public consumption and the color of food

The sit-in protests at lunch counters and restaurants across the segregated South that began in the early 1960s marked a pivotal and important moment in civil rights activism initiated by young people outside Dr. Martin Luther King, Jr.'s inner circle. With the success of the student protests in Greensboro, North Carolina, King, Ella Baker, Fred Shuttlesworth and others embraced and endorsed this strategy, with King praising the students for employing the non-violent resistance he advocated. While the resultant legislation and contribution of the student sit-in protests to civil rights activism is well documented, the impact of the desegregation of public eating places on African American communities and on networks of Black entrepreneurs and consumers, particularly how, where, and what they cooked and ate, bears further examination. My essay examines how the desegregation of public eating places shaped and continues to shape how, where, and what Black people cook and eat. I argue that the sit-in protests, in particular, had long-ranging effects that included ostensible changes

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in the inter- and intra-state networks and communities of Black people that fed and lodged other Blacks traveling through the South and shifts in notions of Black entrepreneurship that signaled a changing relationship between Black owners, workers, and consumers. Along with these are correlating shifts in Black people's complex affective relationship to food, including the de-stigmatization and romanticization of "soul food" (Leroi Jones/Amiri Baraka, James Baldwin) and its several appropriations (e.g., the KFC box lunch) that are evident today.

Trangdai Glassey-Tranguyen

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Migrating food remits home: Legal disobedience vis-à-vis cultural economy

Thirty-three years after the influx of refugees and boat people forged vibrant Vietnamese communities in North America and Europe, the change in the food chain in these locales cannot be more drastic. When fresh-water shrimps are prepared by Auntie in the family's home in Vietnam's Mekong Delta and served in another family home in Little Saigon, California, the geographical distances are momentarily erased and altered. In this paper I focus on one aspect of this food phenomenon: the meaning of home in food and its consumption. In particular, I look at the transferring of food from homeland to host country. I coin this process "the immigration of food as a remittance of home" – to privilege the emotional economy of food and cultural meaning while pointing to the complicated channels through which the food travels from the origin country to the site of settlement, both via legal means and unauthorized strategies. I argue that the word 'remittance' collapses the usual connotation of (monetary) remittance going from the host country to the home country in immigrant communities. Here, the direction is reversed. This is where we see the contradiction of immigration (nostalgia vis-à-vis acculturation, pining for the first home versus belonging to a second home, etc), where desires and realities do not always make sense. What do narratives of Vietnamese people's lives and food in Westminster, Warsaw, and Stockholm have to do with each other? How do their food-related narrations and practices conjure up transnational discourses and delineate cultural meanings of home? In the process of "rice-breaking," what is the single cultural element that is at the core of it all? How do strategies of food remittance – by the very act of disrupting legal restrictions on certain products coming into the US – meet the cultural and economic needs of the respective communities?

Scott Rosenbaum

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The pushcart war: Peddlers and politics in New York City, 1880-1940

From the Gilded Age to the late 1930s, New York City questioned the pushcart's role in the debate over which should take precedent, unfettered private enterprise or public regulation to the point of near extinction. The pushcart enabled the foreign, poor, and marginalized to acquire a higher standard of living than previously known, while affording consumers a convenient and competitive marketplace. However, the pushcart trade also posed a myriad of problems; noise, pollution, unsanitary conditions, and crowding upset both officials and a sizeable portion of the populace. And so the question arose, what best constituted the proper use of public space? The failure of politicians, policy-makers, and reformers to grasp that successful regulation of the pushcart trade was not limited to its abolition characterized their inability to divine the needs of those they sought to help. Ultimately, the abolition of the pushcart was much to the detriment of not only the peddlers, but to the communities they served.

Liora Gvion

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Food markets as indices of social change: The Carmel Market in Tel-Aviv

In light of the growing popularity of food cooperatives, local farmers' markets and organic food markets amongst the Israeli professional middle-class, this paper examines the changes traditional consumers' food markets undergo in aim to attract consumers of similar backgrounds. Focusing on the Carmel Market, located amidst the city center of Tel-Aviv, I argue the traditional food market, from catering to the working class and lagging behind in offering new food items for sale, has turned into a social arena in which new culinary trends are constructed, shaped and propagated to the general public. Thus, from passive recipients and interpreters of culinary trends, vendors have turned into active social agents who shape the form and content of the food scene of Tel Aviv. The paper discusses the ways these changes have taken place and the social and political contexts which have caused vendors take this course of action.

Session 11: *How Easy is the Living? Performances of Class with Food in Black Communities*

Organizer: Psyche Williams-Forson, Department of American Studies, University of Maryland, pwforson@umd.edu

Moderator: Scott Alves Barton, Executive Chef/Culinary Consultant

Participants: Portia Barker, Department of American Studies, University of Maryland College Park; Psyche Williams-Forson, Department of American Studies, University of Maryland

This roundtable invites community members, local food enthusiasts, food professionals, and academicians to discuss the ways in which African Americans use food to perform class identities—past and present. An exploration of this dimension of domestic life allows objects like food to speak, telling of the events of their time. Discussants consider how women asserted their individuality and exercised class privilege using food by writing cookbooks. This source provides evidence of the skill exercised by African American cooks from the late nineteenth and early twentieth centuries who would be celebrated as culinary icons and legends were it not for their race and social class. Despite affirming examples of professional black female cooks of the past, it is still far too easy to associate African American culinaries with the "toothy, grin- and calico-swathed plump face": Aunt Jemima. Discussing their creative artistry enables us to break through the jarring portrait that clings to Mammy.

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Discussants also explore how food is an ideal medium for examining the confluence of social relations and self-expression. Using several sources, this discussion illustrates how some African Americans use foods ranging from ribs to cucumber sandwiches to perform their class identities. Finally, there will be some consideration of the intersections of hip hop music and soul food to examine how the language of hip-hop reveals dimensions of class African American performances. In all, this roundtable seeks to “lift the veil” and have a conversation on an all but hidden variable (class) that informs our lives and yet troubles our appetites.

Session 13: Eating for Tomorrow: Nutrition Pedagogy

Organizer and Moderator: Julia Lapp, Department of Health Promotion and Physical Education
Ithaca College, jlapp@ithaca.edu

Presenters: Julia Lapp, Ithaca College, jlapp@ithaca.edu ; Annie Hauck-Lawson, Brooklyn College, brooklynfoods@yahoo.com ; Alison Harmon, harmon@montana.edu ; and Dorothy Blair, The Pennsylvania State University, Ey6@psu.edu

This roundtable discussion will provide an opportunity to nutrition educators to share ideas and methods for integrating sustainability content into teaching about food and nutrition. Educators from all sectors are welcome - public and community health, higher education, and teachers in the public schools. We invite participants to share specific pedagogical goals, strategies and resources that have been useful to achieving sustainability related learning objectives in their courses or educational programs.

Alternative Agrifood Movements and Agrifoodies Track (two sessions)

Session 14: Alternative Agrifood Movements and Agrifoodies I: Lost in Translation

Organizers and Moderators: Douglas H. Constance, Sam Houston State University; Soc_dhc@shsu.edu; and Laura B. DeLind, Michigan State University, delind@msu.edu

Laura B. DeLind

Michigan State University; delind@msu.edu

Hitching our wagons to the wrong stars?: Considering the local food movement ? A case study

Much is being made of “localism.” In terms of food, it is at once a social movement, a diet, and an economic strategy “a popular solution” to a global food system in great distress. It is also, quite frequently, a chimera. How else can we account for the appearance of (as well as the acceptance of) “lazy localvores” and Wal-Mart’s turn to the local?, neither of which are empowering, equitable, or civic in nature. This paper will reflect on and contrast the use of local as familiar rhetoric with local as an instrument of citizenship and social reform. It will do this through the use of a case study - a farmers market in a low-income, urban neighborhood in Lansing, Michigan. The market and its neighborhood will provide the context for highlighting several conditions - philosophical and particular, structural and behavioral - that help to hitch “people power” and “commonwealth” to a firmament of local stars.

Douglas H. Constance

Sam Houston State University; Soc_dhc@shsu.edu

How big is the tent?: Sustainable agriculture for all?

This paper traces the history of the sustainable agriculture movement in the US through the case study of USDA/Sustainable Agriculture Education Program (SARE). While the origins of SARE are rooted in organic agriculture, to gain political acceptance within the USDA and the Land Grant Universities, the rhetoric had to be mollified with less radical pronouncements. The structuring of the original SARE program, dominated by LGU participation, guaranteed that SARE would not stray far from its conservative influence. As a result, the vast majority of SARE projects have focused on the “politically-safe” environmental leg of the three-legged stool of sustainability and ventured only sparingly into critical assessment of the economic and social dimensions of sustainability. With the current greening trend, sustainable agriculture has acquired a certain degree of mainstream acceptance. This point is evidenced by a significant change in the keynote speakers at the 10th and 20th Year SARE Conferences. At the 10th Year Anniversary, Jim Hightower was the Keynote; at the 20th Year event, an Undersecretary of Agriculture had the honor. A central theme of the 20th Year conference was that it was time to welcome all of US agriculture in the sustainable agriculture tent. This paper critically assesses the claim that the “tent” is big enough.

Brian J. Gareau

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The neoliberalization of global civil society: The impact of California strawberries at the Montreal protocol

The purpose of this paper is to illustrate the impact of neoliberal discourse on global civil society operating at the global scale of environmental governance. My research shows how, despite its best intentions, global civil society has served to reinforce and legitimize global neoliberal governance in the Montreal Protocol. The Montreal Protocol is the global agreement designed to protect the ozone layer, which protects all forms of life from ultraviolet radiation. In my research on the controversies surrounding the passage of exemptions to the Methyl Bromide phase-out, an ozone-depleting substance used mainly in strawberry and tomato production, I found that civil society interventions at Protocol plenary discussions increasingly moved away from its traditional concerns for the general welfare of society, from demands for command-and-control regulation, from precautionary measures, and from traditional concerns for the global environment in

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general and instead adopted the market-based logic utilized by neoliberal advocates. Such interventions demonstrate how global civil society self-manages itself to fit into the global neoliberal agenda, largely because that is the only way that they are capable of making any impact within the rules of global environmental governance. The paper proposes some solutions that might allow global civil society to help Parties to refocus debates on the reason for the Montreal Protocol in the first place: to protect the global environment and societies worldwide.

Patricia Allen

Center for Agroecology and Sustainable Food Systems, University of California, Santa Cruz; rats@ucsc.edu

Building alternative food systems, achieving food justice: Trajectories and tensions

Alternative spaces—both theoretical and practical—are being carved out and populated by food scholars, activists, and practitioners interested in constructing food-provisioning pathways that challenge the dominant agrifood system. These pathways—which include farmers' markets, community supported agriculture, ecolabels, organic farming, and local food systems—are designed to address ecological, economic, and social issues in the contemporary agrifood system. In practice, these alternatives can prioritize environmental and economic goals and background social justice. The ways in which justice is considered and integrated are shaped by movement perceptions of justice and possibility. In addition, there are structural, epistemological, and ideological challenges social movements face in pursuing a social justice agenda in the U.S. Alternative agrifood movements have been working to overcome these challenges and integrate principles of justice into their platforms and practices. In this talk I review the history of this effort and discuss possibilities for increasing the congruence between alternative agrifood practices and principles of food justice.

Session 64: *Alternative Agrifood Movements and Agrifoodies II: Success or Failure—Who's to Decide?*

Organizers and Moderators: Douglas H. Constance, Sam Houston State University, Soc_dhc@shsu.edu ; and Laura B. DeLind, Michigan State University, delind@msu.edu

Jane Midgley

Newcastle University; j.l.midgley@newcastle.ac.uk

Creating conventions of quality food: The resurgence of alternative systems in public policy

Over the last decade devolved policy in the United Kingdom has both incorporated and promoted alternative agricultural practices (organic and local foods, encouraging transitions away from conventional systems) and supported conventional agriculture. While there has always been greater association between alternative approaches and policy goals in the UK than in the US, a difference is now emerging within the UK through devolved policymakers' adoption of alternative values in food policy. Using a convention theory approach, the latest food strategies of the devolved nations (Scotland, Wales and Northern Ireland) are analysed and the construction of quality food as a public good and new convention by devolved administrations identified. The public justifications and strategic arguments that have developed surrounding quality food emphasise the values commonly associated with alternative food networks and processes; such as greater social equity, challenging market practices for greater economic wellbeing, and reconnecting domestic producers and consumers. These contrast with English and UK approaches. This opens up new national and political spaces for agri-food practices and policy. The paper discusses whether through the creation of a new convention of quality food as a public good creates opportunities for the resurgence of alternative networks so that their inherent values become dominant through greater incorporation within policy and political doctrines, or does it leave both alternative and conventional systems open to manipulation to disrupt other processes and systems beyond food?

Jim Bingen

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Terroir in the US: What does the future hold?

In recent years, the French have opened a sweeping debate over the meaning and value of *terroir* to distinguish specific wines and food products. At the same time, *terroir* has slowly crept into everyday parlance and commercial publicity in the US. What do both of these events mean for those looking to rely upon place-based values to promote a revitalization of US food and farming? Have commercial interests already captured *terroir* and emptied it of its grounded values and meaning? What do these recent changes mean for farmer empowerment? As *terroir* becomes just another label or a brand, is farmer-based collective action weakened as well? This paper draws upon several recent and quite divergent cases of *terroir* use in France in order to identify what role *terroir* might hold for the future of US food and farming.

Julia DeBruicker

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An application of actor network theory to the movement for pastured meat in the USA

This paper looks into the growing pastured and grass-fed meat sector in the United States. It denotes the "actors" that are instrumental in the unfolding of this AAM through an application of actor network theory. Actor network theory allows as actors the groups and individuals that drive a movement, *and also* the concepts and objects around which a movement forms and progresses. Examples of "actors" that underpin the emergence of this market for meat may include: the health concerns that surround meat eating (cancer, cholesterol, dietary fat); environmental factors (water, manure); the idea of livestock animals themselves (cows, say, or chickens); critical inputs to meat production (corn, pasture, energy); and, of course, meat itself. This theoretical orientation offers a tool to AAMs because in identifying the "actors" that are pivotal to *everyone* at play in the meat sector - from all sides - it allows AAMs to strategize and re-strategize around the concepts and objects that have our attention as they are co-opted, the locus of innovation and persuasion shifts, and the AAM develops. This work stems from exploratory ethnographic research in the 100-mile radius surrounding Bloomington, Indiana.

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Cornelia Butler Flora

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Good food as a social movement

The Good Food movement (not to be confused with the Slow Food movement, although they are related) is a chaotic yet articulate set of groups that are parts of a series of previous movements, including the environmental movement, sustainable agricultural movement, social justice movements, smart growth movements, and others. This paper examines the different players, the degree to which they can be viewed as a social movement, and the ways that the different driving interests relate to market, state and civil society in a rapidly shifting political and economic context, drawing on the new social movement literature.

The “Feeding the Family” Track (two sessions)

Session 19: From DeVault’s “Feeding the Family”: Scholarship 20 Years On, Part I

Organizer and Moderator: Alice P. Julier, Department of Sociology/Women’s Studies, University of Pittsburgh; apjulier@gmail.com

In 1990, Marjorie DeVault published a germinal book in the field of gender studies and, surprisingly, in the emerging field of food studies. *Feeding the Family: The Social Organization of Caring as Gendered Work* focused on interviews and observations with forty different families from different class backgrounds and different configurations, but almost all with children. DeVault argued, in a nuanced and subtle use of qualitative data, that women were often unaware of the extent of the work they did on a daily basis to produce meals for their family members. This work was often disguised as “caring” and “love,” rendering it invisible and naturalizing domestic food labor as a central form of “doing gender” and creating family life. Twenty years later, the insights found in DeVault’s study still shape our understanding of the nature of family and meals, of the division of domestic labor, and of the production of gender and class that is intertwined in the act of feeding kin. This session will present a series of papers that examine the production of family meals in a variety of contexts, suggesting that historical and contemporary arrangements are still dependent on the factors that DeVault uncovered in her original study.

Alice P. Julier

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Deciphering another meal: Douglas, DeVault, and eating together in the 21st Century

In 1976, Mary Douglas used her own family’s expectations for dinner to show that the everyday practice of eating a meal reflects the broader beliefs of a culture. She demonstrated that not only that the food served must meet certain criteria to be considered a meal, but that all meals are part of a patterning of experience and life. In 1990, Marjorie DeVault examined the family meal as the site where gender inequalities and class meanings get created and reproduced, such that people “do gender” and create family around the production and consumption of dinner. Both works examine the domestic landscape and the structures that position men and women in an unequal relationship to work. In considering what has remained constant or changed, this paper explores how people negotiate the shifting meanings of meals, commercial food, family, gender relations, and social class. Like Douglas and DeVault, it begins with a single personal narrative of navigating family dinner on a weekday evening and expands to consider how such a narrative connects to moral discourses in the contemporary landscape. Although there are a number of different moral panics around food and eating, I focus on three that link to everyday lives and structural arrangements. They include concerns about what we eat – its safety and quality; concerns about how we eat – alone or commensally, fast or slow, too little or too much; and concerns about who provides what we eat – from farm to industry to market to mom and McDonalds. In particular, the navigation of these moral discourses reveals the structural arrangements of race, class, gender, and sexuality that affect family life in the contemporary US.

Deanna Pucciarelli

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Middletown: A longitudinal study in American food culture

Over eighteen months (1924-25) sociologists Robert S. Lynd and Helen Merrell Lynd conducted an ethnographic field study with the purpose of investigating what they called “an objective study of American society” in Muncie, Indiana. Four years later the results of their study were published in a book *Middletown, A Study in Contemporary American Culture*, and obtained national critical acclaim both within the academic community and more broadly among American households. Subsequently over the past 83 years a series of studies (and books) have continued to track and report on life in Muncie, Indiana, and Ball State University located in Muncie established a *Center for Middletown Studies* that collates 80 plus years of data that continues to investigate trends on family, politics, religion and deindustrialization economies, among other social variables. Although food habits were not recorded per se, a rich archive on attitudes over time exist. Traditionally, the mother is the gatekeeper to food consumption in the home. Foods are introduced to children by mothers mostly, though fathers are playing a greater role in food selection and preparation in recent years. Factors that influence dietary patterns include income, education, health status, food policy, and genetics. This paper explores time, place, and social economies as variables that construct family dynamics. It shows how familial food selection and consumption is influenced by environmental determinants as well as how families’ choices create a community’s food culture. By reviewing over 80 years of data sets that reflect a set of social mores, I will argue that place, time and family dynamics influence food intake while familial choices shapes a community’s food culture. My analysis will be built from and upon Marjorie DeVault’s prior work published in *Feeding the Family*.

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Feeding the celiac family

Celiac disease is an auto-immune disease triggered by gluten, a protein in wheat, barley and rye. When persons with celiac consume these grains or products containing them, the immune response damages villi in the small intestine, causing gastrointestinal symptoms and malabsorption of nutrients, minerals, and calories. The only treatment is lifelong adherence to a gluten-free diet. Gluten-free eating can be difficult given the ubiquity of gluten in the typical American diet. In addition to breads, pastas, and cereals, gluten is found in many processed foods (like soups and salad dressings) and even safe foods can be cross-contaminated if they come into contact with glutenous foods via growing, harvesting, processing and preparation. Thus, persons with celiac must be cognizant not only of what is IN their food (ingredients), but also what is ON it (cross-contamination). Drawing on field research with three celiac support groups, two national celiac education conferences, intensive interviews, and a virtual ethnography of one online celiac support group, I explore the work of feeding a celiac family. Feeding work is often invisible, and includes the interrelated tasks of procuring and preparing foodstuffs, and coordinating the activities, interactions and conversations that transform the mundane act of eating into the social activity of sharing a meal. Celiac brings the invisible and gendered work of feeding a family into sharp focus, but also requires new forms of work that mostly mothers/wives perform. These include negotiating with school personnel, extended family members, and restaurant staff over meal options and preparation techniques to ensure items are gluten-free, as well as education and advocacy for celiac disease and a wider range of gluten-free options.

Session 59: From DeVault's "Feeding the Family": Scholarship 20 Years On, Part II

Organizer and Moderator: Alice P. Julier, Department of Sociology/Women's Studies, University of Pittsburgh; apjulier@gmail.com

Shayne Leslie Figueroa

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Sunday is family day at Howard Johnson's: Selling the casual dining franchise to housewives in postwar America

Postwar era casual dining franchises flourished in direct response to increasing demand from female homemakers for family-oriented dining outside of the home. Franchises such as Howard Johnson's promoted the idea of public family dining unity and advertised their food as cost-effective, nutritious and a convenient alternative to the home-cooked meal. They also promoted the dining experience as a way to foster family togetherness and happiness. As a result, middle-class families grew comfortable eating out on a regular basis and this option relieved mothers from their otherwise constant kitchen duties. This work analyzes Howard Johnson's advertisements and articles from the "How America Lives" series in *Ladies Home Journal*. These primary sources represented the two sides of the casual dining franchise / housewife dynamic. Magazine and newspaper advertisements that ran from 1949 – 1955 revealed Howard Johnson's direct, family-oriented appeal to consumers, as well as a focus on the mother as the primary decision-maker. The "How America Lives" series in *Ladies Home Journal* illustrated both the housewife's opinions on family dining as well as her image in the popular media. While not a random or scientific collection of family case studies, the series originally attempted to reflect economic and geographic diversity of postwar American families. Re-named "How Young America Lives" in 1953, the series increasingly focused on white, middle-class families. These portraits of families, offered at the same time as the Howard Johnson's advertisements, show how casual dining franchises both reflected and attempted to shape family dining trends.

Barbara Katz Rothman

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Production and reproduction: Seeking authenticity in family

In this paper, I suggest that the kitchen is a place where Americans are showing some resistance to consumer culture, to the fully commercialized, standardized world around us. I am struck by the connections I see to the midwifery and home birth movement, which I have studied for over thirty years. There the struggle is to hold on to the meaning and place of birth in the context of family rather than medicine, to move birth out of the hospital as a big impersonal institution, and bring it home. Birth is at the dramatic end, dinner at the mundane, but in both, I hear much the same concerns being expressed. As we find our lives taken over by huge institutions, industries and media, we try to find a little place that's really and truly ours, where we can be ourselves. We search for something 'authentic,' something meaningful in life. Family becomes the area in which we create that meaning, as -- in the birth room or in the kitchen -- we create family itself.

Psyche Williams-Forson

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Culinary polygyny? Marjorie DeVault's "Feeding the Family", place and identity in an African/American household

There are people who will say they haven't eaten the whole day, simply because they haven't had their soup and fufu. If you give them anything—bread sandwich, Caesar salad, they don't consider it as food, until they've sat down with their bowl of fufu and soup. [Dinah Ayensu to Fran Osseo-Asare, Interview"] Other women used to cook for my husband. Or to state it more clearly, several women from within my husband's Ghanaian community would cook for him. I liken the experience to a communal collective—a tapestry of women's work that contributed to the physical, spiritual, and cultural nourishment of my household. Generally speaking, this relationship of plurality in planning, preparing, and presenting meals reinforced the complex nature of food and the ways in which the everyday language of cooking performs as a crucial mode of communicating identities. We were, for all intents and purposes, involved a culinary polygyny. Using Marjorie DeVault's concepts of "feeding the family" and women's "invisible work" this discussion explores self-identification and place-making by embracing a cultural investigation of my husband, members of his "family", and myself. Additionally, using self-ethnography allows me to highlight the

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cultural dimensions of our individual and collective identities while simultaneously shedding light on how we negotiate the roles of domesticity and create connections to “home.” While we can generalize and argue that all families negotiate these gender expectations, doing so misses the complexities that inhere in an examination of the individual experience. Moreover it effaces the dilemmas that are revealed when we peel away the thick description of bicultural people living in a cross-cultural household. The intricacies of our experiences have broader implications for considering the complex ways in which food and power perform in negotiating place and identity formation in families, in general, and Diasporic families, in particular.

Session 20: Understanding and Reimagining Agri-food Governance

Organizers and Moderators: Jessica Duncan, Open University of Catalonia, jduncan@uoc.edu; and Martha McMahon

The papers on this panel explore 1) the rationales that underlie the regulation of food safety; 2) strategies for making the international trade law that regulates food safety more transparent and democratic; and 3) the processes through which people interested in influencing international trade law (food safety, fair trade, etc.) internalize and act upon social norms

Dario Bevilacqua and Jessica Duncan

Independent lawyer/scholar, dario-bevi@hotmail.com

Towards a new cosmopolitanism: Global agri-food governance and a new mechanism of civil society participation in decision making

In an increasingly interconnected world, who sets the standards? Who decides if a crop is safe to grow? What is safe to eat? Who decides the “acceptable” level of growth hormones that can be fed to cows?

With these pressing questions in mind, in this paper we consider the “how”: In an era of global governance, how is decision making to be undertaken? How can global policy-making be transparent and fair? Where is the way to the new cosmopolitanism? We seek out answers to these questions through an analysis of global food safety regulation. Focussing on the Codex Alimentarius Commission, we review the current structure of global agri-food governance, highlighting limitations in the current consultation and decision-making models, paying particular attention to the lack of transparency and public participation. The necessity of having global food regulations illustrates the needs for transparent, participative and impartial mechanisms of policy-making. However, enacting a common regulation is no simple task. When this happens, the harmonization of food regulation needs to follow a democratic pattern. As we demonstrate, one outstanding model for meaningful global decision making might be found in a combination of associative and deliberative democracy. We propose a plan to engage the public in education and political awareness. This plan involves the creation and development of an innovative system of civil-society involvement. Fundamental to our proposal for increased public participation in global agri-food decision making are the use of an interactive, open and virtual (online) peer-to-peer educational space and engaging already established networks.

Denis Stearns

Lawyer, Marler Clark, dstearns@marlerclark.com

On faceless transactions: How tort law evolved to manage the sale of food between strangers

As food-making was distanced from concentrated centers of human community—or, after Buber, the “living center”—the obligation to produce wholesome food moved from the ethical to the legal. This distancing coincided with the increasing industrialization of food-making, and the loss of the face-to-face transactions necessary for an ethical claim—in the sense of what Buber’s I asks of Thou, or what Levinas’ “face” demands of the “other.” Anonymity increasingly defined the marketplace; buyers and sellers were strangers; and law defined obligation. The resulting development of product liability law allows an examination of the changing relationships that defined food-sale transactions. This paper offers a philosophical approach to the significance of food for the shift in tort law from the rule of privity to strict liability. It explores how this shift reflects a transition away from face-to-face relations between producers and consumers and toward an industrialized food system.

Richard Hyde

University of Nottingham; llxr4@nottingham.ac.uk

Why regulate food, and why treat it differently to non-food products?

Part 1 of this piece explores the rationales that underlie the regulation of Food Safety. It considers both economic and non-economic rationales, and attempts to demonstrate the necessity for regulatory action. Consideration of economic rationales involves a brief consideration of the characteristics of the perfect market, and the possibility of regulation of food safety by the market place, before moving on to consider, in particular, the existence of information asymmetry and externalities, which render the market for food imperfect. We then consider non-economic rationales such as distributive justice and paternalism. Part 2 examines why the regulation of Food Safety is, both in England and throughout the common law world, generally separated from the regulations of other non-food products, which are as diverse as tires or toys. Why is food special? In order to answer this question, we examine social, cultural, psychological and legal ideas of food, and consider what this tells us about the reasons for the specialised regulatory regimes that have evolved in the Food Safety sphere.

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Session 25: The Territories of our Food: An Alternative to Local in the United States?

Organizer and Moderator: Sarah Bowen, North Carolina State University; sarah_bowen@ncsu.edu

Although numerous scholars have analyzed the concept of “local” as a means of engendering trust, equality, and sustainability in the food system, the role of territory— the particular social, cultural, and ecological characteristics of places – has been largely ignored by US scholars. This panel explores the challenges and opportunities associated with adapting the European concept of “territorialization” to the US. As Sonnino (2007) suggests, this involves examining “the ecological and cultural relationships that a food system has with its territorial context.” The notion of territorialization opens up new possibilities for preserving traditional agricultural practices and natural resources and celebrating the diversity of foods and drinks. However, an important question is how this idea of territorialization, which tends to assume fairly static notions of food cultures and traditions, could be applied to the US, where our food culture is defined more by a melding of different cultures and their constant adaptation, over time, to each other. In this panel, a series of empirically- and theoretically-grounded papers will consider how ideas of territory and *terroir* could be adapted to this US context.

Bowen, Sarah

Sociology, North Carolina State University; sarah_bowen@ncsu.edu

A transatlantic divide? Competing understandings of locality in the United States and Europe

Over the last ten years, two related but separate bodies of literature on local food systems have evolved. First, based primarily in the US but also incorporating work from the UK, studies of “localization” processes have focused on the relationship between quality and ‘localness,’ the power dynamics that underlie local production systems, and local-global linkages. Second, in France, Spain, and Italy, literature on “Localized Agrifood Systems” (LAS) theorizes “territory” as an active resource in local development processes and is oriented around the relationships between typicity, heritage, and territory. Although these traditions are both concerned with issues of rural development, quality, and social justice, they have developed in very different ways. The most important difference lies in the role that territory plays in their conceptualizations of locality. While territory is central to European scholarship on local food systems, it is largely ignored in the American and British literature. In this paper, I compare and contrast the “Anglo-Saxon” and Mediterranean literature on local food systems. What can these two bodies of literature learn from each other? What do these different treatments of territoriality say about the political-economic and cultural contexts of the places in which they are embedded? I conclude by offering some suggestions of how increased attention to the importance of territoriality could add new dimensions – for example, increased recognition of the importance of local heritage in building food systems, and an understanding of local environments as products of both biology and culture – to American scholarship on local food systems.

Muchnik, José

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Localised food and agriculture systems (SYAL): Diversity of situations, development and evolution of SYAL concept

Changes in the rural world, in agricultural and food production and in food consumption signal to researchers the need to develop new concepts to study these new phenomena and confront the ensuing challenges. Localised food and agriculture systems are a type of organisation of agrifood activities, in which territorial dynamics play a decisive role in the coordination between participating parties and development of production activities. The concept of “localised agrifood systems” (SYAL) was born in 1996. They are defined as “production and service organisations (agricultural production units, agricultural and food companies, market activities, services, restaurants....) related to a particular territory according to their characteristics. The environment, products, people and their know-how, institutions and networks, feeding behaviours ...combine within a territory to produce a type of agricultural and food organisation in a given spatial scale”. (Muchnik J. 1996; Muchnik J. Sautier D. 1998). Twelve years later we can state that the concept of SYAL has now become widespread; the foundation in Europe of a scientific interest group (European Research Group-ERG-Syal)¹ which focuses on this subject, and four international congresses² have contributed to this process. The concept of SYAL evolved gradually, formed by questions that were arising from the accelerated processes of change that we witnessed. The goal of this paper is to analyse: (i) the development of the SYAL concept (ii) the relevance of this concept when faced with activity localisation / delocalisation processes; (iii) diversity of situations, limits and the specificity of the SYAL concept. [Note 1: ERG SYAL, was created in 2008, this group is composed by 24 institutions of height European countries; Note 2: SYAL Congress: products, companies and local dynamics, Montpellier - France, October 2002 ; ii) Congress *Agroindustria rural y territorios - ARTE* (‘Rural Agroindustry and Territories’), Toluca – Mexico, December 2004; iii) Congress ALTER (Food and territories), Baeza-Spain, October 2006; iv) Congress ALFATER (Food, family agricultur and territories), Mar del Plata-Argentine, October 2008.]

Bingen, Jim

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Terroir in the US: What does the future hold?

In recent years, the French have opened a sweeping debate over the meaning and value of *terroir* to distinguish specific wines and food products. At the same time, *terroir* has slowly crept into everyday parlance and commercial publicity in the US. What do both of these events mean for those looking to rely upon place-based values to promote a revitalization of US food and farming? Have commercial interests already captured *terroir* and emptied it of its grounded values and meaning? What do these recent changes mean for farmer empowerment? As *terroir* becomes just another label or a brand, is farmer-based collective action weakened as well? This paper draws upon several recent and quite divergent cases of *terroir* use in France in order to identify what role *terroir* might hold for the future of US food and farming.

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Locating value in artisan cheese: Staking /terroir/ claims in New World imaginaries

Artisan cheesemakers in the United States have begun to consider how the notion of /terroir/ might meaningfully apply to farmstead cheeses whose domestic production and consumption are proliferating. While some speak of reverse-engineering durable, distinctive relations between land, climate, animal breed, technique, and flavor, others work in a more avowedly constructivist, and indeed, American, register, invoking /terroir/ to speak to the alternative politics of farmstead production and the entrepreneurial innovation of individual producers, rather than (as in Europe) conformity to invented tradition. Still others argue for local consumers (and their preferences) to be considered crucial components in cultivating the "taste of place" that could become cheese /terroir/ in the United States. This paper reports from ethnographic fieldwork at meetings of the American Cheese Society and on cheesemaking dairy farms in New England, Wisconsin, and California to analyze how people in the U.S. artisan cheese world are experimenting with the polyvalence of /terroir/ to articulate and also to market multilayered understandings of the value — to farm families, local communities and economies, consumers, animals, and to the land/landscape — of cheese handcrafted from locally sourced milk. Analysis of "local foods," I argue, requires further theorization not only of territory/locality, but also of **value**.

Belasco, Warren

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Terroir at the White House?

As food activists push the Obama White House to make Washington DC a model of local, seasonal, sustainable food production and consumption, it may worth asking why the nation's capital has NOT established a distinctive food identity so far. After all, as an exceptionally affluent, cosmopolitan, diverse, and progressive community, it should have food as good as the "great" food cities, such as San Francisco, New Orleans, and New York. Indeed it *does* have great food, but not "terroir," which is more a matter of constructed, subjective reputation than quantifiable, objective standards. In this paper I look at the historical, political, ideological, and environmental obstacles to the development of a local food identity in Washington. Since the capital city is in many ways a microcosm of the wider American food system, these obstacles may also apply to the development of *terroir* in other parts of the U.S. Finally, I suggest a few ways that such an identity *might* be constructed to suit modern conditions.

Session 26: Children on the Menu: The Culture, Politics, and Law of School Lunch

Chair: Amy Bentley, Nutrition, Food Studies and Public Health, New York University; amy.bentley@nyu.edu

Moderator: Wendy Leynse, Anthropology, New York University; wll233@nyu.edu

The papers on this panel explore the culture, politics, and law of school lunch.

Amy Bentley

Nutrition, Food Studies and Public Health, New York University; amy.bentley@nyu.edu

Ketchup as a vegetable: Condiments, culture, and the politics of school lunch

In mid-1981, as part of the Reagan Administration's attempt to slash \$1 billion from children's nutrition funding, the USDA attempted to designate ketchup as a vegetable for its subsidized school lunch programs, enabling the USDA to eliminate one of the two vegetables required to meet minimum food and nutrition standards. The proposal also recommended substituting pickle relish as a vegetable, reducing portion sizes overall, and (the more sensible options of) counting tofu and cottage cheese as protein sources. These latter recommendations received only miniscule attention compared to the reception of the salt and sucrose-laden condiment-as-vegetable proposal. Although the Administration sheepishly withdrew the plan (though not without Secretary of Agriculture John Block attempting to defend the proposal), the Ketchup as a Vegetable debacle lived on in infamy, a literal example of a cold-hearted President taking food from poor children's mouths. Indeed, after 1983, when it was revealed that the Defense Department paid \$600 to a contractor for a toilet seat, these two seemingly mundane items—ketchup and toilet seats—became for the left the twin evil icons of Reaganomics, while the right considered them as merely bumbling mistakes of mid-level bureaucrats. This paper illuminates this moment from multiple perspectives, focusing on the meanings and uses of ketchup in American culture. In addition to examining the original 1981 incident, I examine the relationships among politics, food, nutrition, and culture in school lunch from its inception in 1946 to contemporary debates over the role of food and beverage companies in school funding.

Wendy Leynse

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Why worry about school lunch? French - American comparisons, from an ethnographic perspective

In many countries, children eat lunch at school, on school lunch programs. Doing so raises a number of issues and concerns from many perspectives, including those of parents, administrators, educators, lunch providers, public policy and health professionals and, of course, the children themselves. However, the concerns expressed in public and private debates surrounding school lunch differ somewhat from place to place. Often, similar results are sought for apparently widely varying reasons, depending on what is considered to be primarily at stake in the process of feeding children at school. In this paper, I will use the examples of school hot lunch in France and the United States to discuss the impact of different cultural frameworks and differing institutional and national parameters on doing school lunch. In particular, I

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will use data from my recent doctoral dissertation, *Lunchtime in Loireville*, as well as research on, and personal experience with, contemporary American examples of school lunch programs to make cross-cultural comparisons of parental and institutional concerns about socializing children through food habits.

J. Amy Dillard

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SLOPPY JOE, SLOP, SLOPPY JOE: How USDA commodities dumping ruined the National School Lunch Program

Just as the scales beneath the feet of our nation's children are reaching a tipping point, so too is the social movement of providing local, organic foods for America's schoolchildren. This is welcome news to Alice Waters and others who have long-promoted the health and lifestyle benefits of consuming whole, organic, locally grown and produced foods. Change is under way in many districts around the country; one of the most promising is the Berkeley Unified School District (BUSD), which has undergone a complete overhaul of its school lunch program under the leadership of the "Renegade Lunch Lady," Chef Ann Cooper. With much-needed supplemental funding from Waters' Chez Panisse Foundation, Cooper has set herself to the task of providing healthy, delicious food to 9000 schoolchildren every day. Her work is not easy. And Cooper has to fight the federal government every day to achieve her goal. Most of her federal funding comes in the form of commodity foods which get dumped into her lunchrooms after the USDA brokers deals with agribusiness, which profits from turning unhealthy, subsidized commodities into processed food atrocities. This paper examines the history of commodities dumping and reveals other funding strategies to prioritize the health of children.

Janet Poppendieck

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Penny wise, pound foolish: What is driving the school lunch menu?

Dubbed "carnival fare" by some observers, the school lunch menu has come under increasing scrutiny. Corn dogs, nachos, french fries and a seemingly endless supply of pizza have raised the ire of parents and public health professionals alike. This paper explores the factors driving school food menus: financial constraints, food safety concerns, skills, infrastructure, especially equipment, perverse aspects of federal nutrition regulations, and the need to compete with the heavily advertised favorite foods available to students in or near schools. Taken together, these factors interact to create nearly insurmountable challenges for school menu planners and would be reformers. This paper is based on a chapter of the author's forthcoming book, "Free for All: Fixing School Food in America."

Session 29: *The Food Voice: Spheres of Meaning and Expertise*

Organizer and Moderator: Annie Hauck-Lawson, Brooklyn College of the City University of New York; brooklynfoods@yahoo.com

Annie Hauck-Lawson

Brooklyn College of the City University of New York; brooklynfoods@yahoo.com

The food voice: A prelude

Meaning assigned to food is a process that has progressed through history. Food symbolism, absorbed in the contexts of early holistic experiences, often ascribes meanings that are nearly culturally innate. This paper takes a step back from the emergence of the food voice concept. It looks at examples of the cultural use and creative movement of food in history, naturally leading to identity expression and communication as a prelude to the emergence and application of the food voice concept.

Babette Audant

CUNY Graduate Center & Kingsborough Community College

"Good morning, housewives!": Voicing the place of food in New York City

During the first half of the 20th century, New York City's Department of Markets identified the "food problem" as one of adequate, affordable and safe supply. A network of markets were capitalized, constructed, and managed by the city in an effort to feed its millions of residents. The Department also provided a suite of services to aid "housewives," including cooking classes and a daily radio show hosted by Frances Foley Gannon that discussed "quality, quantity, prices, and sources of foodstuffs" inaugurated in 1934. Foley Gannon reached over a million people each day, and exerted pressure over retailers throughout the city. When she reported a "six-cent excess profit made by retailers" on eggs, publicity resulted in "an overnight reduction of six cents in the retail price of eggs early in January 1937." "The consumer has been neglected by past administrations" (Foley Gannon 1934:144). She viewed the "progressive administration" as the provider of "practical help to the ten million consumers." Using the concept of the "food voice" (Hauck-Lawson 1992, 1995), this paper analyzes transcripts and audio recordings, exploring the work Foley Gannon did by framing food and purchasing in particular ways. In five-minute segments over thirty years, she militarized women while effectively denying any connection between politics and food. Her food voice instructs us to think about food as a domain of expertise, universally accessible, and ultimately domestic.

Baughman, Ilona

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Three tastes of Morocco: Representations of food in Victorian travel accounts

Travel accounts were immensely popular in the nineteenth century. They can provide a wealth of information for the cultural historian, though they need to be approached with caution. These narratives often have as much to tell us about their authors as they do of their

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subject matter. In his article *Tasting the World: Food in Early European Travel Narratives*, Robert Launay observes “however open-minded and observant the traveler, his attitudes were bound to be conditioned by the culture of the time and place from which he came,” (Launay 2003: 27). He calls descriptions of food “particularly appropriate barometers of such attitudes,” (Launay 2003:27) and points out that local ways of practicing sex, religion or politics were also less likely to be observed or understood by the passing traveler. This paper will examine three travel accounts about Morocco by nineteenth-century British writers, James Grey Jackson, A.J. Dawson and Budgett Meakin – the latter two were actually published in the first few years of the twentieth century. Specifically, I will look at how each of the three describe food and eating practices, as well as local flora and fauna, using their depictions as a lens into how they regard the culture and people they are writing about.

Session 31: Food as Intangible Cultural Heritage

Organizer and Moderator: Lucy Long, International Studies/American Culture Studies, Bowling Green State University; LucyL@bgsu.edu

Participants: Ken Albala, University of the Pacific, kalbala@pacific.edu; **Fabio Parasecoli**, parasecoli@aol.com; **Richard Wilk**, Indiana University, wilkr@indiana.edu; **Lisa Heldke**, Gustavus Adolphus College, heldke@gac.edu; **Jane Kauer**, University of Pennsylvania, jkauer@gmail.com; **Krishnendu Ray**, New York University, krishnendu.ray@nyu.edu

In Jan. 2009, a news report of the Tuscan town of Lucca banishing “ethnic” foods from its town center raised numerous responses among food enthusiasts and scholars. Suggested as a way to “safeguard culinary traditions and...authenticity...,” the ban seemed to reflect racism and xenophobia, and an attempt to canonize a particular definition of the town’s identity and heritage. The ban, however, can also be interpreted as an attempt to establish coherent city planning or thematic tourism utilizing a specific view of local history and culture. This roundtable explores the implications of such attempts to preserve and promote culinary traditions. Food is an integral part of cultural heritage, carrying beliefs, ethos, history and memory. It is both material, having physical presence in the foodstuff itself as well as in farming and cooking implements and architecture, clothing, artistic renderings, books, and so on connected to it; and intangible, consisting of knowledge, skills, performances, attitudes and beliefs.

It can be argued then that food traditions from the past should be preserved and protected as part of Intangible Cultural Heritage, a phrase used by UNESCO. Participants will discuss the issues surrounding such preservation, possibly posing more questions than answers.

Session 40: The Obama Administration and Food Policy: Much Ado about Nothing

Organizers: Lillian J. Lopez, Department of History and Political Science, Morningside College, lopez@morningside.edu; and **Alice Julier**, Women’s Studies Program, University of Pittsburgh; a.julier@comcast.net

Presenters: Craig K. Harris, Department of Sociology, Michigan State University; **Alice Julier**, Women’s Studies Program, University of Pittsburgh, ajulier@gmail.com; **Lillian J. Lopez**, Political Science, Morningside College, lopez@morningside.edu; **Kerstin McGaughey**, Boston University, M.L.A. Gastronomy, kerstin.mcgaughey@gmail.com; **Wayne Roberts**, Toronto Food Policy Council

Throughout the Presidential campaign, candidate Obama made his strong commitment to health care reform a centerpiece of his future administration. Candidate Obama is on record emphasizing the importance of tackling the obesity epidemic and looking at health in an integrated manner. He wanted all levels of governments to reexamine agricultural, environment, and health policies that could have a positive impact on the health of the nation. The platform even suggested specific support for local groceries store with fresh fruits and vegetables. But the campaign is over and now President Obama is faced with the actual task of governing. The participants will discuss early trends that could shed some light onto the future of food policy in the United States. As examples, we will look at the campaign agenda and promises and how well, or not, these match with President Obama’s choices for cabinet members and heads of agencies pertaining to food policy; the positions of ranking members of House and Senate key committees who affect food policies, the provisions in the current economic stimulus package that are related to agriculture and retail food sales, the response to the recent food safety scare around peanut products, and the demands from major interest groups. Our hope is that the discussion will focus on whether President Obama’s policies are a likely continuation of previous administrations, where the emphasis was away from the food industry and toward the freedom of the consumer to make good or bad choices about food. Or will President Obama bring a new vision, willing to evaluate all aspects of the food chain before crafting new food policies?

Session 42: Eating African: Interdisciplinary Perspectives on African Cuisines

Organizer and Moderator: Fran Osseo-Asare, BETUMI: The African Culinary Network

Africa, especially sub-Saharan Africa, has long been marginalized in world culinary literature. There have been few positive attempts to approach African food culture from a “culinary” perspective. This session broadens the topic of “food in Africa” beyond questions of food insecurity, failing markets and health deficits to consider African food in cultural and culinary context with presentations by professionals from a wide spectrum of disciplines ranging from food history and political science to sociology.

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Fran Osseo-Asare

BETUMI: The African Culinary Network

The cassava (manioc) saga in Africa: farofa to gari

This presentation briefly describes the migration of *manihot esculenta* from the Amazon Basin to Africa and the processing techniques that emerged to remove toxins, but focuses primarily on the contemporary, ongoing transformation of cassava from a marginalized "orphan" crop to a crucial player in the future of agriculture in tropical and sub-tropical regions of Africa. Specifically, it examines the important shift from rural to urban West African markets for the processed manioc meal known as *gari*.

Forka Leypey Mathew Fomine

History Department, University of Younde, Cameroon; fleypeymathew@yahoo.fr

The African giant land snail (archachatina marginata): An indispensable source of n=nutrition and medication in the Southwest Region of Cameroon from early to recent times

Both marine and terrestrial species of snails are consumed in most countries worldwide, including in southwest Cameroon where it is an age-old practice among certain groups. However, few production and consumption statistics are available, and these are mostly for countries like France and Italy with highly developed snail farming practices. In Africa, particularly southwest Cameroon, snail farming is practiced on a relatively low scale, and most of the production is for local consumption. Before the introduction of snail farming in the southwest region of Cameroon in the 1990s, all the residents acquired snails via gathering. There is significant internal variation in the history of land snail consumption among 4 ethnic groups (Banyang, Mbo, Balung and Bakweri) of the Southwest Region of Cameroon. The long history of land snail consumption among the Banyang and Mbo can be attributed to their geographical proximity to the eastern region of Nigeria, where the consumption of land snail has been widespread since ancient times. In contrast, until recently land snails were perceived by the Bakweri and Balung as filthy pests that crawled and ate dirt, especially excrement, and thus were unhealthy and/or taboo for human consumption. This paper intends to demonstrate how land snails were persistently marginalized by certain ethnic groups in pre-colonial times and during foreign rule in Cameroon (1884-1960), and how that changed so that they currently occupy a pivotal position in their diets due to the snails' multifarious importance as both a source of food and medicine.

Igor Cusack

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Cuisines in Africa: A vital ingredient of national cultures?

Some countries in Africa, such as Angola, Cape Verde or Senegal have well-recognised national cuisines. These cuisines are the product of various cultural and political ideologies, associated with imperialism, class and gender and are nurtured by a complex group of actors including the national ruling elites. Such cuisines are proclaimed on national websites and have attached to them a corpus of "national dishes" which are assembled in cookbooks in the "West" and in Africa. Elsewhere, such as in Equatorial Guinea, the process of building a national cuisine is in its infancy and the resulting concoction may not reflect what most Equatoguineans eat in their daily lives. This paper will explore to what extent national cuisines contribute to the broader set of discourses which help define a particular African national identity.

Cynthia Bertelsen

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Smoked fish and fermented locust beans: Flavor principles associated with the diversity in African cooking

There is no such thing as "African cuisine." Africans—coming from over 50 diverse countries—do not all cook the same way. A wide range of regional ingredients, cooking techniques, and food-processing practices exists. This paper first briefly examines the flavor principles that guide food preparation in the regions of West, North, East, Central, and Southern Africa, and why those principles exist. It then focuses on two ancient food-preparation processes used worldwide: smoke-drying of meat or fish and fermentation, examining how Africans developed and adapted these methods to suit their situations and flavor their foods. Finally, the trade and production implications of smoke-dried fish for the global African diaspora market present interesting possibilities for future aquaculture. Recipes, firsthand accounts, examples of culinary material culture, photographs, a glossary, and bibliographies enhance the presentation.

Michael W. Twitty

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A Yoruba woman brought that soup: Ethnic-based West African cuisines and the birth of southern cooking in historic Virginia¹

It is often glossed over in food history that the hands of enslaved West and Central African men and women helped shape the development of Southern cooking. However few writers dare to tell exactly what *specific* African dishes came across the Atlantic and how they were morphed into American foodways. "African," is often described as a singular culture rather than the expression of many ethnic groups often broken into distinctive linguistic and sub-cultural elements each of which had their own effect on the food traditions and food knowledge that came to the early American South. Despite the constrictions of enslaved life; food preferences, cooking methods, flavor principles and dietary supplements tied to distinct ethnic traditions were maintained and even passed on to Euro-Virginians in the form of cherished heirloom "receipts." Enslaved Africans not only contributed agrarian knowledge related to crops and domesticated animals brought in the course of the slave trade and commerce with the West Indies, they also re-assessed the ecology of Tidewater and Piedmont Virginia according to their own understanding of what was edible and gastronomically pleasing. They extended the culinary geography of Africa, transforming Virginia into an edible outpost of Onitsha, Kumasi, Futa Djallon and Luanda. This paper uses documentary material from historic Virginia (1720-1880) including Mary Randolph's *The Virginia Housewife*, the narratives of formerly enslaved men and women and first-hand accounts of and from indigenous West Africans to decipher the origins of recipes, ingredients, and taste preferences mentioned by

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both Blacks and Whites of the period and their ultimate origins among the ethnic groups of historic West and Central Africa. [Note 1: An Igbo woman working for the Frontier Culture Museum of Virginia's Igbo exhibit noted that a recipe involving pre-frying a chicken for okra soup, a Chesapeake region staple, was most certainly Yoruba. Interestingly enough, few Yoruba came to the southeastern seaboard during the transatlantic slave trade, in fact only six ships disembarked from the Bight of Benin. Despite the overwhelming influence of the peoples of southeastern Nigeria, Senegambia, Angola and modern Ghana in Virginia; it is highly probably that this recipe and others could have come from that minority influence from the Yoruba peoples of what is now southwestern Nigeria]

Session 44: *Eat These Words: On Intellectual Work and Public Engagement*

Moderator: Alice Julier, Department of Sociology University of Pittsburgh; apjulier@gmail.com

Participants: Jennifer Schiff Berg, Department of Food Studies, Nutrition, and Public Health, NYU, jennifer.berg@nyu.edu; Travis Nygard, Department of the History of Art and Architecture, University of Pittsburgh ten2@pitt.edu; Tessah Latson, Intercultural Relations Program, Lesley University Cambridge, tessah.latson@gmail.com; Emily Stone, Department of English, University of Pittsburgh ecs34@pitt.edu; Warren Belasco, American Studies, University of Maryland, Baltimore County, Belasco@umbc.edu; Lisa Heldke, Department of Philosophy, Gustavus Adolphus College, heldke@gustavus.edu

This roundtable explores the issues of language, voice, and inventing ways of speaking about food across academic, public and commercial settings. While the academic study of food and agriculture has blossomed, those of us that do this work often step sideways into the public discourse on these topics. One way in which academics are significant is in influencing the language and terminology (creating, popularizing, or critiquing terms like "obesogenic," "agrifood system," and "sustainable"). Similarly, while outright advocacy and activism provide one route to bridging the divide, other options are also necessary and viable. Community-based work may rely on both an academic and an administrative discourse that centralizes particular issues in food studies. Market research may subvert more radical approaches or it may be a vital way of reinforcing the communal over the commercial. In this discussion, we will provide a forum to analyze how we operate as public intellectuals and scholars, what place we imagine ourselves speaking from -- and perhaps to -- in the current social, economic, and political landscape, and who we imagine ourselves speaking for (ourselves or others).

Session 50: *Flavors of Philly: From Turtle Soup to a Post-Industrial Regional Economy – Three Hundred Years of an Urban American Food System*

Organizer and Moderator: Janet Chrzan, Anthropology Department, University of Pennsylvania; jchrzan@sas.upenn.edu

The concept of the food system marries measurements of environment, technology and human culture to describe the structural components of food availability in a defined area. This is one of the most powerful conceptual tools used by food scholars, yet it is largely synchronic and rarely considers the historical antecedents of a particular region. In this session we will utilize this concept along with methods as diverse as historical archaeology, culinary history, folklore, cultural anthropology and food anthropology to explore the regional Philadelphia food system diachronically, spatially, and culturally. Including historical perspective in a food system approach allows for a methodical analysis of the trajectory of development and provides a more accurate current assessment of issues such as food safety, regional availability and accessibility as well as a more powerful prediction of future conditions, problems, and possible solutions. By examining Philadelphia food across three centuries we can better understand how trajectories of use, availability and cultural preference influence current and future food system development.

Teagan Schweitzer

Dept. of Anthropology, University of Pennsylvania

Alternative food history: Archaeology of cuisine in Philadelphia ca. 1780-1850

Culinary historians rely primarily on documentary and ethnographic sources for their information about food in the past. This paper argues that archaeology also offers a unique and integral set of data to bring to the table when thinking about historical food and foodways. The discussion will focus around the eating habits of residents in the city of Philadelphia in the latter part of the eighteenth up through the mid-nineteenth centuries. And will highlight the kinds of information that archaeologists have access to through their view into past lifeways that may or may not be recorded in other research mediums. By approaching the archaeological data from a food-centric perspective and combining the resulting information with that obtained from more "traditional" sources, we can begin to reconstruct more nuanced and equitable contexts for what foodways and cuisine were like in the past.

William Woy Weaver

Drexel University

The transformation of Philadelphia's food icons: From terrapin to cheese-steak (1880-1950)

The historical record is rich with highly descriptive accounts of the foods and customs that made Philadelphia distinct from other American cities in the nineteenth century, not to mention distinct from the four other culinary regions representative of the Keystone State. While it dominated the American food scene from about 1800 to 1875, Philadelphia served as an epicenter for innovation and cultural fusions. This powerpoint presentation, cast from the perspective of historical ethnography, will survey the types of icon food for which Philadelphia was most famous: ice cream, terrapin, and confectionery (especially chocolate). This will be linked to the devolution of the icons from essentially

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codes for defining class and status into new types of foods defining a working class sense of community, foods such as the cheese steak sandwich, hoagies, chicken salad with three fried oysters, and other forms of diner cookery. These foods are themselves undergoing evolutionary changes, so the presentation will end with a word or two about where this process may be headed.

Janet Chrzan

Dept. of Anthropology, University of Pennsylvania; jchrzan@sas.upenn.edu

Philadelphia at the precipice of the new food economy

The city of Philadelphia and the Delaware Valley have long been a center for food production, processing, and distribution due to favorable ecological and environmental conditions and easy access to land and water distribution and shipping. While current Philadelphia food production might be symbolized by iconic industrial products such as TastyCake snack products, Peeps candies and Dietz and Watson luncheats, a quiet yet persistent post-industrial production revolution is occurring in agriculture, food processing, and food distribution markets. Perhaps more quickly than many other large urban areas within the United States, the Delaware Valley is in the midst of creating a new economic and regional food system model that promotes urban and local agriculture while supporting sustainable food distribution and access among urban and peri-urban residents. This paper will analyze the Philadelphia food system as a model for planned regional food security initiatives with an examination of developments in urban agriculture, food market economies, and restaurant and food service culture within the greater Delaware Valley.

Session 56: *World Food Crisis or Crisis of the World Food System?*

Organizer: Phil McMichael

Moderator: Larry Burmeister, Department of Sociology and Anthropology, Ohio University; burmeister@ohio.edu

Ian Bailey and Daniel Lumonya

Dept. of Development Sociology, Cornell University; idb6@cornell.edu

The food crisis, land reform, and the push for a Green Revolution in sub-Saharan Africa

The food crisis has invigorated plans for a Green Revolution in Africa, aligning philanthropy, International Organizations, National governments, and public institutions to address the so called productivity problem of African agriculture. From their productivist perspective, market led land reform and Green Revolution initiatives are necessary policies to improve farm efficiency, investment and land productivity. But while these Green Revolution initiatives claim to support smallholder agriculture, lessons from previous Green Revolution projects show the opposite trend of depeasantization and land consolidation (i.e. Mexico, Philippines and India). The aims of this paper are two fold; first to show the discursive ways in which International Organizations, National Governments and Civil Society Organizations have converged to push for Land Reform and Green Revolution technologies and how they have shaped discourses around the global food crisis; second to critically examine the notion that the African food crisis is a consequence of inefficiency and output weaknesses. We argue that these market led land reform policies and Green Revolution technologies have exacerbated food insecurity and land access rights for many poor people and show that the current food crisis is a consequence of a historical food systems crisis and land use rather than a problem of inefficiencies of smallholder agriculture. The overall thrust of our argument is that current market led land reform programs and Green Revolution initiatives, which have been given a new impetus by the global food crisis, are based on misconceived premises.

Emelie Peine and Mindi Schneider

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Like pigs at the trough: An analysis of the food crisis as a political construction of the agribusiness regime

Since early 2008, we have been told that the food crisis that is ravaging developed and developing countries alike is a natural response of the invisible hand of the market to shifting patterns of consumption. The forces of supply and demand, we hear, have driven food prices skyward as ethanol manufacturing in the western hemisphere and increased meat consumption in the east squeeze commodity supplies. In the midst of the food crisis, however, despite rising commodity and petroleum costs and crashing stock markets worldwide, companies like Cargill, ADM, and Bunge posted record profits while their industrial counterparts struggled to stay afloat. This paper critiques the assumption that the food crisis is the result of "natural" economic forces by examining the ways in which transnational agribusiness has engineered and benefited from the "crisis". We examine the role of TNCs in the commodity chain connecting the Brazilian soy industry and the Chinese pork industry to denaturalize the food crisis and examine the power dynamics embedded within it. We argue that the food crisis is better understood as a political construction of the private international agribusiness regime, and that the international food system is itself in crisis.

Session 57: *Family Food Decision Making and the Future of Food and Agriculture*

Organizer and Moderator: Ardyth Gillespie, Division of Nutritional Sciences; Cornell University; Ahg2@cornell.edu

The first paper in this session describes the Family Food Decision-making System Framework and interactions with the community food system. The other three papers illustrate research and change program applications of this conceptual framework. Each address availability, access, and/or appreciation of locally produced foods which foster health and well-being. Common themes across papers include an asset-based approach, university-community collaborations, and cross-cultural perspectives.

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Ardyth Gillespie, Gilbert Gillespie, Cornelia Flora, Guan-Jen Sung

Division of Nutritional Sciences, Cornell University; Ahg2@cornell.edu

Interactions between family food decision-making systems and community food systems

In this paper we discuss the interrelationships between family food decision-making systems and community food systems. These systems affect both the health and well-being of family members in the sustainability of community food systems. Family food decision-making involves complex, dynamic, and evolving interaction among family members. Community food systems typically involve a mix of global and local sourcing and the family food decision-making processes shape the relative portion of global and local foods provisioned. We described the family food decision-making system, based on research with families and change agents, as it interacts with community food systems. A family's food and eating practices relate, in part, to its internal dynamics as well as a character of its community food system. This interaction impacts the availability, accessibility, and appreciation of types of foods, which is important in changing the eating practices and food choices that impact health and well-being. At the same time, these interactions can influence the viability and improve the sustainability of community food systems. Family food decision-making takes place in contexts of surrounding social and biophysical systems, which include food systems. Related informal family policies, e.g., eating local food whenever possible, evolve over time through shared experience and also impact the dynamic interactions among food systems. Thus, understanding these interactions can form possibilities for bringing together the perspectives of decision-makers to create a preferred future for local food and agriculture as well as improving the health and well-being of family members.

Holly Gump, Kathleen Dischner, Suzanne Gervais, Christine Gutelius, Helen Howard, Laura Smith, Loree Symonds, Patricia Thonney, Julie Tucker, Ardyth Gillespie

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Cooking together for family meals: Moving from intention to implementation in family food decisions

Our research has shown that moving from behavioral intention to implementation is a critical decision juncture in the family food decision-making system. Preliminary data suggest that the Cornell Cooperative Extension program, *Cooking Together for Family Meals* (CTFM), is an effective strategy for supporting change. Families gain human and social capital, including an appreciation for vegetables and other healthful food choices. The small group class supports positive parent/child interactions and a shared learning experience among families. Families learn to prepare and share meals together while gaining an appreciation for less commonly consumed vegetables such as kale, butternut squash, cabbage, and black beans and for locally grown vegetables. As a result of participating in the 6-session class, families reported using more vegetables and a wider selection of vegetables in meals prepared at home. Parents valued the shared cooking experience for the time together and for the skills their child learned. CTFM helps families to make more thoughtful food decisions which can lead to sustainable, healthy eating patterns and food choices. By supporting the decision-making process and engaging families in creating healthy family food decision-making systems, CTFM provides a family-based approach for addressing the obesity epidemic. Families not only improve their own health and well-being but also increase the healthfulness and sustainability of their community food system by decisions that impact external social and biophysical environments.

Guan-Jen Sung and Ardyth Gillespie

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Medicinal and medicated food decision-making of Taiwanese immigrants in North America

Culture and the value of foods influence food decision-making across the life trajectory and at turning points of life stages. Within the larger culture, families perform as agents of food distribution, offering knowledge, tradition, and practices relating to specific food uses. Community food systems play a role in food decision-making as well by absorbing and exchanging information collected from and shared by families and by providing food itself. In some communities, such as those of Asian cultures, foods with medicinal functionality are highly valued, and knowledge about such foods is transmitted across generations and geographical boundaries. This paper will present a preliminary exploration of medicinal and medicated (m-m) food uses among Taiwanese immigrants in North America. Taiwanese come from agriculturally productive subtropical Pacific islands with a population of multicultural origins and a history of European and Japanese colonization. Use of functional foods and herbal formulas is common, partly because Taiwan's national medical insurance covers both western medicine and traditional Chinese medicine. Taiwanese immigrants retain their ties to Taiwan and emphasize family values. The adaptation of Taiwanese immigrants to the North American food environment may involve a reciprocal impact on that food environment itself, leading to changes in the appreciation, availability, and accessibility of m-m foods once preferred by these immigrants, their families, and their communities. At the same time, Taiwanese immigrants' m-m food decision-making may affect the larger agricultural and health systems beyond their communities, helping to exemplify the ecological view of local and global sourcing of food systems.

Laura Smith and Ardyth Gillespie

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The power of "we"—Informal social networks within the food system in Kenya

Food insecurity is a force felt around the world, and current efforts to reduce the problem are falling short of their goals. Our food and agriculture system has the potential to utilize social networks to improve food access and food security within the community, yet this resource is largely ignored. The main objective of this project was to understand the power of "We"—the informal social networks within the community in promoting household food security in Kenya. In-depth qualitative interviews were conducted with food decision-makers at the household and community level in Mgange Dawida, Kenya. Results were analyzed using collaborative grounded theory methodology. Analysis found the informal social network to play a key role in decreasing seasonal variability and dependence upon outside aid programs. Social networks including family, neighbors, church groups and farming groups were found to stabilize the food system even in periods of

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severe drought. Outside aid programs were found to be less satisfactory than community-based projects because they failed to fully understand the cultural and social issues present within the food system. Overall, the findings suggest that informal social networks are important for a healthy and functioning food system in Kenya. In addition, findings suggest that social networks are important in promoting both physical and mental health and well-being within the community.

Session 62: *Gastropolis: Painting a New York City Picture through Food*

Organizer and Moderator: Annie Hauck-Lawson, Brooklyn College of the City University of New York; brooklynfoods@yahoo.com

Annie Hauck-Lawson

Brooklyn College of the City University of New York; brooklynfoods@yahoo.com

Gastropolis: Food and New York City

New York has as many food voices as there are New Yorkers and edible utterances sound on many levels here. This paper will discuss how in 'Gastropolis: Food and New York City', the range of the collection paints a picture through food that gives history, flavor and voice to much and many in this unusual iconic city.

Ramona Lee Pérez

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Seeing with sabor: Flavor in/of Latino New York

Taste is both a matter of personal experience and the management of cultural predispositions towards preferred sensory patterns. Celebrating gastronomic abundance and cultural multiplicity, Latino cuisine promotes sabor or taste as the hyperbolic provocation of the senses. Gustation rules in a sabor-centric sensorium. Flavor triumphs over vision; pleasure trumps classification. Applying gustatory criteria to photographic and ethnographic evidence of sabor in Latino public food locales, this presentation delights in the flavors of New York City.

Janet Poppendieck

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Picturing hunger in Gastropolis

How do New York City's 1.6 million officially poor people cope with the high price of food in Gastropolis? How well are they served by the city's three food sub-systems: the mainstream, the food assistance stream, and the "green" stream? This chapter investigates food access and coping strategies for low income people in New York City with a focus on one urban neighborhood, East Harlem.

Session 66: *Eating in the Christian Tradition*

Organizer and Moderator: Trudy Eden, History Department, University of Northern Iowa; Trudy.Eden@uni.edu

Presenters: Ken Albala, History Department, University of the Pacific, kalbala@uop.edu; Johanna Moyer, Department of History, Miami University, moyerjb@muohio.edu; Fabio Parsecoli, New York University, parasecoli@aol.com; Sydney Watts, Department of History, University of Richmond, swatts@richmond.edu

This panel will discuss the influence of Christianity upon patterns of eating, ways of thinking about food and the body, and how consumption in the broadest sense of that term has been profoundly shaped by matters of faith in Europe and the US from the Renaissance to today. There have been a number of specialized studies of food and religion, beginning with Caroline Walker Bynum's *Holy Feast and Holy Fast* and Bridget Anne Henisch's *Fast and Feast* as well as a number of studies of asceticism, constructions of gender and pathologies influenced by religion, such as Rudolph Bell's *Holy Anorexia*. More recently published are *White Bread Protestants* by Daniel Sack and R. Marie Griffith's *Born Again Bodies*. To date, however, there has been no interdisciplinary scholarly discussion which gathers together the various uses of food by Christians on both sides of the Atlantic. This panel will do so. Panelists will discuss the interweaving global themes and particular local distinctions of the multiple uses of food by Christians. All participants are contributors to the upcoming book *The Lord's Supper: Food and Christian Faith from the Middle Ages to the Present*, ed. Ken Albala and Trudy Eden (Columbia University, 2010).

Session 69: *Keeping it Real: A Discussion about Action-Oriented Scholarship*

Organizer and Moderator: Arion Thiboumery, Iowa State University, arion@iastate.edu

Panelists: Mary K. Hendrickson, University of Missouri; Scott Peters, Cornell University; Neva Hassanein, University of Montana, Neva.hassanein@umontana.edu; Ardyth Gillespie, Division of Nutritional Sciences, Cornell University, Ahg2@cornell.edu

Increasingly, agrifood system scholars are using their research and teaching to affect positive community and food systems change. While many are successfully discovering the rewards of working in this direction, there are many challenges: job descriptions, restrictive notions of "research" and "objectivity," promotion and tenure committees, funding, administrators, apathy, and turnover, to name a few. We seek to have a targeted and practical discussion, sharing good practices, challenges and approaches for overcoming obstacles in the midst of often "messy" community arenas. If you're just thinking about doing this, if you're in the middle of it, or if you're a veteran, please join us for a lively discussion.

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Session 73: *The Urban Nutrition Initiative: University Community Partnerships and Food Systems Education*

Organizer: Danny Gerber, Director, Urban Nutrition Initiative, University of Pennsylvania

Presenters: Kristin Schwab, Debbi Harris, Laquanda Dobson, and Shabazz Ransom

UNI is a university-community partnership involving Penn and Philadelphia neighborhoods in efforts to improve community nutrition and wellness. UNI is part of Penn's Center for Community Partnerships (CCP). Founded in 1992, the CCP is Penn's primary vehicle for bringing to bear the broad range of human knowledge needed to solve the complex, comprehensive, and interconnected problems of the American city so that Philadelphia, the University itself, and society benefit. UNI's mission is to address the complex problem of poor nutrition, obesity and diet-related disease through school day, after school and summer programs operating in twenty Philadelphia public schools and serving more than 10,000 students. UNI's ecological approach towards nutrition education includes hands-on experiences growing, cooking and selling healthy foods. The success of UNI is based on the engagement of young people, including university and public school students, as community problem solvers through activities linked to core curricular subject areas which help students to simultaneously improve nutrition and academics. This presentation will describe UNI's approach to food systems education through interdisciplinary academically-based community service courses at Penn. Specifically, we will present a case study of summer projects from 2009 which involved high school student interns working with Penn students in several projects including; 1) collecting and preparing recipes with local immigrant populations, 2) cultivating vegetables in school gardens for sale at community markets, and 3) organizing cooking workshops in low-income communities.

Session 74: *Linking Agriculture, Nutrition, and Environment to Promote Food Security*

Organizer: Lesli Hoey, Dept. of City and Regional Planning, Cornell University, lmh46@cornell.edu

Moderator: Jacques Pollini, Dept. of Natural Resources, Cornell University; jp267@cornell.edu

Agriculture is the foundation of food security, in an especially direct sense for international rural populations. Human agricultural behavior affects ecosystem services, which determine food security through their effects on soil fertility, food availability and quality. Nutrition is inherent in food security by definition, being necessary for a healthy and active life. Through a series of international case studies, this panel discusses varied aspects of linking agriculture, nutrition, and the environment in policies and programs that generate food security. This includes the nutrition and livelihood effect of international trends, like fad "sustainability" interventions or inadequate global food security indicators; the gap between the rhetoric and reality of integrating policies and programs across health and agriculture sectors; and at the household level, the challenges confronting, and possibilities available for, smallholder farmer management of ecosystem services for soil fertility

Anna Herforth

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Framing the food security agenda: Diet diversity as a necessary component of food security, in theory, practice, and policy

Food security cannot exist without good nutrition. As such, food security depends on the components of a diverse diet being available and accessible. The most widely-used global food security indicator, however, measures food security as little more than per capita caloric availability. This measure, collected by the FAO, steers development thinking towards the solution of increasing calories. This logical conclusion, which has pushed research and policy agendas heavily toward grain production, is an incomplete solution to the problem of food insecurity for several reasons. Improved or additional indicators of food security are needed to reframe the problem and reorient solutions toward improved nutrition. Crop diversification, which may have positive effects ecologically and culturally as well as nutritionally, in some situations may be essential for achieving dietary diversity. A case study from Kenya shows positive steps at local and national levels toward improved food security based on crop and diet diversity.

Jacques Pollini

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Building dams or adopting evergreen technologies? A comparative analysis of two policy options for escaping poverty and malnutrition

Madagascar is well known among conservation and development experts for being a biodiversity hot spot threatened by "unsustainable" agricultural practices, such as slash-and-burn cultivation. The international community encourages farmers to adopt fireless alternatives, (improved fallow, zero tillage, slash-and-mulch cultivation...) arguing that such "evergreen" techniques are more promising than conventional pathways to intensification, like the development of irrigation schemes or crop rotation on plowed land. I will show, based on the in depth analysis of a rural municipality located on the forest frontier of Eastern Madagascar, that even in a context of high poverty and chronic malnutrition, this may not be the case. The first argument is that fireless technologies usually have low short term return and require significant investments in term of labor, which makes them unsuitable to farmers in a situation of chronic food shortage, unless significant economic support is provided to facilitate adoption. The second argument is that once it is recognized that some economic support has to be provided, conventional pathways to intensification prove to be simpler, less risky, and more efficient economically, which gives them a

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greater potential for reducing pressures on natural resources. In the conclusion, I will argue that rural development operators are excessively framed within certain technological dreams, such as the green revolution ideal or its evergreen revolution alternative. If they escaped from these frameworks, they could achieve more successes as they could build their strategies upon a more thorough analysis of the realities within which they conduct their work.

Suzanne Gervais

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The integration of agriculture and nutrition in food security projects

Agriculture and nutrition together form a major focus of development initiatives in Africa. Many food security programs adopt a multisectoral approach that includes both agricultural and nutritional as well as economic and sometimes environmental activities. Although the linkages between these sectors have been well documented, it is the articulation of the specific inter-dependencies among them that are not sufficiently tended to in the delivery of agricultural, nutrition and food security programs. In particular, there is a lack of attention of those implementing multisectoral food security programs on the effects that development activities in any sector can have on the nutritional status of the beneficiary population, especially children. Sectoral activities within multisectoral programs are often implemented and managed independently by sectoral specialists who do not share common aims, vocabulary or implementation strategies. Nutritionists and agriculturalists alike often are oblivious to the impact the specific activities they design and implement have on the overall behaviors and practices of households that partake in them. Synergistic effects that would benefit both sectors are then not realized, reducing the impact of interventions. Borrowing from the delivery science and the policy science, this paper presents a framework for the identification of crucial and necessary elements that define successful integration of sectors during the implementation of food security projects while achieving positive nutrition outcomes in targeted populations

Lesli Hoey

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The challenge of multisectoral policymaking: Bolivia's zero malnutrition program

Bolivia's first indigenous president, Evo Morales, in 2006 announced the multi-sectoral Zero Malnutrition (ZM) program as part of a bold equity-oriented policy that was the basis for his election. Multiple ministries and agencies in the international aid community pledged to collaborate. In most countries, lack of political will is the primary obstacle to reducing malnutrition. Bolivia offers a unique case to look beyond commitment to identify the variety of sociopolitical, policy, capacity and operational issues required to coordinate across national-local, private-public and sectoral lines. Findings are based on action research I conducted with the Zero Malnutrition program over a 14-month period between 2007 and 2008. Using a comparative study of 10 municipalities targeted for ZM, participant observation, and interviews conducted with 50 institutions at national, department and municipal levels, I describe the challenges ZM champions faced: a lack of awareness of the multidimensional causes of malnutrition; clashing agency mandates, funding streams, timelines, systems, crisis and structures; varied individual, civic group and intra and inter-institutional interests; and competing approaches to program planning based on rational-technical versus context- and value-based 'evidence'. Borrowing from policy science and implementation literature, this paper presents a framework for identifying the critical points in the policy process that can prevent the application of a stated policy and the practical steps Bolivian actors have begun to take to work within the system they confront.

Steve Vanek, Laurie Drinkwater, and Andrew Jones

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Farmer management of ecosystem services for soil fertility and food security in Northern Potosi, Bolivia

Our work investigates and documents benefits and challenges of soil fertility management in Northern Potosí, Bolivia, a marginalized area characterized by mixed crop/livestock subsistence farming in a mountainous environment. We first seek to describe the ways in which farmers manage ecosystem services such as rangeland productivity and nitrogen fixation, through use of a quantitative nutrient budget model of farmed fields. We then wish to understand how factors like wealth level, elevation, and gradients in soil and livestock management strategies interact with these ecosystem services to impact household food security. Our preliminary results show that farmers generally share a common rationality for maintenance of soil fertility across wealth levels, in spite of management techniques that vary with elevation. Significantly, *in the absence of soil erosion*, soil fertility management of farmed fields would likely be sustainable over the long term. The presence of high levels of soil erosion and the depletion of nutrients from rangeland areas that are 'mined' through the use of grazing animals represent challenges to the system. A number of promising legume species could provide increased nitrogen fixation as an ecosystem service and enhanced food security and animal forage, but their use is likely held back by limitations of degraded soil resources.

Session 83: Collaborative Research to Enhance the Toronto Region's Community of Food Practice

Panel Organizer: Harriet Friedmann, Dept. of Sociology, University of Toronto, harriet.friedmann@utoronto.ca

Participants: Lauren Baker, Harriet Friedmann, and Wayne Roberts

This panel session presents and seeks advice about a research project getting underway in Toronto and its surrounding region, which includes some protected farmland in a Greenbelt. We aim to investigate the creative, institutional and personal factors that have made the Greater Toronto Area the site of the most innovative community-based food programs in North America. Historically and currently, pivotal organizations such as FoodShare, the Toronto Food Policy Council, the AfriCan Food Basket, Ontario Natural Food Cooperative, the Stop Community Food Centre, Local Food Plus, Ryerson's Centre for Studies of Food Security, Arvinda's Healthy Gourmet Indian Cooking School,

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Everdale Environmental Learning Centre and others are part of the vibrant network of community food based programs and practices in the region. The purpose of the proposed research is to create opportunities for activists and practitioners in all three sectors to reflect individually and collectively on our experiences of building the unique food movement of our city and region. A successful preliminary grant allows us to prepare a proposal for a five-year study. Most funds will be used to place students as participant researchers and interns in organizations. Mentors in collaborating organizations will be considered as in-kind contributors. The lead researchers are acting as facilitators of reflection for collaborators, and will use popular education and arts-based techniques in workshops that build on the solidarity, shared history, and common hopes for creating a just and sustainable food system. We hope participants will share technical skills, organizational insights, negotiating experience, institutional resources and personal relationships of trust within the local context of food innovation. A particular goal is to deepen links between farm organizations and urban ones. We propose that environment and culture are keys to 1. renew the links between farmers and urban eaters based on the vibrant mix of cultural communities now in Toronto, including a range of social classes of farmers and eaters; and 2. build a regional food-centred approach to environmental issues, including energy efficiency, wildlife protection and climate change.

POSTER ABSTRACTS

Angelova, Rosa and Virginia Utermohlen (50P-A)

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The role of traditional fasting in contemporary Bulgaria

Historically, fasting—from the elimination of specific foodstuffs from the diet to the total suspension of food intake—has been an expression of personal virtue in Bulgaria. In contemporary Bulgaria, the incidence of anorexia nervosa has apparently been increasing. In the present study we explored attitudes towards fasting and restrictive dietary behaviors in a population recently exposed to the Western thin ideal. A convenience sample of urban Bulgarians were interviewed in Sofia concerning their beliefs about the meaning of fasting, its rules and patterns, and its significance for health maintenance and weight loss. Forty-seven participants (33 women, 14 men) ages 18-69, median 30, were interviewed. Forty-six percent had fasted; 54% considered fasting traditional. Seventy-nine percent said they believed in God but did not follow specific religious practices; 15% had fasted for explicitly religious reasons. Reasons for fasting included “purification of the body,” “good health,” “to see how I would feel,” “to test my willpower,” or “weight loss.” Younger men (< 30 years old) and older women (> 30) considered fasting a poor method for losing weight. Older men (> 30) and younger women (< 30) tended to think that fasting could be used effectively for “bodily purification.” Older women thought of fasting as “spiritual purification.” In conclusion, fasting was considered beneficial by these urban Bulgarians. This observation prompts the hypothesis that young Bulgarian women will be receptive to the thin body ideal purveyed by Western media, consequently increasing their risk for developing disturbed eating behavior.

Bloom, J. Dara (50P-B)

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Hybrid food networks: The role of conventional distributors in building local food systems

Alternative food initiatives, such as farmers’ markets and community supported agriculture, are sometimes characterized as attempts to regain control of the food system, returning it to a local scale and away from globalized, conventional supply chains. However, a stark, bifurcated view of local vs. global food systems has recently been challenged by the recognition that “hybrid” food networks exist. Hybrid networks combine conventional infrastructure and operating mechanisms with alternative values and products. This research addresses the question of how actors in hybrid networks balance conventional and alternative values, and specifically explores the nature of the relationships that arise around local food procurement and distribution. It centers on three case studies of hybrid food networks, located in rural, urban and exurban regions in Pennsylvania. Each case focuses on a small to mid-size, conventional, wholesale produce distributor who serves as the link between local food producers and buyers. Key findings on the practices within hybrid food networks include: 1) the importance of how local produce is identified and promoted in determining prices; and 2) how differences in the value of local produce influence the relationships between distributors and producers. When local produce is given special treatment, producers benefit economically and have more negotiating power; when it is not, producers find little economic value in selling to local distributors and maintain relationships more for social reasons. These findings point to areas of consideration for policymakers who want to create rural economic development strategies that promote local food system development through conventional infrastructure.

Carro-Figueroa, Viviana (50P-C)

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Strengthening research and education in organic agriculture in Puerto Rico

Puerto Rico's agro food system is currently at a crossroad. Rapid loss of former agricultural lands, increased marginalization of farm production, high dependence on food imports, and advanced age of farm operators were some of its most prominent traits at the beginning of this century. Recent increases in the price of farm inputs further compromise the economic and social viability of a sector struggling to maintain its already reduced market share of the island's total food trade. There is, however, an opportunity side to every crisis. Higher food and input prices have brought renewed public attention to the importance of supporting local farming as a means to improve the island's food security profile, and of creating more opportunities for the emergence of alternative agroecological projects. While sustainable agriculture research and education has been an important component of the College of Agricultural Sciences (CAS) programs, there has never been a formal initiative in organic farming. This year, robust faculty interest to develop an integrated organic research and education program has encouraged the CAS to strengthen its previous commitments by setting aside agricultural experiment station land for the

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establishment of a Pilot Organic Farm. This poster presents some of the challenges faced in the process of establishing this kind of initiative in the local Land Grant System, and depicts the results of an evaluation survey on the research and education needs of organic stakeholders in Puerto Rico.

Colwell, Liane (50P-D)

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From 'white knight' to 'white out?'-The changing role of salt in the 21st century food matrix

A century ago salt was essentially an unbranded commodity bought in bulk at dry goods stores. But during the 20th century salt began to be branded and offered in low-end cardboard or plastic pourable containers. Functioning in its 'white knight' role as a food and feed preservative, it was indispensable to agriculture and animal husbandry. Priced at cents per pound, and with an impeccable pedigree for food pathogen inhibition, it became irresistible to cost- and litigation-conscious food processors. But to dieters, salt's core offering was its nutrient profile; zero fat, carbs and calories. Indeed it was this that allowed salt, to escape the scrutiny of obesity modellers, dieters and diet book authors. Now with the looming 'silver tsunami' and the predictions of fiscal catastrophe from a burgeoning burden of disease, salt can't continue to be the 'white knight' it has always been and some argue it should be 'whited out'. Salt producers have known for years of the WHO's public health initiatives and have been steadily de-commodifying salt to protect future revenues. Salt is now being marketed as a branded and 'aspirational food'. Still inhabiting its traditional roles, it has now added 'pure and traditional health food,' artisanal and regional food to its repertoire of images. Salt is now a 'storied food' offered in an array of architectures, colours, provenances and prices. 'Salt crystal' or 'crystal salt' is often infused with chardonnay or smoke. This poster will illustrate the dynamic, elaborate, and elaborating role of salt within both gastronomic and marketing templates.

Goldstein, Amanda (50P-E)

Community Development & Applied Economics, University of Vermont; Amanda.Goldstein@uvm.edu

Time spent drinking and type of beverage: Is there a link to overweight?

Evidence links the upward trend in worldwide obesity to consumption of carbonated soft drinks as they are the single biggest source of calories in the American diet. The recent release of the Food and Eating Module of the American Time Use Survey (ATUS) now makes possible the exploration of the direct relationship between time spent drinking and obesity. Using the 2006 American Time Use Survey and the Food and Eating Module of the ATUS, this study explores individual beverage consumption patterns and provides a preliminary analysis of the impact time spent drinking has on BMI. This paper describes characteristics associated with drinking carbonated beverages compared with fruit juices or milk, and specifically focuses on secondary consumption. Descriptive statistics provide an initial look at the amount of time individuals spend drinking per day, the number of separate drinking occasions per day, and the typical activities that concurrently occur when drinking is a secondary activity. The 2006 Current Population Survey provides additional demographic characteristics that further describe "drinkers." Household composition, income level, work status, and education level offer supplementary information about drinkers. Merging the 2006 Consumer Expenditure Survey (CE) with the ATUS supplies an additional layer of information. Beverage purchasing data allow for the categorization of drinkers into specific beverage type, i.e., soda, fruit juice, milk. Bivariate analysis then tests the hypothesized links between different types of beverages, number and duration of consumption, and obesity.

King, Benjamin, Jane Kolodinsky, Erin Roche, Linda Berlin, Abbie Nelson and Kimberly Norris (50P-F)

Community Development and Applied Economics, University of Vermont; bfking@uvm.edu

Farm-to-school purchasing builds social equity in Vermont

Questions have been raised about the quality of nutrition school lunches provide and the eating habits they promote in children, especially in light of increasing rates of childhood obesity. Low-income students may be especially affected by the nutritional quality of school lunches because they have been linked to both high rates of obesity and high rates of participation in the National School Lunch Program. Recent research has evaluated the potential of farm-to-school (FTS) programs to provide better quality meals and more nutrition education, both experiential and in the classroom. Local produce found in FTS is thought by many to be a more expensive choice, and therefore not practical for many schools, especially those with fewer financial resources. This study analyzes data from a statewide survey of Vermont public schools, to consider whether the percentage of students getting free or reduced price school lunches affects the school's probability of purchasing local foods. Results show that those schools with high rates of free/reduced lunch participation are no less likely than other schools to purchase local foods. This indicates that FTS may be an appropriate strategy to increase the social equity of school lunch nutrition.

King, Jessica Jane (50P-G)

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Pro-environmental attitudes and behaviors: A state-wide survey of Tennessee resident's environmental attitudes, recycling behavior and food buying practices

Sustainability is an increasingly important topic of sociological interest, yet there are few sociologists really working on sustainability issues. Because there are many aspects of a sustainable lifestyle, I am focusing on two aspects: pro-environmental attitudes and pro-environmental behaviors across Tennessee. To measure pro-environmental attitudes, I am using the New Ecological Paradigm (NEP). To measure pro-environmental behaviors, I am asking questions about recycling practices and food buying practices. There have been no previous state-wide surveys of Tennessee residents' pro-environmental attitudes, and there is no state-wide data on the differences between rural and urban environmental worldview, recycling behavior or food buying practices. This study will be an important contribution on which local and state policy makers can base sustainable waste management policies and food regulation initiatives.

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Lueck, Miriam (50P-H)

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Mapping food futures: New approaches to visualizing research and communicating forecasts

This poster examines the opportunities and challenges of applying research on the future of food to corporate and philanthropic strategy consulting. Drawing from in-progress work on forecasting disruptions and innovations in the global food system out to 2020 conducted by the Institute for the Future (ITFF), I will examine the strengths and limitations of the research methods, presentation formats, and impacts of our work. As a small, academically diverse organization with eclectic interests and an even more eclectic audience, ITFF plays an unusual role in translating and interpreting academic research on food and agricultural futures to influence powerful players in the food system. I will focus on issues of food safety and changing retail environments in East Asia, Europe and North America to illustrate our methods: crafting forecasts from the “bottom-up” (through ethnography and visual analysis) and from the “top-down” (through literature reviews and expert opinion aggregation). Our presentation methods are highly visual and concise, and I will examine the advantages and challenges of visual research presentation. I will also tackle the tensions between broad “global” and “regional” research with the messy realities of national, local and individual specificities. Finally, I will examine the role of “provocation” in applied consulting research—how to both challenge and satisfy clients while maintaining professional ethics and aspiring to the public good.

Spaniolo, Lia M. (50P-I)

Department of Community, Agriculture, Recreation & Resource Studies, Michigan State University; spaniol9@msu.edu

Food preparation behavior and attitudes among members in community supported agriculture

The poster will highlight my research proposal for my Master’s thesis, which I plan to implement in the summer of 2009. In the U.S. many people rely heavily on pre-prepared and processed food products, which can be quietly destructive to health, self reliance, food choice, cultural practices and the environment. Combating these implications through increased consumer preparation of food may be facilitated through local food procurement schemes. My proposal attempts to specifically examine food preparation behavior, attitudes and ability among community supported agriculture (CSA) members. Generally, CSA members have weekly access to fresh produce which provides them with a consistent supply of unprocessed, raw and whole ingredients. To consume much of this produce, members must engage in some level of processing and preparation. This qualitative study will ask participants to reflect on their food preparation behavior and attitudes prior to joining a CSA and how they have changed during their membership. This research can potentially strengthen the need for CSA and other local food procurement systems that offer fresh, unprocessed produce to citizens.

Welch-Devine, Meredith and Krista Jacobsen (50P-J)

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Traditional practices in changing times: A framework for understanding the impact of climate change, demographics, and political uncertainty on Basque agricultural systems

The residents of the Basque province of Soule have practiced traditional transhumance grazing patterns in the Pyrenees for hundreds of years. While their agricultural products are increasingly integrating into regional European and global food economies, their traditional agricultural systems have remained. These systems are a complex set of ownership and management patterns that are influenced by interactions between cultural, economic and environmental drivers. In recent years, Basque farmers have increasingly come to believe that a set of politically and environmentally salient drivers threaten rapid change in environmental conditions, ecological function, traditional farming practices and way of life. These drivers include climate change, shifting rural to urban demography, and changing policy terrain. We hypothesize that these drivers, or at least the perception that they are indeed salient, will be of ecological and cultural significance, and propose an interdisciplinary framework to assess these changes and determine stakeholder perception of potential outcomes. We propose using a participatory mapping approach to identify resource use patterns and management indicators to inform ecological systems modeling of current and alternative future land use practices and conditions. These approaches will be coupled with participant observation to “ground truth” conceptual modeling and to inform understanding of changes to traditional agricultural practices. Ecological modeling will be used to simulate alternative future scenarios that include effects of climate change, demographic shifts and changes in policy, and the interactions of these three. We will use a multicriteria analytical approach to examine what social and environmental factors stakeholders view as relevant to their livelihood and how these factors might change in response to alternative future scenarios in an age of rapid social and environmental change.

Wharton, Christopher and Renée Shaw Hughner (50P-K)

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The role of community supported agriculture: Talking with current, former, and nonmembers

In recent years, the “buy local” movement has escalated in popularity. From Whole Foods to Wal-Mart, food retailers are promoting products from local farmers, viewing it as an opportunity to differentiate their merchandise and offer value to consumers (O’Mara 2008). At the same time, an alternative retail venue also has grown in popularity: Community Supported Agriculture (CSA) programs. CSA’s are now estimated to number over 1,000 in the United States and are an important source for the purchase of local produce through contractual agreements between consumers and farmers (Tegtmeier, and Duffy 2005). This poster presents an initial investigation in a much larger stream of research designed to explore the role of CSA’s in the food system: their effect on social values, their environmental and economic impact, and their relation to attitudes regarding food safety and security. Four focus groups comprised of current, former, and non-members of CSA’s were conducted. Four individual interviews were also conducted with non-member food and nutrition experts. Knowledge of CSA’s as well as motivations and ideals related to CSA membership (e.g., environment, local economy, food and farm connectivity) were identified. Behavioral changes brought about by membership (e.g., food consumption, preparation, purchasing, eating out, gardening), emotions associated with CSA membership (e.g., guilt, fear, love, connection, surprise, excitement, nostalgia), perceived health outcomes, and lifestyles associated with CSA membership were also explored. Attitudes of members and non-members were contrasted with opinions of experts, who approached the issue of local foods with greater skepticism.

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