

# Toward Sustainable



## Foodscapes and Landscapes

**2013 Annual Meeting**

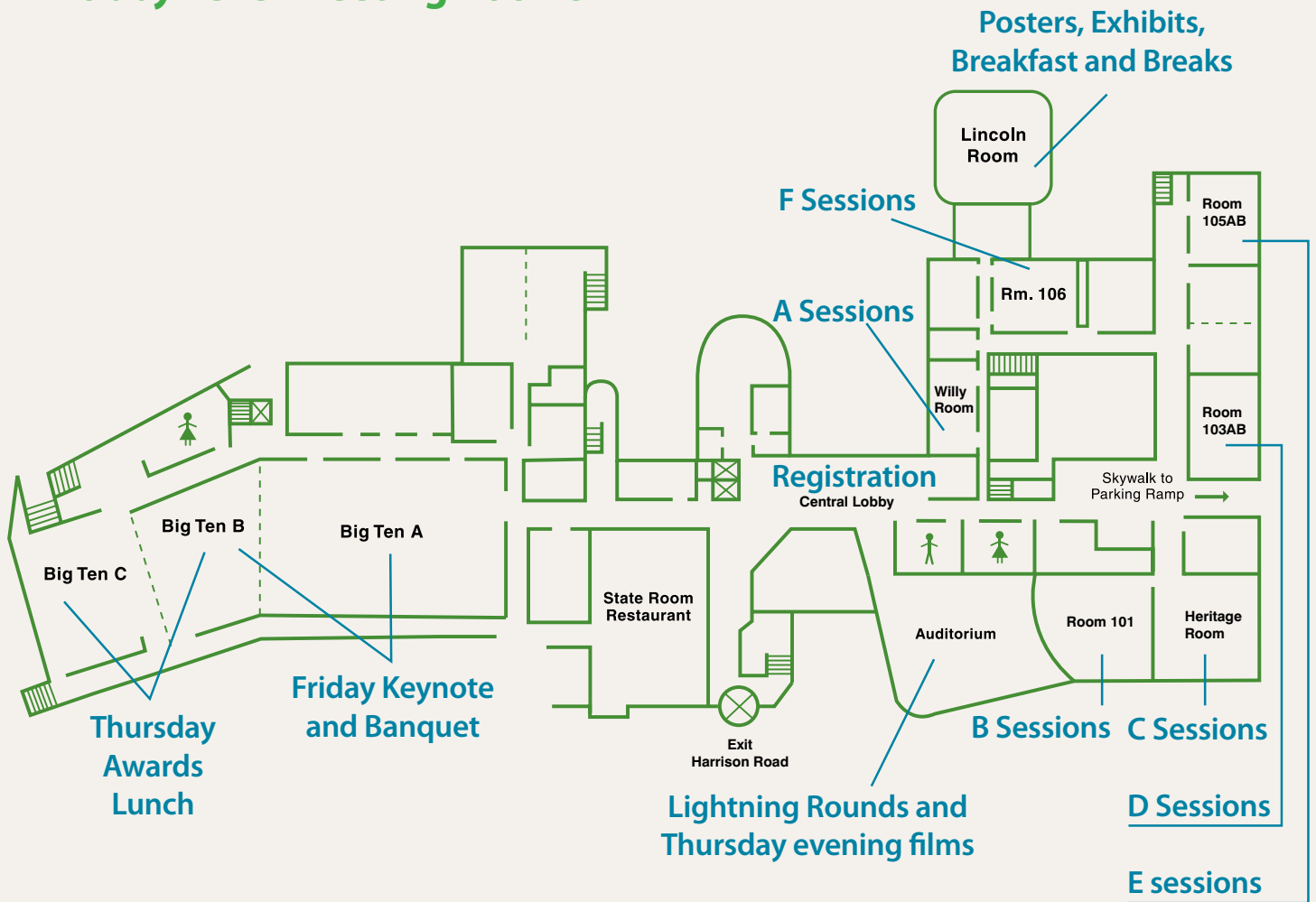
**Agriculture, Food and Human Values Society (AFHVS)  
Association for the Study of Food and Society (ASFS)**

**June 19 – 22, 2013  
Kellogg Hotel and Conference Center  
Michigan State University  
East Lansing, Michigan**



# Kellogg Hotel and Conference Center Floor Plan

## Lobby Level Meeting Rooms



## Garden Level Meeting Rooms (Lower Level, North end of building)

Michigamme: Sessions 1G-7G

Conference Room 61: Sessions 8H and 9H

Conference Room 62: Sessions 5I, 7I and 8I



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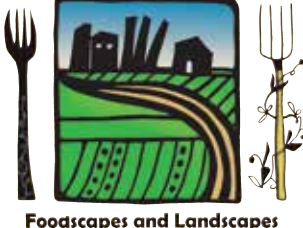
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Full Paper Abstracts are Available on the Conference Web Site:  
<http://afhvs.org/meetings/next-meeting/conference-program>



## Welcome to MSU – The Pioneer Land-Grant Institution!

From the urban gardens of Lansing and Detroit to innovative and internationally recognized food and farming initiatives in Ann Arbor and Grand Rapids, we hope you enjoy your short time with us along the banks of the Red Cedar River.

We have a new and innovative program that encourages us to consider the broader conditions, connections and consequences of “foodscapes” and “landscapes.” Each feature of this year’s program is oriented toward helping us situate the production, distribution, acquisition and consumption of food within a complex web of social, cultural, economic and political processes. We hope that you might gain fresh insights into the context and significance of the agro-ecological and ethical systems in which food and agriculture are embedded.

This year’s conference offers several lively, generative spaces to explore and advance thinking and practice related to agriculture and food. The new and innovative lightning talks will be video-streamed live online. More than 25 posters will be on display throughout the conference and 200 papers on topics ranging from corner stores to wasabi are organized into 67 panel sessions from Thursday through Saturday morning.

Be sure to spend time exploring the Michigan Foodways exhibit from the MSU Museum, on display in the Big Ten B Room.

We are especially pleased to welcome Amy Emberling from Zingerman’s Bakehouse, to offer our conference keynote address on “Zingerman’s Community of Businesses: Practicing Servant Leadership to Enrich Lives and Community.”

Of course, the food for the breaks, lunch and the banquet will include as many seasonally available ingredients as possible!

We hope you can find time to walk along the Red Cedar and get a small taste of our 2,000+ acre campus landscape! Who knows, you might even see Sparty!

*Jim Bingen, Conference Chair*  
*Phil Howard, Program Chair*  
*Laura B. DeLind, Field Trip Coordinator*  
*Diane Drago, Conference Coordinator*  
*Ginger Ogilvie, Local Arrangements Coordinator*



## Special Thanks to Conference Sponsors

### Center for Regional Food Systems

Michael Hamm, Director

### Michigan State University College of Agriculture and Natural Resources

Dean Fred Poston

### Michigan State University College of Arts and Letters

Dean Karin A. Wurst

### Michigan State University College of Social Science

Dean Marietta Baba

### C.S. Mott Professor of Sustainable Agriculture

Michael Hamm

### Michigan State University Research and Graduate Studies

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### Michigan State University Outreach and Engagement

Associate Provost Hiram E. Fitzgerald

### W.K. Kellogg Chair in Agricultural Food and Community Ethics

Paul B. Thompson

### W.K. Kellogg Endowed Chair for Food, Society, and Sustainability

Richard Foster

### Other Sponsors

#### Bloomsbury Academic

Supporting June 20th coffee break

## Conference Booksellers & Exhibitors

### Center for Regional Food Systems

### Bloomsbury Academic

### Michigan State University Outreach and Engagement

### Michigan State University, Program in Public Health

### National Center for Appropriate Technology

### The Penguin Group (USA)

### The Scholar's Choice

### University of Vermont, Food Systems Program

## Conference Planning Committee

### Jim Bingen

Conference Chair

### Phil Howard

Program Chair

### Phil Mount, Laurie Thorp, Kyle Powys White, Shawn Trivette, Anne McBride

Program Committee

### Diane Drago

Conference Coordinator

### Ginger Ogilvie

Local Arrangements Coordinator

### Laura DeLind

Field Trip Coordinator

### Ashley Atkinson, Kim Chung and Weston Eaton

Field Trip Planners

### Kim Chung, Keynote

Arrangements Coordinator

### Vicki Morrone

Registration Site Designer

### Kimberly Richards

Finance Coordinator

### Julie Bessette

Website Designer

### Conference Logo Design

A special thanks is extended to Laura DeLind for design of the conference logo.



## Agriculture, Food and Human Values Society (AFHVS)

Founded in 1987, AFHVS promotes interdisciplinary scholarship in the broad areas of agriculture and rural studies. From a base of philosophers, sociologists, and anthropologists, AFHVS has grown to include scientists, scholars and practitioners in areas ranging from agricultural production and social science to nutrition policy and the humanities.

### Officers of AFHVS 2012-2013

**President:**

Clare Hinrichs

**Vice-President:**

Patricia Allen

**Executive Secretary:**

Richard Haynes

**Editor of Agriculture and Human Values  
(Springer Publishing):**

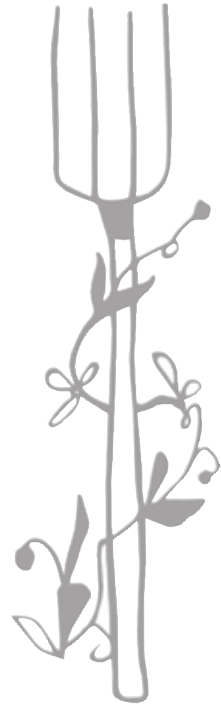
Harvey S. James, Jr.

**Ex Officio:**

Jim Bingen

**Council Members:**

David Conner, Laura DeLind, John Eshleman,  
Amy Guptill, Craig Harris, Maki Hatanaka, Phil Howard,  
Alice Julier, Nadine Lehrer, Geraldine Moreno-Black,  
Alice Brooke Wilson



**2013 marks 30 Years of Agriculture and Human Values!**

## Association for the Study of Food and Society (ASFS)

The ASFS was founded in 1985 with the goals of promoting the interdisciplinary study of food and society. It has continued that mission by holding annual meetings; the first was in 1987 and since 1992, the meetings have been held jointly with AFHVS.

### Officers of ASFS 2012-2013

**President:**

Jeffrey Miller

**Vice-President:**

Psyche Williams-Forson

**Secretary:**

Beth Forrest

**Treasurer:**

Jennifer Berg

**Editors of Food, Culture & Society (Bloomsbury  
Academic):**

Ken Albala & Lisa Heldke

**Toward Sustainable**



**Foodscares and Landscapes**

# **Schedule at a Glance and Special Conference Features**





Foodscapes and Landscapes

# Schedule At A Glance

## Tuesday, June 18

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**2:00 – 7:00 p.m.**

**Registration Desk open**

*Central Lobby, Kellogg Center*

## Wednesday, June 19

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**7:00 a.m. – 7:00 p.m.**

**Registration Desk open**

*Central Lobby, Kellogg Center*

**7:00 a.m.**

**Light refreshments available**

*South Lobby, Kellogg Center*

**8:00 a.m.**

**Buses begin departures for field trips**

**5:00 p.m.**

**Field trip buses return**

**5:45 p.m.**

**Shuttles to Welcome Reception begin**

*Shuttles will operate until the end of the reception.*

**6:00 – 8:00 p.m.**

**Welcome Reception**

*Eli and Edythe Broad Art Museum*

Music provided by The Ukulele Kings, featuring Ben Hassenger, Pat Malloy and Steve Szilagyi

## Thursday, June 20

---

**7:00 a.m. – 5:30 p.m.**

**Registration Desk open**

**7:00 a.m.**

**Continental Breakfast available**

*Lincoln Room, Lobby Level*

**8:30 – 9:45 a.m.**

**Concurrent Sessions 1**

**9:45 a.m.**

**Coffee Break and Exhibits**

Supported by Bloomsbury Academic

*Lincoln Room*

**10:15 – 11:30 a.m.**

**Concurrent Sessions 2**

**11:30 a.m.**

**Move to lunch**

**11:45 a.m.**

**Luncheon**

*Big Ten BC, Kellogg Center*

**Welcome –**

**Hiram Fitzgerald**

Associate Provost, University Outreach and Engagement  
University Distinguished Professor, MSU Dept. of Psychology

**12:45 p.m.**

**Presidential Addresses and Awards Presentations**

*Big Ten BC, Kellogg Center*

**2:00 p.m.**

**Break and move to Concurrent Sessions**

**2:15 – 3:30 p.m.**

**Concurrent Sessions 3**

**3:30 p.m.**

**Coffee Break and Exhibits**

*Lincoln Room*

**3:45 – 5:00 p.m.**

**Concurrent Sessions 4**

**5:00 p.m.**

**Adjourn**

**Dinner on your own**

**5:15 – 6:30 p.m.**

**Telling Food and Eating Stories:**

**Digital Stories of the Southern Ontario FoodShed**

*Auditorium, Kellogg Center*

**5:30 – 6:30 p.m.**

**AFHVS / ASFS Graduate Student Social**

*Room 103 AB, Kellogg Center*





# Schedule At A Glance

## Friday, June 21

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**7:00 a.m. – 6:00 p.m.**

**Registration Desk open**

*Central Lobby, Kellogg Center*

**7:00 a.m.**

**Continental Breakfast available**

*Lincoln Room, Lobby Level*

**8:30 – 9:45 a.m.**

**Concurrent Sessions 5**

**9:45 a.m.**

**Coffee Break and Exhibits**

**10:15 – 11:30 a.m.**

**Concurrent Sessions 6**

**11:30 a.m.**

**Lunch on your own**

**AFHVS Business Meeting**

*Brody Hall, Dining Room, Second Floor*

**ASFS Business Meeting**

*Brody Hall, Dining Room, Second Floor*

**Business meetings open to all.**

*Brody Hall is directly across the street from the Kellogg Center. Lunch may be purchased there.*

**1:30 p.m.**

**Keynote Address**

**Amy Emberling**

*Managing Partner Zingerman's Bakehouse*

*Ann Arbor, MI*

*Big Ten AB, Kellogg Center*

**2:30 p.m.**

**Coffee Break and Exhibits**

*Lincoln Room*

**2:45 – 4:00 p.m.**

**Concurrent Sessions 7**

**4:00 p.m.**

**Concurrent Sessions adjourn**

**4:15 – 5:00 p.m.**

**Poster Session**

*Lincoln Room*

**5:00 – 6:00 p.m.**

**AFHVS ad hoc Graduate Committee Meeting**

*Room 103 AB, Kellogg Center*

**5:30 p.m.**

**Reception opens**

*Big Ten AB, Kellogg Center*

**6:00 – 9:00 p.m.**

**Food Station Banquet and Entertainment**

*Big Ten AB, Kellogg Center*

*Music provided by the Michigan State University Jazz Ensemble*

## Saturday, June 22

---

**7:00 a.m. – 1:00 p.m.**

**Registration Desk open**

**Continental Breakfast available**

*South Lobby, Kellogg Center*

**8:30 – 9:45 a.m.**

**Concurrent Sessions 8**

**9:45 a.m.**

**Coffee Break**

*South Lobby, Kellogg Center*

**10:15 – 11:30 a.m.**

**Concurrent Sessions 9**

**11:30 a.m.**

**Conference Adjourns**

**11:45 a.m.**

**AFHVS Business Meeting**

*Brody Hall Dining Room, Second Floor*

**ASFS Business Meeting**

*Brody Hall Dining Room, Second Floor*

*Joint AFHVS-ASFS Business Meeting will follow individual meetings.*

**Business meetings open to all.**

*Brody Hall is directly across the street from the Kellogg Center. Lunch may be purchased there.*

Boston University Metropolitan College

**BOSTON**  
UNIVERSITY

# Dig into Gastronomy at BU

The **Master of Liberal Arts in Gastronomy**—founded by Julia Child and Jacques Pépin—offers a rigorous, interdisciplinary approach to food studies at BU's Metropolitan College.

- Explore issues in food through the liberal arts
- Engage in hands-on culinary labs and wine studies
- Learn from distinguished faculty and renowned professionals
- Focus on business and entrepreneurship, communication, food policy, or history and culture

**FALL 2013 classes begin September 3.**

## Featuring the following classes— and many others:

- Culture & Cuisine: Québec, with Rachel Black
- Food and Gender, with Carole Counihan
- Many Meanings of Meat,  
with Warren Belasco
- Studies in Food Activism,  
with Cristina Grasseni
- Writing and Reading Food Memoir,  
with Karen Pepper

## Learn more:

617-358-6916 | [gastmrla@bu.edu](mailto:gastmrla@bu.edu) | [bu.edu/met/gastronomy](http://bu.edu/met/gastronomy)

*An equal opportunity, affirmative action institution.*

## Conference Schedule Matrix: Thursday, June 20

Session and Meeting Room	Session 1 (8:30-9:45 am)	Session 2 (10:15-11:30 am)	Session 3 (2:15-3:30 pm)	Session 4 (3:45-5:00 pm)
<b>A - Willy Room</b>	Multi-Stakeholder Governance of Diverse Landscapes	Global Pressures on Traditional Practices & Biodiversity	Food & Social Movements	Charity, Justice, Priorities & Perceptions
<b>B - Room 101</b>	Pleasures and Rituals in Irish and Scottish Foodscapes in the 19th and 20th Centuries	Using Values-Based Food Supply Chain Case Studies in the University Classroom	Not Your Father's Sustainable Food Movement: Unpacking Heteronormativity, Ableism, and Dichotomous Thinking in Food Activism and Scholarship	Practicing What You Preach: Ethics and Pragmatics in Food System Work
<b>C – Heritage</b>	Research Methods for Quantifying the Economic Impacts of Local and Regional Food Systems	Perception and Potential: Multi-disciplinary Research and Tools to Guide Agriculture and Food Policy, Practice, and Economic Development across the Urban-Rural Continuum	Rural Food Access: Findings from the Nutrition Obesity Policy Research and Evaluation Network Rural Food Access Working Group	Foodscapes Through a Folkloristic Lens
<b>D - Room 103 AB</b>	"Local is Delicious," But It's Not Always Easy: A Case Study of the Western Montana Growers Cooperative	Looking at Food Security in the Northeast with an Interdisciplinary Lens	Assessing and Sustaining Urban Agriculture in U.S. Cities	Many Voices, Many Diets, Many Needs: Diversity and Issues in Food Policy
<b>E - Room 105 AB</b>	Urban Food Projects: Innovations and Challenges - Law, Policy and Institutions	Urban Food Projects: Innovations and Challenges - Grassroots Projects	Masters Programs in Food Studies, Food Systems and Food Policy: A Roundtable Discussion	AFHVS Roundtable I: Where Have We Been? Where Might We Go? Legacy and Prospect for AVHVS
<b>F - Room 106</b>	Integrating Animals: Meat and Pedagogy	Fermented, Funky, and Fungal: Shifting Values in the Production of Non-essential Foods	Re-examining Food Banks in the U.S. and Canada: Disturbing 21st Century Developments	FLEdGE – Transformative Communities of Food
<b>G – Michigamme</b>	Geographical Indications in the North Central States	Local Food Systems	Urban Agriculture Innovations	External Influences on Farming
<b>H – Auditorium</b>	LIGHTNING 1	LIGHTNING 2	LIGHTNING 3	LIGHTNING 4
<b>Lincoln Room</b>	Booksellers & Posters =>			

## Conference Schedule Matrix: Friday, June 21

Session and Meeting Room	Session 5 (8:30-9:45 am)	Session 6 (10:15-11:30 am)	Session 7 (2:45-4:00 pm)	POSTERS (4:15-5:00 pm)
<b>A - Willy Room</b>	Civic & Cooperative Agriculture	Workshop on Collaborative Public Art and Science Efforts to Visualize Food System Improvement Efforts	Framing Food Risk & Safety	
<b>B - Room 101</b>	Culinary Craftsmanship	Markets, Milk Products, and the Regulation of Taste	Milksapes	
<b>C – Heritage</b>	The Power of Partnership: Increasing Food Access at Farmers Markets through Cooperation and Collaboration	Sustainability in the Agrifood System	The Campaign for Fair Food: How Farmworkers and Their Allies Are Transforming Florida's Tomato Industry	
<b>D - Room 103 AB</b>	Contextualizing our Understandings of Local and Regional Food Systems: Reflections from Four Areas in Michigan	Urban Agriculture and Food System Activism: Critical Reflections on Some Practical and Political Tensions	Good Food Needs Good Networks: Stories from Michigan	
<b>E - Room 105 AB</b>	New Ideas: Foodscapes, Creativity and Innovation	Water Discourses	AFHVS Roundtable II: Where Have We Been? Where Might We Go? Legacy and Prospect for AVHVS	
<b>F - Room 106</b>	Consuming Sustainability: Commodities in Comparative Perspective	Philosophical and Ethical Dimensions of Organic Agro-Food-Chain	Food in Literature	
<b>G – Michigamme</b>	Children & Food	Perceptions of Food in the Family	The Meat of the Issue	
<b>H – Auditorium</b>	LIGHTNING 5	LIGHTNING 6	LIGHTNING 7	
<b>I - Conference 62</b>	Bridging the Interests of Food System Practitioners and Academics: Toward Sustainable Food Systems		Jumping into the Grocery Cart: A Comparative Analysis of How Grocery Markets Stock Their Shelves	
<b>Lincoln Room</b>				POSTER SESSION



## Conference Schedule Matrix: Saturday, June 22

Session and Meeting Room	Session 8 (8:30-9:45 am)	Session 9 (10:15-11:30 am)
<b>A - Willy Room</b>	Motivations & Perspectives in Local Food	Critical Theories of Food
<b>B - Room 101</b>	Rebuilding Sustainable Food Systems	Theorizing Food Systems Reform
<b>C – Heritage</b>	Understanding Organic & Environmental Decisions	Moving Farmland Protection Efforts Toward Sustainable Foodscapes and Landscapes
<b>D - Room 103 AB</b>	Food Access I	Food Access II
<b>E - Room 105 AB</b>	Sustainable Food Education I	Sustainable Food Education II
<b>F - Room 106</b>	Culture, Identity & Food Choice I	Culture, Identity & Food Choice II
<b>G – Michigamme</b>	Farm to School/Institution	Exploring Food Markets
<b>H - Conference 61</b>	The Quest for Food Quality	Cook, Chef, Celebrity
<b>I - Conference 62</b>	Community Gardening	

**Toward Sustainable**



**Foodscares and Landscapes**

**Wednesday, June 19, 2013**  
**Pre-Conference Tours**

## Pre-Conference Tours



### Ann Arbor: Calling All Coffee Addicts! The Zingerman's Community of Businesses

Do you love good coffee? Artisan cheeses? Pastries? Zingerman's Community of Businesses currently employs 500 people and generates sales of more than \$35 million per year. You will spend the day visiting Zingerman's Creamery, Coffee Company, and Bakehouse to learn how these businesses have made Zingerman's passion for creating the best-tasting, traditionally-made foods the seed of their success.

Upon arriving in Ann Arbor, we will take tours of the Creamery and the Bakehouse and spend time exploring what makes these businesses a special place for customers, the community and its employees. Following lunch, we'll mosey over to the Coffeehouse and explore brewing methods with their passionate crew. It's all about taste they say, but how to create that taste? Learn the keys to successful coffee brewing using a wide variety of brewing methods from filter drip to siphon pot. We will take a single coffee and brew it six to eight different ways, each producing a unique taste. We'll learn the proper proportions and technique for each and discuss the merits and differences of each style.

### Bangor: Passing Organic Farmland to the Next Generation: A Southwest Michigan Eutopia

In 1973, Maynard Kaufman and his wife Sally started a School of Homesteading on 160 acres just north of Bangor, Michigan. Their agrarian philosophy and commitment to organic agriculture inspired many others over the decades and was instrumental in the creation of the Michigan Organic Food and Farm Alliance.

During 2000-2001, Maynard and his second wife, Barbara Geisler, built a wind and solar powered off-the-grid house with a masonry stove for central wood heating on a part of their land, making it possible to sell the remainder of the 160 acres to younger organic farmers. Two of them are Certified Organic vegetable growers who produce for Farmer Markets and operate a CSA (community supported agriculture). A third is a MAEAP verified, Grade A Dairy that produces artisanal cow and goat cheeses.

This tour focuses on how these new farmers have made their farms productive and profitable. You will visit Windshadow Farm & Dairy, the Michigan Land Trustees Permaculture Homesteading Farm (where they continue self-provisioning activities) and Sunflower Farm, Maynard and Barbara's off-the-grid homestead. After a locally-sourced lunch and a little of Maynard's homemade wine, you will visit Blue Dog Family Farm and Eater's Guild Farm before returning to the Kellogg Center.

### Detroit: Urban Agriculture and Post-Industrial Detroit

Urban agriculture figures prominently in the rebirth of post-industrial Detroit. Many diverse models and initiatives are emerging as residents explore their food system and the role that food and farming can play in economic and neighborhood development. Join us as we explore some of the community-based and commercially-based enterprises that are stabilizing and invigorating the Motor City. In the morning, the two tours will visit different sites. Both tours will then meet at the Eastern Market for lunch and a panel discussion with Detroit food system activists, followed by a visit the Wayne State University Farmer Markets and other points of interest.



## Pre-Conference Tours (continued)



The Eastside Detroit tour will spend the morning visiting Earthworks Urban Farm, the Green Garage and Food Lab as well as other grassroots and entrepreneurial projects. We will also drive by the city's famed Heidelberg Project.

The Westside Detroit tour will spend the morning visiting D-Town Farm and Brightmoor Youth Garden as well as a number of other dynamic, neighborhood-based initiatives.

### Grand Rapids: Eat, Drink and Be Merry: Welcome to Grand Rapids

This field trip to Grand Rapids will enable participants to experience some of the city's best "good food" haunts. We have purposely chosen a wide range of farms, businesses and breweries to visit to give you a broad sense of what is happening in this vibrant community. On this trip, you will not only experience the tastes and sights, but meet the people who aspire to shape their community's food ways and hear their stories.

In the morning tour goers will visit Uptown Kitchen, a food business incubator. We'll follow this with a walking/foraging tour with social justice non-profit Our Kitchen Table. Next we will visit Founders Brewing Co. for lunch and a brewery tour. In the afternoon, we will visit Fulton Street Farmer Markets, the oldest farm market in Grand Rapids. Then it's on to Lubbers Farm, a family enterprise, where Jersey cows figure prominently in the production of the family's artisanal cheeses and breads. Last but certainly not least, we will visit Siciliano's, one of the top rated craft beer stores in the world, and one of the first to provide expertise and supplies to home brewers.

### Lansing: Building a Place-Based Food System

While smaller than Detroit, Michigan's state capital of Lansing is also a post-industrial city. The loss of manufacturing industries and high unemployment have been met with creative strategies that address economic, social, cultural and community development. Urban agriculture and a concern for place-based, humanly-scaled, and locally-controlled food systems are well represented among these strategies. This tour provides a glimpse into what has been happening in the Lansing area—food and farming-wise during the last 10+ years.

We will begin the tour with a visit to Michigan State University's award-winning Student Organic Farm and learn about its CSA, on-campus market, its ongoing composting and animal husbandry projects and its program for supplying the dining halls with fresh produce. Next we will visit Urbandale Farm on Lansing's Eastside, the city's first farm for local food production.

Then it's on to Peckham Farms where we will eat our lunch and learn how the farm, like its parent institution, Peckham Industries, provides job training for persons with significant disabilities. After lunch we will visit Lansing Roots, a new incubator farm project operated by the Garden Project, a program of the Greater Lansing Food Bank. Next is a visit to the newly opened Allen Street Food Hub, which combines a licensed incubator kitchen and bakery, food storage lockers, classrooms, regional networking, and a year-round market under one roof. Our last stop will be the Allen Street Farmer Markets where tour-goers will have a chance to see and taste much of what the Lansing food and farming community has to offer.



**Brazilian Food**  
Race, Class and Identity in Regional Cuisines  
By Jane Fajans  
HB 9780857850416 • \$99.95  
PB 9780857850423 • \$29.95

**The English Breakfast**  
The Biography of a National Meal, with Recipes  
By Kaori O'Connor  
PB 9780857854544 • \$29.95

**Food and Identity in the Caribbean**  
Edited by Hanna Garth  
HB 9780857853578 • \$89.95  
PB 9780857853585 • \$29.95

**Food Media**  
Celebrity Chefs and the Politics of Everyday Interference  
By Signe Rousseau  
HB 9780857850522 • \$99.95  
PB 9780857850539 • \$34.95

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By Richard Wilk and Livia Barbosa  
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PB 9781847889041 • \$29.95

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A Global Perspective  
By Kyri W. Clafin and Peter Scholliers  
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PB 9781847888082 • \$39.95

**The Flavor Thesaurus**  
A Compendium of Pairings, Recipes and Ideas for the Creative Cook  
By Niki Segnit  
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PB 9781845207618 • \$29.95

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By Jeff Miller and Jonathan Deutsch  
HB 9781845206802 • \$99.95  
PB 9781845206819 • \$29.95

**Food**  
The Key Concepts  
By Warren Belasco  
HB 9781845206727 • \$99.95  
PB 9781845206734 • \$24.95

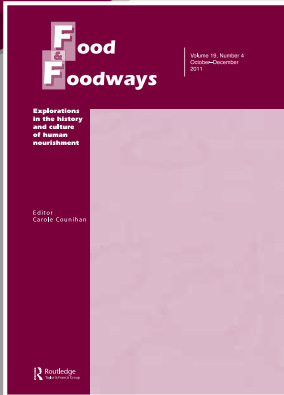
**Wine and Culture**  
Vineyard to Glass  
By Rachel E. Black and Robert C. Ulin  
HB 9780857854001 • \$110.00  
PB 9780857854018 • \$42.95  
Available in September



*Food, Culture & Society* is an international peer-reviewed publication dedicated to exploring the complex relationships among food, culture, and society from numerous disciplines in the humanities, social sciences, and sciences, as well as in the world of food beyond the academy. It brings to bear the highest standards of research and scholarship on all aspects of food studies and encourages vigorous debate on a wide range of topics.

*Food, Culture & Society* is published on behalf of the Association for the Study of Food and Society (ASFS).

[www.bloomsbury.com/foodcultureandsociety](http://www.bloomsbury.com/foodcultureandsociety)



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Millersville University  
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MEMBERS!**

# F & Foodways

EXPLORATIONS IN  
THE HISTORY AND CULTURE  
OF HUMAN NOURISHMENT

## **PUBLISHING HIGH-QUALITY RESEARCH FROM SCHOLARS AROUND THE WORLD...**

**Food and Foodways** is a refereed, interdisciplinary, and international journal devoted to publishing original scholarly articles on the history and culture of human nourishment. By reflecting on the role food plays in human relations, this unique journal explores the powerful but often subtle ways in which food has shaped, and shapes, our lives socially, economically, politically, mentally, nutritionally, and morally.

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**We eagerly await your article submissions and special topic ideas for future issues of Food and Foodways!**

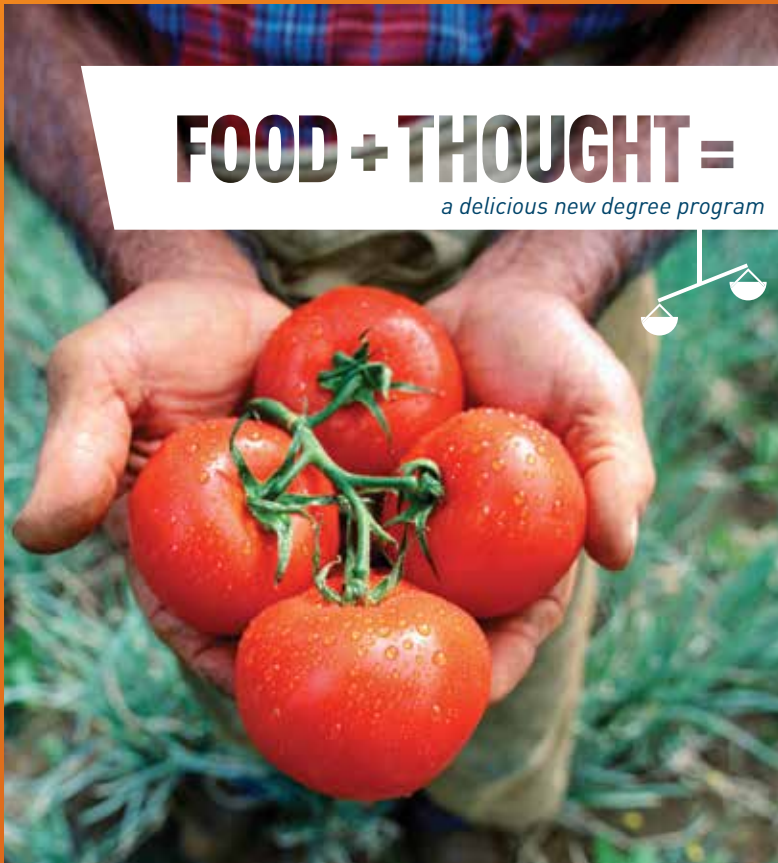
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# **Special Conference Features**





## Presidential Addresses and Awards

Thursday, June 20th

12:45 – 2:00 p.m.

*Big Ten AB, Kellogg Center*

### Clare Hinrichs, AFHVS President

Professor of Rural Sociology, The Pennsylvania State University

**Transitions to Sustainability: A Change in Thinking about Food System Change?**

### Jeffrey Miller, ASFS President

Associate Professor of Hospitality Management, Colorado State University

**If Food Is So Serious, Why Is That Pepper Grinder So Darn Funny?**

## Society Awards

### AFHVS Awards

#### 2013 AFHVS Undergraduate Paper Award

Charlie Jackson, New Mexico State University  
*Wendell Berry's Object-Oriented Agroecology and the New Millennium*

#### 2013 AFHVS Graduate Paper Award

Analena Bruce, Rutgers University  
*Labor of Love: Viability Strategies in Sustainable Farming*

#### 2013 AFHVS Graduate Paper (Honorable Mention)

Courtney Lynd Daigle, Michigan State University  
*Incorporating the Philosophy of Technology into Animal Welfare Assessment*

#### 2012 AFHVS Graduate Paper Award

Ryan Gunderson, Michigan State University  
*Problems with the Defetishization Thesis: The Case of a Farmer's Market*

#### 2013 Richard P. Haynes Distinguished Lifetime Achievement in Agriculture, Food and Human Values Award

Paul B. Thompson, W.K. Kellogg Chair in Agricultural, Food and Community Ethics, Michigan State University

### ASFS Awards

#### 2013 ASFS Alex McIntosh Graduate Paper Award

Ariela Zycherman, Columbia University  
*Shocdye as World: Localizing Modernity among the Tsimané Indians of the Bolivian Amazon*  
Lambros Comitas and Paige West Professor, Supervising Professors

#### 2013 ASFS William Whit Undergraduate Paper Award

Emily Mendenhall, Duke University  
*Losing the Landrace*  
Charlie Thompson, Supervising Professor

#### 2013 ASFS Book Award

Dr. Merry (Corky) White, Boston University  
*Coffee Life in Japan*  
University of California Press

#### 2013 ASFS Book Award

Dr. Kyla Wazana Tompkins, Pomona College  
*Racial Indigestion: Eating Bodies in the 19th Century*  
NYU Press

#### 2013 ASFS Pedagogy Award

Dr. Nicole Tarulevicz, University of Tasmania  
*Course: Understanding Asia through Food*

## Keynote Speaker

# Amy Emberling

Zingerman's Community of Businesses:

### **Practicing Servant Leadership to Enrich Lives and Community**

Friday, June 21st 1:30 – 2:30 p.m.  
*Big Ten AB, Kellogg Center*



Amy Emberling is a Managing Partner at Zingerman's Bakehouse, one of the eight businesses in Zingerman's Community of Businesses. She has been an avid food lover and baker since her childhood in Nova Scotia, Canada. Amy received her bachelor's degree from Harvard College. She then followed her passion for food and learned to cook and bake at "L'École de Gastronomie Française" at the Ritz Hotel in Paris, France as well as in Michigan restaurants. In 1999 she received her MBA from Columbia University.

Amy came to Zingerman's Bakehouse as one of its first bakers when it opened in 1992. In 2000, she became Managing Partner. Amy is also a partner in Zingerman's Candy Manufactory and regularly teaches business seminars for Zingerman's consulting business, ZingTrain. Amy has been working in the food world for over 20 years now and is passionate about baking, people, and practicing socially responsible business.

## MSU Museum Exhibit

### Michigan Eats: Regional Culture Through Food

*Big Ten B, Kellogg Center*

We are what we eat! For Michiganders this means pasties, muskrat dinners, coneys, fish fries, cherry pie, and much more. What makes these Michigan foods? After all there is nothing that all Michiganders and only they eat. Michigan foods are those of the many communities—ethnic, regional, local—that constitute the state. State boundaries, however, do not dictate cultural boundaries. Nonetheless, it is possible to generalize about Michigan’s food and foodways by looking at food traditions in specific regions and locales. The term “foodways” means more than just food; it includes the entire complex of behaviors, attitudes, and beliefs associated with food, from cultivation to consumption. “Michigan Foodways,” a traveling exhibition from the Michigan State University Museum, examines factors such as physical environment and history in the development of Michigan’s food traditions.

The exhibit consists of 34 interpretive panels that convey in words and images many of the diverse food traditions found around the state. The exhibit also includes historic and contemporary objects from the Michigan State University Museum and private collections that illustrate various aspects of Michigan foodways, such as: kitchen utensils; implements used in the production of maple syrup; and packaging from some of Michigan’s best known food producers, like Kellogg, Jiffy, and Vernors. Visitors can also listen to clips from food-themed songs and stories about Michigan food on the exhibit’s interactive listening station. The exhibit, which traveled to six Michigan communities in 2007-08 in conjunction with the Smithsonian Institute’s “Key Ingredients: America By Food” exhibit, has been redesigned to feature additional content from those communities (Calumet, Cheboygan, Chelsea, Dundee, Frankenmuth, and Whitehall).

This traveling exhibition is a Michigan State University Museum, Michigan Traditional Arts Program activity supported in part by the Michigan Humanities Council and the Michigan Council for Arts and Cultural Affairs.





## Telling Food and Eating Stories: Digital Stories of the Southern Ontario FoodShed



Between 2010 and 2012, graduate students in the Faculty of Environmental Studies of York University in Toronto produced a series of digital stories on local food initiatives. As part of the FoodShed Project, these stories offer a powerful alternative educational tool through which the personal dimensions of food justice can be voiced, networked with other players in the food movement and potentially engaged in a broader public dialogue.

### Envisioning Food Sovereignty –

**Opal's Story** (4:28 min)

**Magda Olszanowski and Sara Udow**

Magda and Sara began to volunteer at the Stop Community Food Centre (The Stop) with the goal of collecting and sharing volunteers' stories. We documented short, personal narratives to illustrate the volunteers' experiences with growing and eating food within their communities. Opal, a volunteer who has been with the Stop for many years, relates her own relationship with food to broader concepts of food access, sustainability, health and empowerment.

### Anan's Story: Growing Food Justice in Toronto

(7:13 min)

**Caitlin Langlois Greenham and Anan Lololi**

Explore some of the history of food justice work in Toronto as Anan Lololi tells his story of being a part of the development of the Growing Food and Justice For All Initiative and the greater movement to for anti-racism in the food movement. For Anan, food justice means taking a human rights approach to food security.

### Toronto Food Access: A Tale of Two Postal Codes

(7 min)

**Jennifer Budinsky & Michelle German**

Toronto Food Access: A Tale of Two Postal Codes documents the story of two women living in varying Toronto Communities and their journeys to access fresh food. Their stories differ greatly because of the difference in population density of their communities. We also explore some viable solutions, such as policy level change and community organizations that would support and assure equal access to food for all people, regardless of their location or economic status.

### Pilgrimage to Freedom

**No One Is Illegal –** (4:15 min)

**Toronto / Justicia for Migrant Workers**

From September 4th to October 2nd, 2011, Justicia for Migrant Workers (J4MW) expanded the historic 2010 "Pilgrimage to Freedom" when we walked for 12 hours from Leamington to Windsor, Ontario and took to several rural townships where migrant farm workers live and work. Together we traced several stops of the Underground Railroad with migrant farm workers and contemplated history with the present.

### Incubating Hope (8:20 min)

**Robin Musselman**

Incubating Hope captures the spirit of what happens on Everdale Organic Farm and Environmental Learning Centre beyond the growing of vegetables and training of farmers. Through the growing of food, a spiritual longing in people for change in today's world is satisfied through hands on activities. People come to learn, farm, buy food and they leave with a sense of community and hope for the future.

*Organized by Deborah Barndt, Faculty of Environmental Studies, York University*

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## BANQUET

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Friday, June 21st

5:30 – 9:00 p.m.

*Big Ten AB, Kellogg Center*

Join us for a unique “Food Stations” banquet designed by the Kellogg Center Chefs and featuring Michigan Foods. Entertainment is provided by the Michigan State University Jazz Ensemble.

### **Pasta Station**

Whole Wheat Penne Pasta and Cheese Tortellini with Garlic, Fresh Herbs, Pesto, Virgin Olive Oil, Sliced Mushrooms, Grilled Chicken Breast, Italian Sausage and Diced Bell Peppers with choice of Tomato Basil or Parmesan Cream Sauce

### **Carving Station**

MSU Organic Farm Honey Glazed Ham and All Natural Michigan Roasted Garlic Herb Crusted Leg of Lamb or Sirloin of Beef with Whole Grain Mustard, Horseradish Cream, Petite MSU Bakery Rolls, Northern Michigan Baked Beans with Brown Sugar and Maple Syrup; Michigan Cabbage Slaw

### **Vegetarian/Vegan Station**

Red, White Quinoa Salad with Dried Cherries and Walnuts  
Grilled Vegetables including Michigan Asparagus, Red Onion, Yellow Squash, Zucchini, Tomato, Artichokes and Raw Vegetable Tray

### **Seafood Station**

Michigan Corn and Seafood Chowder; Smoked Seafood Platter with Salmon, Trout, Mussels and Shrimp  
Whitefish Mousse and Jumbo Shrimp

### **Dessert Station**

Petite Cheesecakes, MSU Bakery Tiramisu Squares, Linzer Bites, Shortcake with Herkemers Cherry Topping and Whipped Cream, Apple Pie and Chocolate Cherry Nut Bars (gluten-free)

### **Coffee Station**

Rwanda Fair Trade Coffee with Cinnamon, Shaved Chocolate Curls, Whipped Cream, Flavored Syrups, Biscotti and Selection of Teas

## MSU Dining Services: Kellogg Hotel and Conference Center & Brody Residence Hall

Welcome to Michigan State! Conference meals will be prepared by Kellogg Center staff, and we encourage you to eat meals on your own at Brody Hall, just across the street. Brody Hall hosts the largest non-military cafeteria in the world, serving the needs of over 2400 residents daily from six surrounding residence halls. The Kellogg Center chefs have worked hard to offer local and seasonally-inspired dishes for our meeting.

Through the program 'Grown At MSU', greens grown by students at the MSU Student Organic Farm, beef raised by the Department of Animal Science Beef Program, dairy products from the MSU Dairy Store and fresh baked goods from the MSU Bakers are served in university residential dining halls and food truck, Eat at State On-the-Go. The program even features Bailey GREENhouse operated by students growing greens for Brody Square and The State Room Restaurant at the Kellogg Center year-round.

In partnership with the MSU Recycling and Surplus Center, MSU Culinary Services participates in a project that uses worm composting for campus kitchen food preparation residue at the MSU Student Organic Farm in order to close the campus food cycle loop. Herbs grown at Bailey GREENhouse are grown in soil with composted pre-consumer food waste from Brody Square. MSU Culinary Services also participates in an anaerobic digestion pilot study at MSU's Anaerobic Digestion Research and Education Center. Sparty's and Starbucks coffee shops on campus also capture coffee grounds for composting at the MSU Student Organic Farm.

Bon appétit!



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**Foodscares and Landscapes**

# **Concurrent Session Schedule**



## Detailed Schedule of Presentations

All session rooms are located on the Lobby Level, South end except for the Michigamme Room, Conference Room 61 and Conference Room 62, which are located on the Garden Level, North end (lower level).

### Thursday, June 20

8:30 – 9:45 a.m.

#### CONCURRENT SESSIONS 1

#### **1A** Multi-stakeholder Governance of Diverse Landscapes

Willy Room

**The Influence of Community Governance Structures and Processes on Local Adaptive Actions to Disturbances and Increasing Environmental Risks in Four Rural Communities in Southwestern Uruguay**

Diego Thompson

**The Barriers and Opportunities for Collaboration in the Natural Resource Management of Wisconsin**

Aaron Thompson

**Negotiating Complexity and Community Food Security in Central Appalachia**

Phil D'Adamo-Damery, Kim Niewolny, Nikki D'Adamo-Damery and Pete Ziegler

#### **1B** Pleasures and Rituals in Irish and Scottish Foodscapes in the 19th and 20th Centuries

Room 101

Organizer/Moderator: Tricia Cusack

**The 'Autocrat of the Breakfast Table: Highland Hospitality through Tourists' Eyes in Victorian Scotland**

Kevin James

**The Tea Ceremony in Victorian Ireland: Women, Civility and Self-indulgence**

Tricia Cusack

**The Vibrant Materiality of the Irish Kitchen: The Cookbooks of Maura Laverty**

Rhona Richman Kenneally

**"Sandwiches from which Green Leaves of Lettuce Bulged:" Food, Drink and Farming in the Novels of John McGahern**

Igor Cusack

#### **1C** Research Methods for Quantifying the Economic Impacts of Local and Regional Food Systems

Heritage

Moderator: Rich Pirog

**Local Food Systems as Drivers of Community Economic Development Policy: Metrics, Methods and Implications for Applied Economists**

David Conner

**'Local' Producers' Production Functions and Their Importance in Estimating Economic Impacts**

Todd Schmit and Becca Jablonski

#### **1D** "Local is Delicious," But It's Not Always Easy: A Case Study of the Western Montana Growers Cooperative

Heritage

Participants: Neva Hassanein, Kim Gilchrist, Laura Ginsburg, Eva Rocke and Caroline Stephens

#### **1E** Urban Food Projects: Innovations and Challenges I - Law, Policy and Institutions

Room 105 AB

Moderator: Evan Weissman

**Transformative Tactics to Increase Land Tenure Equity**

Amy Laura Cahn, Garden Justice Legal Initiative and Paula Segal, 596 Acres

**The Role of State Agricultural Agencies in Limiting Growth of Urban Agriculture: Lessons from Michigan**

Wendy Lockwood Banka, Michael A. Beers, Michelle Regalado Deatrck, and Randy Zeilinger, Michigan Small Farm Council (MSFC)

## Detailed Schedule of Presentations



### **Integrating Sustainability into the Urban Landscape: The Activity Around London 2012 Olympics' Food Standards**

Jessica Jane Spayde, Cardiff University

### **Community Gardening, Migration and Household Food Access in Chicago**

Howard Rosing and Nicole Llorens, DePaul University

### **Urban Food Zoning: Beyond Agriculture**

Lisa Feldstein, UC Berkeley

### **1F Integrating Animals: Meat and Pedagogy**

Room 106

Panelists: Nadine Lehrer, Alice Julier, Jonathan Bryner, Casey Rogers

### **1G Geographical Indications in the North Central States**

Michigamme

Organizer: Beth Barham

Participants: Beth Barham, Jim Bingen, Clare Hinrichs

### **1H Lightning Session 1**

Auditorium

Moderator: Phil Howard

### **The Franklin County Food Policy Audit: Adapting and Applying a New Tool for Food System Planning**

Caitlin Marquis

### **Reaching Consensus on Issues in Local Food Policy**

Richard Sadler, Jason Gilliland and Godwin Arku

### **Seafood as Local Food: Food Security and Fisheries in Alaska's Kenai Peninsula**

Philip Loring and S. Craig Gerlach

### **The Future of the Hybrid Market in the Local Food Movement: Compromise or Compromising?**

Elizabeth Murray

### **What's for Dinner, Mom?: Traditional Diets in an Industrialized Age**

Andria Timmer

### **Anti-Pasta: The Radical Course of Futurist Cuisine**

Miki Kawasaki

### **Vanilla Dee-Lite or Tea Tree Leaf: Body Lotions and the Semiotics of Scent**

Hannah Smith-Drelich

### **Toward Foodscape Archaeology on the Resource Frontier: Research in Progress in Michigan's Copper Country**

Anna Lee Presley

**10:15 – 11:30 a.m.**

### **CONCURRENT SESSIONS 2**

### **2A Global Pressures on Traditional Practices & Biodiversity**

Willy Room

### **The Importance of Biodiversity for Dietary Diversity and Nutrition: Perspectives of Small-scale Farmers in Rural Tanzania**

Bronwen Powell, Rachel Bezner-Kerr, Sera Young and Timothy Johns

### **Future Use of Genetic Modification in Wine Production in South Australia: Tensions between Tradition, Technology, and Place**

Rachel Ankeny and Heather Bray

### **Cultivating Dismodernity: Innovation, Development, and Maize in Mexico's Central Highlands**

Emma Gaalaas Mullaney

### **2B Using Values-Based Food Supply Chain Case Studies in the University Classroom**

Room 101

Panelists: Robert King, Larry Lev, Marcia Ostrom

### **2C Perception and Potential: Multi-disciplinary Research and Tools to Guide Agriculture and Food Policy, Practice, and Economic Development Across the Urban-Rural Continuum**

Heritage

Organizers: Liz Kolbe and Ben Kerrick

### **The Exurban Land Use Polycscape: Does it Support Local Food Systems?**

Jill K. Clark, Shoshanah Inwood, and Douglas Jackson-Smith



**Connecting People to the Land, and Each Other, to Improve Agroecosystem Health**

Casey Hoy

**Social Network Analysis for Economic Development**

Nathan Hilbert

**Borrowed Ground: Evaluating the Potential Role of Usufruct in Neighborhood-scale Foodsheds**

Ben Kerrick

**Visualizing and Quantifying a Normative Scenario for Sustainable Agriculture in Northeast Ohio**

Liz Kolbe

**2D Looking at Food Security in the Northeast With An Interdisciplinary Lens**

Room 101

Participants: Kate Clancy, Linda Berlin and John Eshleman

**2E Urban Food Projects: Innovations and Challenges II - Grassroots Projects**

Room 105 AB

Moderator: Evan Weissman

**An Oasis in the Food Desert? The Opportunities and Challenges of Mobile Markets in Syracuse, New York**

Evan Weissman, Jonnell Robinson, Matthew Potteiger, Susan Adair, and Sean Keefe, Syracuse University and SUNY ESF

**Community Shares: Securing Local Farms and Solving Food Insecurity in One Chicago Neighborhood**

Sheree Moratto, Glenwood Sunday Market

**Every Last Morsel: Increasing Production, Reducing Waste, and Connecting Communities**

Todd Jones, Every Last Morsel

**The Ecology of Food Justice**

Hank Herrera, Dig Deep Farms and Produce

**The Sunflower Field School**

Marjani Dele, Nature's Friends Institute

**2F Fermented, Funky, and Fungal: Shifting Values in the Production of Non-essential Foods**

Room 106

Organizer: TBA

**Pickled Nostalgia: The Rise and Fall of the Commercial Kosher Dill**

Erin Kelly

**American Gin: Identity and Responsibility in Artisanal Industry**

Drew Cranisky

**"The Thunder of Agaricus"**

Kelsey Sheridan

**2G Local Food Systems**

*Michigamme*

Moderator: Farryl Bertmann

**Arizona Foodshed: Estimating Capacity to Meet Fruit and Vegetable Consumption Needs of the Arizona Population**

Nicole Vaudrin and Christopher Wharton

**Estimating the Feasibility of Local Food Systems Using a Hamilton, Ontario Case Study: Towards a Pragmatic Localism**

Lisa Ohberg and Sarah Wakefield

**Developing a Local Food System: Utilizing Underserved Growers to Supply UnderServed Markets**

Cary Junior

**Modeling Direct Marketing in the Northeastern U.S.**

Rick Welsh, Amy Guptill and Erin Kelly

**2H Lightning Session 2**

*Auditorium*

Moderator: Zach Herrstadt

**Hunting for Food in Environmental Ethics**

Gretel Van Wieren

**How Ethics are Framing Time and Space – An Organic Case**

Bernhard Freyer and Pia Auberger

**Epistemology of the "Improved Seed"**

Elizabeth Mauritz

**Consuming Ideologies**

Deanna Pucciarelli

**Cityscapes and Climate Adaptation: An Argument for Epistemological Dissensus**

Ian Werkheiser





## Detailed Schedule of Presentations



### **The Foodscape of the American School Lunchroom: 1940-present**

Jennifer Gaddis

### **Food Voices in Sustainability Education at a Brooklyn Country Day School**

Annie Hauck-Lawson

### **The Real Food Challenge: How Students Are Organizing for Real Food and Real Change**

Alexandra Frantz and Katie Blanchard

### **Tools for Transformation: Real Food Challenge Curriculum for Student Leadership & Organizing**

Katie Blanchard and Alex Frantz

### **Real Food in the Real World: Student Engagement and the Challenge of Creating a Sustainable Food Campus**

David Burley, Tim McCarty and Bonnie May

### **Alternative Campus Foodways: Toward a Sustainable Food Culture at America's Large Universities**

Maxwell Philbrook

**2:15 – 3:30 p.m.**

**CONCURRENT SESSIONS 3**

### **3A Food & Social Movements**

*Willy Room*

Moderator: Margot Finn

### **Understanding Contemporary Networks of Environmental and Social Change: Complex Assemblages within Canada's "Food Movement"**

Charles Levkoe and Sarah Wakefield

### **ICTs and Social Movements: The Case of the Community Food Security Coalition**

Gabriele Ciciurkaite

### **Tracing the Contours of Justice: the Emerging Cultural Politics of GMO Corn in Mexico**

Alice Brooke Wilson

### **Beyond the Local: Exploring the Role of National Level Organizations in Alternative Agrifood Movements**

John Eshleman

### **3B Not Your Father's Sustainable Food Movement: Unpacking Heteronormativity, Ableism, and Dichotomous Thinking in Food Activism and Scholarship**

*Room 103 AB*

Organizer: Lisa Heldke

### **"Not Your Father's Farm:" Rehabilitative Consumption, Heteronormative Temporality, and Family Farm**

*Rhetoric*

Abby Wilkerson

### **Crippling Sustainability, Realizing Food Justice**

Kim Q. Hall

### **Dichotomous Thinking as an Obstacle to Food Activism**

Lisa Heldke

### **3C Rural Food Access: Findings from the Nutrition Obesity Policy Research and Evaluation Network Rural Food Access Working Group**

*Heritage*

Organizer: Wesley R. Dean

### **Farmer Markets Use among Women of Reproductive Age in Rural Eastern and Western North Carolina**

Jared T. McGuirt, Rachel Ward, Sally L. Bullock, Stephanie B. Jilcott Pitts

### **The Emotional Structure of Rural Food Access**

Wesley R. Dean, Joseph R. Starkey

### **Improving Health Equity through Community Food Systems**

Mégan M. Patton-López, Megan Newell-Ching, Doris Cancel-Tirado, Kristy Polanco

### **Senior Perspectives on Rural Food Access among Frontier Residents of Montana**

Carmen Byker, Lori Christenson, Cassidy Baerg, Wesley R. Dean

### **3D Assessing and Sustaining Urban Agriculture in U.S. Cities**

*Room 103 AB*

Participants: Gail Feenstra, Rachel Surls, Alfonso Morales, Mary Hendrickson

**3E Masters Programs in Food Studies, Food Systems and Food Policy: A Roundtable Discussion**

Room 105 AB

Moderator: Jeremy Solin

Participants: Rachel Black, Alice Julier, Amy Trubek, Jennifer Berg, Rachel Ankeny, Patricia Allen, Simone Cinotto

**3F Re-examining Food Banks in the US and Canada: Disturbing 21st Century Developments**

Room 106

**Feeding America's Sugar Addiction**

Andy Fisher

**Buying Social Justice?**

Simon Robinson

**"If it weren't there, I wouldn't be in school:" University Students' Experiences of Using Campus Food Banks**

Elaine Power and Alice Zhao

**3G Urban Agriculture Innovations**

Michigamme

Moderator: Courtney Gallaher

**Greening Kibera: How Urban Agriculture is Changing the Environment of the Kibera Slums in Nairobi, Kenya**

Courtney Gallaher

**Sustaining Communities: A Multi-Discipline Literature Review of Culinary Tourism and Community Development**

Cory Van Horn

**Farming Architecture**

Thomas Gentry and Aaron Newton

**3H Lightning Session 3**

Auditorium

Moderator: Phil Mount

**The Role of State Agricultural Agencies in Limiting Growth of Urban Agriculture: Lessons from Michigan**

Wendy Lockwood Banka, Michael A. Beers, Michelle Regalado Deatrick and Randy Zeilinger

**Urban Agriculture in the Food System: Is It Time to Make a Choice?**

Jeanne Pourias

**San Diego: A Food Tale of Two Cities**

Andrea Carter, James Bartoli and Nic Paget-Clarke

**Beyond the Kale: Urban Agriculture and Social Justice Activism in New York City**

Kristin Reynolds and Nevin Cohen

**Roofscapes as Foodscapes**

Marie Dehaene

**Eating Ecologies: Designs for Landscapes of Foraging**

Matthew Potteiger and Marla Emery

**Hybrid Applescapes: Globalisation and Localisation of the Urban Apple**

Poppy Nicol

**Food Waste: Too Much and Not Enough**

Tim Bauer

**Shifting Relations in Land and Foodscapes: Land as a Global Commodity**

Alice Beban

**Governance of Transitional Regions**

Phil Mount

**Emerging Issues in National Food and Agricultural Policy**

Adam Reimer

**State Level Policy Changing Farm to School and Community Foodscapes Across America**

Mary Stein

**3:45 – 5:00 p.m.**

**CONCURRENT SESSIONS 4**

**4A Charity, Justice, Priorities & Perceptions**

Willy Room

Moderator:

**Northwest Lansing's Community Cookbook: The Intersection of Community and Food**

Christian Scott

**Coming Here Makes me a Better Person: African Refugees and the Decaying Israeli Middle Class**

Liora Gvion

**Theorizing the Social Justice-Alternative Food Tension**

Wendy Sarvasy



## Detailed Schedule of Presentations



### **Opening up the Box: Exploring the Variety of Good Food Boxes across Canada**

Stephanie Laporte Potts

### **4B Practicing What You Preach: Ethics and Pragmatics in Food System Work**

Room 101

Organizer: Alice Julier

### **Food Waste, Culinary Training, and Food Access: Social Enterprise Solutions to Food System Problems**

Jennifer Flanagan

### **College Cafeterias: Food Sourcing, Waste Reduction, and Evaluation Metrics**

Katie Leone

### **You Can Lead a Horse to Water AND Make Him Drink**

Rita Patel and Tony Rothschild

### **4C Foodscapes Through a Folkloristic Lens**

*Heritage*

Discussant: Eve Jochnowitz

### **The Enduring Legacy of the Western Great Lakes Inland Shore Fishery**

Janet Gilmore

### **Vernacular Foodscapes: Identifying Connectedness through Community Foodways Profiles**

Lucy Long

### **4D Many Voices, Many Diets, Many Needs: Diversity and Issues in Food Policy**

Room 103 AB

### **Food Policy and Climate Change in Indian Country**

Kyle Powys Whyte

### **The Dudification of Dieting: Marketing Weight Loss Programs to Men in the Twenty-First Century**

Emily Contois

### **“I don’t want no f\*\*\*ing baby cup”: Diverse Eating Patterns and the Problem of Consensus in Making Food Policy**

Catherine Womack

### **4E AFHVS Roundtable I: Where Have We Been? Where Might We Go? Legacy and Prospect for the Agriculture, Food and Human Values Society**

Room 105 AB

Organizer: Clare Hinrichs

Participants: Larry Busch, Paul Thompson, Carolyn Sachs, Bill Lacy, Gary Comstock, Kate Clancy, Laura DeLind, Ken Dahlberg, Gail Feenstra, Cornelia Flora, Doug Constance, Gill Gillespie, Danny Block, Neva Hassanein, Patricia Allen

### **4F FLEdGE – Transformative Communities of Food**

Room 106

Moderator: Irena Knezevic

Panelists: Irena Knezevic, Alison Blay-Palmer, Peter Andree, Patricia Ballamingie, Connie Nelson, Mirella Stroink, Erin Nelson and Karen Landman

### **4G External Influences on Farming**

*Michigamme*

Moderator: Vicki Garrett

### **Health Insurance: How Does It Influence the Development and Growth of Agriculturally Based Economic Development?**

Shoshannah Inwood

### **Social Justice and Rural Livelihood: Is Affordable Organic Food Production for Low-Income Families Sustainable for Small-Scale Farmers?**

Soyeun Kim

### **The Influence of Social Networks, Environmental Consciousness, and Farm Structure on the Adoption of a Sustainable Agriculture Practice**

Joseph Astorino, Rebekah Torcasso and Jessica Goldberger

### **Streamlining Supply Chains: Analyzing Supermarket Retailers’ Efforts to Localize the Food System**

Dara Bloom

#### 4H Lightning Session 4

Auditorium

Moderator: Phil Howard

**Consumer Sensory Perceptions of Vermont Artisan Cheese: A Mixed-Methods Approach**  
Jacob Lahne

**For the Birds? The Impacts of Disclosing Bird Management Practices in Fruit Crops**  
Zachary Herrnstadt and Philip Howard

**We Can Pickle That! The Landscape of the Artisanal Pickle Industry in the United States**  
Suzanne Cope

**Pickles, Beets, and Bread: Examining the Links Between Traditional Food Knowledge, Social Practices and Transformative Learning in a Rural Canadian Community**  
Jennifer Braun

**The Canadian Industrial Diet: An Entangled Foodscape**  
Katie Macdonald

**Một Cà Phê Sữa Đá: Inside the Vietnamese Coffee-scape**  
Sarah Grant

**Foodways and “The Floating Population:” Diet and Domestic Migration in Nanjing, China**  
Robert Skoro, Chery Smith, Yixu Jin and Qing Feng

**Caught in the Middle: Taiwanese-American Cultural Identity Formed in the Comfort of Food**  
Dun-Ying Vicki Yu

**Making the Connection between History, Agricultural Diversity and Place: The Story of Apples in Southeast Australia – Victoria**  
Johanna Christensen and Ruth Beilin

**The Taste of Empire: Colonial Food in Interwar Paris**  
Lauren Janes

**Shoppers’ Experience in an Urban Farmer Markets: Examining the Role of Social Cohesion**  
Farryl Bertmann, Christopher Wharton and Matthew Buman

**A Bunch of Hobby Farmers, Nobel Yeomen, Eco-Heroes, and Other Myths about Farmer Markets Farmers**  
Marcia R. Ostrom, Colleen Donovan and Jessica Goldberger

**Problems with the Defetishization Thesis: The Case of a Farmer Markets**  
Ryan Gunderson

## Friday, June 21

8:30 – 9:45 a.m.

### CONCURRENT SESSIONS 5

#### 5A Civic & Cooperative Agriculture

Willy Room

Moderator: Robert Wengronowitz

**Paying to Play: Supply Management in Montana’s Dairy Industry**  
Laura Ginsburg

**Exploring the Community Development Potential of Civic Agriculture in Ohio**  
Jeff Sharp and Caitlin Marquis

**Farming As a MacIntyrean Practice**  
Rebecca Shenton

**Agroecology, Capitalism, Justice: Community Supported Agriculture Past, Present, and Future**  
Robert Wengronowitz

#### 5B Culinary Craftsmanship

Room 101

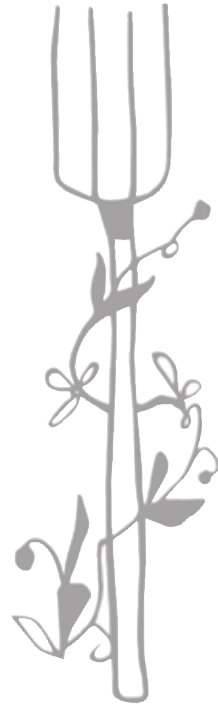
**“We Nourish and Nurture the Community:” An Ethnographic Investigation of Incubator Kitchens and Artisanal Food Production**  
Brad Jones

**United We Brew: Culinary Craftsmanship and the American Craft Beer Renaissance**  
Chris Maggiolo

**Can Food Safety Regulations Serve the Interests of Artisan Processors? A Study of Artisan-Inspector Interactions in Michigan**  
Jenifer Buckley

#### 5C The Power of Partnership: Increasing Food Access at Farmer Markets Through Cooperation and Collaboration

Heritage



## Detailed Schedule of Presentations



### **Michigan Farmer Markets Food Assistance Partnership**

Dru Montri and Amanda Shreve

### **Michigan Food Policy Council Food Access Task Force**

Amanda Edmonds

### **Double Up Food Bucks**

Rachel Chadderdon Bair

### **Farmer Markets Food Assistance Programs Research**

Kimberly Chung and Lindsay Way

### **Northwest Detroit Farmer Markets**

Pam Weinstein

### **5D Contextualizing Our Understandings of Local and Regional Food Systems: Reflections from Four Areas in Michigan**

Room 103 AB

### **Greater Grand Rapids Food Systems Council**

Cynthia Price

### **Kalamazoo Strategic Food-Systems Plan**

Ken Dahlberg

### **Northwest Michigan Food and Farming Network**

Rob Serrine

### **Edible Flint**

Terry McLean

### **5E New Ideas: Foodscapes, Creativity and Innovation**

Room 105 AB

### **ICT for Cultural Transmission and Innovation of Food Practices**

Sonia Massari

### **The Alternative Food Network: Changing Themes of Food Representation on Radio, Television, and the Internet**

Hal Klein

### **Young Earth Solutions: Innovation for Food**

Tommaso Calamita

### **5F Consuming Sustainability: Commodities in Comparative Perspective**

Room 106

Organizer: TBA

### **Peanuts, Peanut Butter, and Plenty More**

Elisa Loeser

### **“Greening” Green Beans: Sustainability in Fresh and Canned Beans**

Casey Rogers

### **“Transforming the Juices of the Landscape:” Honey**

Hanna Mosca

### **5G Children & Food**

Michigamme

Moderator:

### **Mapping the School Foodscape: Lessons from Primary Schools in England**

Lexi Earl

### **Eating with Family Means Many Things**

William McIntosh, Brittany Rico and Karen Kubena

### **Children’s Perception of Meals and Their Control over What They Eat**

John Kainer, William McIntosh and Karen Kubena

### **Green Learning in the ‘New Nordic School:’ Danish Perspectives on a National Strategy for Garden Education**

Morten Kromann Nielsen and Niels Heine Kristensen

### **5H Lightning Session 5**

Auditorium

Moderator: Phil Howard

### **Reflections on Using Food Commodity Chain Analyses in Sustainable Food Systems Pedagogy (or How I Learned to Stop Worrying and Love Corn)**

Alexandra Sullivan

### **Critical Processes Influencing Food Vulnerability within Local Social-Ecological Systems (SES) of the Mid-West Mountain Landscapes of Nepal**

Kamal Gaire, Ruth Beilin and Fiona Miller

### **Permafrost and Shifting Landscapes: Foodscape Participation and Investment in Tanana Valley, Alaska**

David Fazzino and Rachel Garcia



**Grow Your Own: Defining and Cultivating Food Literacy**

Alicia Nelson

**Conservation Programs' Influence on Community Food Sovereignty: Finding Indicators**

Lindsey Saunders

**Mapping Belief Systems: Effects of Landowner Attitudes on Rural Landscape Planning**

Aaron Thompson

**Encoding and Decoding Foodcast Meaning: A Sociology of Media Analysis of Media Food Program Reciprocity**

Thomas Conroy

**Farming and Educational Initiatives: Cultivating the Public**

Sally Booth and Jeffrey Cole

**"The more we explain, the more people don't understand:" How Expertise and Other Rational Approaches to Program Implementation Undermine Malnutrition Prevention**

Lesli Hoey

**What Can Extension Do to Foster a Socially Sustainable Agriculture**

Jason S. Parker

**University Extension's Role in Framing and Supporting Change in the Food System**

Molly Bean, Jill Clark, Samina Raja and Scott Loveridge

**5I Bridging the Interests of Food System Practitioners and Academics: Toward Sustainable Food Systems**

Conference 62

Participants: Ardyth Gillespie, Patricia Allen, Laura Delind, Hollie Hamel, Helen Howard Hebben and Gilbert Gillespie

10:15 – 11:30 a.m.

**CONCURRENT SESSIONS 6**

**6A Workshop on Collaborative Public Art and Science Efforts to Visualize Food System Improvement Efforts**

Room 106

Organizer/Moderator: Kirsten Valentine Cadieux  
Discussants: Charles Levkoe and Matthew Potteiger

**The Complex Cartography of Sustainable Systems**  
Phil Mount

**Blessings on the Workers: Mexican Altars Catalyze Dialogue Between Food and Labour Activists**

Deborah Barndt

**Fruit Amongst the Weeds: Employing Social Practices to Visualizing Neighborhood Food Systems**

Katerie Gladdys

**Food Systems as Networks of Complex Situations Formed by a Multitude of Actors, Agencies, and Operations**

Kathleen Brandt and Brian Lonsway

**Learning How to Learn Food Systems: Making Food Systems Knowledge Publicly Interpretable**

Valentine Cadieux

**6B Markets, Milk Products, and the Regulation of Taste**

Room 101

Moderator: Nadine Lehrer

**Navigating a Changing World: The Emergence of Vat Pasteurized Milk**

Gretchen Sneegas

**Mozzarella di Bufala D.O.P: Artisans, Market Growth, and Lessons for the US**

Jon Bryner

**"Get me to the Greek:" The Political Economy of Sustainable Yogurt Production**

Kate Nagle-Caraluzzo

**6C Sustainability in the Agrifood System**

Heritage

Organizer/Moderator: Douglas H. Constance

**Legitimation and Stringency? A Case Study of Sustainable Agricultural Governance in the US**

Maki Hatanaka and Jason Konefal

**Labor of Love: Viability Strategies in Sustainable Farming**

Analena Bruce

**Sustainability of What and for Whom? The Vulnerability of People and Place in Three Small-scale Agriculture Landscapes**

Ruth Beilin, Regina Lindborg and Cibele Queiroz

**A Thompsonian Analysis of Sustainable Agriculture Standards: The Case of Walmart**

Douglas H. Constance, Kevin Travers and Heather Ferragut



## Detailed Schedule of Presentations



### **6D** Urban Agriculture and Food System Activism: Critical Reflections on Some Practical and Political Tensions

Room 103 AB

Moderator: Emma Gaalaas Mullaney

#### **Raising Food or Razing Neighborhood: Coming to Terms with Urban Agriculture – A Self-Critique**

Laura B. DeLind

#### **Participatory Paradoxes of Urban Agriculture**

Kyle Powys Whyte

#### **Campus-Community Partnerships in Fostering Healthy Food Access: Dilemmas, Tensions, and Contradictions of Not Being 100 Percent Anything**

Kami Pothukuchi

#### **Tensions and Contradictions of Addressing Racial Justice in Detroit's Food System: The Experience of the Detroit Black Community Food Security Network**

Malik Yakini

### **6E** Water Discourses

Conference 62

Moderator: Michaela Oldfield

#### **Liquid landscapes: "Drink water. Not too little. Mostly tap."**

Hugh Joseph

#### **A More Perfect Commodity: Bottled Water, Accumulation, and Contestation**

Daniel Jaffee

#### **Framing the Discourse for Water and Food: A Systematic Review of Existing Literature**

Jolyne Roy and Susan Machum

### **6F** Philosophical and Ethical Dimensions of Organic Agro-Food-Chain

Room 106

Participants: Valentina Aversano-Dearborn, Jim Bingen, Ben Champion, Bernhard Freyer, Milena Klimek and Rebecca Paxton

### **6G** Perceptions of Food in the Family

Michigamme

Moderator:

#### **The Domestic Foodscape: Authority, Identity & Inequality**

Carol Lindquist

#### **One More Thing to Worry About: An Exploration into Mothers' Perceptions of Healthy/Unhealthy Food**

Amanda Sims

#### **Frequency of Parental Participation in the Family Meal and Confidence in Cooking Skills and Vegetable Preparation**

Brittany Rico, William McIntosh and Alexandra Evans

#### **Oral Histories with Seniors in Baltimore: Perceptions of the Industrial Food System**

Roni A. Neff, Linnea Laestadius, Susan Dimauro and Anne M. Palmer

### **6H** Lightning Session 6

Auditorium

Moderator: Phil Howard

#### **Weber and Agri-tourism: How Rationality Shapes the Decision to Engage in Alternate Agricultural Schemes (And Why That Matters)**

Katherine Dentzman

#### **Is There a Food Movement out There? An Analysis of Media Representation of Food Activism and Advocacy in the U.S. from 1990 to 2012**

Erica Giorda

#### **On Meaningful Feminist Action in the Food Justice Movement**

Grace Curran

#### **The Role of Ethnicity in Alternative Food Networks**

Valerie Imbruce

#### **Sustainability? What Would That Really Take?**

Gilbert Gillespie

#### **Measuring the Impact of an Alternative Food Project Operating in Low-Resource Chicago Neighborhoods**

Katherine Wright, Marynia Kolak, Lauren Anderson and Daniel Block

**Gardening and Food Insecurity**

Whitney Lingle

**Respect, Protect, Fulfill: Linking Human Rights, Food Sovereignty, and Community Food Security**

Anne Bellows

**The Foodshed as New Democracy**

Philip Ackerman-Leist

2:45 – 4:00 p.m.

**CONCURRENT SESSIONS 7**

**7A Framing Food Risk & Safety**

Willy Room

Moderator: Denis Stearns

**Food Safety Challenges for Small Farms**

Shermain Hardesty

**Phthlates: Food Exposures and Risk-Mitigating Behaviors**

Sara Bachman Ducey

**Consumer Perceptions of Food Risk and Media System Dependency**

Mark Tucker, Patrick Lillard, Abigail Borron and Jeff Lejeune

**7B Milkscapes**

Room 101

Moderator: Daniel Block

**Dairy Scandal, Urban Vision, and the Violent Transparency of Milk**

Deirdre Murphy

**Milk Makes it Better: Milk and Transformation in A Clockwork Orange and The Bluest Eye**

Jamie Stuart

**Asians on the Way Up.: Milk Advertising in Singapore**

Dr Nicole Tarulevicz

**7C The Campaign for Fair Food: How Farmworkers and Their Allies Are Transforming Florida's Tomato Industry**

Room 103 AB

Organizer: Jake Ratner

**7D Good Food Needs Good Networks: Stories from Michigan**

Room 103 AB

Participants: Kathryn Colasanti, Colleen Matts, Rich Pirog and Sowmya Surapur

**7E AFHVS Roundtable II: Where Have We Been? Where Might We Go? Legacy and Prospect for the Agriculture, Food and Human Values Society**

Room 105 AB

Organizer: Clare Hinrichs

Participants: Shawn Trivette, Alice Brooke Wilson, Phil Mount, Rebecca Shenton, John Eshleman, Valentine Cadieux

**7F Food in Literature**

Willy Room

Moderator: Joshua Abrams

**Gluttonous Crimes: Chew, Comic Books, and the Ingestion of Masculinity**

Fabio Parasecoli

**George Ade's The Slim Princess: Reading American Dieting Through the Lens of Imperialism**

Julia Ehrhardt

**Mr Leopold Bloom Ate with Relish the Inner Organs of Beasts and Fowls: Bloom's Heartbreak and Food**

Jose Aparicio

**"Find Food for a Rambling Fancy:' Gastronomic Gentility and Symbolism in Jane Austen's Texts**

Katherine Hysmith

**7G The Meat of the Issue**

Michigamme

Moderator: Rita Hansen Sterne

**Meatless Mondays to Save the Environment? Exploring the Drives, Thresholds and Niches to Promote a Lower Consumption of Meat**

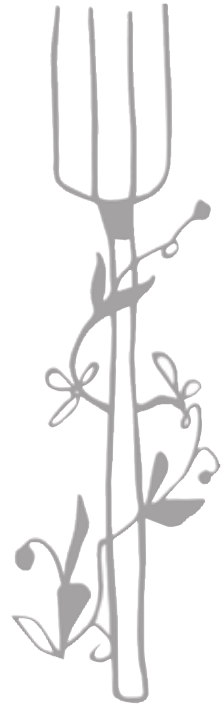
Charlotte De Backer

**Hard Lessons from the Pure Food Movement: Status Anxiety, Regulatory Capture, and the Cultural Politics of Purity**

Margot Finn

**Gastronationalism, Halal Fast Food, and the Framing of French Identity**

Wynne Wright and Alexis Annes



## Detailed Schedule of Presentations



### 7H Lightning Session 7

*Auditorium*

Moderator: Phil Howard

#### **Factors Influencing Farmers' Pesticide Use on Santa Cruz Island, Ecuador**

Megan O'Connor

#### **Finding Non-Commercial Farmers: Introducing the 'Parish Study' Method**

Lee-Ann Sutherland

#### **Organic Farming in Japan: Finding New Pathways in a Landscape of Radiation Risk**

Nancy Rosenberger

#### **Precision Zonal Management: Achieving Multiple Ecosystem Services in One Field**

Daniel Kane

#### **The Growth and Persistence of Small and Medium Sized Farms Located at the Rural-Urban Interface**

Sierra Poske, Shoshanah Inwood, Jill Clark, Jeff Sharp and Vicki Garrett

#### **An Experience in Learning: Leading Student Research on Beginning Farmers**

Jeffrey Cole

#### **Crop Diversity and Agricultural Policy in Rwanda: Perspectives from Smallholder Farmers**

Krista Isaacs

#### **Sweet as Honey: The Beekeeper's Fight for Objectivity and Pure Food, 1926-1930**

Teagan Lehrmann

#### **Micro-farming Grandmothers and the New South Africa**

Peggy Rivage-Seul

### 7I Jumping into the Grocery Cart: A Comparative Analysis of How Grocery Markets Stock Their Shelves

*Conference 62*

Participants: Mim Seidel and Amber Webb (Organizer), Kate Nagle-Caraluzzo and Alicia Vogel

Moderator: Tyler Clouse

4:15 – 5:00 p.m.

#### **POSTER SESSION**

*Lincoln Room*

#### **Fostering a Sense of Place Through Culinary Tourism: The Development of an Undergraduate Course**

Charles Baker-Clark

#### **Starting with a Clean Plate: Re-envisioning the Dietary Guidelines through an Ethnographic Review of Domestic Cooking Practices**

Maria Carabello

#### **Growing Resilience: A Case Study of Community Gardens in Lincoln, Nebraska**

Joana Chan

#### **Sustainable Labour in Ontario's Sustainable Food Movement: Where do Migrant Farmworkers Fit In?**

Kristen Cole

#### **Development of an Applied Definition for "Local Foodsheds"**

Elyzabeth Engle

#### **Connecting Florida Farmers to Schools through Procurement: Evaluation Findings**

Tiffany Freer

#### **Landscape-level Biodiversity Conservation across Coffee Agroecosystems of Nicaragua: Considering Social, Spatial, and Temporal Patterns**

Katie Goodall

#### **Where Do Online Local Food Markets Emerge? A Spatial Statistics Exploration**

Amy Guptill

#### **Exploring the Phenomenon of Gourmet Food Trucks in Orlando**

Zachary Hawk

#### **Corner Stores as Community Members: Low-income Residents' Perspectives**

Lara Jaskiewicz, Rachael Dombrowski, Gina Massuda Barnett, Steven Seweryn and Maryann Mason

#### **Sustainability of Organic Dairy Farms in New York State**

Carolyn Johns

**Place Loss and Place-Making: The Role of Food and the Potential of Agri-tourism**

Laura Johnson

**Generative Ownership Principles: Organic Farmer Markets in Minnesota and Austria**

Milena Klimek

**Making a Village: The Process of Community Design with an Agricultural and Sustainable Focus**

Zoe Lieb

**Beyond Hippies and Rabbit Food: The Social Effects of Vegetarianism Today**

Anna Lindquist

**A Community-Based Participatory Assessment of Food Availability in an Urban Midwestern Community**

Kellie Mayfield, Erin Caudell, Franklin Pleasant and Katherine Alaimo

**Promoting Farmer Markets Attendance through SNAP-Ed: Real and Perceived Barriers in Virginia**

Sarah Misyak, Meredith Ledlie, Mary McFerren and Elena Serrano

**Grimod to Bourdain: Alternative Culinary Rhetoric and Discourse**

Bryan Moe

**Food Literacy, Diversity, and Democratization: The Rise of the Culinary Digital Landscape**

Bryan Moe and Jonathan Clemens

**A Matter of Environmental Justice: A Gendered Analysis of the Environmental Impacts of Confined Animal Feeding Operations in Rural Communities in the United States**

Samantha Noll

**A Culture of Convenience: The Intersection of Health, Gender, and Fast Food Among U.S. College Students**

Donald Persaud

**A Comparative Assessment of Land Linking Programs in the Northeast U.S.**

Leslie Pillen

**Stick with WIC! The Illinois WIC Retention Project**

Summer Porter; Angela Odoms-Young; Molly McGown

**Confessions of a 'Foodie'**

Jenna Shuster

**Case Study of the Context and Implementation of a Greenhouse in a Remote, Sub-arctic First Nations Community in Ontario, Canada**

Kelly Skinner

**Food Access and Insecurity in Michigan: Engaged Research to Understand the Structural Causes and the Potential of Community Interventions**

Dorceta Taylor, Stephen Gasteyer, Deborah Lown, Rebecca Head, Greg Rybarczyk, Monica White and Greg Zimmerman

**Perceptions of Michigan Black Farm Owners About the Meaning of Farm Ownership**

Shakara Tyler and Eddie Moore

**Sustainability That Matters: Certifications, Enactments and Multiplicity in the Colombian Sustainable Coffee Production**

Derly Sanchez Vargas

**Saturday, June 22**

**8:30 – 9:45 a.m.**

**CONCURRENT SESSIONS 8**

**8A Motivations & Perspectives in Local Food**

*Willy Room*

Moderator: Shawn Trivette

**Farmers' Perspectives on the Local Food Movement**

Vicki Garrett, Jeff Sharp, Jill Clark and Shoshanah Inwood

**Consumer and Producer Information-Sharing Preferences at Arizona Farmer Markets**

Keri Fehrenbach and Christopher Wharton

**The Talk at Tailgate Markets: Social, Economic, and Environmental Implications**

Leah Mathews, Kelly Giarrocco, Rachel Carson, Zoe Hamel, Sara Russell, Eric Gerber, Matthew Waissen and Becky Baylor

**Can Rural Foodscapes Support Economic Development AND Local Consumers?**

Mary Hendrickson, Thomas Johnson, Randy Cantrell, Jessica Scott and Jill Lucht





## Detailed Schedule of Presentations



### 8B Rebuilding Sustainable Food Systems

Room 101

Moderator: Michaela Fischer

#### Rural and Urban Views on the Present and Future of Agricultural Land Use

Sarah Beach

#### Changing Landscape Food Systems: Cross-cultural Design Strategies

Henry Hanson

#### Knowledge Rooted: How Deep is the 50 Year Farm Bill?

Alicia Fisher

#### Creating a Climate for Food Security: Interactions between Landscapes and Foodscapes

Angela Wardell-Johnson and Christine Slade

### 8C Understanding Organic & Environmental Decisions

Heritage

Moderator: Phil Mount

#### "I am Part of You:" Five Women Permaculturists and Farmers

Clare Hintz

#### Farmer Identity and Ethical Attitudes: Implications for Environmentalism

Iddisah Sulemana and Harvey James

#### Mental Models of Health and Their Influence on Health Promoting Behaviours: A Comparison of Organic and Non-organic Farmers

Rebecca Paxton, Bernhard Freyer and Jim Bingen

#### Organic Farmers: A Qualitative Analysis of Their Words and Worldviews

Patrick Lillard, Mark Tucker and Doug Doohan

### 8D Food Access I

Room 103 AB

Moderator: Lisa Feldstein

#### Culturally Tailored Models for Understanding Food Access in Communities of Color

Angela Odoms-Young, Shannon Zenk and Molly McGown

#### What's the Matter With the United States? Exploring the Connections Between Healthy Food Discourse, Global Neoliberalism, and Inequality Within the State

Michael Miller

#### Corner Stores, Race, Ethnicity, and Food Availability in Suburban Cook County, Illinois

Daniel Block, Angela Odoms-Young, Shannon Zenk, Noel Chavez, Steven Seweryn, Lara Jaskiewicz, Rachael Dombowski and Gina Massuda Barnett

### 8E Sustainable Food Education I

Room 105 AB

Moderator: Florence Becot

#### Fostering Sustainable Agri-food Entrepreneurship through Education

Florence Becot and David Conner

#### Sustaining Labor: The Role of On-Farm Training for Cultivating a New Generation of Sustainable Farmers

Kathleen Wood

#### Good Food Jobs as Producers of a Good Food City

Babette Audant

#### Cultivating Empathy: Design Thinking's Potential to Develop Meaningful Food Justice Service-Learning Models

Janani Balasubramanian, Nicole Wires, Matthew Rothe and Debra Dunn

### 8F Culture, Identity & Food Choice I

Room 106

Moderator: Beth Forrest

#### Exploring Identity Through Food Performance: Chinese Sojourning Students and Hot Pot in Maine

Hui Qian

#### You Are What You...Buy? An Examination of the Social and Cultural Factors Associated with Intragenerational Food Purchasing Behaviors in Brooklyn, New York

Hayley Figueroa

#### World Vegetarian and Essential Asian Flavas: Ethnic Food and Music in White Identity Creation

Aviva Milner-Brage

**A Suitcase Full of Kimchi: Korean-American identity Formation through Food Gifts**

Amanda Mayo

**8G Farm to School/Institution**

*Michigamme*

Moderator: Jeremy Solin

**Exploring Social Change Orientations and Knowledge Production of Cooperative Extension Professionals and Program Partners Involved in the Farm to School Movement**

Matthew Benson and Kim Niewolny

**Farm to Institution in Michigan: Where are we now?**

Colleen Matts and Shakara Tyler

**Food and Inclusion in Educational Reforms in Denmark**

Niels Heine Kristensen

**8H The Quest for Food Quality**

*Conference 61*

Moderator:

**Is The Quest for Authentic Cuisine Hopeless?**

Glenn Kuehn

**Forms and Eras of Nutritionism: Ideologies and Contradictions in the Nutriscape**

Gyorgy Scrinis

**The Return of the Repressed: The Rise of the "Paleo" Lifestyle**

Kima Cargill

**8I Community Gardening**

*Conference 62*

Moderator:

**Urban Gardens and Diabetes Prevention: A Natural Partner?**

Mim Seidel

**Gardening for Fun or Food Security?**

Michael Codyre, Evan Fraser and Karen Landman

**Community Gardens: A Model for Healthy Living**

Katherine Alaimo and Jill Litt

**Developing Youth Leadership through Community Gardening: Opportunities and Outcomes**

Kristi Lekies, Michelle Beres, Molly Bean and Sarah Rhodes

**10:15 – 11:30 a.m.**

**CONCURRENT SESSIONS 9**

**9A Critical Theories of Food**

*Willy Room*

Moderator: Alice Brooke Wilson

**Marsh Madness: The Misadventures of Capitalist Agriculture in the Holland Marsh**

Michael Classens

**Food Related Capability Deprivation**

Sarah Hoffman

**Wendell Berry's Object-Oriented Agroecology and the New Millennium**

Charlie Jackson

**Incorporating the Philosophy of Technology into Animal Welfare Assessment**

Courtney Lynd Daigle

**9B Theorizing Food Systems Reform**

*Room 101*

Moderator: Sam Plotkin

**Local Food as a Complex Adaptive System: Connectivity & Cultural Equity in The New Haven Food Policy Council**

Jonah Meadows Adels

**Foodsheds: Further Concepts and Applications in Sustainable Agriculture, Place and Regional Economies**

Jeremy Solin and Clare Hintz

**Bringing Social Sustainability to a Landscape Vision for New England's Food Future**

Molly Anderson

**The Gendered Nature of Agriculture: The Family Farm, Industrial Methods, and Emerging Alternatives**

Rachael Hyde

**9C Moving Farmland Protection Efforts Toward Sustainable Foodscapes and Landscapes**

*Heritage*

Organizer: Amy Telligman

**From the Ground Up: Using Community Values to Promote Sustainable Landscapes**

Leah Greden Mathews



## Detailed Schedule of Presentations



### **Barriers to Achieving Sustainable Landscapes and Foodscapes through Farmland Protection**

Amy Telligman

### **9D Food, Access and Ethnicity**

*Room 103 AB*

Moderator: Lisa Feldstein

### **Alternative Foodscapes and Urban Landscapes: A Socio-spatial Perspective on Sustainable Provisioning**

Manon Boulianne and Carolane Renaud

### **A Cuisine without a Community: The Strange Case of Sephardic Cuisine in the US**

Ken Albala

### **Adapting to Adoption: Taste, Culture, and Food Preference**

Cynthia Burkett

### **9E Sustainable Food Education II**

*Room 105 AB*

Moderator: Kevin Trepus

### **The Importance of Data Literacy in Food and Society Courses**

Shawn Trivette

### **Enhancing the Learning Landscape through the Scholarship of Sustainable Agriculture Education: Building Community-University Partnerships**

Jennifer Helms and Kim Niewolny

### **Paradox and Dialogue: Ecology, Management and Food Sustainability**

Rita Hansen Sterne, Eric Harvey, Anahita Khazaei and Colette Ward

### **Cultivating Students: Pedagogical Objectives of Campus Farms**

Kerri Lacharite

### **9G Exploring Food Markets**

*Michigamme*

Moderator: Phil Mount

### **Landscape, Wilderness and Authenticity. Exploring a Food Market's Cosmology through Ethnographic Research**

Brigida Marovelli

### **Terroir and Traceability in Elite Coffee Landscapes**

Julia Smith

### **Reinventing Prunes**

Alicia Vogel

### **The Spread of Food Sovereignty Ordinances: Forging a New Politics of Scale**

Hilda E. Kurtz

### **9H Cook, Chef, Celebrity**

*Conference 61*

Moderator: Beth Forrest

### **Media, Individualization, and the Elevation of a Subculture: An Ethnographic Study of the Subculture of Chefs and Cooks**

Justin Bergh

### **Performing Terroir: Landscapes on the Plate**

Joshua Abrams

### **The Woman behind the Green Bean Casserole**

Linda Forristal

### **La Pyramide, or Top of the Food Chain: Chefs, Diners and their Changing Spaces and Status**

Beth Forrest

## PAPER ABSTRACTS

### **Performing Terroir: Landscapes on the Plate**

Joshua Abrams, J.Abrams@roehampton.ac.uk  
University of Roehampton

The increased presence of mimetic foods in high-end gastronomy over the past twenty-five years alongside a more recent emphasis on the 'natural', foraged and forgotten bounty, has led from nouvelle cuisine's formal plating to an exploration of environment. Restaurants globally have begun to showcase the local landscape literally on the plate, from the lichen that might serve both as a plate and a course at Noma, to a seascape of edible and real rocks at Aponiente, to Next's recent "charcu-tree". The term landscape originated in art and only much later came to describe reality; in the turn to plated landscapes, I explore here how contemporary chefs seek to once again redraw human relationships with the ecosystem. As food practices are critiqued for their distancing effect, these culinary performances seek to force our attention back to questioning the environment and the delicate ethical relationships of local and sustainable practices.

### **The Foodshed as New Democracy**

Philip Ackerman-Leist, ackermanleistp@greenmtn.edu  
Green Mountain College

Envisioning a foodshed is ultimately a rescaling of our expectations. As we refine our geographic focus, we actually broaden the possibilities for a more democratic food system in pursuit of the most fundamental inalienable right: healthy food for all. A foodshed is better sketched than defined, and any such rendering is effective only as a collaborative process. Ambiguous as it might be, the foodshed can be a collective vision that moves us from the individualism of the voting booth to a collective openness that transforms rhetoric into dialogue and ideas into action. In essence, rebuilding the foodshed is founded more upon personal and community investment than the uncertainties of democratic representation.

### **Community Gardens: A Model for Healthy Living**

Katherine Alaimo, alaimo@msu.edu; Jill Litt, Jill.Litt@ucdenver.edu  
Michigan State University, Colorado School of Public Health

Consuming fruits and vegetables, and increasing physical activity are consistently and significantly associated with lower rates of cardiovascular disease, cancer and diabetes, yet most Americans do not meet recommendations. Our collective studies over the past 10 years demonstrate that community gardening is associated with these health behaviors, and that the increase in fruit and vegetable consumption for gardeners is almost two times larger than the increase seen across most other published fruit and vegetable interventions. This presentation will review the current literature on the health benefits of community gardening and propose a comprehensive theoretical model with empirical data demonstrating how gardens affect health. Unlike many behavior interventions, community gardens improves health through multiple processes, such as access to healthy food, safe places for physical activity, social capital, emotional attachment, connection with nature, and self-

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efficacy, and in turn affect multiple health outcomes such as diet, activity, and social connection.

**A Cuisine without a Community: The Strange Case of Sephardic Cuisine in the US**

Ken Albala, kalbala@pacific.edu  
University of the Pacific

This paper examines the theoretical basis for recognizing an established cuisine - a standard repertoire, ingredients, equipment and techniques as well as a historical legacy. Can a cuisine exist however without a coherent community of practitioners and consumers? The case of Sephardic cuisine will be examined, which has a 2,000 year old history, and is in no danger of disappearing, even though a Sephardic community is difficult to discern in the US today. I will also trace the basic outlines of Sephardic cuisine from the diaspora to the 20th century and its current popularity today as one among many ethnic cuisines, the lesser known Jewish cuisine, if you will, though represented by many cookbooks and with a stable presence. Where, however, are the people who cook this food today? Are they connected in any meaningful way as a community and does this threaten to turn this cuisine into a museum piece, effectively halting its evolution?

**Bringing Social Sustainability to a Landscape Vision for New England's Food Future**

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College of the Atlantic

A group of New Englanders has been developing a New England Food Vision for 2060 which includes adopting a healthier diet, making healthy food accessible to everyone, figuring out the proportion of New England's food that can realistically be grown in New England, and determining specific land allocation from and to various purposes. In fleshing out the sociopolitical changes needed for this vision to become reality, we used the concept of a rights-based food system as our guide. Thus, this vision is the first U.S. regional food system plan to address the right to food, right to fair compensation for labor and other human rights that are routinely violated in the U.S. The implications of implementing a rights-based food system in New England are discussed, as well as reactions to the vision by the wider community of people working on New England food systems reform.

**Future Use of Genetic Modification in Wine Production in South Australia: Tensions between Tradition, Technology, and Place**

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University of Adelaide

In Australia, there is growing use of genetic modification (GM) in food to address environmental issues (e.g., drought and salinity), but considerable resistance to use in wine. This paper reports on part of a qualitative study investigating wine industry and consumer values and understandings relating to GM: focus groups with winemakers in two South Australian regions with distinct sociohistorical trajectories, the McLaren Vale and the Barossa. Although winemakers in both regions have strong senses of place and quality, there are different opinions regarding to run a profitable business which is environmentally-sound. Therefore although GM seemed to be problematic for many, hesitations about these technologies related to these concerns as well as needing to 'fit' within the region's story,



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rather than to potential risks of GM. This case study provides a rich example of the complex cultural, social, and economic processes associated with decisions to adopt (or reject) new food technologies.

**Mr Leopold Bloom Ate with Relish the Inner Organs of Beasts and Fowls: Bloom's Heartbreak and Food**

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Leopold Bloom is heartbroken. While readings of Bloom as a vegetarian and as a masochist make compelling arguments, these arguments gloss over the narrative context: Molly will cheat on Bloom. Readings arguing for Bloom as a masochist ignore how Bloom's thoughts constantly turn back to Molly throughout the day, just as readings that argue for Bloom's vegetarianism ignore Bloom's reaction to meat. Bloom reacts to disgust to the men eating at Burton's restaurant because he has just seen Boylan and thinks of Molly's tryst. By exploring masochism and food in *Ulysses*, this analysis uses Lacan's theories on desire to argue that Bloom is heartbroken and not a vegetarian or masochist.

**The Influence of Social Networks, Environmental Consciousness, and Farm Structure on the Adoption of a Sustainable Agriculture Practice**

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Washington State University

Agricultural producers are increasingly replacing traditional pesticides with less hazardous chemicals or nontoxic biologically based products. However, this "silver bullet approach" to killing pests fails to naturally keep pests within acceptable bounds. Biological control, in contrast, involves the protection of beneficial natural enemies, enhancement of natural enemy habitats, and introduction of new natural enemies. Biological control is a potentially important component of ecologically sustainable production systems. We analyze data from surveys of California walnut growers and Oregon/Washington pear growers to better understand the characteristics of non-adopters and adopters of biological control. We compare the formal/informal social networks, environmental consciousness, and farm structure of non-adopters and adopters. Because biological control is an information-intensive innovation, we expect participatory social learning to be critical to the innovation-adoption process. Moreover, we expect public agricultural institutions rather than private firms to play a central role in the promotion of biological control. Our results could help biological control change agents better address adoption barriers, whether through the strengthening of social ties, increased social learning, or tailoring promotion efforts to different types of operations.

**Good Food Jobs as Producers of a Good Food City**

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Can the creation of living wage jobs across New York City's food system contribute to better public health outcomes? In one sense, the answer is a simple yes – better wages reduce poverty, one of the biggest determinants of poor health. Answering the question in a more holistic manner requires

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integration of policy discourses that usually operate on very separate planes, work taken on by members of the CUNY Food Policy Seminar, an interdisciplinary group of faculty and practitioners. This presentation proposes a framework for thinking about food workers as producers of a good food city. It seeks to evaluate existing policies geared towards expanding food access in desertified neighborhoods, and supporting the growth of new jobs in the food sector in light of public health goals. It suggests new solutions that integrate health, economic and environmental priorities advanced by Bloomberg's 2030 Plan, adding value to culinary arts training by increasing nutritional knowledge, and creating new opportunities for chefs who prioritize making nutritious delicious. Drawing on policy plans developed by Christine Quinn and Scott Stringer, both of whom are candidates in the 2013 municipal election cycle, this presentation considers ways in which food workers, and future food workers (students at CUNY Kingsborough, for example), might be empowered to think of themselves as contributors to positive health outcomes, embodiments of change, producers of good food landscapes and not mere consumers on a landscape that positions them too often as mere consumers.

### **Philosophical and Ethical Dimensions of Organic Agro-Food-Chain**

Valentina Aversano-Dearborn, vaversano@groupwise.boku.ac.at; Jim Bingen, bingen@anr.msu.edu; Ben Champion, champion@ksu.edu; Bernhard Freyer, Bernhard.Freyer@boku.ac.at; Milena Klimek, Milena.Klimek@gmail.com; Rebecca Paxton, Rebecca.Paxton@boku.ac.at  
University of Natural Resources and Life Sciences, Michigan State University, Kansas State University  
Current developments in the organic agri-foodchain can be characterized by the increasing number of profit-driven producers, consumer's hedonistic attitudes and large-scale commercial marketing. The increased use of external organic inputs challenges the ecological principles of organic and consumption driven primarily by personal health reasons ignores fairness values along the chain. Corporate profit-driven structures trump the original values of a shared economic benefit, and create a system that increasingly resembles the conventional agro-food-chain. Is there anything lost in the organic movement and is organic becoming part of the neoliberal economic approach? And „does ethics have a chance in a world of consumers“ (Zygmunt Baumann)? In this discussion, we will share our thoughts about philosophical, ethical, spiritual and economic concepts, practices and experiences that might contribute to a reorientation of the organic movement toward its original qualities and as a promising approach for addressing ecological, economic and social challenges of a sustainable society. Besides the organic agro-food movement, we are also interested into other societal alternative movements providing strategies to integrate an ethical approach.

#### **1. Values Wanted: Where are the values that drive societal change?**

Valentina Aversano-Dearborn, Benjamin Lee Champion  
In times where liberalized market logics seem to provide the prevalent rationale for society, counter-movements underlining local strengths and alternative value sets emerge in different sectors of society. This is also the case for the agricultural sector where several initiatives, such as the Transition Movement and Community Supported Agriculture (CSAs), attempt to gain ground with new approaches to ownership, local economies, risk-distribution and resilience. But what do the different

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ethical perspectives within those agro-food movements have in common with broader sustainability movements and how are they different from the prevalent market logics? This contribution will offer insights into the value sets that are argued to be an influential driving force of such sustainability and agro-food movements. In doing so, we aim to provide a valuable contribution to the critical discussion on the role of values within those movements. The subsequent discussion may then provide additional insights into challenges and opportunities for the convergence of the described movements and illustrate (ethical) leverage points for societal change.

**Cultivating Empathy: Design Thinking's Potential to Develop Meaningful Food Justice Service-Learning Models**

Janani Balasubramanian, [jananib@stanford.edu](mailto:jananib@stanford.edu); Nicole Wires, Matthew Rothe, Debra Dunn  
Stanford University

Our paper is a qualitative examination of students in an Institute of Design (d.school) course at Stanford University as they develop and prototype sustainable food interventions in partnership with the food justice non-profit Collective Roots in East Palo Alto. Design thinking refers to the user centered innovation methodology employed by the d.school. Critical to this methodology is the empathy process, in which designers engage extensively with end-users to identify latent needs and build solutions oriented to meet those needs. We offer descriptive analyses of how design thinking might help overcome pitfalls associated with traditional service learning (lack of critical power analysis and understanding of systemic oppressions), and also how empathy work influences community stakeholders' perceptions of the community-university relationship.

**Geographical Indications in the North Central States**

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This roundtable will bring together producers representing products from the North Central States (MN, WI, IL, IN, OH) to exchange ideas regarding the development of geographical indications (labels of origin) in the region. Representatives from the departments of agriculture for the respective states will also be invited. The roundtable offers an opportunity for these invited guests and researchers to learn about developments with the American Origin Products Association, a trade association bringing origin product producer groups together across the U.S. for the first time. Researchers will also be able to discuss with producers the kinds of research projects needed to support their product's recognition as an authentic American Origin Product (AOP-U.S.). A new non-profit—the AOP Research Foundation—is being established to seek funding support for product studies and to harmonize research methods both within the U.S. and between the US and other trading partners such as the European Union. The evolution of the Research Foundation will also be discussed in the roundtable.

**Food Waste: Too Much and Not Enough**

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Western Michigan University

It has been estimated that 40-50% of the food produced in the US is wasted (Lehner 2012: Royte

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2005: Stuart 2009). This is happening despite hunger existing locally and globally. Additionally, it requires the use of energy, land, and other resources to produce this food waste. This Lighting Talk will touch on the existence of food waste, the social harms connected with it, and ways to lessen this waste.

**Rural and Urban Views on the Present and Future of Agricultural Land Use**

Sarah Beach, srbbeach@ksu.edu

Kansas State University

Across the Midwest, corn, soy, wheat, and livestock permeate the landscape. Extreme weather events in recent years, including extreme heat and prolonged droughts, have influenced more people to question how we use and expend energy. Whether rural, suburban, or urban, land use practices and energy consumption are increasingly under scrutiny--from farmers' irrigation patterns to watering grass in city parks and from the crops grown to mowing vacant lots. At the same time, no-till farming has gained traction, and a rising share of urbanites are growing their own food. What is the future of agriculture? This analysis is based on my fieldwork in Kansas City which consisted of primary and secondary data analysis, participant observations, and 38 semi-structured interviews with growers (27), food advocates (8), and government employees (3). In addition, survey and interview data collected by a research team on agriculture in Kansas is also utilized.

**University Extension's Role in Framing and Supporting Change in the Food System**

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Ohio State University, University at Buffalo, Michigan State University

Much of recent local food system research has focused on understanding issues and barriers related to building community-based food systems. Despite this focus there is emerging interest in better understanding the various roles change agents perform in fostering collaboration and policy supportive of local food systems. University Extension professionals play a critical role in communities, and while studies have been conducted to identify the who, what, when and where of food system work being conducted, few have examined Extension's role as change agents in this social movement. Using data from national virtual focus groups, we identify Extension professionals' attitudes about how food system change should happen, who should be involved in that change, and their perceived and actual roles in community food system development. Funding for this research is provided by the USDA NIFA Agriculture and Food Initiative.

**Fostering sustainable agri-food entrepreneurship through education**

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University of Vermont

Numerous studies in recent years have documents the economic importance of the agri-food system as well as its potential for generating personal income and employment, particularly if public health and nutrition goals are met with increased consumption of locally and regionally produced foods. Less information exists, however, regarding the skills and knowledge that successful entrepreneurs in this

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field would possess. The overarching goal of the research project is to develop, implement, evaluate and disseminate a set of educational programs which will prepare the entrepreneurs and employees of sustainable agri-food businesses for enduring economic prosperity. We will present our experience mapping the entrepreneurial curriculum at a land-grant university based on the findings of interviews of successful food entrepreneurs. We will also discuss interviews with faculty members at the university to create new courses or revise existing courses that will address the identified learning goals.

**Respect, Protect, Fulfill: Linking human rights, food sovereignty, and community food security**

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Syracuse University

The US has absorbed the concept of local food systems and economies, community scale food security and even food sovereignty as frames for policy development. The US has not embraced the human right to adequate food and nutrition, being one of a miniscule number of countries not having ratified the related umbrella 1966 International Covenant on Economic, Social and Cultural Rights. States Parties to the Covenant are under specific legal obligation to respect, protect, fulfill-facilitate and fulfill-provide the human right to adequate food. I argue that these little understood obligations offer a complex analysis of healthy foodscapes and landscapes that we need to familiarize ourselves with. This lightning talk includes a flash introduction to a US-based case study that illustrates the talking points.

**Exploring Social Change Orientations and Knowledge Production of Cooperative Extension Professionals and Program Partners Involved in the Farm to School Movement**

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Virginia Tech

Farm to School is often thought of as a hallmark program of the local foods movement. Research on Farm to School has primarily focused on school food stakeholders but not explored the role of agriculture and food educators such as Cooperative Extension professionals. Nationally, state-based Extension Systems are beginning to reimagine their organizational mission and structure with a greater focus on addressing pressing social concerns through interdisciplinary programming. As part of a mixed methods research study drawing on social movement theory, this presentation will focus on the results of a state-based case study of the Ohio Farm to School Program. Here I explore the goals, strategies, and knowledge production of Extension professionals and program partners involved with Ohio's Farm to School initiatives. Initial results indicate that Extension professionals are acting as educators, facilitators, and resource developers of knowledge and network systems when involved with Farm to School in Ohio.

**Media, Individualization, and the Enervation of a Subculture: An Ethnographic Study of the Subculture of Chefs and Cooks**

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Unlike traditional subcultures predicated on an easily identifiable oppositional style, the subculture of chefs and cooks is one characterized by seclusion. However, recent transformations within the culinary and cultural industries have generated new space for the articulation of resistance by the subculture through the lionization and promotion of chefs. In particular, Anthony Bourdain—at the time an obscure journeyman chef—brought the subculture into the fore, glorifying the anti-establishment nature of the professional kitchen with his food memoir *Kitchen Confidential*. Bourdain's memoir and subsequent television show, *No Reservations*, produced a complex situation in which space was simultaneously pried open for the subculture to articulate resistance, while at the same time left it vulnerable to incorporation by the cultural industries. Through an ethnographic study of a restaurant featured in an episode of *No Reservations*, I analyze how reliance on media exposure effects the oppositional potential of the subculture for its members.

**Shoppers' experience in an urban farmers' market: Examining the role of social cohesion**

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Arizona State University

Farmers' markets (FM) continue to gain in popularity, however limited research exists regarding shoppers' experience inside markets, in particular in relation to aspects of social connectivity. This lightning talk will include data regarding the shopper experience inside an urban market gathered using the Stanford Healthy Neighborhood Discovery Tool, a tablet-based assessment tool that collects photographs and audio narratives. Examples of the 291 photographs ( $7.9 \pm 6.3$ /participant), 171 audio files ( $5.3 \pm 4.7$ /participant), and 91 linked photograph-audio files ( $3.8 \pm 2.8$ /participant) collected on four consecutive Saturdays collected from shoppers (N=38) at an urban FM will be displayed and discussed. Lastly, data collected using the Sampson Neighborhood Questionnaire (1997) will be described to offer a fuller understanding of the potential role of social cohesion at FMs.

**Masters Programs in Food Studies, Food Systems and Food Policy: A Roundtable Discussion**

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Boston University, Chatham University, University of Vermont, New York University, University of Adelaide, Marylhurst University, University of Gastronomic Sciences

This roundtable session will engage in a discussion about the recent development of new Masters programs in Food Studies, Food Policy, and Food Systems and the expansion of existing programs. Participants will explore current and future directions of Masters programs, and the ways in which graduate education is playing a part in defining these emerging fields. Topics addressed in this session will include a discussion of the applied and academic scopes of terminal Masters degrees, the future of on-line education in these programs, and whether these programs can have an impact on changing the food system.

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**Tools for Transformation: Real Food Challenge Curriculum for Student Leadership & Organizing**

Katie Blanchard, [katie.blanchard@gmail.com](mailto:katie.blanchard@gmail.com); Alexandra Frantz, [alex@realfoodchallenge.org](mailto:alex@realfoodchallenge.org)

**Real Food Challenge**

The next generation of food and agriculture leaders is emerging through community organizing and participatory research with Real Food Challenge, a organization connecting students at 300+ colleges and universities. The network has developed dynamic, cross-sector, interdisciplinary education and trainings for understanding complexities of the corporate food system and how to build student power to change it. Students additionally engage in participatory research with the Real Food Calculator, a comprehensive campus food procurement assessment. Several hundred student leaders annually participate in utilizing and co-creating the Real Food Challenge's food system education and organizing training to support their campaigns for just and sustainable Real Food Procurement Policies and multi-stakeholder Food System Working Groups on their campuses.

**Corner Stores, Race, Ethnicity, and Food Availability in Suburban Cook County, Illinois**

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Chicago State University, University of Illinois-Chicago, Grand Valley State University, Cook County Department of Public Health, Public Health Institute of Metropolitan Chicago

Corner stores, frequently criticized for carrying unhealthy foods, are often included in food desert interventions because they are commonly located in areas where conventional supermarkets are far away. As part of the federally funded suburban Cook County Communities Putting Prevention to Work initiative, an assessment of nearly 200 corner stores in suburban Cook County, Illinois was conducted that looked at corner store distribution and food carried by race, ethnicity, and SES. Major conclusions include: 1) corner stores of any size are relatively evenly distributed, although distance to the nearest corner store is generally negatively correlated with MHI and percent Hispanic; 2) the distance to the nearest corner store with 10 or more produce items is lower in areas with higher Hispanic populations; 3) the predominantly African-American South region has a high concentration of corner stores, but a low percentage carry 10 or more produce items.

**Streamlining Supply Chains: Analyzing Supermarket Retailers' Efforts to Localize the Food System**

Dara Bloom, [jdb439@psu.edu](mailto:jdb439@psu.edu)

The Pennsylvania State University

Supermarket retailers' extensive distribution networks have the potential to facilitate a transition to a more sustainable food system if they were redirected towards local sourcing. This paper analyzes the Walmart Corporation's local produce sourcing program and the issues that emerge when a global, centralized corporation attempts to localize its operations to address sustainability goals. Drawing on qualitative interviews with producers and distributors who participate in Walmart's local supply chains, this analysis focuses on how "local" is constructed and contested, as well as on structural shifts that make key individuals and organizations responsible for implementing the local sourcing program.

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Findings suggest that, despite attempts to foster local supply chains, Walmart's institutional structure impedes the autonomy and flexibility needed to adapt to local conditions. These institutional barriers keep the program from achieving systemic reforms, and therefore force a reconsideration of how food system localization can be used as a sustainable business strategy.

**Farming and Educational Initiatives: Cultivating the Public**

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Keystone Academy – Beijing, Connecticut College

From the growing number of farmers markets, to a dramatic expansion of community farms across the country, an educational movement, often implicit, is afoot. Consumers are getting to know their farmers, shareholders are becoming familiar with the rhythms and vagaries of farming, and gardeners are producing for own tables and those of friends. There is growing communication and connection between farmers and the classrooms, as students at all levels become involved with the Farm to Table movement. This presentation explores farm operations that place education at the heart of their practice, mission statement, and business plan. Drawing on examples of new farms in eastern Connecticut, we examine the dimensions, forms, and potential of such agro-educational initiatives as meal-based CSAs, urban farms with links to schools, and farms oriented around child and young adult education.

**Alternative Foodscapes and Urban Landscapes: A Socio-spatial Perspective on Sustainable Provisioning**

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Université Laval

In urban settings, food availability varies according to consumers' incomes but also to their residential location and mobility practices throughout the city, as they move from their residence to work and school, theirs or their children's. Foodscapes are thus situated, and their limits vary according to their geographical and economic accessibility for different groups of citizens. Urban morphology, private and public transportation, and walkability possibilities delineate the experienced city, which forms an urban landscape specific to every person. Considered together with individual and households socioeconomic characteristics, they can inform decision-making regarding alternative food markets planning and development. Starting from this premise, and with empirical data on the Quebec City Metropolitan Area, this paper will examine how accessibility to different local food provisioning initiatives is shaped not only by income levels and food provisioning points of sale location, but also by structural constraints, daily trajectories, and, in general, by urban landscapes.

**Labor of Love: Livelihood Strategies in Sustainable Farming**

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Rutgers University

Popular demand for sustainably grown food has grown rapidly in recent years. However, the success of organics may gloss over the viability challenges that small scale sustainable farmers, or "greenhorns", face. Sustainable farming methods are more labor intensive than conventional techniques.

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Greenhorns thus spend significant time on long-term investments such as building healthy soil, which are not compensated for in our profit-based food system. They also face a chronic lack of experienced, reliable labor, the high cost of farmland, the logistics of self-marketing, and difficulty getting loans. Consequently, those with social and economic capital are better able to start and maintain sustainable farms. I focus on the livelihood strategies greenhorns use to cope with these viability challenges. Their strategies shed light on why participation in sustainable agriculture is mostly limited to white, middle and upper class people. By exploring greenhorn's different paths to viability, I take the first step in addressing the problem of inequality in the movement.

**Adapting to Adoption: Taste, Culture, and Food Preference**

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Chatham University

Guatemalan and Latin American cuisine -- and therefore food preference -- is generally associated with spices, tropical fruits, beans, and tortillas. However when cultural traditions are lost not only in time, but in distance, it raises questions about the extent of biological and cultural constructions of "taste." In this research, I draw attention to development of taste preference specifically in Guatemalan and Latin American adoptees adapted into the American culture. While the direct link of food choice and adoption is under-researched, discovering these connections may offer advancement in the way in which we think about taste, particularly by challenging pre-conceived dichotomies between innate and acquired preferences. Given the present lack of consistency in studies regarding this specific population, further research may help to uncover how we learn about a culture other than our own through food and how we engage with another cultures cuisine, furthermore questioning how these experiences are shaped throughout an individual's life.

**Real Food in the Real World: Student Engagement and the Challenge of Creating a Sustainable Food Campus**

David Burley, [david.burley@selu.edu](mailto:david.burley@selu.edu); Tim McCarty, [timothy.mccarty@selu.edu](mailto:timothy.mccarty@selu.edu); Bonnie May, [BonnieMayeMay@gmail.com](mailto:BonnieMayeMay@gmail.com)

Southeastern Louisiana University

Could we get sustainably and fairly produced food into our university cafeteria? Our graduate seminar in applied environmental sociology took on this question in order to assist a student environmental organization at Southeastern Louisiana University working toward this goal with some small, local minority farmer cooperatives. The aim was to help Reconnect, the student club, achieve its goals and produce social change through engaging in community based research (CBR). Another important objective was for the class to apply the skills they were gaining academically while acquiring new skills developed by engaging in social change. Additionally, the students in Reconnect wished to support local farmers who, although not certified organic, farmed sustainably, using little to no synthetic chemicals. In essence, the Reconnect students believed these were the practices their money should be encouraging and that with the right educational methods, the rest of the campus community would feel the same way.

### **Workshop on Collaborative Public Art and Science Efforts to Visualize Food System Improvement Efforts**

Kirsten Valentine Cadieux, [cadieux@umn.edu](mailto:cadieux@umn.edu); Charles Levkoe, [charles.levkoe@utoronto.ca](mailto:charles.levkoe@utoronto.ca); Matthew Potteiger, [mpotteig@syr.edu](mailto:mpotteig@syr.edu)

This roundtable workshop presents demonstrations and discussion about how participants in several food system improvement projects use various visualization, interactive, and online story-making tools for keeping track of the knowledge building (and interpretive translation!) work that goes on in such efforts (particularly of the community-university variety). Workshop participants will present very short demos of what we're doing and concentrate on discussing a key set of methods / theory / praxis issues with which we're grappling (and about which we will share a few words online beforehand).

#### **1. The Complex Cartography of Sustainable Systems**

Phil Mount, [phil.mount.foodsystemsresearch@gmail.com](mailto:phil.mount.foodsystemsresearch@gmail.com)

Wilfrid Laurier University

No matter how elegant the design or clear the intent, mapping sustainable food systems in a live setting, with a broad cross-section of regional food system players, is a complex process. Each participant brings their own set of priorities, preconceptions and expectations. Tailoring these to a predetermined framework walks the line between capturing the wealth and diversity of knowledges and understandings in the room, and producing a robust analytical tool with comparative relevance. The question is, can this tension between comprehensiveness and comprehensibility be managed or guided through process, including clear and limited goals, and careful limits on the type of input sought from participants? This paper presents one possible framework, including the concept-mapping tools and ontology, as well as a well-defined process for managing diverse and potentially conflicting priorities and expectations.

#### **2. Blessings on the Workers: Mexican altars catalyze dialogue between food and labour activists**

Deborah Barndt, [dbarndt@yorku.ca](mailto:dbarndt@yorku.ca)

York University

The local food movement has not always acknowledged the role of migrant labour in local food production. Mexican-style altars that honour migrant farmworkers in Ontario serve as a catalyst for dialogue among food activists and migrant worker justice groups. Drawing upon traditional religious and cultural practices of the workers, the altars invite viewers to decode images, objects, food stuff, and prayer cards that reveal the deeper history of migrant worker struggles. Stickers made of workers' photos invite viewers to actively intervene in supermarkets questioning the origins of both produce and producers. Set within suitcases, two altars have been circulating to raise public consciousness, to memorialize migrant workers, and to stimulate dialogue that contributes to alliance-building. I will reflect on the use of the altars in a wide range of contexts, from conferences to food justice workshops, with migrant workers themselves as well as with allies in universities and communities.

#### **3. Fruit Amongst the Weeds: Employing Social Practices to Visualizing Neighborhood Food Systems**

Katerie Gladdys, [kgladdys@ufl.edu](mailto:kgladdys@ufl.edu)



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University of Florida

My artwork and research interrogates and re-presents marginalized spaces such as agricultural land, abandoned groves and orchards, sanitary canals, the liminal zone between suburban and rural, and housing subdivisions. In the installation and video piece, */Thy Neighbor's Fruit/*, I collect the fruit, map the location of fruit trees and record my neighbor's narratives about their relationship to their fruit trees, perspectives on nature, food, land ownership, and the potential transformation of space that could occur when a resource is shared. Another video piece, */green lining?/*, explores foraging in unfinished subdivisions left fallow due to the economic downturn. The documentation of my intense interaction with abandoned suburban land through the activities of foraging, asks viewers to reconsider our nation's collective approach to development, real estate, and sustainability. Both of these relational pieces explore and re-conceptualize the idea of neighborhood food systems, but also seek to incite the audience to participation and citizenship through a variety of sensory experiences—tasting, smelling, touching, listening, and looking.

**4. Food Systems as Networks of Complex Situations Formed by a Multitude of Actors, Agencies, and Operations**

Kathleen Brandt, [kbrandt@syr.edu](mailto:kbrandt@syr.edu); Brian Lonsway, [blonsway@syr.edu](mailto:blonsway@syr.edu)  
Syracuse University

Food systems exist as networks of complex situations formed by a multitude of actors, their agencies, and their operations. Working to make sense of this complexity through the collaborative engagement of these multiple actors is itself an enormously complex task, yet can benefit greatly from intuitive tools for collaboration, visualization, and archiving. Commencing with our own work on food system sustainability, we have experimentally explored various tools and techniques for enabling this higher level of shared expertise through the development of a design/research/collaboration environment called Thinklab. As designers, we are interested in advancing the capacity for creative and critical work around complex systems to operate on the terms of their complexity rather than on premature or unnecessary simplification. At this roundtable, we will be presenting a framework and approach we have taken and systems we have experimentally deployed to advance the public intelligence of food system issues.

**5. Learning How to Learn Food Systems: Making food systems knowledge publicly interpretable**

Valentine Cadieux  
University of Minnesota

I focus on how people use knowledge tools (particularly on participatory action research eco-social science and social engagement art tools, and on using things like concept mapping – in addition to other knowledge tools, such as interactive games) to build reflexive communicative practice into their ongoing projects, and to enable diverse voices to share power over the representational work of their projects. Also of interest are very pragmatic questions of how to build, maintain, and develop distributed competency around such efforts, how to deal with knowledge commons and publication, and how to balance the richness of participation with maintaining navigable structure.

### **The Return of the Repressed: The Rise of the “Paleo” Lifestyle**

Kima Cargill, [kcargill@uw.edu](mailto:kcargill@uw.edu)  
University of Washington

In recent years, “Paleo” and “Primal” lifestyles have become enormously popular in the United States, encompassing diets, nutrition, exercise, sleep patterns, and more. Generally defined as a lifestyle that emulates pre-agricultural humans, dating back to the Paleolithic period, there are countless books, blogs, products, and exercise classes that are promoting and selling this “primitive” or back-to-basics lifestyle. The paleo/primal movements look to the few remaining hunter-gatherer societies, such as the Kalahari Bushmen and the Inuit Eskimos as models for living, yet are they romanticizing these “noble savages” in their portrayal? What is it about caveman imagery that speaks to people? Is this just a new way to sell products? Is there scientific validity to barefoot running or low-carbohydrate diets? This paper will use psychoanalysis to understand the appeal of the imagery, symbolism, and rhetoric of this movement. Understanding how these lifestyles respond to powerful cultural forces, such as the obesity epidemic, the globalization of yoga, and the artificiality of our sleep/wake cycles, will be covered.

### **San Diego: A Food Tale of Two Cities**

Andrea Carter, [carter.law@gmail.com](mailto:carter.law@gmail.com); James Bartoli, Nic Paget-Clarke  
University of California San Diego, Saboteurs Kitchen Worker Cooperative

With recent urban agriculture city code reforms and large nonprofits starting farms, community gardens, and CSAs, San Diego has become an increasingly conscious city concerning local food economy and sustainability issues. However, promoting accessible, healthy, and locally-grown food to lower income people has suffered comparative neglect. Three newer programs seek to address this need: First, a worker cooperative now catering and fundraising to open a multipurpose cafe and gathering space for diverse, lower income residents. Next, a neighborhood group from a latino barrio starting *sobre ruedas* (micro-business markets) as an alternative to a controversial Walmart community market coming into that neighborhood. Finally, a bottom-up network-building effort including several Occupy San Diego participants. In comparing these two sets of initiatives, two distinct approaches to changing our foodshed emerge delineated by different class and organizational-structural approaches.

### **Making the Connection between History, Agricultural Diversity and Place: The story of apples in southeast Australia – Victoria**

Johanna Christensen, [j.christensen2@student.unimelb.edu.au](mailto:j.christensen2@student.unimelb.edu.au); Ruth Beilin, [rbeilin@unimelb.edu.au](mailto:rbeilin@unimelb.edu.au)  
The University of Melbourne

Globalization and climate change affect Australia, placing increased pressures on natural resources, agricultural productive land and food security. The preserving of biodiversity, historical agricultural knowledge and skills, and an understanding of these within the context of place and landscape, inarguably contribute to maintaining a cultural and biologically diverse future. This paper focuses on the relationship between place, history and apple production in Victoria. Through historical research and in-depth interviews with apple growers, I construct an understanding of the social-ecological

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contexts of orcharding that can contribute to the establishment of criteria for future cultivation under changing climate and land use. My initial findings suggest that landscapes both exist and are shaped by culture, just as physical attributes of the landscape shape the people and production systems that emerge. Associations between place and certain crops, like orcharding, may protect varietal diversity in the short term; but may not do so over more extended time frames and land use changes.

**ICTs and Social Movements: The Case of the Community Food Security Coalition**

Gabriele Ciciurkaite, gabriele.ciciurkaite@uky.edu  
University of Kentucky

The emergence of information and communication technologies (ICTs) since the early 1980s, such as cellphones, email and, particularly, the World Wide Web, have raised a number of questions among scholars from a variety of disciplines about the ways that utilization of these new technologies by activist groups have been changing the landscape of social movements. However there is a dearth of systematic knowledge on utilization of ICTs among loosely dispersed and network-based informal groups operating in the realm of alternative food networks. By choosing the case of the Community Food Security Coalition (CFSC), this research project focuses on closing this knowledge gap. The objectives of this research project are to develop a nuanced understanding of the ways ICTs has been adopted by the members of CFSC and evaluate the extent to which application of the ICTs has affected the communicative patterns, organizational structure and movement development outcomes within the Coalition.

**Looking at Food Security in the Northeast With An Interdisciplinary Lens**

Kate Clancy, klclancy@comcast.net; Linda Berlin, linda.berlin@uvm.edu; John Eshleman, jte144@psu.edu

Johns Hopkins School of Public Health, The Pennsylvania State University, The University of Vermont “Enhancing Food Security of Underserved Populations in the Northeast through Regional Food Systems” (EFSNE) is a five-year interdisciplinary research and action project involving 11 partnering academic and research institutions, now completing its second year. This session will offer a review of the project, the goal of which is to encourage the availability of more regionally grown and produced food in retail markets in low-income and other areas. Several project partners will describe some of the work of four collaborative teams including consumption, distribution, production, and outreach, highlighting several preliminary findings and crucial next steps. We will also describe several of our project locations (6 urban and 3 rural) in low-income areas, as well as some collaborations of the project with other food access and/or production capacity projects.

**Marsh Madness: The misadventures of capitalist agriculture in the Holland Marsh**

Michael Classens, michael.classens@gmail.com  
York University

Situated just 60 kilometers north of symbolic centre (the CN Tower) of Canada’s largest urban area (Toronto, Ontario), sits 2,800 hectares of some of the most fertile, and profitable agricultural land in the world. Converted from a “dismal swamp area” (Globe and Mail, 1925; 1) in the late 1920s, the

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Holland Marsh has rapidly transformed into a agricultural juggernaut with an estimated total annual economic impact of \$1 billion (Bartram, Swail & Mausberg, 2007, 13). This contemporary ‘success’, however, belies the considerable material and discursive work required to produce the agricultural natures of the marsh into marketable commodities in the first place. Through a case study of the early efforts to rationalize and capitalize the biophysical natures of the Holland Marsh, this paper unites the dynamics of agriculture production and food consumption through the political ecological notion of metabolism (Swyngedouw & Hyenen, 2003). I situate agricultural natures within the broader conceptual framework of capitalist nature (O’Connor, 1993; Prudham, 2005), and draw on cultural marxism to move beyond the production-centric theorizing related to the general theorizing of nature’s capitalization, to bring into focus the ways in which the dynamics of consumption shape the material and discursive processes of capitalist nature.

**Gardening for Fun or Food Security?**

Michael Codyre, mcodyre@uoguelph.ca; Evan Fraser, frasere@uoguelph.ca; Karen Landman, klandman@uoguelph.ca  
University of Guelph

Urban agriculture is hailed by some as one way to assist in the security of our food supply. However, the literature indicates that the food grown in gardens is not a significant motivation for gardening (Clayton, 2007). This presentation will draw on 43 semi-structured interviews with Guelph, Ontario, gardeners (all of whom grew food) to understand their motivations and the benefits of private-garden food production. Results from the interviews confirm the literature by showing vegetable gardening in Guelph is not conducted for the produce but for enjoyment and social benefits. Therefore, it seems that as currently undertaken, vegetable gardening is irrelevant in terms of food security (though this could change). The presentation will conclude with ideas about what gardeners think cities should do to assist them. For instance, many gardeners felt that municipalities should focus resources on education and promotion rather than assisting gardeners with obtaining gardening tools and materials.

**Good Food Needs Good Networks: Stories from Michigan**

Kathryn Colasanti, colokat@msu.edu; Colleen Matts, matts@msu.edu; Rich Pirog, rspiog@msu.edu; Sowmya Surapur, surapurs@msu.edu  
Michigan State University

Networks to coordinate local food systems activity are emerging in many places. Such networks are particularly important for advancing goals that transcend organizations. In Michigan, multiple networks are forming to advance the goals of the Michigan Good Food Charter, a vision for the state’s food system developed through a grassroots process. After describing the Michigan Good Food initiative framework, this roundtable will share current network activity in Michigan and facilitate discussion of best practices and critical issues in networks more generally using three examples: 1) Michigan Food Hub Learning and Innovation Network, which aims to increase learning, innovation and profitability among participating food hubs; 2) Michigan Farm to School, host to a network of people

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working on farm-to-school within the state; and 3) Michigan Local Food Policy Council Network, an emerging collaboration among representatives of local food policy councils, or similar groups, hosted by the Michigan Food Policy Council.

**An Experience in Learning: Leading Student Research on Beginning Farmers**

Jeffrey Cole, jcole1@conncoll.edu  
Connecticut College

In this presentation I reflect on the experience of leading a team of undergraduate researchers on the subject of beginning farmers in New London County (eastern Connecticut). In the fall of 2013 I offered Cultivating Change, an advanced seminar on alternative agriculture. In the first half of the semester we read key works on emerging agricultural trends, hosted visits from local farmers and their allies, and visited farms; at the same time we explored the literature on beginning farmers, developed an interview schedule, and identified beginning farmers in the area. In the second half of the course small teams of students visited farms and conducted interviews, analyzed primary and secondary sources, organized classroom presentations, and produced final written reports. I relay the main findings concerning beginning farmers in four sectors (vegetables/fruits, livestock, cheese/dairy, and wine) and reflect on the practical and pedagogical lessons offered by this adventure in experiential learning.

**Encoding and Decoding Foodcast Meaning: A Sociology of Media Analysis of Media Food Program Reciprocity**

Thomas Conroy, tmascon@hotmail.com  
Lehman College

Recently, due to the success of such media content as the Food Network, reality television, blogs, and also the phenomenon of celebrity chefs, food depictions in mass media have increased massively. My paper examines the food depiction/reception process. I am particularly interested in how viewers of TV/web food programs construct meaning in their viewings. I pursue the following strategies: (a.) content analysis of samples of such selected programs as Top Chef, Iron Chef, America's Test Kitchen, and Post Punk Kitchen, so as to describe a variety of media contexts for food depictions, with a particular emphasis on instructional and competition/reality show formats, and on food assessment within the programs (b.) content analysis of comments made in internet forums regarding these programs, and (c.) an in depth survey of viewers to gauge their views of the programs and their value orientations and taste preferences toward food as well as food personalities.

**Sustainability in the Agrifood System**

Douglas H. Constance, Soc\_dhc@shsu.edu; Ruth Beilin, rbeilin@unimelb.edu.au; Analena Bruce, abruce@sociology.rutgers.edu; Maki Hatanaka, maki.hatanaka@shsu.edu; Jason Konefal, jason.konefal@shsu.edu

Sustainability is a multidimensional concept that pervades both the academic and gray literature. In recent years we have witnessed a surge of sustainability initiatives in the private and public sectors. Following Paul Thompson's typology of sustainability discourses, while economic views might focus on

resource sufficiency, ecological views tend to focus on functional integrity of the agroecosystem and sociological views on social justice. Papers in this session critically engage the topic of sustainability in the agrifood system.

### **1. Legitimation and Stringency? A Case Study of Sustainable Agricultural Governance in the US**

Maki Hatanaka and Jason Konefal  
Sam Houston State University

As multi-stakeholder initiatives (MSIs) are perceived as a highly legitimate form of governance, they are rapidly becoming the leading approach for metrics and standards development today. This paper examines the legitimacy of two MSIs that seek to develop metrics and standards for sustainable agriculture in the US: LEO-4000 and Field to Market. Specifically, our analysis raises questions regarding the ways that legitimacy is understood and its role in governance. First, our analysis demonstrates that how legitimacy is understood and the extent to which a MSI is perceived as legitimate is subjective. Second, as the perceived legitimacy of a MSI influences the adoption of its standards or metrics, we find that legitimacy has become a source of competition. In concluding, we argue that our findings raise questions as to the ability of MSIs to develop “legitimate” metrics and standards that are also stringent.

### **2. Labor of Love: Viability Strategies in Sustainable Farming**

Analena Bruce, [abruce@sociology.rutgers.edu](mailto:abruce@sociology.rutgers.edu)  
Rutgers University

While the sustainable food movement has focused primarily on the environmental aspects of sustainability, the social and economic goals of affordability, accessibility, and inclusion are critical to the movement's success (Allen, 2004). Sustainably grown foods are mostly produced and consumed by well-educated, white, middle and upper class people, and this exclusivity limits the movement's reach (Constance, 2009). I explore some of the obstacles which limit participation in sustainable farming, and draw on three years of field work in Ohio to explore the strategies small scale sustainable farmers rely on to make their farms viable in the face of these obstacles. Understanding their viability strategies sheds light on why participation in sustainable agriculture is mostly limited to privileged people, and what can be done to change that. By exploring farmers' paths to viability, I take the first step in addressing the problem of inequality in the movement.

### **3. Sustainability of What and for Whom? The Vulnerability of People and Place in Three Small-scale Agriculture Landscapes**

Ruth Beilin, Regina Lindborg and Cibele Queiroz  
University of Melbourne, Stockholm University, University of Lisbon – Portugal

In a three country study we explored the social and ecological sustainability of small scale farmers and their communities in landscapes that are now considered marginal to productivist agriculture. In Sweden, biodiversity is strongly associated with agricultural landscapes, and this directs incentives to maintain and sustain agriculture and caretaker communities despite incursions from second home and



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recreational users. In northern Portugal, historic terraces are abandoned as the predominantly female farming population ages and while self sufficiency of production is evinced as ideal, their food producing landscape is coveted by ecologists for re-wilding and by farm descendants for holiday homes. In Australia, the much shorter history of agriculture has collapsed the wider western experience of production cycles so that 90% of indigenous vegetation was cleared and food has been farmed first for export, for 150 years. We reflect on social and ecological vulnerability and local sustainability as defined at these sites.

**4. A Thompsonian Analysis of Sustainable Agriculture Standards: The Case of Walmart**

Douglas H. Constance, Kevin Travers and Heather Ferragut  
Sam Houston State University

Sustainable agriculture initiatives in the United States emerged as part of a growing critique of the negative environmental consequences of unquestioned “modern” farming methods. Early programs such as the Soil Conservation Service in the 1950s were followed by the Environmental Protection Agency in the 1970s, which began to regulate agriculture. The USDA/Sustainable Agriculture Research Education Program created in 1990 and the National Organics Program created in 2002 are the current government-sponsored programs in support of sustainable agriculture. Recently, more market-based approaches to develop sustainable agriculture standards have emerged in the form of the Leonardo Academy/American National Standards Institute project and the Keystone Group initiative – Field to Market: The Alliance for Sustainable Agricultural Outcomes. Most recently, WalMart has entered the arena with its Sustainability Index and the Sustainability Consortium. Drawing on the work of Paul Thompson, this paper presents the results of research on the political economy of the development of sustainable agriculture programs and initiatives with special attention to Walmart’s sustainability initiatives.

**We Can Pickle That! The Landscape of the Artisanal Pickle Industry in the United States**

Suzanne Cope, [suzannecope@gmail.com](mailto:suzannecope@gmail.com)  
Berklee College

The number of small batch food businesses has been growing exponentially in the United States in the past decade, with a particular focus on foods that embrace traditional preservation and preparation techniques, quality ingredients, and sustainable practices. The phenomenon of pickling, however, has particularly caught on, with companies like Brooklyn Brine growing at a rate of 40% a year, while still hand-packing every jar. Drawing upon original research that includes interviews with more than a dozen artisanal pickle companies in the United States, "We Can Pickle That!" looks at influences, challenges, and the current landscape of the small batch pickling industry, seeking to define the term “artisanal”, while discussing the issues these companies face concerning responsible growth and the future of artisanal pickles in America.

**On Meaningful Feminist Action in the Food Justice Movement**

Grace Curran, [gc350309@ohio.edu](mailto:gc350309@ohio.edu)  
Ohio University

This article considers the ethical and practical intersections of feminist and food justice movements in modern America. Both can be understood as forms of resistance against dominant institutions that perpetuate inequality, ethical irresponsibility, violence, and alienation from the natural world, and thus each movement is strengthened by considering these connections. The article moves through a review of ecofeminist vegetarian philosophy to a discussion of social identity formation through individual diet, ultimately pursuing how best to situate feminist concerns within the alternative agriculture movement. Special attention is paid to feminist analyses of food justice, the significance of consumer-based food movements and the efficacy of individual consumer action, and the emerging schism in alternative agriculture between “locavorism” and vegetarianism. Ultimately, this article argues that vegetarianism presents a food ideology and practice that is most consistent with feminist goals.

### **Pleasures and Rituals in Irish and Scottish Foodscapes in the Nineteenth and Twentieth Centuries**

Tricia Cusack, triciacusack@gmail.com; Kevin James, kjames@uoguelph.ca; Rhona Richman Kenneally, rrk@concordia.ca; Igor Cusack, ticusack@blueyonder.co.uk

Over the nineteenth and twentieth centuries, Ireland and Scotland shared an ambivalent relationship to the dominant centre of London/England with which they performed close ties, but against which they endeavoured to shape distinct national and cultural identities. In this context, the panel considers the impact of modernity as it emanated from the metropolitan centre to encroach upon local food traditions and rural habits. The complex interactions of metropole and margins; modernity and tradition; dominant and resistant identities, are examined through foodscapes with reference to mismatched encounters of Highland hosts and modern tourists in Victorian Scotland; the adoption and mild subversion of the English tea ceremony in nineteenth century Ireland; the construction of the Irish kitchen in Maura Laverty’s cookbook narratives, and the gustatory pleasures so vividly presented in the novels of John McGahern.

#### **1. The ‘Autocrat of the Breakfast Table’: Highland Hospitality through Tourists’ Eyes in Victorian Scotland**

Kevin James, kjames@uoguelph.ca  
University of Guelph, Canada

The Highland innkeeper was often humorously cast, in such periodicals as *Punch*, as a miserly figure who presided over a curious table d’hôte that mixed an abundance of food with the superficial conventions of European hotel practices and, most notoriously, the strictures of a stern Presbyterian culture that resisted the precepts of modern hospitality. In this respect, travel writers’ reflections on the Highland table d’hôte reflected evaluations of the regions incomplete modernisation – and in particular apparently immutable cultural features that precluded the development of a modern tourism sector. The distinction between Highland food and Highland hospitality, both signals of, respectively, ‘unspoilt’ and unreconstructed rurality, was central to appraisals of how Highland habits and character undermined the potential for many more praise-worthy aspects of the natural environment to lead Highland modernisation through tourism.

## **2. The Tea Ceremony in Victorian Ireland: Women, Civility and Self-indulgence**

Tricia Cusack, triciacusack@gmail.com

Tea-drinking became ubiquitous in Ireland over the nineteenth century and its physical, psychological, and social effects were much debated. This paper focuses on visual and verbal representations of tea-drinking to examine how tea rituals in nineteenth-century Ireland differed from those in England and whether this reflected Ireland's effective colonial status. Tea rituals were universally overseen by women. Among the wealthy classes the tea ceremony became an emblem of social status. However among the poor tea-drinking was condemned in "improvement literature" as an indulgence and intoxicant, although it was promoted by the Temperance Movement as an alternative to alcohol. The paper suggests that among Anglo-Irish women, the tea ceremony was less rule-bound and sometimes an even riotous subversion of English practices. Meanwhile, tea consumption by the Irish poor was regarded by middle and upper class reformers as destructive not only of traditional family life but of the state and the Union.

## **3. The Vibrant Materiality of the Irish Kitchen: The Cookbooks of Maura Laverty**

Rhona Richman Kenneally, rrk@concordia.ca

Concordia University, Montreal, Canada

This paper will explore the mid-twentieth-century Irish home kitchen as an entanglement of edibles, architecture, tools, energy, people, furniture, and other elements of the domestic foodscape. The resources at the heart of this investigation are the cookbooks published by Maura Laverty, a popular novelist, columnist, playwright, and author who was well known as a food expert in Ireland during this period. By virtue both of the instructions related to food performances that the cookbooks contain (the recipes and other how-to material), and the narratives—textual and visual—that are embedded in these books, Laverty underscored means of empowering home cooks by considering their agency as a function of the interactions that comprised this domestic built environment. In this way, she constructed the kitchen as an interstitial space in which traditional cooking practices and attitudes could co-exist with incursions of modern cooking prescriptives, being disseminated, at that time, throughout the country.

## **4. "Sandwiches from which Green Leaves of Lettuce Bulged": Food, Drink and Farming in the Novels of John McGahern**

Igor Cusack, ticusack@blueyonder.co.uk

University of Birmingham, United Kingdom

This paper explores the works of John McGahern and the complex ways in which the consumption of food and drink are used; how the communality of the meal frequently provides a narrative framework; how the meagre victuals of rural postcolonial Ireland are inevitably varied once the characters move to other urban worlds and how food preparation and food production is firmly gendered in the religious rigidity and desolation of mid-twentieth century Ireland. Food and drink in a novel may trigger the reader's memories of personal gustatory pleasures and dislikes and how these preferences may depart from the 'delicious' foods espoused by the protagonists. Thus the consumption of food and drink may involve the reader in an element of bodily performance adding to

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the very vitality of the work. Analysis of the apparently mundane details of the various mealtimes also illustrates the consummate skill with which John McGahern constructs his luminous prose.

**Negotiating Complexity and Community Food Security in Central Appalachia**

Phil D'Adamo-Damery, pdadamer@vt.edu; Kim Niewolny, niewolny@vt.edu; Nikki D'Adamo-Damery, nikkid11@vt.edu; Pete Ziegler, pziegler@vt.edu

Virginia Tech

Negotiating complexity is a central component of working for food system change. In our work with the Appalachian Foodshed Project (AFP), two salient layers of complexity emerge: the first, inherent to understanding community food systems, requires a theoretical framework that is both context specific and universally applicable. The additional layer of complexity results from efforts to work collaboratively across the three-state project region (western North Carolina, southwest Virginia, and West Virginia) through multi-site coalition building. The diverse geopolitical and cultural landscape requires a structure and process that facilitates collective action, while embracing local autonomy and allowing for emergent solutions that promote foodshed resiliency. We apply complexity theory and a systems perspective to the processes that drive and structure the AFP, including coalition-building, food system assessments, and food system model development. We conclude with illustrations of dynamic self-governance as one way to negotiate the tensions embedded within such multifaceted objectives.

**Contextualizing Our Understandings of Local and Regional Food Systems: Reflections from Four Areas in Michigan**

Ken Dahlberg, ken.dahlberg@wmich.edu; Cynthia Price, skyprice@gmail.com; Terry McLean, mcleant@anr.msu.edu; J. Robert Serrine, serrine@anr.msu.edu

Food-systems educators/advocates will discuss what they've learned in adapting general templates to their particular region, county, or city. Cynthia Price will review how the Greater Grand Rapids Food Systems Council has expressed its sustainability mission through various projects over the years, and explore lessons learned. Ken Dahlberg will discuss a strategic food-systems plan for Kalamazoo which identifies gaps and feedback loops within - and between - different level food systems, while bringing key groups into the process. Rob Serrine will highlight the Northwest Michigan Food and Farming Network's programs and their relationship to the place-based development strategies of the Grand Traverse Region's "Grand Vision." Terry McLean will discuss edible flint, a diverse network with a common mission: supporting Flint residents in growing and accessing healthy food in order to reconnect with the land and each other.

**Incorporating the Philosophy of Technology into Animal Welfare Assessment**

Courtney Lynd Daigle, lyndcour@msu.edu

Michigan State University

Changes in attitudes towards how animals are housed in agriculture are currently under question in the public eye – particularly for laying hens. Many arguments from the rights and utilitarian viewpoints have been made for changing environmental conditions and managerial practices for

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animals in an effort to respect the interests of the animal and better their welfare. Yet, these arguments have been based upon belief systems that were developed from information that can be collected by human perception only. Technological advancements can facilitate animal welfare assessment by providing humans with new information about what the animal perceives. Yet, little has been discussed surrounding the thought process behind which technologies are conceived, how they are developed, and why they are implemented. Here, using the laying hen as a model, we turn to the philosophy of technology to address what role technological advancements may have in our capacity to understand animals, how technology can affect their welfare, and what role technology may play in furthering animal welfare assessment.

**Meatless Mondays to Save the Environment? Exploring the drives, thresholds and niches to promote a lower consumption of meat.**

Charlotte De Backer, charlotte.debacker@ua.ac.be  
University of Antwerp

Various initiatives use environmental claims to promote lesser consumption of meat. We test the effectiveness of this approach, presenting results of three studies that explore the drives, thresholds and niches to promote a lower consumption of meat. Results from two online surveys (N1=439 ; N2=2002) contrast and compare reasons for becoming flexi- or vegetarian. Although ecological motives drive both flexitarians and vegetarians, health considerations appear most important, followed by taste preferences. Next, we tested (n=2269) four campaigns focusing on one of these appeals: health, taste, ecology, animal welfare. Results show that the health campaign is the best liked campaign, but in terms of effectiveness the 'uncool' ecological campaign is most promising. Lastly, from in-depth interviews (N=12) about the difficulties in consuming less meat, we learned that the social environment (eating out of the home) is the biggest hitch in our good intentions to save the planet and eat less meat.

**Rural Food Access: Findings from the Nutrition Obesity Policy Research and Evaluation Network  
Rural Food Access Working Group**

Wesley R. Dean, wdean@srph.tamhsc.edu; Mégan M. Patton-López, Megan.PATTON-LOPEZ@CO.Benton.OR.US; Jared T. McGuirt, mcguirtj@live.unc.edu; Stephanie B. Jilcott Pitts, jilcotts@ecu.edu; Carmen J. Byker, Carmen.byker@montana.edu; Joseph R. Sharkey, jrsharkey@srph.tamhsc.edu; Rachel Ward, wardrk@goldmail.etsu.edu; Sally L. Bullock, sallylb@live.unc.edu; Megan Newell-Ching, mnewellching@oregonfoodbank.org; Doris Cancel-Tirado, canceltd@wou.edu; Kristty Polanco, Kristty.polanco@co.benton.or.us; Lori Christenson, lori@gallatinvalleyfoodbank.org; Cassidy Baier, cassidy.baerg@msu.montana.edu

While much is known about food access in urban settings, there has been little research on disparities in food access among rural populations or on the identification of policies to improve food access in rural settings. The Nutrition and Obesity Policy Research and Evaluation Network (NOPREN) is a thematic research network of the Centers for Disease Control and Prevention Research Centers Program. Under the auspices of NOPREN, the Rural Food Access Working Group has been conducting focus groups and in-depth interviews with residents of rural communities around the country. Panel

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participants will present findings from focus groups and in-depth interviews conducted among underserved rural residents in Texas, North Carolina, Oregon, and Montana about the opportunities and obstacles they face in provisioning their households with food. Results will inform future environmental and policy strategies to improve rural food access.

**1. Farmers' Market Use among Women of Reproductive Age in Rural Eastern and Western North Carolina**

Jared T. McGuirt, Rachel Ward, Sally L. Bullock, Stephanie B. Jilcott Pitts  
UNC Chapel Hill, East Tennessee State, East Carolina University

Not much is known about barriers and facilitators to farmers' market shopping among women of reproductive age (WRA). Therefore, we conducted qualitative interviews with WRA in rural eastern and western NC (ENC and WNC), to learn of barriers and facilitators to farmers' market shopping. Interviews were conducted with 62 women regarding their food shopping patterns, reasons for selecting food venues, and use of non-traditional food venues. Interviews lasted 25-60 minutes, were audio-recorded and transcribed verbatim. Each researcher independently coded the same interview using a consensus codebook. Coders met to achieve consensus on how to code segments of text. Farmers' market shopping facilitators among ENC and WNC women were similar, including lower prices, fresher foods and fewer preservatives. Barriers to farmers' market shopping among both ENC and WNC women were lack of acceptance of federal food assistance benefits, and the convenience of getting produce at the supermarket versus the farmers' market.

**2. The Emotional Structure of Rural Food Access**

Wesley R. Dean, Joseph R. Starkey  
Texas A&M

The rural food environment poses many challenges to rural residents as they struggle to feed themselves and their families. Earlier work has emphasized the economic, spatiotemporal, aesthetic, health, political, and social challenges to food acquisition faced by rural residents. However, there has been little work on the affective dimension of rural food access. We conducted focus groups with Mexican-origin (3), white non-Hispanic (4), and African American (4) residents in central Texas to examine food choice in rural settings among households of limited economic means. Focus group participants described a variety of food acquisition practices and related to us the frustrations, anxieties, and rare moments of pleasure indicative of acquiring food in a rural setting. We use a framework derived from structuration theory and the sociology of emotions to describe participants' creative employment of affective resources and the emotional structures which they must negotiate to acquire food for their households.

**3. Improving Health Equity through Community Food Systems**

Mégan M. Patton-López, Megan Newell-Ching, Doris Cancel-Tirado, Kristty Polanco  
Western Oregon University

The Benton County Health Department, in collaboration with the Oregon Food Bank, is using a community-based, participatory research strategy in Linn, Benton and Polk Counties to research ways



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to effectively engage Latinos to participate in and work to improve their local food systems, with the intended outcome of improving overall health and equity within those communities. Although Latinos are overrepresented in populations suffering from food insecurity and diet related illness, they are currently underrepresented among those actively engaged in their local food systems. Methodology includes: 1) formation of a community partnership with local organizations, 2) key informant interviews with leaders in nutrition, agriculture and social service fields, and 3) focus groups with Latino community members in the three-county region. Key findings will support future strategies to engage Latino families in the creation of a local food system that provides access to fresh food for everyone.

**4. Senior perspectives on rural food access among frontier residents of Montana**

Carmen Byker, Lori Christenson, Cassidy Baerg, Wesley R. Dean  
Texas A&M, Montana State

Very little is known about the factors impacting food access and utilization among older adults in rural settings, especially in frontier areas such as Southwest Montana which has one of the fastest growing senior populations in the nation. In Montana, the number of individuals over the age of 65 doubled between 1940 and 2000 and this growth is on a trajectory to double again by 2030. Much of Southwest Montana is classified as a food desert according to USDA standards. We conducted focus groups among seniors to understand the factors that influence food choices for rural seniors in SW Montana. Focus group participants were all above age 50. Individuals completed surveys and participated in a 60-90 minute interview. For seniors in Southwest Montana, cost, food outlet availability, food quality, nutrition knowledge, transportation, social networks, personal gardening, supplemental nutrition services, and emergency food services all influence food choices.

**Roofscapes as Foodscapes**

Marie Dehaene, marie.deh@gmail.com

With transport becoming more and more efficient, food production sites and food consumption sites are not closely connected anymore. But the present growing interest in urban agriculture and local food is an interesting reversal of this situation. This presentation will focus on urban agriculture in big cities from North America and Europe, and more specifically on rooftop farming. Illustrated examples of projects from NYC, Chicago, Montreal, Paris and London will be given. These cities share common points including a lack of growing space which leads to take advantage of the generally underused space that is the 'fifth facade' of a building.

These cases are chosen to highlight the diversity of these projects:

- different objectives: commercial, social, experimental
- different growing techniques: set-up of a layer of soil, containers, hydroponic systems under greenhouses
- different scales: from a small terrace to commercial-scale projects

**Urban Agriculture and Food System Activism: Critical reflections on some practical and political tensions**

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Laura B Delind, delind@msu.edu; Kami Pothukuchi, k.pothukuchi@wayne.edu; Kyle Powys Whyte, kwhyte@msu.edu; Malik Yakini, myakini@aol.com

Over the last 20 years urban agriculture and food-related urban activism have become popular tools for addressing urban ills – everything from physical blight and depressed land values to hunger and healthy food access. As a result, there is growing public and financial support for programs and projects that turn abandoned urban land and landscapes into productive spaces to grow and sell food. Urban agriculture and alternative food systems are, for many, a ubiquitous solution to a diverse set of social and economic problems. However, as promising as urban agriculture and food system activism are, there are many tensions that scholar-practitioners (and activists generally) encounter in their food system work, especially in low-income neighborhoods, that raise critical questions about the nature and structure of engaged scholarship as well as ‘alternative’ food system development. These questions relate to issues of power and privilege in the definition of problems, goals, actions, and in the assumptions and rationalizations that undergird activities. How activities include (or exclude) the politics of food and the processes of politicization, and what counts as success (and for what purposes), and with what long term consequences are also questions that need to be addressed. Through illustrations of urban agriculture and alternative food system practice by food scholars who are both insiders and outsiders to their communities in diverse ways, this panel grapples with these questions. It proceeds under the assumption that if we are not vigilant and self-reflective about our embedded values and relationships and about the structures which support or challenge our community work, then we may fail in our efforts to understand how urban agriculture and food system activism can frame deeper and more sustaining sociopolitical change.

**1. Raising Food or Razing Neighborhood: Coming to terms with urban agriculture – a self-critique**

Laura B. DeLind

Michigan State University

Urbandale Farm has much in common with other agricultural projects in rust-belt cities. It raises food for an economically-challenged neighborhood. It offers opportunities for local participation, education and job creation, and it is supported by diverse public and private institutions. By all accounts, the Farm is good at what it does. Its acreage, production, and income are all increasing, and it has become a poster child for urban agriculture throughout the neighborhood and city. However, despite its good work (or possibly because of it), Urbandale Farm may unwittingly help to rationalize displacement and continued social and political inequity rather than reinforce place-making and neighborhood empowerment. Reasons for this appear diverse (e.g., environmental, bureaucratic, class-based and market-based). Nevertheless, they tend to complement each other, creating an overall intervention that has the potential to leave neighbors less engaged and the neighborhood less secure. As a co-founder of Urbandale Farm, this situation is personally disturbing, but it also offers an opportunity for critical self-reflection and altered approaches to urban agriculture within the context of community development.

## **2. Participatory Paradoxes of Urban Agriculture**

Kyle Powys Whyte

Michigan State University

Some urban agriculture situations can be seen as having participatory paradoxes. Participatory paradoxes are dilemmas that are pervasive and frequently discussed, yet clear understandings of the solutions are in short supply - if anyone has them at all. I will focus on two particular paradoxes based on my own experiences as a volunteer organizer in both urban agriculture and environmental justice settings. The first concerns inclusivity. Urban agriculture, in a sense, is almost always accompanied by the rhetoric of inclusivity in terms of participatory and recognition justice. But often urban agriculture movements lack inclusivity, despite the intentions of the lead organizers. These movements are then subject to critique for not doing enough outreach, and the organizers themselves fault themselves for this very reason. But to suggest that "outreach" is the problem is to ignore the complexity of oppressions in the first place that put up barriers to inclusivity. But focusing on the complexity of oppression is not a tactic that many organizers would be comfortable using in order to maintain the cohesion of the participants and get things done. So the dilemma involves problematic choices between a naive politics of outreach and a sobering, but perceptibly inefficient, politics that respects the complexity of oppressions. The second dilemma involves the convergence of different scales of governance to urban agriculture. People often have mistaken views that certain activists would never work with large institutions on urban agriculture, or that urban agriculture must be as local as possible without connecting to larger institutional scales. No matter where one is coming from, there are always incentives to multiply cross-scale connections of any urban agriculture movement. But within this, there are many issues. For example, some urban agriculture organizers work in larger scale institutions but seek to start a smaller, more local movement. Or others start action at the local level with the hope of connecting that work to institutions at the municipal, regional, state and national scales. There are no good answers about how to connect movements and institutions at different scales without incurring the silencing of different actors. This is especially the case insofar as actors representing institutions at larger scales bring more participatory resources, and can quickly dominate a movement. This paper explores both dilemmas just described and concludes by arguing that there are not any easy answers to them, which must necessitate a very different conversation about the future of urban agriculture.

## **3. Campus-Community Partnerships in Fostering Healthy Food Access: Dilemmas, tensions, and contradictions of not being 100 percent anything**

Kami Pothukuchi

Wayne State University

SEED Wayne is a campus-community partnership dedicated to building just, sustainable food systems on WSU's campus and in Detroit's neighborhoods. We offer many activities related to urban agriculture and local food systems on campus and in the community, all in partnership with community-based food system organizations and neighborhood groups. This paper describes the dilemmas, tensions, and contradictions experienced in developing activities that tap into the university's civic purposes and its resources, while also seeking to be respectful of community

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priorities and needs, and engaging related assets. Community-engaged learning is typically offered as a key approach to preparing students for leadership to build a strong democracy in food systems and resolve looming societal crises such as climate change. However community-engaged scholarship in even an inner-city university with an urban mission such as WSU tends to be seen as inferior to more traditional research and teaching. Funders, too, have little patience for activities to cultivate meaningful campus-community partnerships in their focus on community gains. Campus-based partnership activities typical problems for community members such as lack of access, patron-client relations, and a view of such partnerships from the frame of corporate social responsibility rather than the creation of mutual value; community-located partnership activities tend to suffer from problems typical to those attempting to serve historically disadvantaged populations: lack of meaningful inclusion of community members in project decisions and actions, the inadequacy of a single issue focus to resolve complex structures of disadvantage, and the mis-match of cultures and workings of university and community partners. While benefits are nevertheless created by such partnerships on both sides, there are also short and long term costs especially in terms of how institutional power relations are reinforced and food system change is depoliticized. These costs and benefits need careful reflection.

**4. Tensions and Contradictions of Addressing Racial Justice in Detroit's Food System: The experience of the Detroit Black Community Food Security Network**

Malik Yakini, Detroit Black Community Food Security Network

**Weber and Agri-tourism: How rationality shapes the decision to engage in alternate agricultural schemes (and why that matters)**

Katherine Dentzman, dentzman@msu.edu

Michigan State University

What motivates farmers to diversify the activities on their farm? It could be based on the chance for greater monetary returns, or perhaps a desire to educate others about how food can be grown sustainably. Cultural and ecological preservation sometimes factor in as well. Looking at agri-tourism in particular, farmers must go through a process of deciding whether or not integrating tourism into their working farm operation is a good option for them. It may be tempting when starting an agri-tourism plan to focus on 'how' to implement it instead of 'why'; however it quickly becomes evident that understanding motivation plays a key role in the success of agri-tourism initiatives. We will investigate this trend using the Weberian theory of formal and substantive rationality to look at why diverse agri-tourism enterprises throughout Central America have been successful, and how motivation plays a role in these successes.

**Phthalates: Food Exposures and Risk-Mitigating Behaviors**

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Montgomery College

Phthalates are a family of chemicals used as plasticizers. They are used in many everyday consumer products and hence ubiquitous in our environment. Concerns have been raised over the potential for

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phthalates to act as endocrine disruptors (reproductive toxicants) as well as to cause other health harms. The majority of studies indicate that contaminated food is the most significant exposure pathway for the general population. Contamination can occur anywhere along the food production chain, from farm to fork. This presentation provides a primer on phthalates including: basic chemistry, adverse health effects, exposure pathways (with an emphasis on food and water), routes (oral, dermal, inhalation), metabolism and excretion, and an identification of susceptible populations. It concludes with a discussion of risk-mitigating behaviors.

**Mapping the School Foodscape: Lessons from Primary Schools in England**

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University of Nottingham

Understandings of the school foodscape have long been dominated by the dining hall. Now however, schools are adopting policies and programmes which have expanded the school foodscape significantly - to include food in the curriculum, food growing outdoors and food making via cooking classes. As this foodscape changes, so do children's understandings of food and the school food environment. This paper analyses focus group data collected from three different primary schools in Nottinghamshire, England. Children were tasked with drawing a map of the school that reflected all the different food spaces. The focus groups were interactive as children negotiated what to draw where, what to include or exclude and what materials to use. This paper discusses the findings of these focus groups, examining how different children perceived and understood the school food environment and the implications of these findings for programme designers.

**George Ade's The Slim Princess: Reading American Dieting Through the Lens of Imperialism**

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University of Oklahoma

This paper examine the messages about dieting, fat, and American imperialism in George Ade's 1907 short novel *The Slim Princess*. Ade intentionally composed his story about Princess Kalora (an Islamic woman whose father sends her to the United States in order to gain weight so that she can marry) as a critique of American imperialism in the Philippines. That Ade articulated his criticisms in a novel that also parodies the turn-of-the-century American women's obsession with thinness thus suggests the importance of using imperialism as a lens through which to analyze current concerns about obesity in the United States. Ade's novel suggests that national anxieties about weight have historically emerged in tandem with controversial American militarism in non-Christian nations. By suggesting that national anxieties about American imperialism inspired the wide-scale dieting that ensued at the turn into the 20th century, my paper offers a new historical perspective on current obesity debates.

**Beyond the Local: Exploring the role of national level organizations in alternative agrifood movements**

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The Pennsylvania State University

Increasingly, agrifood scholars are applying concepts from the social movements literature to better

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understand emergence and mobilization of ‘alternative’ agrifood movements. This analysis often privileges case study methods of individual movement types (e.g. farm-to-school; community food security; etc) and investigates the important role of local grassroots efforts and organizations to improve the current food system. Although these types of organizations are crucial for agrifood movement growth, the author argues that 1) national level food and agriculture organizations merit direct and rigorous investigation in their own right, as these groups have power to harness resources and access political opportunities beyond the local level and 2) to enrich studies of alternative agrifood movement organizational dynamics, analysis of a full range of national agrifood organizations—not just those deemed ‘alternative’—is necessary; such a field-level approach highlights key movement-counter movement dynamics. To support these claims, the author will present organizational data gathered from a unique database of over 600 national food and agriculture organizations.

**Permafrost and Shifting Landscapes: Foodscape Participation and Investment in Tanana Valley, Alaska**

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University of Alaska Fairbanks

This paper highlights how participation and investment in local agriculture vary between differently situated actors in the Tanana Valley, Alaska. Through participant observation, focus groups and survey data gathered from 2009 to 2013 we have found that some local food producers self-identify as both community builders, viewing their work as altruistic in providing basic necessities to their community, and as business venture, where they strive to achieve familial financial security. Tension or friction exists in foodscapes where cultural values of care of households may conflict with care of the community as imagined by both producers and consumers in the context of community-supported agriculture (CSA) operations in Alaska. Hence, rather than producing a unified narrative of sustainability agreed upon by an imagined community, such as members and the producer(s) in a CSA, this paper highlights that sustainable foodscapes will remain contested landscapes whose contours are ever shifting.

**Assessing and Sustaining Urban Agriculture in U.S. Cities**

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University of California, University of Wisconsin, University of Missouri

Agriculture in cities and on the urban edge has escalated markedly in recent decades. Regional planners, cooperative extension professionals, university faculty, and others are coming to view urban agriculture as an appropriate and even necessary area of research, outreach, and policy development. However, professionals are often ill prepared to meet the complex needs of communities as they embrace farming within or near city boundaries. Diverse areas of expertise are embedded in urban agriculture initiatives, creating a need for broad-based partnerships. This session will describe state-level and national efforts to assess, strengthen, and sustain the urban agriculture foodscape. We will briefly describe activities and research in California, Missouri, and Wisconsin, as well as an AFRI



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project examining challenges and opportunities nationwide. The session will then invite participants to share results of their own work and suggest ways we may profitably work together.

**Consumer and Producer Information-Sharing Preferences at Arizona Farmers' Markets**

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Arizona State University

Direct-to-consumer sales of food at farmers' markets (FMs) is a rapidly growing trend, and one that facilitates greater interaction between producers and consumers. However, little research has been conducted on information these groups could benefit from sharing at FMs. This mixed methods study explored consumer and producer interests regarding the types of information they would like to share at FMs, and preferred methods by which they would like information communicated. Results showed that consumers and producers were most interested in sharing information regarding pesticide use, flavor, freshness, food safety, animal welfare, nutrition and environmental impacts. Consumers were also strongly interested in local sourcing, organic production, and animal care. Both groups preferred sharing information via consumer-initiated conversations. Consumers noted purchasing needs and vendor relationships as drivers for choosing which producers to buy from. These findings could facilitate consumer-producer interactions at farmers' markets as well as informed purchasing decisions by consumers.

**You are what you...buy? An examination of the social and cultural factors associated with intragenerational food purchasing behaviors in Brooklyn, New York**

Hayley Figueroa, hayley.figueroa@gmail.com  
CUNY School of Public Health

A qualitative study of food-related decision-making among Brooklyn shoppers revealed a bifurcation among the youngest generation of adult consumers, suggesting that key events and social factors strongly influence the development of food identity in adulthood. Qualitative interviews conducted in a grocery store setting yielded evidence that food identity is largely socially constructed and heavily influenced by access to higher education, socioeconomic status, and transcendence of class.

**Hard Lessons from the Pure Food Movement: Status Anxiety, Regulatory Capture, and the Cultural Politics of Purity**

Margot Finn, smargot@gmail.com  
University of Michigan

Contemporary food activists sometimes cite Progressive Era reform efforts—particularly Upton Sinclair's novel *The Jungle* and the Pure Food and Drug Act of 1906—as evidence of successful attempts to call attention to the worst abuses of the industrial food system and correct them. However, there is considerable debate about the role of grassroots organizing, investigative journalism, and consumer pressure on the passage of the Act. Many historians portray the fight for Pure Food as the product of middle class status anxieties, big businesses trying to protect themselves from smaller competitors, and women using their moral authority on domestic issues as ideological cover for political activism in the age of separate spheres. In this paper, I evaluate the merits of these

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theories and explore their implications for contemporary reform efforts. I argue that the Pure Food Movement may ultimately be more useful as a cautionary tale than as a conduct manual.

**Knowledge Rooted: How Deep is the 50 Year Farm Bill?**

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University of Kentucky

Public concerns about the unintended consequences, or external costs, of Industrial Agriculture have been growing over the past decade to a point where ‘know your farmer, know your food’ is becoming common sense. The environmental movement that became aware of the impact of Industrial Agriculture on the landscape via Rachel Carson has come to age. This is apparent from ecological terms drawn on to define food systems (e.g. “foodsheds”). Scholars, such as Wes Jackson and Jerry Glover, have argued that transforming agriculture’s major annual grain crops into perennials will mimic natural ecosystems, thereby, both food and ecosystem security will increase. This argument, emerging out of the natural sciences, synthesizes ‘foodscape’ with ‘landscape’ and requires further attention from a sociological perspective. I will use social network analysis augmented with popular agroecological literature to analyze how knowledge is being constructed through a case study of The Land Institute’s 50-Year Farm Bill.

**The woman behind the Green Bean Casserole**

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Drexel University

When one thinks of American holiday food, traditional items such as roasted turkey, cranberry sauce and pumpkin pie come to mind. But don’t forget the Green Bean Casserole. Unknown to most people who enjoy this American culinary icon, there is person to thank: Dorcas Bates Reilly. Back in the 1950s, Reilly was on a team of home economists at Campbell’s Soup that were tasked with creating easy dishes made with Campbell’s ingredients. Her simple recipe has definitely survived the test of time and still appears on the back of their Cream of Mushroom soup can. Based on oral histories of Reilly and her family and archival material, this presentation will discuss her contribution to American culinary history and what it was like to work at Campbell’s. It will also address why Reilly thinks the casserole is so popular, including its great taste, texture variation, attractiveness, and a “foolproof” easy preparation.

**The Real Food Challenge: How Students Are Organizing for Real Food and Real Change**

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Real Food Challenge

The challenges and opportunities presented by food and agricultural issues are agitating college students across the country to urgently organize for change. The Real Food Challenge is a national movement of student leaders working to bring food that is local, sustainable, fair, and humane to their campuses and communities. The Real Food Wheel--a model of a food system that truly nourishes producers, consumers, communities, and the earth--allows the movement to collectively engage a ‘foodscape’ perspective of the social, cultural, economic, and political processes spelling the broader

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consequences of food and agriculture issues. Fostered on a foundation of social justice and anti-oppression, this network facilitates trainings, develops organizing and leadership skills, and utilizes, despite its diversity, a common measure of Real Food and a common goal of 20% Real Food on campus by 2020. Working together students make long term, systemic change on campus and in the food system.

**How Ethics are Framing Time and Space – An Organic Case**

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University of Natural Resources and Life Sciences (Austria)

Once we learned from practice theory that materiality and individuals, structures and mind, create the site of the social. Following the IFOAM principles we discover that ethics have consequences on space (e.g. sites) and time (e.g. cycles) concepts of farmers, traders and consumers. This becomes visible in crop rotations over years, biotope structure and biodiversity of plants and animals living space and interactions, and that our awareness is on time we share with different activities in the farm in contrast to non-organic farming. Trade is organized in local and regional networks, and consumers and farmers create sites of communication through forms of direct marketing. To discover organic time and space concepts and how they relate towards organic ethics will be described through activating diverse theoretical concepts on time and space. Further more through analyzing the differences between organic and non-organic an ethically driven concept on time-space will be presented.

**Cultivating Dismodernity: Innovation, Development, and Maize in Mexico's Central Highlands**

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Pennsylvania State University

This paper examines everyday practices of maize production and agricultural extension work and research in Mexico's Central Highland region to show how competing agricultural imaginaries are constituted and contested by the relationships between diverse actors, both human and otherwise. Drawing on ethnographic research, oral histories, and my own corporeal experience of living and working in the region for twelve months, I traverse two distinct maize systems that dominate this agrarian landscape and are produced in tension with one another. Whereas the first centers on locally-adapted criollo varieties that farmers have bred themselves, the second is defined by non-renewable, high-input-demanding hybrid seed. I examine how maize germplasm and high-altitude volcanic valleys work to constrain and enable particular practices of maize cultivation and commodification and how, as actors in geopolitical processes, they shape our visions of a possible and desirable agricultural future. These nonhuman actors disrupt the daily livelihood struggles of diverse human collectives – including members of smallholder farmer families, agricultural extension agents, and scientific researchers at work in the region – and they present unexpected challenges to decades of agricultural modernization interventions, particularly concerted government attempts to effect the widespread adoption of hybrid maize seed. I am following the lead of geographers who use a methodological framework of posthumanist political ecology to creatively engage nonhumans as collaborators in the process of knowledge production. This approach allows for an analysis of farmers' struggles to maintain certain socioecological relationships as a form of refusal, with the potential to illuminate

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new, more accountable agricultural possibilities.

**The Foodscape of the American School Lunchroom: 1940-present**

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Yale University

This talk probes the historical evolution and current state of the National School Lunch Program, questioning the relationship between labor, technological change, and environmental sustainability. Historical analysis centers around the state of being “Fit to Feed,” insofar as it encompasses issues of ‘what’ is fit to feed (i.e. the shifting nature of foodstuffs in terms of their effects on both the human body and the broader ecology) and ‘who’ is fit to do the feeding (i.e. bringing into question the gendering of foodservice labor and shifting job characteristics). Contemporary analysis focuses on instances of scratch cooking and farm-to-school programming. The research relies on a mixed-methods approach including participant observation, archival research, interviews, content analysis, and quantitative survey research.

**Critical processes influencing food vulnerability within local social-ecological systems (SES) of the mid-west mountain landscapes of Nepal**

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The University of Melbourne, Macquarie University

We combined vulnerability and a framework based on integration of SES approaches to structure data collection, analysis and discussion in a ‘food insecure’ region. Using in-depth interviews, focus group discussions and historical data, we have examined negotiation processes, decision making, actions and interactions relevant to social and ecological processes during an initial field work. These narratives facilitate identification of key processes influencing locally defined food vulnerability. We found that population growth, modern developments, government policy and changing weather conditions influence food vulnerability along with some long standing structural and cultural issues such as gender and caste based discrimination. Our results indicate that changes in these social-ecological processes are not uniform and influence people’s food vulnerability in different ways resulting in mosaic ‘foodscapes’. The way communities interact with local SES suggests a continuous ‘transition’ process, jeopardizing long term food security prospects if these are associated with traditional practices and so-called ‘stable’ environment. The question of self-reliance is much debated here. This can discourage on-ground willingness to ‘think outside the box’ further distancing national policy directions from local interests.

**Greening Kibera: How urban agriculture is changing the environment of the Kibera slums in Nairobi, Kenya**

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Northern Illinois University

Like much of the developing world, Kenya is undergoing rapid urbanization and is expected to be more than fifty percent urban by the year 2030. As urbanization takes place, the population of urban poor

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also continues to rise, and along with it levels of food insecurity, particularly in informal settlements or slums. Urban agriculture (UA) has the potential to contribute to food security within cities, and in the Kibera slums of Nairobi, slum dwellers have begun an innovative form of urban farming called sack gardening, in which farmers plant crops such as kale and swiss chard into large sacks in order to farm in limited spaces. This research is part of a broader study on sack gardening in Kibera that assessed the impact of gardening on household food security and exposure to environmental contaminants. Sack gardening has had a positive effect on household food security in the slums, but importantly, it has also positively affected the social and physical environments of Kibera by bringing together groups of people to farm, by diversifying residents' livelihood strategies, and by greening the landscape. It has also change the way in which men and women think about the environment in which they live. Many policies and projects in developing countries promote urban agriculture as a strategy to improve household food security, but our research suggests that both farmers and non-farmers in Kibera also highly value the social and environmental contributions of sack gardening.

**Farmers' Perspectives on the Local Food Movement**

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Researchers internationally have identified many benefits to local food systems, from dietary to social. However, there are several problems that local food promoters may not be ready to address. Studies on farmers' interest in local markets have been mixed. Many studies have found farmers showing less interest in local markets than consumers. Others have found farmers interested, but with concerns. Considering the potential social, health, and economic benefits of local food markets, taking farmers' needs into account is key in determining whether local food markets can be developed on a larger scale than has been done yet. This paper will apply data from a nationwide study of farm households, beginning with initial site visits to four areas to speak to key informants in the areas, followed by 30-40 interviews with local farmers and farm households. The final phase will consist of a survey of 5600 farm households.

**Farming Architecture**

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Daily life is completely dependent on the synthesis of energy and water to provide food and shelter. In recognition of this fact, architects, planners, and farmers in North America are beginning to work together to optimize the utilization of energy and water within and between the production of food and shelter. Such efforts are contributing to the opening of Beginning Farmer programs across the continent; the emergence of organizations like Lufa Farms and FarmRoof<sup>®</sup>, which promotes urban rooftop farming; and, the success of urban farming programs like Growing Power. This paper outlines some of the authors' experiences in architecture, planning and farming to advance the synergistic opportunities that exist between urban farming and architecture to promote solutions that are more socially and environmentally sustainable. It includes: 1) the impact the Elma C. Lomax Incubator Farm

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in Cabarrus County, North Carolina, is having on the education of beginner farmers and the production of organic local food; 2) the incorporation of urban farming into design studios at the School of Architecture, University of North Carolina Charlotte; and, 3) community involvement beyond the incubator farm and the academic studio. These activities, and more, contribute to the development of sustainable urban communities.

**Bridging the Interests of Food System Practitioners and Academics: Toward Sustainable Food Systems**

Ardyth Gillespie, ahg2@cornell.edu; Patricia Allen, pallen@marylhurst.edu; Laura Delind, delind@msu.edu; Gilbert Gillespie, gwg2@cornell.edu; Hollie Hamel, Helen Howard Hebben  
Cornell University, Marylhurst University, Michigan State University  
AFHVS, ASFS, & SAFN members, include not only scholars and practitioners from different disciplines and sectors, but people who identify with both realms. While many share a passion for understanding food systems and improving their sustainability, they have many related purposes, including improving human health and well-being, promoting social justice, and protecting the environment. The purpose of this roundtable is to bring together scholars, practitioners, and others engaged with food systems to share their reflections from their own perspectives on how to work together toward achieving common and complementary goals. Following introductory comments by panel members, we will invite participants to add their ideas.

**Sustainability? What would that really take?**

Gilbert Gillespie, gwg2@cornell.edu  
Cornell University

"Sustainable" and "sustainability" are currently among the hot topics regarding our economy and development. It is an anthropocentric term; sustainable development is defined by the Brundland Commission as that "which meets the needs of current generations without compromising the ability of future generations to meet their own needs." This is simple enough in principle, but how this might be done in our contemporary social context may be a significant challenge. A critical examination of sustainability in this context suggests that achieving this will be a major challenge.

**Foodscapes Through a Folkloristic Lens**

Janet Gilmore, jgilmore@facstaff.wisc.edu; Lucy Long, lucyl@bgsu.edu; Yvonne Lockwood, Lockwood2@msu.edu; Eve Jochnowitz, inmolaraan@gmail.com  
University of Wisconsin, New York University

Folklorists approach food as aesthetic, communicative, culturally-socially-personally-constructed performance of identity, community, history, and worldview. Using this perspective, we look at the ways in which local foodways connect people to place and past; examine how certain local/place-based foodways and their related events have become public ways of symbolizing group identity; and analyze how different kinds of relationships between foodways and identities develop over time and as the result of many influences. Our papers look at foodscapes in Oregon, Ohio, Michigan and Wisconsin, and how we, as folklorists, partner with communities engaged in culinary tourism, creative



place-making around foodways, and changing identities based around food traditions.

### **1. The Enduring Legacy of the Western Great Lakes Inland Shore Fishery**

Janet Gilmore

The Western Great Lakes Inland Shore Fishery is but a ghostly presence today compared to its prior abundance that sustained numerous Woodland Indian groups for over a thousand years, impressed early European explorers 300 years ago, and later attracted immigrant settlers. Despite ongoing disruptions and threats to the watershed, prized whitefish and yellow perch survive, enjoyed and celebrated by local populations in fish boils and fish fries, serving as symbols of place. Whitefish also is important to distant populations for its roe, and as a critical ingredient in traditional Jewish holiday recipes. Relying on ethnographic and historical research on the northern Lake Michigan foodscape's fish foodways, this presentation will examine continuities in the local and distant reliance on and popularity of certain fishes through time for food, celebration, and symbol. Past trends and current local foods advocacy may suggest how celebratory and symbolic aspects of the fish foodways may contribute to the foodstuffs' persistence.

### **2. Vernacular Foodscapes: Identifying Connectedness through Community Foodways Profiles**

Lucy Long, Center for Food and Culture

Constructing sustainable food systems requires developing all four "pillars" of sustainability—ecological, economic, social, and cultural. This last includes the emotional associations— a sense of connectedness to food as well as to place, past, and people—that individuals have with food. It is vital to identify these connections in order to find ways to develop more sustainable practices. This can be done through ethnographies of the actual foodways traditions—the vernacular foodscape—of an individual or group. These "community foodways profiles" enable individuals to recognize their connections to others within the food system as well as their own place within it, so that they can collaboratively shape that system. By doing so, they can develop personally and culturally- appropriate ways of supporting sustainability. This paper describes an on-going project in Northwest Ohio on vernacular foodscapes.

### **Paying to Play: Supply Management in Montana's Dairy Industry**

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University of Montana

Montana's dairy industry is unique among US states because of its supply management program, which allocates quota to limit how much fluid milk can be produced and sold within the state. The amount of quota is set and price varies with market conditions; therefore, quota adds to a farm's production costs. This paper presents findings from in-depth interviews with 17 dairy farmers to learn how quota has affected on-farm decision-making and how they perceive the impacts of quota on the statewide industry. Farmers tend to be split between those who think it affected their on-farm decisions and those who felt that other factors had greater impact. Farmers perceive effects such as supply stagnation, increased expenses, industry protection from other states, and possibly stabilizing

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the price of milk. The qualitative approach used here differs from past research in other nations, which typically focused on the financial implications of supply management.

**Is there a Food Movement out there? An analysis of media representation of food activism and advocacy in the U.S. from 1990 to 2012**

Erica Giorda, giordaer@msu.edu

Michigan State University

There is a growing interest around food in the US society, and food activism is starting to take the shape of a social movement again. This paper explores the way two of the most influential newspapers in the US, The New York Times and Washington Post, portrayed and framed the various food movements that appeared in the decades between 1990 and 2012. This analysis is rooted in Habermas's theorization that social discourse is continuously shaped by the various actors in the public sphere. Journalists play a major role by the way they select, organize, and present the topics. (see: Tuchman 1978, Benford and Snow 2000). I argue that a convergence of external factors and better communicative ability recently modified the way the efforts of food movement activists are perceived and represented by the media. News coverage in the first years of the period resembles the trends described by Belasco's work on food movements (1993), but there is evidence of a change in media portrayal of food activism starting late in the first decade of the 21st century. Food activists now have more direct access to the media and have been able to promote their messages in ways that appeal to larger segments of society than before, and some mainstream media are starting to portray the food movement as a cohesive entity and to legitimize its claims.

**Một Cà Phê Sữa Đá: Inside the Vietnamese Coffee-scape**

Sarah Grant, sarahggrant@gmail.com

University of California, Riverside

In the spring of 2012 Vietnamese coffee mogul Chairman Dang Le Nguyen Vu graced the cover of the coffee industry's most widely read periodical: "Global Coffee Review." In the subsequent interview, Chairman Vu makes a heated claim that domestic coffee companies are making great strides in the global coffee scene. Vietnam, the second largest coffee producer in the world, has long been relegated to the role of industrial grade (and often soluble) coffee production but recent industry attention to domestic franchises, growing domestic consumption, and nascent certification schemes illuminates the complexity of a burgeoning industry and locally situated coffee culture. This lightning talk elucidates the Vietnamese coffee-scape by mapping local coffee culture and efforts to develop Vietnam as reputable producing country onto the global industry and assumptions about what constitutes a quality cup of coffee.

**Problems with the Defetishization Thesis: The Case of a Farmer's Market**

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Michigan State University

The defetishization thesis claims alternative markets can lead to a more honest, less mystified relationship with food production and, in turn, strengthen civil society. Through observation and

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interviews at a Midwestern farmer's market interpreted in light of Marxian social theoretical assumptions, I argue that this claim, along with other common assumptions in ethical consumption literature, should be reexamined. Instead of defetishizing commodities, ethical consumerism constitutes a third layer or type of commodity fetishism, in which ethical commodities are not only "endowed with a life of their own," but are also bestowed mystical powers to create meaningful change in the market system itself.

**Coming Here Makes me a Better Person: African Refugees and the Decaying Israeli Middle Class**

Liora Gvion, gvion@macam.ac.il

The Kibbutzim College of Education

This paper looks at the way in which volunteers of "Marak Lewinsky", an Israeli voluntary organization that serves food to African refugees in a small park located amidst a poor neighborhood of Tel-Aviv, use their charitable activity to expand the boundaries of Israeli society and reaffirm their belonging to the middle class. Financial crises, high rate of unemployment and changes in the local job market have caused many of these volunteers to lose their jobs and consequently, the social security and benefits that come with white color jobs. Based on participant observation and unstructured interviews with volunteers, this paper argues that volunteers interpret their gestures as a means of securing their position within the boundaries of the beneficent privileged middle class. In expressing compassion to marginal populations, all excluded from the social boundaries of Israeli society, and using their spatial routines to promote a narrative on human rights and social inclusion, the volunteers increase the social distance between themselves and the refugees. They thus reposition themselves as part of the privileged groups in society and use their beneficiary position to define themselves as active social agents who introduce into Israeli society a discursive theme on human rights rather than citizenship.

**Changing Landscape Food Systems: Cross-cultural design strategies**

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Czech Technical University

Studying two neighboring towns on the Czech Austrian border and a town in Upstate New York reveals relationship between cultural landscape and food systems. Slavonice sits on the Czech border with Austria and underwent extensive change under the Soviet regime with industrialization / collectivization of agriculture. On the other side of the "Iron Curtain", agricultural practices continued to evolve in Austria where heritage relationships remained intact. The resulting food system consequences are in many ways diametrically opposite. These situations are compared with the foodscapes of Cazenovia faced with twin threats of suburban growth and declining farm viability. These case studies reveal both the consequences of losing heritage relationship with land as well as the challenges associated with rebuilding food system resilience in the wake of globalization, climate change, and economic shocks. Alternative design scenarios for new food and landscape systems were developed and compared for both Slavonice and Cazenovia.

**Food Safety Challenges for Small Farms**

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University of California, Davis

Most farms that generate less than \$500,000 in annual gross revenues from marketing their fresh fruits and vegetables will probably have a “qualified exemption” from the FDA’s proposed requirements of the Food Safety Modernization Act (FSMA). However, even small farms that produce certain types of processed foods may be subject to the FSMA’s or another government agency’s requirements regarding processed foods. Additionally, more commercial buyers and insurance companies are requiring some form of food safety program certification from small farms. Recent research indicates that a majority of small farms are likely to not be in compliance with two key good agricultural practices: annual testing of microbial levels in irrigation water; and weekly cleaning and disinfecting of hand harvesting tools. Ways for small farms to be proactive in meeting food safety requirements from regulators, customers and/or insurance companies will be explored in this session.

**“Local is Delicious,” But It’s Not Always Easy: A Case Study of the Western Montana Growers Cooperative**

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University of Montana

Food system scholars and practitioners are increasingly interested in the characteristics of values-based supply chains operating at a regional scale. Founded in 2003 and operating under the slogan “local is delicious,” the Western Montana Growers Cooperative plays an increasingly important role in its regional food system by aggregating, marketing, and distributing products for nearly 40 members. Through a graduate course at the University of Montana, a multifaceted case study of this Cooperative was carried out in 2012 based on the principles of community-based action research (CBAR). A research team of 16 graduate students and their professor sought (1) to describe and analyze the structure and function of the Cooperative, (2) to understand how the process is working for all of the strategic partners – including grower members, staff, partnering businesses and organizations, and selected wholesale markets and CSA members. Some of the researchers will share results from the study, as well as reflect on conducting university-based research to inform the work of community partners through CBAR and to educate students.

**Food voices in sustainability education at a Brooklyn Country Day school**

Annie Hauck-Lawson, brooklynfoods@yahoo.com

In 2009, a Brooklyn Country Day School set 'greening' as one of six items on their strategic plan, but by 2011, it had fallen by the wayside. The author, an active volunteer in a research project on pond remediation on the 25 acre campus, saw a critical need to re-focus and invigorate the greening initiative and joined the school faculty as Sustainability Curriculum Coordinator in 2012. This talk points out food voices within greening activities at the school in lightning time.

**Not Your Father’s Sustainable Food Movement: Unpacking Heteronormativity, Ableism, and Dichotomous Thinking in Food Activism and Scholarship**

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Lisa Heldke, heldke@gac.edu; Abby Wilkerson, alw@gwu.edu; Kim Q. Hall, hallki@appstate.edu  
Gustavus Adolphus College, George Washington University, Appalachian State

While scholars and activists engaged with sustainable food movements may find common cause in the agro-industrialized food system and the structures and policies that sustain it, there is significant dissent and critique from within regarding some of the movements' central values and assumptions. This panel uses pragmatist philosophy, disability studies, and feminist and queer theory perspectives to explore: "family farm" rhetoric; values and assumptions embedded within nostalgia for the table; and reductive and dichotomous thinking in public discussion of topics such as health and fatness, sustainability, food security, and homemaking.

**1. "Not Your Father's Farm": Rehabilitative Consumption, Heteronormative Temporality, and Family Farm Rhetoric**

Abby Wilkerson

Traditional "family farm" rhetoric plays a significant role in the sustainable food movement. Yet many critics have noted the patriarchal aspects of traditional notions of "family" farming, and their less-noted heteronormativity also merits critique, along with a notion of "rehabilitative consumption" that I contend also influences this discourse—which also renders invisible the many small-scale and community-based alternatives to privately owned farms that have emerged. Using disability studies insights alongside the queer theory concept of heteronormative temporality, this presentation interrogates nostalgic visions of farm families saving the planet and restoring human health through hard work, capitalist private enterprise, and love.

**2. Crippling Sustainability, Realizing Food Justice**

Kim Q. Hall

This paper utilizes insights from feminist, queer and disability studies to address assumptions about the family and the future that inform prevailing ideas about sustainable food practices. From Wendell Berry's agrarian outlook to Michelle Obama's White House garden, the table has, I contend, played an orienting role in food writing. What values and assumptions are embedded within nostalgia for the table? How does our orientation within a foodscape either promote or hinder efforts to move toward sustainability? I consider how able-bodied and heteronormative assumptions about the future and family inform nostalgia for 'the table' and ultimately undermine efforts to move toward more sustainable foodscapes. Only by crippling sustainability and reimagining foodscapes, I argue, can we move toward food justice.

**3. Dichotomous Thinking as an Obstacle to Food Activism**

Lisa Heldke

This talk explores the dichotomous thinking that pervades both food activism and food scholarship. I discuss the prevalence of a "paper or plastic" attitude that (wittingly or unwittingly) reduces problems, analyses and solutions to two, with one generally being defined as "the right one." The prevalence is well illustrated in public discussion of topics ranging from health and fatness, to sustainability and the environment, to food security, to homemaking. I suggest that the dichotomies are often rooted in a

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philosophical division between realist/foundationalist ways of thinking and social constructionist ways, and I propose a conceptual way out of dichotomizing that utilizes the tools of pragmatist philosophers John Dewey and Jane Addams, and the unlikely metaphor of the parasite, courtesy of Michel Serres.

**Enhancing the Learning Landscape through the Scholarship of Sustainable Agriculture Education:  
Building Community-University Partnerships**

Jennifer Helms, [jh7788@vt.edu](mailto:jh7788@vt.edu); Kim Niewolny, [niewolny@vt.edu](mailto:niewolny@vt.edu)  
Virginia Tech

Universities and colleges of agriculture are being called to re-envision educational aims to best prepare students in understanding the changing global food system. As a response to this call, sustainable agriculture education (SAE) has emerged as a powerful discourse through which students and faculty are transforming the learning landscape to address the complex problems associated with the modern food system. One illustration of this transformation emphasizes the development of socially critical and locally responsive learning about the food system through service learning frameworks. Most recently, service learning has been couched as pedagogy for community engagement by way of building community-university partnerships with food system stakeholders, students, and faculty. This paper explores the emerging scholarship of SAE, key examples of community-university partnerships transpiring in colleges of agriculture, and suggestions for enhancing civic engagement for food system change using service learning at the post-secondary level.

**Can Rural Foodscapes Support Economic Development AND Local Consumers?**

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University of Missouri, University of Nebraska

Local/regional food systems have been viewed as a promising entrepreneurial solution for rural development; however the most intensive development of community, local or regional food systems has been located in urban and peri-urban areas in metropolitan counties. Based on a survey of 282 local food producing farmers from rural areas in Nebraska and Missouri, and focus groups conducted in the same areas with local foods shoppers, we examine the motivations for and perceived benefits of participating in local food systems from both production and consumption standpoints. The analysis of motivations and challenges of producers as well as consumers can point us towards mutually beneficial rural development propositions centered on rural local food systems. Finally, an input/output model based on primary economic data collected from these farmers is used to examine economic impact. The combined analysis gives us a picture of rural foodscapes in regions with very different historical development patterns.

**For the birds? The impacts of disclosing bird management practices in fruit crops**

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Michigan State University

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Consumer interest in the practices embodied in food production is rising. As a result, there is increasing pressure for producers to provide more information about such practices, particularly those related to ecological impacts and animal welfare. Birds are animals that have greater charismatic appeal than other agricultural pests, such as insects. Disclosing practices used to prevent bird damage in fruit crops may influence sales (or price premiums) positively or negatively, but the potential impacts are not well-understood. To better understand public responses we conducted a series of four focus groups with fruit consumers in the Lansing, Michigan metropolitan area. We found that they viewed some techniques much more positively than others, with concern for personal health and interest in protecting the welfare of the birds as frequent underlying concerns. The results may assist fruit growers to select bird management practices that will increase positive perceptions of their produce.

**AFHVS Roundtable I: Where Have We Been? Where Might We Go? Legacy and Prospect for the Agriculture, Food and Human Values Society**

Clare Hinrichs, chinrichs@psu.edu; Larry Busch, Paul Thompson, Carolyn Sachs, Bill Lacy, Gary Comstock, Kate Clancy, Laura DeLind, Ken Dahlberg, Gail Feenstra, Cornelia Flora, Doug Constance, Gill Gillespie, Danny Block, Neva Hassanein, Patricia Allen  
The Pennsylvania State University

In light of the recent 25th anniversary of the Agriculture, Food and Human Values Society (founded 1987) and the current 30th anniversary of our journal Agriculture and Human Values (founded four years earlier in 1983), a set of two AFHVS roundtables will feature collective reflection, stock-taking and looking to the future of our “agriculture, food and human values” work and community. Roundtable speakers include past presidents of AFHVS, as well as younger scholars and professionals who represent the lifeblood of AFHVS. Together the roundtables will consider how the accomplishments of AFHVS over the years prepare us as an organization for future opportunities and challenges in a world where interdisciplinary scholarship, practice and policy on food and agriculture have become wildly popular, much more visible, and still so urgently needed. This first roundtable begins with a more retrospective view. Past AFHVS presidents will each offer brief comments on how they view and have experienced the Society’s legacy and work, setting the stage for audience discussion.

**AFHVS Roundtable II: Where Have We Been? Where Might We Go? Legacy and Prospect for the Agriculture, Food and Human Values Society**

Clare Hinrichs, chinrichs@psu.edu; Shawn Trivette, Alice Brooke Wilson, Phil Mount, Rebecca Shenton, John Eshleman, Valentine Cadieux, Charles Levkoe  
The Pennsylvania State University

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**“I am Part of You”: Five Women Permaculturists and Farmers**

Clare Hintz, elsewherefarmherbster@gmail.com  
Elsewhere Farm

The experiences of women permaculturists and ecological farmers are little explored in the literature. Five women permaculture designers and farmers practicing ecological agriculture in the upper Midwest were interviewed to better understand their relationship to their lands, their perspective on their work and how that manifests on the land. Those relationships deeply informed the way that they frame their identities. The farmers and designers exhibited systems thinking and an ecological consciousness. Arts-based research techniques helped triangulate the interview data and site visit observations. For these five women, their relationship to their lands is a creative response of active hope to the socio-ecological crises of our times. For these women, their farming and permaculture design work is a complex interweaving of ecological, social, and economic systems.

**"The more we explain, the more people don't understand:" How expertise and other rational approaches to program implementation undermine malnutrition prevention**

Lesli Hoey, leslihoey@hotmail.com  
University of Michigan

Despite proof that behavior change methods work to reduce child malnutrition in small-scale efficacy trials (Bryce et al 2008), little research explains why such interventions remain so challenging to scale up (Bhutta et al 2008; Aboud and Singla 2012). I illustrate in this study of Bolivia's national Zero Malnutrition (ZM) program that a number of rational approaches to implementation – including the expert-based, medical model and health care system bureaucracy – encourage program staff to revert to one-way information-transfer, shaming tactics and other authoritative strategies despite repeated failures to change caregiver behavior. Alternatively, I describe how adaptive innovations based on horizontal knowledge, negotiation, and humanized staff-patient relations are ultimately more effective for preventing malnutrition. Findings are based on a year of fieldwork that included participant observation, focus groups and interviews with public health personnel, mothers, and NGO staff involved in urban and rural ZM sites.

**Food Related Capability Deprivation**

Sarah Hoffman, hoffmans99@hotmail.com

The current food supply system fundamentally interferes with the ability of individuals to live according to their own conception of the good. According to the capabilities approach this



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interference can be interpreted as capability deprivation. The capabilities approach should equate to a range of possible ways of living however, the current food supply system offers only one way to organise life with regard to food. Three major consequences of the current food supply system (consumer ignorance, instability, and primary source) will be used to articulate the ways in which the state is decidedly non-neutral insofar as it interferes with the individual's ability to form and live according to their own conception of the good with regard to food. Martha Nussbaum's capabilities of health and safety and of free association are used to articulate food related capability deprivation. A new capability regarding the formation of the individual's conception of the good will be proposed and the same problems (ignorance, instability, and source) create capability deprivation in this area.

**The Gendered Nature of Agriculture: The Family Farm, Industrial Methods, and Emerging Alternatives**

Rachael Hyde, rachyde@gmail.com  
University of Houston

Agriculture on all scales is fraught with gender inequality. The conventional and idyllic American family farm has for centuries fostered inequality and devalued agricultural women's work and knowledge. Today, industrial agriculture directly and indirectly disadvantages agricultural women around the world by placing them in positions of dependence and rendering their contributions, roles, and knowledge invisible and undesirable. Alternative agriculture has emerged as the recent invention of a diverse group of people in order to confront the inequality and destruction wrought by industrial methods. Alternative agricultural practices are becoming prevalent around the world, and they are increasingly being supported, shaped, and headed by women. In this presentation, I draw attention to the gendered spheres of activity within historical and contemporary modes of agricultural production within the United States, and suggest that alternative agriculture may provide women with the potential to challenge, resist, and redefine gender relations and established gender roles and expectations on various levels.

**"Find Food for a Rambling Fancy:' Gastronomic Gentility and Symbolism in Jane Austen's Texts**

Katherine Hysmith, khysmith@bu.edu  
Boston University

Jane Austen's wit gave her fame, but her rural upbringing as a farmer's daughter gave her fodder for her ever-popular novels. These texts are considered prime examples of hyper-realistic literature exploring various 18th-century complexities, focusing mainly on the social structures of the era. While class distinctions existed, a functioning classifiable vocabulary to discuss them did not. Austen uses her knowledge of food and agriculture to create symbolic social markers for her characters through seemingly simple details like the type of wine served at a ball, the amount of meat sent to an impoverished neighbor, even the variety of strawberries grown on a landed estate. To achieve this, Austen relies on historical details now lost to modern readers, but restored through textual and archival research into foods, farms, and markets. Through the gastronomic minutiae we can better understand the interrelated social and culinary practices of Austen's Regency England.

### **The Role of Ethnicity in Alternative Food Networks**

Valerie Imbruce, vimbruce@bennington.edu

Bennington College

Food is recognized as one way that ethnic cultures are assimilated into the mainstream culture. A case study of Chinatown in Manhattan shows that ethnicity has been used to construct networks of trade that supply traditional Chinese foods in order to serve the material needs of enclave, sustain ethnic foodways and provide up to one-quarter of the jobs in Chinatown. Chinese food also holds a powerful place in America's culinary imagination. Savvy restaurateurs have used humble Chinese foodstuffs to create a very public ethnic identity and promote the adoption of Chinese cuisine into American culture. This example illustrates how ethnicity is used in the material and symbolic construction of an alternative food network and how the alterity of alternative food networks does not just live outside of the mainstream, but interacts with it.

### **Health Insurance: How does it influence the development and growth of agriculturally based economic development?**

Shoshanah Inwood, Shoshanah.Inwood@uvm.edu

The University of Vermont

Supporting small and medium farms, and creating economic development through food systems has been a trend at the national, state and local level. The majority of research and resources have been devoted to issues related to access to land, capital, credit, and market infrastructure. However, it is also important to understand how agriculturally based economic development is tied to the cost of health insurance which limits the number of full-time employees a farm can employ, thereby limiting enterprise growth, viability and the potential for economic development impact. Understanding how health care costs influence farm family quality of life and the way producers structure their businesses will inform national and state level health care and economic development policies. Using Vermont as a case study qualitative and quantitative research methods are used to identify how health care influences farm families' structure their enterprise and manage their human and financial resources.

### **Crop diversity and agricultural policy in Rwanda: Perspectives from smallholder farmers**

Krista Isaacs, isaacskr@msu.edu

Michigan State University

The agricultural landscape of Rwanda is currently undergoing a rapid conversion from traditional poly- and interculture cropping systems to consolidated monocultures. More than 90% of the population is engaged in farming, the majority of which are subsistence farmers. Under a new agricultural policy (PSTA I&II), the Rwandan government promotes agricultural progress that privileges land-use consolidation and sole crop production for markets. This policy has changed the number of food crops produced by farmers. In four different communities in two agroecological zones, we conducted 35 semi-structured interviews to understand how this policy impacts farm households and to quantify change in crop diversity. Before the policy farmers reported rich crop diversity but are now growing fewer crops. Farmers felt more at risk to crop failure, and experienced a loss of income and dietary diversity. The enforcement of this policy has limited household resources and may have significant

implications for food security.

### **Wendell Berry's Object-Oriented Agroecology and the New Millennium**

Charlie Jackson, charliepjackson@gmail.com

New Mexico State University

Wendell Berry is a poet, essayist, and novelist. As a multigenerational Kentucky farmer, and a tobacco farmer at that, he is not only a patriarch of sorts to a growing number of small farmers, but is a rather significant literary figure and thinker. He is also, as might be expected, surrounded by some degree of controversy and generates his own fair share of contradictory reactions from even his most ardent followers and devoted readers. While the scope of Berry's vast body of work is quite deserving of any attention and scholarly interest it receives, I will instead turn, albeit briefly, towards philosophy and metaphysics. By focusing on Berry's critique of Edward O. Wilson's Consilience titled *Life is a Miracle*, I will attempt to show that Berry's metaphysics is somewhat comparable to Graham Harman's speculative realist object-oriented philosophy. That is, Harman and Berry both uphold the autonomy and irreducibility of differently scaled objects of all kinds. By maintaining Kantian finitude, direct access to the real is simply not possible for either of these thinkers (though we must assume that God is exempt for Berry). And Berry, like Harman, allows for countless relations to occur independent of human thought and action. Graham Harman maintains that we can only allude to the real, and Berry alludes in his poetry to that which is inaccessible as 'darkness' and 'mystery'. Because of their shared positions, I will argue that it is object-oriented philosophy that can extricate us from the scientific/theologic binary still reified by Wilson and Berry, among others. Finally, Berry and Harman are both strongly opposed to the materialisms and scientism like that which E.O. Wilson continues to promote. A realist object-oriented agroecology, like Berry's, is not only possible but absolutely consistent with agricultural systems in general and those people wholly committed to them.

### **A More Perfect Commodity: Bottled Water, Accumulation, and Contestation**

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Washington State University

Bottled water has rapidly been transformed from an elite niche market into a ubiquitous consumer object, and it sits at the intersection of debates regarding the social and environmental effects of the commodification of nature and the ways neoliberal globalization alters the provision of public services. Yet the literature on drinking water privatization has largely neglected the growth of bottled water and its emergence as a global commodity. This article draws on Harvey's analytic of accumulation by dispossession and Polanyi's fictitious commodities to explore how commodification unfolds differently across multiple forms of water, and the terms of contestation over these enclosures. It charts key debates over the commodification and enclosure of nature, drawing parallels to scholarship on the political economy of food systems regarding biotechnology. Based on ethnographic interviews with participants in two conflicts over spring water extraction in rural U.S. communities by the industry leader (and largest agrifood firm) Nestlé, the paper makes three arguments. First, contestation over bottled water commodification is refracted through competing framings regarding control over local water that illuminate the industry's shifting accumulation

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strategies. Second, bottled water's traits distinguish it materially and conceptually from tap water, necessitating a more nuanced analytical approach to its commodification. Third, expansion of the market good of bottled water alters the prospects for the largely publicly provided good of tap water. The paper concludes by assessing the increasing role of water commodification within the global agrifood system.

**The Taste of Empire: Colonial Food in Interwar Paris**

Lauren Janes, laurenhinklejanes@gmail.com

Hope College

During the interwar period, food became central to the political imagination of what France's global empire meant for the French nation. The loss of French agricultural self-sufficiency during the First World War convinced many in the colonial lobby that the organized expansion of colonial agriculture and the export of foodstuffs to France were the most critical aspects of colonial development. The role of the empire in feeding France became central to a new narrative of Greater France, one in which the colonies were portrayed as necessary to sustaining life in the metropole. There were serious limitations, however, in the popular consumption of this narrative. French consumers met most new colonial foods with trepidation, disinterest, or disgust. While French consumers embraced a few new colonial foods, especially tropical fruits and curry, their anxiety over the incorporation of colonial foods into individual bodies reflected a popular anxiety over the incorporation of the colonies into French national identity.

**Liquid landscapes: "Drink water. Not too little. Mostly tap."**

Hugh Joseph, hjoseph@tufts.edu

Tufts University

Two battlefronts currently embody dilemmas over what we should (or should not) be drinking. Obesity concerns push drives to tax soft drinks, control serving sizes, and otherwise constrain consumption. Soda drinkers change over to bottled water, but encounter initiatives to ban or limit its availability. What's a thirsty person to do? This presentation reviews some of the contradictions and limitations of both strategies, and contends that these debates should be framed in terms of all beverage consumption, not pitting one specific product against the other in a reductionist framework. Perhaps, to paraphrase Pollan's simplistic dietary dictum, we should "Drink water. Not too little. Mostly tap." But this is an equally crude response to a complex set of issues. In a \$50 billion+ industry, solutions are never that singular. A broader, more systemic analysis can yield better policies to address associated public health nutrition and environmental dimensions of sustainability.

**Consuming Sustainability: Commodities in comparative perspective**

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Chatham University

In this panel, papers provide a variety of opportunities to evaluate the notion of sustainability in relation to commercial food products. All four analyses take agricultural products that require little to

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no transformation for retail sale and then consider how more or less commercialized versions are created, marketed, and inserted into the food system. These papers raise questions about whether scale, agricultural and labor practices, marketing, transportation, and the stratification of taste affect the way producers and consumers view sustainability. Each offers some value systems for consumers in navigating an increasingly complex landscape of food choice.

**1. Peanuts, Peanut Butter, and Plenty More**

Elisa Loeser

Like many food products prior to industrial advances of the turn of the century, peanut butter was originally advertised as an elite food offered to a select crowd. With standardization and marketing over the last century, peanut butter has become a symbol of American pride. U.S. Presidents, Thomas Jefferson and Jimmy Carter were peanut farmers. The peanut butter, bacon, and banana sandwich was popularized as the favorite food of Elvis Presley. Today, the iconic Peanut Butter and Jelly is no longer just a sandwich, it is a symbol of childhood nostalgia and school lunch across America. Drawing upon the history of the production and consumption of peanut butter, this paper examines the production, marketing and consumption of peanut butter from two companies of different size and scope. Both Jif and Once Again Nut Butter provide a lens from which to explore how peanut butter can be both an everyday staple and an artisanal niche product for consumers with varying interests and concerns.

**2. “Greening” Green Beans: Sustainability in Fresh and Canned Beans**

Casey Rogers

There are two distinct consumer groups purchasing either canned or organic fresh green beans with very little overlap between the two. Consumers must personally decide which factors of production and sustainability are of most value to them. What most analysts – and consumers -- do not see are the common issues facing growers and producers, regardless of the scale or emphasis, companies have to face in terms of striving for sustainability. In a comparison of large-scale canned green bean producer Del Monte and small-scale organic fresh green bean producer Clarion River Organics, the analysis uncovers common issues plaguing both companies in their struggle for sustainable practices. Using the consumer values related to sustainable practices as a guide – including environmental concerns, labor, transportation and energy use, and perceived costs -- this comparison reveals differences, challenges, and surprising successes. In the end, both companies face similar struggles for sustainable practices, such that difficulties were often located in the very areas for which consumers valued that specific business.

**3. “Transforming the Juices of the Landscape:” Honey**

Hanna Mosca

In recent years, the type of honey available for retail purchase, the labels and the marketing have all changed dramatically. The history of honey production has often included economies of scale, but today’s industrial food landscape has meant a major change in the bucolic image of small-scale beekeepers dedicated to a complicated and delicate agricultural product. Global markets have transformed honey such that the average store has 40 or more flavors out of the 300 or more types

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available With anywhere between 140,000-210,000 beekeepers in the United States, this is not surprising. However, there are great disparities between those forty types, ranging from adulteration to perceived health benefits related to pollen content and appearance – and recent food scares related to “honey laundering” from Chinese imports. For some consumers, avoiding an unsustainable and unhealthy product may be as simple as directly buy honey from the farmers market or a natural foods coop. However, most people cannot avoid honey from large companies because it is used in so many products on stores shelves in processed foods. This analysis explores whether the “classic” dichotomy of small scale artisans versus corporate assembly lines are reasonable characterizations and offer some measures for providing some sustainability guidelines for honey production and consumption.

**Fermented, Funky, and Fungal: Shifting Values in the Production of Non-essential Foods**

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Chatham University

As food items surge and ebb in the flow of coveted comestibles, certain items enter the artisanal and niche markets with the promise of providing sustainable alternatives, connections to past practices, and dominance over imported goods. Those promises, however, are still shaped by the history of the particular product as it moved from artisanal, foraged, or home production into the realm of commercial competition. Pickles, gin, and mushrooms are all products that are not “necessary” for survival and yet they each have a long history of consumption in many cultures. That history shapes the nature of current food production – both agricultural and industrial – such that even artisanal versions are imprinted with some of the cultural markers from previous times. Surprisingly, large food corporations that built their power on pickles are now contributing to their establishment as artisanal products. On the flip side, the “newness” of artisanal gin raises questions about the necessity of creating smaller scaled products when the standardized product is of high quality and costs less. Finally, mushrooms occupy a longstanding place in many cultures, but commercial production mirrors other problems with large scale agriculture, even as mushrooms are experiencing a new cultural branding as foraged and artisanal products.

**1. Pickled Nostalgia: The rise and fall of the commercial kosher dill**

Erin Kelly

How and why certain food products oscillate in and out of vogue with consumers is of constant concern to food producers, marketers, and distributors, but is also an important concern across the many academic fields that make up food studies. This talk situates those concerns through a commodity chain analysis of two consumer goods, Hermann & Son’s Kosher Dill Pickles and Heinz Kosher Dills. I investigate how these respective products are made and distributed as it relates to popular consumption patterns in the United States. I postulate that Kosher dill pickles have evolved—in terms of consumption—from a popular ethnic staple to a novelty food served mostly to evoke a sense of nostalgia. The analysis explores how manufacturing and distribution practices of different pickle producers have either catered to this evolving niche market or shifted to a less important

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component of consolidated food company products. This paper deals with producer reflexivity in relation to consumption trends. Significantly, the history of the food item – pickles – remains an important consideration in contemporary I conclude that Hermann and Son’s Kosher Dill Pickles are able to generate consumer interest and demand despite their production limitations because of a willingness to indulge the niche market, while the H. J. Heinz company has begun abandoning Kosher dill production due to consumer disinterest in mass produced pickles, thus perpetuating consumer disinterest.

## **2. American Gin: Identity and Responsibility in Artisanal Industry**

Drew Cranisky

A few decades ago, nearly all gin in this country was of British or Scottish origin, and the few American options were pale imitators. This is not the case today, however. American gin has exploded in recent years, and much has been made of the dozens of small-batch distillers popping up around the country. This presentation traces the brief history of this movement and the ways American distillers are distinguishing themselves from their cousins across the pond. It looks at how a burgeoning artisanal industry creates an identity by making ideas of social responsibility and “doing good” central to its image. Using gin as a case study, this presentation considers the broader implications of the rapidly growing artisanal movement, asking whether it is a fad of the elite or the promise of social change.

## **3. “The Thunder of Agaricus”**

Kelsey Sheridan

Although mushroom foraging has been practiced for thousands of years, mushroom domestication as an agricultural practice been a fairly recent human endeavor. Wild mushrooms have multiple cultural presences in human societies: as fodder for spirituality, medicine, and nourishment. This history identifies over 2,000 edible wild mushroom species. Yet today, only six industrially-cultivated mushroom species account for the vast majority of mushroom consumption worldwide, with the *Agaricus Bisporus* (Button Mushroom) rising to the top of production. Pennsylvania’s mushroom culture contains a fervent wild mushroom foraging community alongside a prolific *Agaricus* mushroom industry located mostly in one small town. Although its beginnings were humble, the fungal agriculture at Kennett Square raises typical industrial agriculture concerns: rising input costs, absurdly low prices, low wages, and an immigrant labor strike that rippled into community life. Wild mushroom foraging, in contrast, provides an inexplicable connection to the mushroom itself, and is available to anyone with time and some knowledge. It offers a distinct alternative to the alienation of industrial mushrooms. Yet, it is unrealistic to think that all mushrooms can be foraged or are safe for that matter, and the “green” aspects of the mushroom industry are provocative when considering agricultural standards. As exotic mushrooms gain in popularity and value and are added to the list of cultivatable mushrooms, mushroom producers have an opportunity to shape their role in the food system.

## **Markets, Milk Products, and the Regulation of Taste**

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For a variety of reasons, cow's milk has become a notoriously difficult commodity for farmers to develop steady market shares and profits. At the same time, the consumption of milk products remains high in the United States and has substantially increased worldwide. The ability of dairy producers to create successful products and brands depends upon multiple strategies, not all of which are sustainable or transferable to different contexts. Constructing and supporting notions of "taste" are important to this process. The papers on this panel explore how constructing consumer taste shapes niche markets, large scale retail, and restaurant options. Vat pasteurized milk fits a specific consumer niche created by food safety regulations; D.O.P. creates demand for sanctioned products with the stamp of terroir, and the desire for organic or local may be an important consideration for consumers who purchase one "ethical" yogurt over another.

**1. Navigating a Changing World: The Emergence of Vat Pasteurized Milk**

Gretchen Sneegas

In the controversial landscape of food safety, no food better characterizes how high emotions can fly than milk, with raw milk drinkers on one side of the divide and pasteurization advocates on the other. A relative newcomer to the fray is vat pasteurized (VP) milk, used primarily by small dairies who sell their products almost exclusively through direct marketing. Proponents of VP milk claim the process preserves the taste, freshness, and health benefits of raw milk, but mitigates the risks of bacterial contamination. After placing VP in the context of pasteurization in the twentieth century, this talk uses commodity chain frameworks and ethnographic data towards a comparative study of two dairies. One is located in Maryland, where raw milk is illegal; the other is in Pennsylvania, where raw milk is regulated. This analysis explores how VP milk is expanding to exploit a growing consumer niche exposed by the unpredictable and ever-changing composition of raw milk regulations in different states. As an examination of an emerging market, this paper extends research on the formation and sustainability of local and regional food systems.

**2. Mozzarella di Bufala D.O.P: Artisans, Market Growth, and Lessons for the US**

Jon Bryner

Although for every 15 tons of mozzarella cheese sold in the U.S., only one pound sold is buffalo mozzarella- consumption shows steady growth in the past decade. Mozzarella di Bufala, Buffalo Mozzarella's traditional Italian name, is regulated and certified to insure that the cheese is authentically produced, using traditional techniques and the highest quality of buffalo milk, D.O.P., or Denominazione di Origine Protetta, is Mozzarella's legal protection covering the worldwide market to protect the livelihood, lifestyle, and art form of raising buffalo and producing mozzarella. A relatively small amount of farms in Southern Italy are recognized producers of D.O.P. Mozzarella di Bufala, and all comply to strict methods of maintaining traditional natural and human factors that go into the artisanal production of the mozzarella. A detailed look at the history and culture of the D.O.P. legal protections can give important implications of regulating and protecting food artisans and farmers globally, and creating economic value to food based on locations and traditions.



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The market and political climate in the United States differs dramatically from the European Union, but important lessons for the U.S. can be gleaned from the success of the D.O.P. and D.O.C. implementation. The increased economic value of local products and a growing consumer audience seeking out taste over price provides fertile ground for programs and label regulation to protect and promote local food products and their artisans. In the US, the development of both producers and consumers interested in ‘terroir’ warrants a serious look at options and opportunities to facilitate local food artisanship and sustainable production, inspired by European success. This paper explores the relationship between markets and production, focusing on how D.O.P. Mozzarella di Bufala is used in the US retail restaurant context.

**3. “Get me to the Greek: The Political Economy of Sustainable Yogurt Production”**

Kate Nagle-Caraluzzo

In the last five years, a new strained, thicker yogurt has appeared on shelves across the world, quickly becoming an everyday consumer favorite. Although Greek-style yogurt has been commercially available in specialty grocery stores, today it fills supermarket shelves and is now being produced by several companies, both small and large in size. The proliferation and successful sales of Greek yogurt has created branding strategies making different claims of authenticity, locality, and ingredients. Examining marketing rhetoric, campaigns, and company profiles, we can begin to analyze and draw conclusions about the consumers of Greek yogurt, as well as how brand marketing affects their buying decisions. By comparing two distinctively different brands, Chobani and Stonyfield Farm’s Oikos Greek yogurt in terms of company vision and mission, ingredients and overall impact on the United States dairy industry, this research shows the impact of the Greek yogurt boom on both the consumer and the farmer. This research contributes sets the stage for further discussion about the role of consumers in creating and supporting particular market options. In purchasing one product over the other, consumers intentionally or not end up supporting dairy farms in the United States or the global organic food industry, but not both.

**Developing a Local Food System: Utilizing Under served Growers to Supply Under served Markets**

Cary Junior, rotecodev@yahoo.com

Detroit Area Food System

The presentation shares a current attempt to implement a local food system initially utilizing rural under served growers to provide fresh produce to the urban markets in the Detroit, Michigan area. The components of a typical system will be identified, but will be analyze in detail to identify the challenges they present based on the economic, environmental or social factors that influence the system. The presentation will also discuss other objectives of the system - economic development, health education and community collaboration.

**Children’s Perception of Meals and Their Control over What They Eat**

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Texas A&M University

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Parenting style literature gives some idea of the degree to which children control what they eat. However, no research has examined the relationship between meal perceptions and food control. In particular the frequency with which family eat dinner together and believe in the importance for doing so may be related to control over food choices. These relationships are explored using the “Parental Time, Income, Role Strain, Coping and Children’s Diet and Nutrition.” Data from 312 children was collected. Children whose families eat dinner together regularly, who believe that eating together as a family, or who enjoy eating dinner with their family tend to have greater control over what food is served at dinner and whether they have to eat what is served.

**Precision Zonal Management: Achieving Multiple Ecosystem Services in One Field**

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Michigan State University

A growing interest in achieving multiple ecosystem services and reducing disservices in agricultural systems has prompted the promotion of conservation agriculture practice such as no-till and increased rotational diversity. But arguably, some of these practices promote the enhancement of mitigating services to the detriment of services that support production goals. Precision Zonal Management (PZM) is an alternative approach to agricultural management that divides the row/inter-row space into functional zones that can be managed for different objectives or services. Typically, there is a planting zone, managed to optimize nitrogen turnover and soil physical conditions for crop growth, while in between rows, soil is protected to increase organic matter and reduce water/nutrient losses. By employing PZM, growers may be able to more readily achieve multiple ecosystem services in their fields while avoiding some of the drawbacks of other conservation agriculture schemes.

**Anti-Pasta: The Radical Course of Futurist Cuisine**

Miki Kawasaki, kawasaki@bu.edu  
Boston University

In 1931, the avant-garde cuisine of the Futurists gained instant notoriety when movement figureheads F.T. Marinetti and Filia declared that Italians’ consumption of pasta was directly related to their nation’s inability to assert its presence and dominance on the world stage. The group managed to briefly elicit public curiosity in their hypermodern agenda by proposing a radical diet that would transform Italian bodies into combatant vessels capable of fighting for the state. On the surface, Futurist cuisine was an ill-conceived desecration of Italian culinary heritage. But beneath its impracticalities lay a poignant critique of the disastrous agricultural policies put in place during Mussolini’s rule. This project will look at the Futurist response to Italy’s inter-war food dilemmas and discuss how the aesthetic and ideological principles set out in *The Futurist Cookbook* both aligned and conflicted with the fascist regime’s goals in promoting self-sufficient and sustainable farming.

**Social Justice and Rural Livelihood: Is Affordable Organic Food Production for Low-Income Families Sustainable for Small-Scale Farmers?**

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Texas A&M University

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This study discusses the empowerment issue of small-scale farmers who participate in “nested markets” such as food cooperatives, farmers markets and community supported agriculture, which emphasizes the embeddedness of markets in non-market social and ecological relationships. Previous studies argued that farmers participating in nested markets can extend their ownership to the entire food system, as well as increase their income. However, through a case study on farmers in Hongdong Township, Korea, I argue that small-scale farmers are still the minority even when participating in nested markets. Among several factors such as land ownership, organic regulation, government policy, and local leadership, I highlight how two core discourses of the alternative agrifood movement – the ecological soundness/production and the social equity/consumption – are conflicting in nested markets, subordinating small-scale farmers to city-consumers.

**Using Values-Based Food Supply Chain Case Studies in the University Classroom**

Robert King, rking@umn.edu; Larry Lev, larry.lev@oregonstate.edu; Marcia Ostrom, mrostrom@wsu.edu

University of Minnesota, Oregon State University, Washington State University

Participation in values-based food supply chains is an attractive alternative to commodity markets for many small and mid-sized farms. These supply chains allow farmers to receive higher, more stable prices by marketing differentiated, high-quality food produced with an authentic farming story and delivered through transparent supply chains that customers can trust. The roundtable organizers are participants in a USDA-funded project that has developed a series of nine case studies featuring values-based food supply chains. This interactive session focuses on how these teaching cases can contribute to three distinct types of university courses: agricultural marketing (Lev), cooperatives (King), and food systems (Ostrom). The case studies are available online along with background materials, discussion questions, and suggested case study pairings for each course type. This session will include short presentations, information on accessing the case studies and teaching materials, and general discussion on teaching with case studies.

1. Robert King’s short presentation will focus on the use of values-based food supply chain case studies in a university class on cooperatives. Key issues here are (1) factors affecting the choice of a form of business organization and (2) the design of governance structures that facilitate user control of a business. The case studies are especially well-suited for exploring these issues, since organizational forms observed include cooperatives, limited liability companies, non-profits, and entrepreneurial-led firms. In addition, the locus of control in case study firms includes producer ownership, consumer ownership, and ownership and control by a market intermediary.

2. Larry Lev’s short presentation will focus on the use of values-based food supply chain case studies in a university class on agricultural marketing. Key issues from a supply chain perspective include (1) factors influencing the degree of vertical integration of activities within the chain, (2) the nature of agreements between trading partners in the chain, (3) mechanisms by which supply chain structure makes it possible to add value to a primary product, and (4) strategies for ensuring the equitable allocation of value added gains among chain participants. The case studies include wide diversity in

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the degree of vertical integration, a variety of informal and contractual relationships between trading partners, and significant differences in mechanisms for ensuring equitable allocation of gains among chain participants.

3. Marcia Ostrom's short presentation will focus on the use of values-based food supply chain case studies in a university field-based class on sustainable food systems. Key issues here include (1) efficient and equitable ways to scale up direct marketing systems, (2) strategies for maintaining transparency and authenticity throughout the supply chain when aggregating products, (3) the distribution of benefits to various partners across the food supply chain, and (4) analysis of the environmental, economic, and social outcomes of these novel distribution models. The case studies provide a diverse set of concrete examples that illustrate how farmers, consumers, processors, distributors, and entrepreneurs are addressing these issues at various sizes and scales.

**FLEdGE – Transformative communities of food**

Irena Knezevic, irena.knezevic@msvu.ca; Alison Blay-Palmer, alison.blaypalmer@gmail.com; Peter Andree, Patricia Ballamingie, Connie Nelson, Mirella Stroink, Erin Nelson and Karen Landman Mount Saint Vincent University, Wilfrid Laurier University, Carleton University, Lakehead University, University of Guelph

Canadian-based research group Food: Locally Embedded, Globally Engaged (FLEdGE Partnership) addresses challenges faced through sustainable, regional food systems to enhance opportunities to:

- develop community prosperity;
- deepen our understanding about food systems governance; and,
- improve community and ecological well-being through improved land tenure.

Building on three years of Nourishing Ontario ([www.nourishingontario.ca](http://www.nourishingontario.ca)) research, FLEdGE Partnership is expanding to more broadly foster and extend sustainable community food networks, while at the same time co-creating, transferring and integrating knowledge about sustainable and transformative food systems. While we know that sustainable regional responses need to be place-specific, sharing knowledge about solutions is key as the forces of globalization continue to create problems common to both the Global North and South. This panel will offer a broad stroke overview of FLEdGE research and highlight some of the most promising models under study.

**Perception and Potential: Multi-disciplinary research and tools to guide agriculture and food policy, practice, and economic development across the urban-rural continuum**

Liz Kolbe, kolbe.12@osu.edu; Ben Kerrick, kerrick.4@osu.edu; Jill K. Clark, clark.1099@osu.edu; Casey Hoy, hoy.1@osu.edu; Nathan Hilbert, hilbert.34@osu.edu

Urban and rural foodscapes are shaped by the dynamic connections between and among people, place, policy, economy, and landscape. Each of these respective "ecosystems" overlap and relate to each other to comprise the agroecosystem, which includes the social, environmental, and economic dimensions of the food system. This panel explores the nature of these connections and their specific relationship to agroecosystem health. The first three talks describe research assessing the current status of social and entrepreneurial ecosystems and policyscapes in Northeast Ohio and in eight

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exurban U.S. counties. In these assessments, social cohesion and policy effectiveness are related to agroecosystem health. The final two talks use GIS and foodshed analysis to imagine potential alternative land use scenarios, providing quantitative, spatially-explicit visions for local food production across the urban-rural continuum. Each of these presentations examine relationships within the agroecosystem, and provide tools and frameworks to guide future directions in policy and practice.

**1. The Exurban Land Use Polycscape: Does it Support Local Food Systems?**

Jill K. Clark, Shoshanah Inwood, Douglas Jackson-Smith

The Ohio State University, University of Vermont, Utah State University

During the recent period of intense exurbanization, local governments enacted farmland preservation policies and implemented economic development programs to address farmland loss and farming viability. While sprawl may be a thing of the past, interest in local foods is increasing, therefore these policies and programs should continue to play an important role in local food systems. Given this shift, we ask whether or not land use policies are considered effective by the very group they are meant to support - farmers. First we document the policy environments of eight diverse US exurban counties. Then using farmer surveys, we examine farmers' perceptions of policy effectiveness finding significant differences given their engagement in local food systems, perceptions of community cohesion, and perceptions of urbanization. Our findings suggest land use policy is not necessarily designed for exurban entrepreneurs and local food system development but that opportunities for community support are ripe.

**2. Connecting People to the Land, and Each Other, to Improve Agroecosystem Health**

Casey Hoy

The Ohio State University

Healthy agroecosystems include people who are connected with each other and with the land. Opportunities for enhancing such connections include connecting entrepreneurs along local and regional agricultural supply chains, with food import substitution as the market opportunity. Entrepreneurial ecosystems, like healthy agricultural ecosystems, are enhanced by strong social networks, which can enhance community support for entrepreneurs who are building new agricultural supply chains. A framework for research and outreach to improve agroecosystem health will be presented. The goal is to connect social networks and entrepreneurial business ecosystems with diversified agricultural production and markets in healthier agricultural ecosystems.

**3. Social Network Analysis for Economic Development**

Nathan Hilbert

The Ohio State University

Building on the idea that our social networks are the basis for entrepreneurial business ecosystems, we are tasked to better understand the dynamics of these social networks in order to optimize our effort as network weavers, policy makers, and business people in economic development. Social network analysis offers both quantitative and qualitative data that allows us to see opportunities,

better understand leadership, and improve the structure for optimal outcomes. Social connections and networks will be discussed as we explore an outreach tool for building business ecosystems with a more in-depth look at some of the groups' networks and outcomes. As a result, participants will be better equipped to critically look at how their networks are shaped and have an understanding of how social network analysis could be useful in their work.

#### **4. Borrowed Ground: Evaluating the Potential Role of Usufruct in Neighborhood-scale Foodsheds**

Ben Kerrick

The Ohio State University

Embedding agroecosystems across the rural-urban continuum has been explored as a potential avenue for increasing food security and for providing opportunities to directly engage with the food system. In urban areas, food production also presents an opportunity for beneficial use of vacant parcels. Applying the concept of usufruct, or productive use of another's idle property, could increase agricultural activity on both privately and publicly owned land. Little is understood about how these vacant land resources vary according to degree of urbanization or vegetable production suitability, or how they might provide land access and vegetable servings relative to the needs of the local population. This research will evaluate usufruct's potential provision of vegetables and land with respect to the needs of the local population. Understanding the ability of usufruct to contribute to food security and land access may encourage a re-imagining of the potential contributions of idle land.

#### **5. Visualizing and Quantifying a Normative Scenario for Sustainable Agriculture in Northeast Ohio**

Liz Kolbe

The Ohio State University

Transitioning agriculture to more closely mimic ecosystem structure and function is beneficial for the environment, local economies, and regional food security. How this system looks at the farm and regional scale is difficult to envision, however, which leads to skepticism of its viability. This research provides an alternative future scenario for sustainable agriculture at farm and regional scales in Northeast Ohio. Farms were designed using agroecological principles and goals, then quantified using yield data from local farmers and public databases, and nested with current land use and suitability into a GIS analysis of Northeast Ohio. The resulting maps provide a spatially-explicit snapshot of the possible caloric and nutrient output of crop production in Northeast Ohio, and are compared to current production and other alternative analyses. The intention of this work is to inform policy and economic development related to agricultural landscapes, and to promote integrated planning for regional agroecosystems.

#### **Food and inclusion in educational reforms in Denmark**

Niels Heine Kristensen, [nhk@plan.aau.dk](mailto:nhk@plan.aau.dk)

AAU Copenhagen

Food and food cultures have been changing rapidly in Denmark in recent years. The transition of the Danish and Nordic Foodscapes is becoming an interesting driver. From being mainly driven by subcultures - gastronomic, elitarian, haute cuisine, "new nordic kitchen", to becoming integrated in a

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broader public discussion on food and how food is produced. New social food movements have from a sustainability perspective offered strategies for organic and sustainable food production. Together with a constructive dialogue with the state a number of institutions supporting these transitions in the food sector are now impacting also the new school reform in Denmark (New Nordic School), integrating school gardens, school lunch and farm to canteen programs in state policies. This paper will present a critical perspective on the strategies developed both from a top down perspective within the ministries and in local food networks.

**Is The Quest for Authentic Cuisine Hopeless?**

Glenn Kuehn, glenn.kuehn@uwc.edu

UW-Marshfield/Wood County

I'm convinced that we should just do away with the word "authenticity" when it comes to cuisine. I'm tempted to place it as meaningful only in a context of subjective experience—almost classifying it as "to thine own self be true," along the lines of Peter Kivy's definition of artistic authenticity as a faithfulness to the artist's own self. But I suspect that just creates more confusion because so few of us have any idea of what their "true self" is. Aristotle, Descartes, and even Camus do not help us with authenticity when it comes to cuisine—and I further suspect that if an authentic chicken stock is determined by what Careme or Escoffier dictated then we're dooming cuisine to unrealistic standards. Yet, if there is authenticity in cuisine, it would certainly be the antithesis of something that is ubiquitous as chicken tenders and creamy caesar dressing—and so it needs to be discussed.

**The Spread of Food Sovereignty Ordinances: Forging a New Politics of Scale**

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University of Georgia

This paper explores the politics of scale which animate the 'Local community and self-governance ordinances' passed in eight small towns in Maine over the last two years. Food activists have drawn on Maine's constitutionally supported tradition of home rule to insulate direct transactions of farm food within these towns from state and federal food safety regulations. Philosophically, these ordinances derive from a long, if threatened, tradition of populism, which aligns with some elements of the food sovereignty movement. Pragmatically, they seek to maintain the viability of small farms in a state with a struggling rural economy and a short growing season. Activists supporting these ordinances merge considerations of political scale and community autonomy with concerns about the survival of small-scale farms and farmers, suggesting new materialities to an emergent politics of scale.

**Cultivating Students: Pedagogical Objectives of Campus Farms**

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Prescott College

The number of liberal arts institutions with campus farms has grown from an estimated 23 in 1992 to nearly 100 today with increased numbers predicted. Many of these institutions cite pedagogical goals benefitting students intellectually and emotionally. In spite of this emergent trend and staunch advocacy for campus farms, limited empirical research on agriculture-based learning in higher

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education exists outside farmer preparation and theoretical work of scholars such as Liberty Hyde Bailey (1911), and Orr (2004). Recent literature suggests learning objectives and outcomes of campus farms include connecting students to the land and changing environmental perceptions, relationships, and actions (Sayre & Clark, 2011; Carlson, 2008). This paper will discuss survey results of campus farm intellectual and emotional learning objectives and future directions for incorporating agriculture-based learning in the liberal arts.

**Consumer Sensory Perceptions of Vermont Artisan Cheese: A mixed-methods approach**

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University of Vermont

Using Vermont cheese as a case study, this research investigates consumer sensory perception with a transdisciplinary approach by drawing on social theories about human perception as well as methodology from sensory and food science. What drives the growing consensus that certain types of food – handmade, locally produced, sustainable, in season – taste superior? These attributes, which seem critical to the consumer experience of the products of local agriculture, are the type of properties sensory scientists often define as “extrinsic” or “biasing” properties. While a mounting body of evidence within sensory science demonstrates that extrinsic properties play significant roles in sensory perception, our own qualitative research indicates something more fundamental: sensory experience is social experience. To test this hypothesis within the disciplinary framework of sensory science, we conducted a consumer acceptance study: consumers tasted Vermont cheeses with or without the information that normally embeds the cheeses within social context. In this paper we present these results as well as their implications for the larger study of food choice and preferences in everyday life.

**Opening up the box: Exploring the variety of Good Food Boxes across Canada**

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University of Montana

The Good Food Box (GFB) program model holds a great deal of promise to expand our understanding of Community Food Security. It is a program that has the potential to increase access to healthy food, develop alternative distribution channels, link producers more closely with consumers, build community connections, and more. Yet, despite the fact that over 70 Good Food Box programs exist across Canada, very little research has been done on how these programs are structured and function, and how they operate while balancing multiple goals and priorities. This paper, based on twenty-one in-depth qualitative interviews with Good Food Box managers in communities across Canada, discusses the variety of GFB programs and examines the process by which the Good Food Box program model has expanded across Canada, how it has been adapted to new communities, and how these GFB programs balance and negotiate priorities.

**Integrating Animals: Meat and Pedagogy**

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Chatham University

One of the challenges in interdisciplinary academic programs is integrating theoretical with applied forms of knowledge. In Chatham University's food studies program, faculty and students are bringing cultural, sociological, culinary, historical, agricultural, and animal science perspectives together in a cluster of courses on animal agriculture, specifically focused on meat (and also including bees and soon dairy). This panel discusses the benefits and challenges of integrating academic coursework (from history, cultural studies, policy analysis, ethics, culinary practice, and meat science) with agricultural field skills, slaughterhouse experience, and hands-on culinary work to develop a deeper understanding of the ways in which meat is produced and consumed. Faculty and students from this program will build on a related panel from AFHVS/ASFS/SAFN 2012 to share their experiences in this course cluster, consider opportunities and constraints in integrating meat and pedagogy in these ways, and speculate on future changes and potential expansion in the curriculum.

**Sweet as Honey: The Beekeeper's Fight for Objectivity and Pure Food, 1926-1930**

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Harvard University

Labeling is complicated. What we know, or don't know, about the quality and character of what we eat is rooted in a history of conflicting incentives and industrial values. This thesis examines an episode in beekeeping history, in which the trade journal, *Gleanings in Bee Culture*, portrayed a community of beekeepers as in the midst of an urgent "Fight Against Corn Sugar," both in Congress and the marketplace. The beekeepers esteemed honey as a "pure" and healthful sweet, while corn sugar was accused as an adulterant. On a broader scale, this thesis examines the rhetorical and scientific implications of the Pure Food and Drugs Act of 1906, and the emergence of labeling requirements for industrial food products. What is pure? What is good? Who says?

**Developing Youth Leadership through Community Gardening: Opportunities and Outcomes**

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The Ohio State University

Youth gardening, at school and community sites, is a growing trend across the country. This study examined types of involvement, leadership opportunities, and perceived outcomes for youth participating in gardening programs in Ohio. Adult leaders (N=70) completed an online survey about their program and youth participation. As well as planting and other gardening tasks, youth also were involved in decision-making about the garden, working together with adult leaders on garden management, and other critical tasks. Leaders felt youth learned important skills, particularly teamwork and responsibility, along with a greater awareness of food issues and environmental concern. Youth also developed an interest in future gardening activities. Additionally, skills learned at the garden site were applied in other settings. Helping youth develop leadership and interpersonal skills, gardening knowledge, and critical thinking abilities were areas leaders felt they could use assistance with to improve experiences for youth.

**Understanding contemporary networks of environmental and social change: complex assemblages within Canada's "food movement"**

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University of Toronto

This paper explores emerging forms of social mobilization, using food initiatives in Canada as a case study. Food networks are particularly interesting as a case study, because they have holistic goals that include both environmental and social concerns, and because there has recently been a rapid increase in the number and scope of food initiatives and a high level of public engagement around food issues. This study investigated networks among alternative food initiatives using a survey and in-depth interviews. Results suggest that the food movement networks exhibit some elements of collective identity, but that network members have diverse goals, projects and tactics that do not always align into a coherent political program. We draw on social network theory and the analytic of complex assemblages to help understand these results. Understanding how these food networks function provides insight not just into food networks, but also more generally into the study and practice of social mobilization around environmental issues.

**Organic Farmers: A Qualitative Analysis of Their Words and Worldviews**

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Purdue University, The Ohio State University

Heightened demand for organic foods has expanded the diversity of the agricultural landscape. While organic farmers are an increasingly important element of the modern food system, they are heterogeneous and not as well-understood as conventional farmers. This research was undertaken to develop a deeper understanding of the philosophical and social dimensions of organic farmers' worldviews. The researchers conducted in-depth interviews with 14 organic farmers in Indiana and Ohio, focusing on subjects' farm background, preferred sources and channels of information, and motivations for pursuing organic farming. Interviews were analyzed for emergent themes. Findings revealed that organic farmers varied widely according to level of experience, need for cognition, and philosophical orientation. These dimensions influenced their reliance on local and expert knowledge systems, and their perceptions of the credibility and expertise of different institutions and networks. Results have implications for land-grant educators and researchers seeking to understand and collaborate with organic farmers.

**Gardening and Food Insecurity**

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Ball State University

While gardening is certainly a positive facet of local foodways and urban landscapes, this research investigates the socioeconomic complexities of gardening: the factors that make gardening practical, or prevent it from being a viable contribution to an individual or group food supply. High-profile urban gardening efforts, and a renewed interest in systems of individual food production, have made growing food at home surge in popularity in the United States. This do-it-yourself trend contributed to

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a values shift where Americans increasingly valorize local food production, and those who practice it. Some would-be gardeners are unwilling to spend their limited resources on something that is not a guaranteed return. Others simply do not have the tools, space or experience needed to successfully cultivate food. As my research with this population in Muncie, Indiana, shows: for individuals, without reliable access to food, gardening is a gamble.

**Seafood as Local Food: Food Security and Fisheries in Alaska's Kenai Peninsula**

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University of Alaska Fairbanks

In this paper we explore the relationship between food security and access to locally caught seafood for communities of the Kenai Peninsula region of Alaska. Seafood and fisheries are infrequently discussed in the literature on local/small-scale food movements; instead, they are more commonly construed as over-exploited components of a global food system that pose future food security problems. We argue, however, that fisheries can be re-imagined as components of healthful and sustainable 'local' food systems. With data from interviews and a structured survey, we show that many people in the study region enjoy improved food security because they have access to locally caught seafood, especially households at the lowest income levels. However, we also find that not everybody can access these resources, and discuss strategies for improving the social justice aspects of this regional food system. Our findings inform a better understanding of the conditions under which local food movements can achieve the various ambitious social and ecological goals that they purport.

**The Canadian Industrial Diet: An entangled foodscape**

Katie Macdonald, kmacdo08@uoguelph.ca  
University of Guelph

The Canadian historical trajectory of the industrial diet has shifted from a state-assistance paradigm to a neoliberal paradigm that underscores food as any other commodity (Wiebe & Wipf, 2011) and requires analysis to understand consumer diet perception. The industrial foodscape is multifaceted and must consider policy, economy, and people as "only when agricultural policy is focused on growing healthy food...rather than on commodities for trade, will the population as a whole be in a position to eat recommended foods" (Engler-Stringer, 2011:147). Furthermore, existing research shows a link between the industrialization of food and the abundance of poorer quality food options which are actively marketed to consumers (World Health Organization, 2011). In a lightning talk, I will provide a theoretical framework to understand if idealized conceptions of rurality factor into nutrition/consumer policies and unpack how the 'conditions' of the industrial diet can be fostered and understood within an entangled Canadian foodscape.

**Culinary Craftsmanship**

Chris Maggiolo, camagg@gmail.com; Brad Jones, jonesbwabash@gmail.com; Jenifer Buckley, jrbuckley@msu.edu

Boston University, Michigan State University

This panel addresses the state of culinary craftsmanship in America. While American food production

is largely characterized by industrial agriculture and modern factories, we have seen a recent revitalization of traditional modes of artisanal food production. Using an interdisciplinary approach, we will explore components of this craft food movement. Who are these food artisans and what are their stories? What motivates and sustains craft production and what does that say about our contemporary foodscape? What networks and institutions are being developed and how do they support craft economies? We claim that to ignore craft is to not only be myopic in relation to an expanding and increasingly influential alternative craft economy, it is to overlook a whole sphere of human response attempting to regain agency in an alienating modern world.

### **1. “We Nourish and Nurture the Community:” An Ethnographic Investigation of Incubator Kitchens and Artisanal Food Production**

Brad Jones

There is a culinary craft renaissance occurring in America. Operating antithetically to more dominant industrialized modes of agricultural and commodity production, in ever-increasing numbers individuals are choosing to become makers of the things that we consume. Because craft production is necessarily small scale, and small business start-up costs high, nascent producers of artisanal comestibles have faced significant barriers to entry. One novel means of successfully navigating these barriers has been through the development of locally-based incubator kitchens. Not only an important economic buttress, these incubators act as a supportive community space in which individuals can network, socialize, share ideas, and quite literally collaborate. This essay focuses on two Boston-based incubators Crop Circle Kitchen and Cambridge Community Kitchen. Incorporating participant observation and ethnographic interviews, I will show that these spaces have helped to sustain and vitalize the local foodscape. In doing so they have reinvigorated local communities and provided a breeding ground for engaged, passionate, and community focused culinary craftsman and entrepreneurs.

### **2. United We Brew: Culinary Craftsmanship and the American Craft Beer Renaissance**

Chris Maggiolo

Since its birth in the late 1970s, the American craft beer initiative has become a vibrant symbol of the American artisanal food renaissance. Often laboring with secondhand or self-fabricated equipment while utilizing traditional techniques and local ingredients, craft brewers, artisanal micro-malsters, and budding hop farmers champion an impassioned vision of liberty, creativity, and accessibility. With so many tireless artisans barely breaking even, profit no longer appears as the principal motive which drives production. Indeed, many of these producers are career changers – in many cases, former business professionals, lawyers, and academics – who gave up salaries and careers in order to pursue a lifestyle which, in the not-so-distant past, was considered to be backwards or unsophisticated. Why are individuals now seeking out this lifestyle, and what does the rebirth of small-scale brewing suggest about our contemporary food system? This paper explores the anthropocentric stories and motives behind the American craft beer initiative and uses case studies of brewers, malsters, and hop farmers to help frame the social and cultural forces behind the widespread revitalization of culinary craftsmanship.

### **3. Can Food Safety Regulations Serve the Interests of Artisan Processors? A study of artisan-inspector interactions in Michigan**

Jenifer Buckley

Popular enthusiasm for artisan foods continues to increase in the US, accompanying broader interest in regionally oriented foods that are produced on a relatively small scale. Many advocates of these trends criticize food safety regulatory agencies, arguing that regulations discourage small processors. This paper presents a qualitative study of the food safety regulation of artisan processors in Michigan, specifically bread, cheese, and jam producers. The study makes three main contributions. First, using economic perspectives on regulation, it evaluates the ways in which Michigan Department of Agriculture and Rural Development regulations do and do not serve the interests of artisan processors. Second, the study offers new insights into the enforcement of regulations by focusing on interactions between artisans and food safety inspectors. Third, it contributes to an understanding of the practice of artisanship in contemporary, regulated contexts. The paper concludes by reflecting on implications for artisans and regulators.

### **Landscape, Wilderness and Authenticity. Exploring a Food Market's Cosmology through Ethnographic Research**

Brigida Marovelli, brigida.marovelli@gmail.com

Brunel University

A more sustainable growth is desirable for our near future and the notion of sustainability draws attention to the need of a more sympathetic relationship to 'nature'. Contemporary public policy strives to be informed by ecology and environmentalism and global governance is especially concerned with environmental issues. However the principles of ecology can often conflict with local identities, land claims and indigenous knowledge. Contemporary anthropology has been extensively engaging with the study of local identities in relation to landscape, wilderness and land use. The representation of local identity implies a specific relationship to place. This paper explores the ways in which the representation of local identity has been constructed through ideas of history, space, and landscape in an urban Sicilian market. Unpacking these notions in the light of my in-depth ethnography, I addressed how the use of space within the market informed a distinctive cosmology, in which the landscape constitutes the main local organizing principle. I suggest that at the market people looked for an 'unmediated' relationship with food. The principal categories of food classification 'wild', 'local', and 'foreign' are explanatory notions of a specific relationship between people, food and locality. Wilderness enters the market through the mediation of fishermen and men coming from the villages around Mount Etna, the volcano. The 'wild' is separated and contained, and informs a social order, in which 'wild nature' simultaneously brings destruction and fertility. The power of 'nature's presence' within the market confirms the desire of a relationship with the landscape and, through it, with the island itself and with a certain kind of Sicilianess. The landscape was looked at as a cultural process, constantly renegotiated and contextualized. I also addressed the local ideas of tradition and modernity, mainly through the analysis of the shared fears of being left behind and of losing control over change. The idea of modernization as an ongoing process carried with it a sense of

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loss, of nostalgia for an idealized past. I argue that dealing with food implies defining a local system of significance that is fundamental in order to understand what food means in the daily transactions of a food market. Furthermore, this paper will address why the rationalization of urban space in Catania was regarded as intervening in the relationship with food.

**The Franklin County Food Policy Audit: Adapting and Applying a New Tool for Food System Planning**

Caitlin Marquis, marquis.28@osu.edu

The Ohio State University

The Food Policy Audit was developed in 2009 by faculty at the University of Virginia's Institute for Environmental Negotiation (IEN), and piloted in 2010 in five Virginia counties. In 2012, when Ohio's Franklin County Local Food Council was seeking a way to comprehensively evaluate the county's food policy landscape, IEN's policy audit tool served as an ideal template. This presentation will touch upon the usefulness, application, and adaptability of the tool for analyzing food policy in Franklin County, Ohio. In particular, I will highlight and compare the categories and items examined, methodologies of the audit processes, and outcomes and applications for the counties of interest. Finally, I will end with personal reflections and recommendations for individuals or entities interested in conducting food policy audits in their own communities.

**New Ideas: Foodscapes, creativity and innovation**

Sonia Massari, smassari@unifi.it; Hal Klein, halb@halbklein.com; Tommaso Calamita, tommaso.calamita@gmail.com

University of Siena, Chatham University

This panel starts by noting that digital and networking technologies are changing ways of interacting, producing and acquiring human knowledge. Information and Communication technologies are being integrated into the world of nutrition. Every day the social practices of production, distribution and consumption of food itself have been radically altered by digital technology networks. The hypothesis that ICT can affect to some extent, the food experience, and, over time, change relationships between people and food, will be presented in this panel.

**1. BCFN YES! Young Earth Solutions: Cultural Transmission and Innovation of Food Practices**

Sonia Massari

University of Siena

Digital technology has contributed, by bringing single entities onto the web, elaborating on existing food systems and generating socio-cultural, political, technological and environmental change. The aim of this research paper is to evaluate critically and empirically the evolution and the role played by digital technologies in the cultural transmission and innovation of food practices. Are new digital technologies destined to change even the most solidly established eating habits? And what social and cultural values may affect this process? On what kind of experience should scientific research focus its attention? And what domains should guide the design process, with a view to modifying or creating new food activities? This paper will attempt to reply to these and other questions.

## **2. The Alternative Food Network: Changing Themes of Food Representation on Radio, Television, and the Internet**

Hal Klein  
Chatham University

In our industrialized food system, which creates ever-increasing miles between point of production and point of sale, our connection to food is no longer rooted in specific geographies. This disconnect between “place and plate” creates dependence on a homogeneous, “placeless” food system that is reinforced in contemporary food programming on television. My paper explores the concept of food rooted in a particular geographical space and examines the role of food representation in promoting (or not promoting) this concept. The paper begins with a brief discussion of the detrimental effects of a “placeless” food system, exploring how the deliberate distancing of our food supply by the dominant, industrial food chain has created unrealistic, unsustainable expectations in our society. I then examine the alternative food network, a locally based and community supported food system that can act as an opposing choice to the industrial food system. I argue that an alternative “Food Network” committed to telling stories of food rooted in place--via accessible film/video formats--can help in reestablishing our connection to specific culinary geographies.

## **3. Young Earth Solutions: Innovation for food**

Tommaso Calamita  
University of Siena

Case study: Barilla Center for Food & Nutrition (BCFN), aims to explore the major issues related to food and nutrition (food security, food waste, childhood obesity, environmental impact of diets, food culture and its impact on human health, etc.), intends to listen to the demands emerging from society today with the aim of disseminate knowledge and awareness and identify solutions to address key challenges in the field of food. With BCFN YES! “BCFN Young Earth Solutions”, BCFN decided to involve university students, stimulating their creativity and desire to contribute with their “ New ideas “ to the debate and research in the field of food. Goals, analysis and main results.

## **The Talk at Tailgate Markets: Social, Economic, and Environmental Implications**

Leah Mathews, lmathews@unca.edu; Kelly Giarrocco, Rachel Carson, Zoe Hamel, Sara Russell, Eric Gerber, Matthew Waissen, Becky Baylor  
UNC Asheville

Consumers are motivated to attend tailgate markets because they offer opportunities for purchasing fresh and local products but the social interactions at markets also provide an important pathway for the direct exchange of preferences and information. We hypothesize that this exchange of preferences and information has the potential to facilitate opportunities to build sustainable landscapes and social capital. This study used surveys, interviews and observations of market exchanges to examine the impact of tailgate market interactions on consumer values and purchasing behavior and farmer production and marketing practices. Our results suggest that market interactions can play a significant role in sustaining local foodscapes and landscapes. Over two-thirds of survey respondents indicated

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that they purchase more local products as a result of tailgate market attendance, while 43% indicate they are now purchasing more organic foods. In turn, market interactions have significant social, economic, and environmental implications for the region.

**Farm to Institution in Michigan: Where are we now?**

Colleen Matts, matts@msu.edu; Shakara Tyler, tylersh1@msu.edu  
Michigan State University

Farm to Institution (FTI) initiatives can serve as important building blocks of regional food systems; individually or collectively, institutions represent high volume demand that expands market opportunities for food vendors while increasing eaters' access to local foods through these venues. On-going collection of FTI purchasing and marketing data tracks progress over time and indicates contributions to food system development and to the economy. In the past year, the MSU Center for Regional Food Systems collected data on Michigan institutions' local food purchasing and Michigan vegetable farmers' and specialty distributors' marketing to institutions. Together these data reveal the current FTI landscape and help set the baseline as institutions work toward the Michigan Good Food Charter goal of sourcing 20% of their food from local sources by 2020.

**Epistemology of the "Improved Seed"**

Elizabeth Mauritz, mauritz.elizabeth@gmail.com  
Michigan State University

Genetic and phenotypic manipulations of seeds have been undertaken by humans for centuries to achieve improved varieties or qualities of seed. Here I raise questions about what we know about these tiny packets of plant potential, and how what we know along with our perspective shapes what they will become. Does each generation of manipulated plant genome really get better in an inherent way or do we need to contextualized improvements, qualifying them by our own place in time, society, and with our narrow goals? Are improved varieties of seed better for everyone, or is the improvement based primarily on the developers' or selectors' specific expectations and information? Making connections with green revolution practices, genetic engineering, and simple seed selection I suggest several alternatives for judging changes and determining what really is an "improved seed".

**A Suitcase Full of Kimchi: Korean-American Identity Formation through Food Gifts**

Amanda Mayo, admayo@bu.edu  
Boston University

Food—not just what one chooses to eat, but also how it is eaten—frequently has been explored as markers of both group and personal identity. This study, which comes from a larger oral history project, looks specifically at the way in which food gifts within the Korean community contribute to the construction and preservation of the Korean-American identity. Using performance theory and drawing on Hauck-Lawson's concept of food voice, we are able to view kimchi and other food gifts as modes of nonverbal communication that enable both the giver and the receiver to construct their cultural, familial, and community identity.



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**Eating with Family Means Many Things**

William McIntosh, w-mcintosh@tamu.edu; Brittany Rico, brittrico@neo.tamu.edu; Karen Kubena, k-kubena@tamu.edu

Texas A&M University

Studies of children's eating habits at home frequently study who the children eat with, but do not go beyond determining whether the children ate with family or not. It is not clear who children include as family when they answer. Time diary research indicates that while some children indicate family, others are more specific using terms such as parents, mother, father, mother and a sibling, father and a sibling, and so on. For example, children who report eating breakfast identified nearly 20 combinations of family members with who they ate this meal. This variety varies by meal. The present study will describe these mealtime companions, and provide crude variety scores for companionship. Data are drawn from children's time diaries conducted over 3 days as a part of the "Parental Time, Income, Role Strain, Coping and Children's Diet and Nutrition" project.

**Local Food as a Complex Adaptive System: Local Food as a Complex Adaptive System: Connectivity & Cultural Equity in The New Haven Food Policy Council**

Jonah Meadows Adels, jonah.adels@yale.edu

Yale University

As postindustrial cities struggle to define sustainability in the midst of economic recession, local food has become a buzzword in conversations on sustainability and equity. The social landscape in which this local is constituted is densely layered, from community gardens to soup kitchens to high tech rooftop greenhouses to the classed local gourmet of Wholefoods. Practitioners however, resist relativity by asserting the material basis of their projects: compost, vitamins, supply chains. How are local food systems defined by their practitioners? How do these definitions alter flows of nutrients and the organization of people? How do the spatially constituted ecological dynamics of the city limit or foster the actions of participants? My work uses the New Haven Food Policy Council as a case study to trace the networks of engagement in the local food movement as they span nutrient flows and community meetings, food stamps and farm bills, microbrews and microcredit. Complex Adaptive Systems Theory draws from 40 years of research on the processes of change that affect socio-ecological systems across scales. It offers insight into how efforts towards relocalization within food systems can be catalyzed and how they can be made more inclusive and longlasting. At the same time, Integral Ecology offers a framework through which we can understand the Food Policy Council as a way of increasing the density and quality of communication between actors and providing points of contact for widely differing problem and solution spaces. As local food systems themselves begin to embed questions of resilience, equity, materiality, and sustainability into their infrastructure, discourse evolves. As connectivity increases, this discourse has profound effects on material flows and resources within urban food systems. How can complex systems theory help us understand these feedbacks and foster the creation of more just and sustainable food systems? Employing action research methods to map some of the complex interplay between grassroots social movements, policy, business, and ecological dynamics, my work demonstrates the relevance of complex systems theory to understanding local food movements, and explores the role of the food policy council in

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catalyzing these movements by dynamically increasing system connectivity across scales and worldviews.

**What's the Matter With the United States? Exploring the Connections Between Healthy Food Discourse, Global Neoliberalism, and Inequality Within the State**

Michael Miller, mmille24@ksu.edu  
Kansas State University

This research explores the effect of the U.S.'s dominant global economic and social position on discourse and ideology within the state and how this can lead to or exacerbate inequalities in availability of and access to healthy foods. Many scholars and the general public alike wonder why many types of inequality persist and often increase in such a highly "developed" state. In comparison to many other developed nations, the U.S. tends to rank relatively low in terms of social outcomes related to health, education, income, freedom, democracy, and other indicators. After exploring neoliberalism's influence on healthy food discourse and development to tease out possible reasons for poor healthy food access and availability, this research proposes a more socially conscious definition of development. This stems from the hypothesized correlation between neoliberal discourse and ideology and the presence of food deserts in numerous urban U.S. contexts.

**World Vegetarian and Essential Asian Flavours: Ethnic Food and Music in White Identity Creation**

Aviva Milner-Brage, avivamb@gmail.com  
University of California Santa Barbara

What does it mean to be suburban, middle-class and white in America? How is this identity formed through the creation of the ethnic Other? In this paper presentation I compare ethnic cookbooks published in the United States with recordings found in the commercial category world music. As easily accessible forms of mass media, cookbooks and sound recordings allow mainstream Americans to incorporate the Other into their daily foodscapes and soundscapes. Together, these brief, sensory, temporal experiences of an imagined Other uniquely form mainstream American identity in today's globalized society. Drawing on the work of Liora Gvion and Martin Stokes, I look at the motivating factors behind these forms of media and audience reception of them to examine processes of imagined identity, globalization, and cosmopolitanism in white American identity and how this then effects those essentialized Others with whom mainstream Americans live, engage with, and interact with on a daily basis.

**The Power of Partnership: Increasing Food Access at Farmers Markets Through Cooperation and Collaboration**

Dru Montri, dru@mifma.org; Amanda Shreve, amanda@mifma.org; Amanda Edmonds, amanda@growinghope.net; Rachel Chadderdon Bair, rbair@fairfoodnetwork.org; Kimberly Chung, kchung@msu.edu; Lindsay Way, waylinds@msu.edu; Pam Weinstein, pweinstein@grandmontrosedale.com

The Michigan Farmers Markets Food Assistance Partnership led by the Michigan Farmers Market Association (MIFMA) is a diverse group of more than 50 entities that believe everyone should have

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access to healthy, locally produced food through farmers markets. The group has a strong focus on increasing access for Michigan residents who are eligible for food assistance programs such as the Supplemental Nutrition Assistance Program (SNAP), the Farmers Market Nutrition Program (FMNP), and Senior FMNP as well as incentive programs such as Fair Food Network's Double Up Food Bucks. The Partnership brings together a network of state government, academics, and practitioners to increase food access. This panel will focus on cooperation and collaboration to increase the number of farmers markets in Michigan accepting the SNAP Bridge Card and the amount of SNAP benefits redeemed at Michigan farmers markets since the inception of the Partnership in 2006.

**1. Michigan Farmers Markets Food Assistance Partnership**

Dru Montri and Amanda Shreve, Michigan Farmers Market Association

One part of MIFMA's long term vision is to ensure all residents have access to healthy, locally grown food. In 2006, when the association started, three of Michigan's 150 farmers markets accepted SNAP benefits (formerly Food Stamps) via the Michigan Bridge Card. Since then, significant progress has been made through collaboration amongst a diverse group of partners. MIFMA's goal is to have 50% of Michigan farmers markets accepting Bridge Cards by 2013 and to have at least one farmers market accepting Bridge Cards in 75% of Michigan counties by 2015. Coordinating training and technical assistance, outreach efforts and research projects have been essential to growing the number of farmers markets accepting Bridge Cards to more than 100 and the amount of SNAP benefits redeemed at Michigan farmers markets to more than \$1 million.

**2. Michigan Food Policy Council Food Access Task Force**

Amanda Edmonds, Growing Hope

The Michigan Food Policy Council (MFPC) Task Force on Access works to further the Michigan Good Food Charter goal of increasing healthy food access to Michigan residents with impediments such as lack of income, food program availability, nutrition education, transportation and geographic proximity to good food. The MFPC supports the work of the Michigan Farmers Markets Food Assistance Partnership by advocating for State level policy issues associated with increasing access to healthy food, and supplying Michigan-produced food to food insecure citizens throughout the state.

**3. Double Up Food Bucks**

Rachel Chadderdon Bair, Fair Food Network

Fair Food Network's Double Up Food Bucks program draws on a pool of funds raised from private foundations to match Bridge Card purchases at participating markets with up to \$20 more in tokens to purchase only Michigan-grown fresh fruits and vegetables. The program's goals, to increase access to healthful foods for low-income families and to support Michigan farmers, align closely with those of the MIFMA FAP. Working together with MIFMA and Michigan's farmers' markets, the program is demonstrating the effectiveness of incentives as a way to draw new customers to markets.

#### **4. Farmers Market Food Assistance Programs Research**

Kimberly Chung and Lindsay Way

Michigan State University

Research conducted during the 2012 market season explored the barriers and constraints that prevent markets and their vendors from accepting SNAP benefits via Electronic Benefits Transfer (EBT). While there has been considerable growth in SNAP acceptance in the state, the Partnership understands the need to engage other markets for continued expansion. The project delved into uncharted territory: areas of the state where there is currently no market-wide SNAP acceptance. Findings helped MIFMA understand the particular concerns of small-town markets and vendors and helped identify the need for capacity building and engagement of these markets. As a result of this research, the Partnership has a better understanding of the resources and services necessary for statewide expansion of SNAP at farmers markets.

#### **5. Northwest Detroit Farmers Market**

Pam Weinstein, Northwest Detroit Farmers Market

As the manager of a small neighborhood farmers' market in northwest Detroit, Pam will share her experiences with MIFMA and the Michigan Farmers Markets Food Assistance Partnership focusing on the outreach, support, encouragement, and educational efforts that persuaded her to incorporate food assistance programs at her market. She has also been able to assist MIFMA in recruiting and training other market managers to do the same through her position on the Partnership advisory team.

#### **Governance of Transitional Regions**

Phil Mount, phil.mount.foodsystemsresearch@gmail.com

Wilfrid Laurier University

For many advocates of regional food systems, resilience through diversity has become a core pillar of their rationale. Diverse production systems and infrastructure, diverse regulatory structures and markets: such options provide not only variety for consumers and alternative pathways to viability for producers, but also redundancies in food chains that create regional resilience. The latter can only be of benefit when planning for future uncertainty. The Transition Town movement, while largely virtual and aspirational, argues that prudence of this nature must be a key feature of any design for transition towards sustainable systems. In the Transition Town playbook, planning for resilience is complemented by several elements that will be familiar to local food systems practitioners: collective, cooperative design, inclusion, awareness-raising and credible, scale-appropriate solutions. But does the Transition Town movement have any lessons for the governance of complex systems, and the transition of those systems towards sustainability?

#### **The Future of the Hybrid Market in the Local Food Movement: Compromise or compromising?**

Elizabeth Murray, murraye@mail.usf.edu

University of South Florida

As farmers markets become more popular throughout the country, organizers in some regions cannot

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meet the demand for vendors due to multiple economic, social, and environmental barriers impeding the participation of local farmers. Market managers in Tampa, Florida rely increasingly on other local vendors (handicrafts, prepared foods, and value-added products) as well as resellers/distributors in order to satisfy the community's needs, creating a series of hybrid markets. However, reactions have been mixed due to concerns of authenticity, identity, locality, and ultimately economic and social sustainability of the community and alternative food movements. This lightning talk briefly examines the growing phenomenon of hybrid markets in Tampa and what it means for the local food movement, both at local and national scales. More importantly, this talk calls for scholars, activists, and policy-makers alike to critically examine the unique challenges, opportunities, and compromises of the ever-changing local market system.

**Oral Histories with Seniors in Baltimore: Perceptions of the Industrial Food System**

Roni A. Neff, rneff@jhsph.edu; Linnea Laestadius, llaestad@jhsph.edu; Susan Dimauro, susiepasternak@gmail.com ; Anne M. Palmer, ampalmer@jhsph.edu

Johns Hopkins, Washington University in St. Louis

To learn about senior citizen perceptions of food system change, we analyzed oral histories of lower income, primarily African American seniors in Baltimore. The interviews were conducted by students in the class, Baltimore Food Systems: A Case Study in Urban Food Environments. While some might assume the interviewees would be primarily concerned with price or access, they also reported concern about declines in food flavor, quality and freshness across time. Another theme was distrust of industrially produced food, and concern about harmfulness of (unspecified) food additives. These responses were especially pronounced among those who reported frequently eating farm- or garden-fresh foods in their childhoods, either due to family garden plots, visits to family in the rural south, or growing up on farms. Additionally, despite some nutritionists' concerns about salt and fat in traditional soul food preparation, most saw their childhood food as healthy, because it was home-cooked and additive-free.

**Grow Your Own: defining and cultivating food literacy**

Alicia Nelson, alicia.nelson08@yahoo.com

Boston University

The general message of proponents of the modern food movement encourages the general public to vote with their fork and make better and informed food choices; however, much of the messaging conveyed is proscriptive, telling people what not to eat. It is the argument of this paper that the key to making forward progress in the food movement is the cultivation of an engaged food citizen through increased critical food literacy. Using definitions of traditional literacy competencies, and the philosophies of experiential learning developed by John Dewey, food literacy programs can use tools such as school and community gardens to educate people to be able to recognize, grow, store, and process and prepare real food, but also to use that knowledge in a way that is productive and beneficial to society.

**Hybrid Applescapes: Globalisation and localisation of the urban apple**

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Poppy Nicol, nicolp@cf.ac.uk  
Cardiff University

With rising projections of urbanisation and demands for fruit from within urban space, the city is recognised as a key site to consider various ‘worlds of food’ (Morgan et al., 2006). Furthermore, the apple, one of the most consumed global fruits, is recognised as both highly global and local assemblage. Through attending to a relational applescape, the apple constitutes a ripe prism through which to unpick notions of the local and global in place, This presentation makes a call for a more relational and hybrid consideration of the mattering(s) of an urban foodscape-applescape, grounding in a London borough.

**Green Learning in the ‘New Nordic School:’ Danish perspectives on a national strategy for garden education**

Morten Kromann Nielsen, mokn@ucl.dk; Niels Heine Kristensen, nhk@plan.aau.dk  
University College Lillebælt, Aalborg University

This paper will introduce to the current debate about green learning and the ‘New Nordic School’ - a government initiative to rethink the curriculum in the public school system in Denmark. Green learning in this context refers to different initiatives where school food, school gardening and farm to school programs are coordinated and designed into a new national strategy.

The authors of the paper are collaborating with the Danish Ministry of Food and the Danish Ministry of Education in developing strategies for new educational programs, research and experiments to explore, explain and expand the potentials in garden based education.

Like in many other western countries the past few years have seen a renewed interest in revitalizing and rethinking the school garden tradition and through this to address a number of contemporary challenges in health, sustainability, education and social integration. Regarding education one of the main challenges for the Danish public school system is that an average of 17 pct. of the pupils leave the school without sufficient results to be able to continue in the educational system: Thus does the public school system not in its current form contribute adequately to the goal of empowering the socially most disadvantaged and secure their participation in the welfare society.

The purpose of the ‘New Nordic School’ government initiative is on this background to identify and further develop the values and innovative potentials in the future Danish system for the provision of initial education – from day care to the end of secondary education. The aims of ‘New Nordic School’ (0-18 yrs.):

- Provide challenges to all children and young people so that they achieve the highest possible level of proficiency.
- Minimize the impact of social background with respect to learning outcomes.
- Enhance public trust in day care facilities and educational institutions and promote the respect for professionals’ knowledge and work.

Both the Ministries are interested in introducing green learning as a means to meet these goals.

The paper will discuss the main challenges for this ambition to succeed - lack of knowledge about appropriate methods, professional competences and teaching materials for executing these aims. The paper will also draw parallels to the experiences in the US on these matters, based on a new

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collaboration initiative between key actors from national, regional and local institutions of research, education and practice in Denmark and California.

**Factors influencing farmers' pesticide use on Santa Cruz Island, Ecuador**

Megan O'Connor, meocon02@syr.edu

SUNY College of Environmental Science & Forestry

Pesticide application in Ecuador, specifically on Santa Cruz Island in the Galapagos, is a problem that can lead to environmental degradation, loss of ecological uniqueness, and a decrease in long-term sustainable economic benefits. An increase in the import of goods and services, spurred by the demands of a rapidly growing tourism industry, has exposed the island to an invasive species problem, which makes it difficult for farmers to produce and compete in the local market. As a result, farmers have turned towards pesticide use (GNP 2009). Substantial proactive thinking and collaborative governance are not apparent surrounding the current policies on Santa Cruz. This study looks at the narratives of Santa Cruz farmers, residents, and local officials to garner an understanding of their pesticide use. The basis for a more sustainable agricultural region in Galapagos requires a revision of policy, farmer education, and an island-based incentive program. More findings will be presented in Summer 2013.

**Culturally Tailored Models for Understanding Food Access in Communities of Color**

Angela Odoms-Young, odmyoung@uic.edu; Shannon Zenk, szenk@uic.edu; Molly McGown, mmcgow3@uic.edu

University of Illinois at Chicago

African American populations are disproportionately at risk for diet-related health conditions such as cardiovascular disease, some cancers, and diabetes, as compared to their white counterparts. Although findings have been mixed, several studies indicate that African American neighborhoods are more likely to be “obesogenic”, with few opportunities for healthy eating and high availability of highly palatable energy-dense foods. Although much of the literature in this area has been framed using a “food desert” paradigm (e.g. lack of grocery stores, concentration of convenience stores), some scholars have challenged the simplicity of this conceptualization in explaining food access in communities of color. The proposed presentation uses a series of ethnographic interviews conducted with 12 low-income African American parents to gain a clearer understanding of their food and dietary contexts using a food justice and critical race theory approach. Implications of the use of different paradigms in explaining food access will be discussed.

**Estimating the feasibility of local food systems using a Hamilton, Ontario case study: Towards a pragmatic localism**

Lisa Ohberg, ohbergl@uoguelph.ca; Sarah Wakefield, sarah.wakefield@utoronto.ca

University of Guelph, University of Toronto

Local food has been popularized as a more sustainable alternative to the increasingly global food system. This paper joins a growing body of scholarship that questions the uncritical desirability of complete localization of the food system by empirically investigating its feasibility. This paper presents

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a novel model for estimating the feasibility of localization by comparing available agricultural land with a food requirement calculated based on a diet that conforms to federal nutrition guidelines and is aligned with local seasonal availability. We test the model using the case study of Hamilton, Ontario, finding that depending on dietary composition, only 31% to 46% of the population's food needs could be met within Hamilton's political boundaries. Where the current local food paradigm would pursue maximizing localization potential, we instead argue for a pragmatic localism that identifies place-specific opportunities to achieve multiple benefits through the localization of only specific components of the food system.

**A Bunch of Hobby Farmers, Nobel Yeomen, Eco-Heroes, and Other Myths about Farmers Markets Farmers**

Marcia R. Ostrom, mrostrom@wsu.edu; Colleen Donovan, colleen.donovan@wsu.edu; Jessica Goldberger, jgoldberger@wsu.edu  
Washington State University

The farmers market farmer or "market grower" holds a unique role in our practical, aspirational, and theoretical ideas about foodscapes. They are stewards of our land, providers of food, public educators, agricultural ambassadors, mentors to new farmers, targets of preservation and philanthropic efforts, and inspirations for local food movements. That is, when they're not "just hobby farmers" or nefarious resellers. Regardless of the caricature, market farmers are often treated as a homogenous category, begging the question: who are they? Drawing from a statewide survey and farmer focus groups in Washington State, we create a more nuanced understanding of "the farmers market farmer." We analyze patterns on the basis of gender, ethnicity, farm type and size, sales, market mix, and geography. We also investigate challenges and opportunities for women, Latino, Hmong and beginning farmers. Finally, we assess the potential environmental outcomes resulting from increasing numbers of farmers growing for direct consumption.

**Gluttonous crimes: Chew, comic books, and the ingestion of masculinity**

Fabio Parasecoli, parasecf@newschool.edu  
The New School

Food-related embodied experiences are entangled in all aspects of subject positions, from ethnicity to class, from age to gender. When it comes to masculinity, food plays a very important role as an arena where various models of masculinity are negotiated. Representations of men around food in a specific medium – comic books and detective stories – can establish, question, reinforce, reproduce or destroy cultural assumptions about masculinity and gender relations. The comic book *Chew* employs irony and tropes from horror, detective, and action genres to blur gender and ethnic stereotypes about eating and ingestion that are otherwise prevalent in many forms of popular culture, from movies to cookbooks.

**What Can Extension Do to Foster a Socially Sustainable Agriculture**

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Agricultural sustainability and climate change are two critical issues engaged by agents within the Land Grant System often focusing on four interrelated areas: production, economic, environment, and social. However, despite successes in the first three, the social component remains largely unaddressed in the Land Grant System, yet is critical to ensuring equitability and sustainability in agriculture. On top of this, most social issues are approached from higher scales of analysis (e.g. states). In this paper, I examine the concept of “social sustainability” as the missing component of the Land Grant mission and identify some of the difficulties in defining household and community metrics for research and impact evaluation. Five themes of socially sustainable communities will be discussed: quality of life, social integration, farm succession, entrepreneurship, and equity. Issues include the lack of experience in blending cognitive and emotional decision-making criteria, undervalue of qualitative research, historically asocial knowledge production and dissemination, and a misconceptualization of “social”.

**Practicing What You Preach: Ethics and pragmatics in food system work**

Rita Patel, ritagpatel@gmail.com; Jennifer Flanagan, jflanagan@sbkpgh.org; Katie Leone, kt.leone@gmail.com; Tony Rothschild, trothschild@commongroundhelps.org

The papers on this panel present three different approaches to working with and within institutions that provide meals and/or culinary skills to participants and members. Each of the approaches is value-driven: whether it is based on a mission to serve vulnerable populations, to educate body and mind, or to support, train, and value at-risk members of our society. All three examples use food, food waste, and food knowledge as a means of engaging people in making change happen individually and institutionally. Directed examples of practices, research, evaluation metrics, and economic viability are provided in all three.

**1. Food waste, culinary training, and food access: social enterprise solutions to food system problems**

Jennifer Flanagan, Springboard Kitchen

Over 4 million pounds of produce moves through the Greater Pittsburgh Community Food Bank (GPCFB) each year—a staggering amount. And yet, between 300,000 and 400,000 pounds is unusable due to short shelf life—nearly 200 tons! At the same time, GPCFB does not accept food with a shelf life of less than a week: that means an unknown amount of donated food is being turned away or discarded from area suppliers and distributors. The number of families seeking assistance from regional food pantries has increased by 2,500 per month over the past two years. Thousands more receive meals through nonprofits, government agencies, and subsidized meal programs such as free/reduced school lunches and senior home delivered meals. These institutional feeding programs, designed to make sure vulnerable populations receive a healthy meal each day, have largely devolved into serving highly processed, pre-packaged food product. Connecting the inefficiencies and food waste in the food industry to anti-hunger work seems like an obvious solution. Imagine the regional impact if even half the discarded fresh—from restaurants, producers, suppliers, growers—was turned into freshly prepared, from-scratch meals for at risk and vulnerable populations. At the same time, the culinary work of meal production could be used to train chronically unemployed people (hard- to-

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place individuals with major barriers to employment) get back on their feet through a stable, above minimum wage job in food service. Combining food access with workforce development and education in a new way, Springboard Kitchen (SBK) in Pittsburgh provides a model for creating assets from what others see as waste and connecting these assets to the needs of the community, the environment, and the economics of the food business. This talk explores this example of values-driven solutions to food systems problems.

## **2. College Cafeterias: Food sourcing, waste reduction, and evaluation metrics**

Katie Leone

Chatham University

In recent years a growing number of farm-to-college initiatives across the United States and an increased interest in the ability of higher education institutions to use their economies of scale to positively impact food systems. Focusing on the Pittsburgh, Pennsylvania area, this research explores ten universities' food sourcing and dining hall waste reduction initiatives to better understand how they interact with foodscapes. Additionally, this study examines how the schools assess their overall sustainability and the possible impacts that such assessments have on food procurement and waste management practices. This exploratory research compares the schools that directly account for the university's dining services when evaluating their overall sustainability to those that do not. It also identifies other factors driving more sustainable food service on campuses. Finally, this paper makes a case for developing more adequate metrics to audit dining halls food procurement practices due to the food system's tremendous effect on the environment; social justices issues and matters of equity; and economics.

## **3. You Can Lead a Horse to Water AND Make Him Drink**

Rita Patel, Tony Rothschild, Common Ground

Food is an important element contributing to physical and mental health. It is common to all, foundational, and the gateway to other dimensions of wellbeing. In the young field of nutrition and a market society, the messaging can be fragmented, incomplete, outdated, and biased leading to confusion and ill effects from varied beliefs inconsistent with true health.

A program piloted at Common Ground positively engages underserved individuals in their own wellbeing through taste in a nonjudgmental flexible model ("closed-loop system") centered on making optimal choices that create awareness and empower. The program debunks beliefs that eating healthy is no fun or tastes bad or is expensive. It ties budgeting, shopping, cooking, food storage in the context of the whole self, environment, and individual lifestyle. We can present the adaptable and universal tools and techniques in a workshop illustrating how those on food stamps and beyond can be nourished and thrive.

## **Mental Models of Health and Their Influence on Health Promoting Behaviours: A comparison of organic and non-organic farmers**

Rebecca Paxton, rebecca.paxton@boku.ac.at; Bernhard Freyer, bernhard.freyer@boku.ac.at; Jim Bingen, bingen@msu.edu

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University of Natural Resources and Life Sciences (BOKU), Michigan State University

Evidence suggests that mental models of health, founded upon worldviews, affect individuals' health promoting behaviours. Amongst human practices, arguably none have a more pervasive impact on human and environmental health than agriculture, yet how individual farmers conceptualise and promote health remains largely unknown. Indeed, it is often purported that organic and non-organic farmers have different health beliefs. However, little research has been carried out to identify what health beliefs and practices individuals within these two groups hold, or to what extent these beliefs constitute culturally cohesive mental models. Using the Cultural Consensus Model of Romney et al. as an analytical framework, this study seeks to identify the similarities and differences in health beliefs and practices within and across the populations of organic and non-organic farmers in Lower Austria. The results will elucidate the relationships between farming styles and health practices, which may have implications for both human and environmental health.

**The growth and persistence of small and medium sized farms located at the rural-urban interface**

Sierra Poske, sierra.poske@gmail.com; Shoshanah Inwood, shoshanah.inwood@uvm.edu; Jill Clark, clark.1099@osu.edu; Jeff Sharp, sharp.123@osu.edu; Vicki Garrett, garrett.95@osu.edu

University of Vermont, The Ohio State University

In recent years the USDA has developed a number of policies tailored towards the growth and development of small and medium sized farms. The extent to which these policies are able to address the diversity of the farming population (women, minority, immigrant, land resources) and different farm categories (whole sale commodity vs. direct marketers) is to be determined. This nationwide study focuses on small and medium sized farms located at the rural urban interface where the high cost of land and development pressures specific to this region pose questions about the applicability of current USDA policy. This presentation will identify the social and geographical pressures that are experienced by farmers within the region, the type of policies and programs that are aimed at impacting small and medium farm growth and identify gaps between the two that will substantially impact the growth and persistence of agriculture at the rural-urban interface.

**Eating Ecologies: Designs for landscapes of foraging**

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State University of New York, United States Forest Service

This presentation proposes design strategies for expanding urban agriculture by integrating "productive ecologies" for urban edibles with the spatial and ecological infrastructure of cities. There is a resurgence of interest in urban foraging of wild edibles including weeds by diverse culture and economic groups. These practices are documented by one of the researchers in a multi-city study that identifies the scope of the type of plants gathered, and the spatial patterns, motivations, and issues that develop between gatherers and land managers. This study points to the potential of foraging as a motivation for creating productive urban landscapes with less physical and organizational infrastructure investment than those of community gardens and urban agriculture, while at the same time promoting multi-functional and healthy urban ecosystems. We present design strategies based on understanding the fluid, provisional nature of foraging as a vital means of restoring urban ecologies

and creating publically accessible food sources.

**Urban Agriculture in the Food System: Is it time to make a choice?**

Jeanne Pourias, [jeanne.pourias@agroparistech.fr](mailto:jeanne.pourias@agroparistech.fr)  
AgroParisTech

Urban agriculture has undergone a phase of high burgeoning during the past decade in northern cities. Many hopes have been placed in urban agriculture to solve problems of the globalized agri-food system. Today, the enthusiasm of urban dwellers, the development and diversification of urban agriculture forms- including the emergence of commercial enterprises- and the numerous academic studies completed on the subject suggests that urban agriculture reaches a stage of maturity where we must question its place in the food system and urban development: should urban agriculture support a radical criticism of the globalized agri-food system? Is its role to propose an alternative food system or is it to patch the shortcomings of the ongoing food system? What place - both literally and figuratively? - should urban agriculture occupy in the city? What choices are available to policy makers and planners of the city? A review of 50 articles in food geography, urbanism and agronomy was conducted to try to address this question.

**The importance of biodiversity for dietary diversity and nutrition: perspectives of small-scale farmers in rural Tanzania**

Bronwen Powell, [bronwen.powell@hotmail.ca](mailto:bronwen.powell@hotmail.ca); Rachel Bezner-Kerr, [rnb5@cornell.edu](mailto:rnb5@cornell.edu); Sera Young, [sly3@cornell.edu](mailto:sly3@cornell.edu); Timothy Johns, [tim.johns@mcgill.ca](mailto:tim.johns@mcgill.ca)

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The importance of biodiversity, especially agrobiodiversity, for dietary diversity and nutrition in poor rural communities has been established. However, local people's perspectives and knowledge of the role of biodiversity for dietary diversity has received limited attention. This paper draws on in-depth qualitative ethnographic data collected in the East Usambara Mountains, Tanzania. We found a high degree of consensus among local people who report that dietary diversity is important because it maintains and enhances appetite (across days, months and seasons). Local people report that sufficient cash resources, crop diversity, agrobiodiversity, heterogeneity of agricultural landscapes, and livelihood diversity were all important for their ability to consume a varied diet and therefore nutrition. Other factors influencing dietary diversity included seasonality, household size, and gender. Local people perceive dietary diversity as something all people, both rich and poor, can achieve. This research provides novel insight into the importance of biodiversity for human nutrition by highlighting pathways which have not yet been included in quantitative research including: the role of biodiversity across broader time scales, the mitigating role of biodiversity on lack of cash resources, and the role of landscape heterogeneity.

**Re-examining Food Banks in the US and Canada: Disturbing 21st Century Developments**

Elaine Power, [power@queensu.ca](mailto:power@queensu.ca); Andy Fisher, [andyfisher.pdx@gmail.com](mailto:andyfisher.pdx@gmail.com); Simon Robinson, [5sr14@queensu.ca](mailto:5sr14@queensu.ca)  
Queen's University

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From their origins in the 1980s as a community-based “emergency” response to an economic downturn, food banks (and food pantries) have become institutionalized features of the food landscape in the US and Canada. They are now a second tier of the food system, serving those who are food insecure with nowhere else to turn to avoid hunger; providing the food industry with myriad opportunities for marketing and profit-making; and propping up the inadequacies of the welfare state. This panel will explore some of the features of 21st century food banking in the US and Canada.

**1. Feeding America’s Sugar Addiction**

Andy Fisher, Center for Food and Economic Democracy

Over the years, Feeding America, the nation’s food banking leader, has established extensive partnerships with purveyors of sugary foods- soft drink manufacturers, candy companies and bakery/restaurants. Feeding America accepts their excess products for inclusion in food donation boxes. It also accepts millions of dollars from promotions that increase the sales of these unhealthy products. This is taking place in the context of an epidemic of obesity and diabetes, which strikes the poor worst of all. This talk will examine the ethics of these partnerships, exploring in depth a promotion that raised more than a half million dollars for food banks while supporting sales of Snickers candy bars. It will also explore how such cause marketing partnerships impact the public’s understanding of hunger, its causes and its remedies.

**2. Buying Social Justice?**

Simon Robinson

In 2011, Campbell's launched their Help Hunger Disappear campaign, accompanied by a new product, Nourish. Campbell's website describes Nourish as a "nutrient-dense, complete meal;" "an ideal option for donation to food banks." Campbell's has deployed a targeted multimedia marketing campaign to encourage consumers to purchase Nourish on the premise that "net profits can actually go to fund more production of Nourish, which will be donated to more people." Since the project launched, Campbell's claims to have donated 300,000 cans of Nourish to Canadian food banks. How should we interpret Campbell's cause-related marketing strategy? I will consider how the Help Hunger Disappear campaign and its flagship product Nourish influences popular understandings of civic responsibility regarding hunger, and the ethical implications of associative marketing centred on food bank philanthropy. I argue that consumerism-based food bank philanthropy dissociates consumers from the injustice of hunger and inordinately benefits donor-corporations compared to food insecure Canadians.

**3. “If it weren’t there, I wouldn’t be in school:” University students’ experiences of using campus food banks**

Elaine Power and Alice Zhao

In 2011, Food Banks Canada reported that over 34,000 post-secondary students used food banks on 70 campuses nation-wide. Increased tuition fees, inadequate student loans, a poor job market, and the rising cost of food are contributing to increasing demand. To date, there is no published

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research about the experiences of students using campus food banks and the reasons they are using them. Popular opinion holds that students are hungry because they are poor budgeters and blow their money on recreational activities. This talk will explore results of semi-structured interviews with campus food bank users at Queen's University. Preliminary analysis supports anecdotal evidence that many undergraduate campus food bank users are students from working class backgrounds who depend on student loans, and shows they have exceptional budgeting skills and creative mechanisms to cope with food insecurity. The desperation of their circumstances indicates the inadequacy of student income supports.

**Toward Foodscape Archaeology on the Resource Frontier: Research in Progress in Michigan's Copper Country**

Anna Lee Presley, [lsweitz@mtu.edu](mailto:lsweitz@mtu.edu)  
Michigan Technological University

By demonstrating the utility of landscape archaeology methods for the study of historical foodscapes, this presentation seeks to argue for a "foodscape archaeology" that will be relevant to contemporary studies of sustainability and food security. My research in progress combines oral histories, archival documents, and archaeological excavations to explore the 19th century articulation of Michigan's Keweenaw Peninsula with outside food producers to highlight the wide geographical range of the foodscape that kept the people of the Copper Country connected to national urban centers as they became an industrial center themselves. This 19th century industrializing landscape integrated local agricultural production and regional/national/international trade networks to support its emerging copper mining communities. The challenging climate and relatively remote location prevented these communities from being locally self sufficient; food security for this resource frontier required a far reaching foodscape.

**Consuming Ideologies**

Deanna Pucciarelli, [dpucciarelli@bsu.edu](mailto:dpucciarelli@bsu.edu)  
Ball State University

This talk will focus on ideology as a marker for food consumption patterns. A study was conducted measuring consumer attitudes, behaviors and beliefs regarding purchasing organic products at two farmers markets one located in Corvallis, OR and the other Muncie, IN. There were significant differences in attitudes and behaviors between geographic locations, and these outcomes were correlated with self-identified political affiliation while age, income, education level and gender were homogeneous between the groups.

**Exploring Identity Through Food Performance: Chinese Sojourning Students and Hot Pot in Maine**

Hui Qian, [Coiny0903@gmail.com](mailto:Coiny0903@gmail.com)  
California Climate and Agriculture Network

Focusing on previous research on the de/reconstruction of identity in terms of personal, group, and cultural contexts through food performance, this study approaches food as performance and food in performance. Specifically it considers hot pot as a symbolic Chinese dish and a unique embodiment of

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Chinese ritual culture practice, through which a small group of Chinese sojourning students in Maine use their Chinese bodies and Chinese language to create a “home-like” liminal time and space in the physical time and space of the United States. Moreover, as a site where the relationship between the self and the other is contested, food—in this case, hot pot—serves as a border and enables culturally dislocated people like Chinese sojourners in Maine mark “the self” from “the other”, as well as incorporating “the other” into “the self” based on their hot pot practice and performance. It is through this process of doing, behaving, and showing hot pot that those Chinese sojourners’ Chinese bodies and identities are lived and performed.

**The Campaign for Fair Food: How Farmworkers and Their Allies Are Transforming Florida's Tomato Industry**

Jake Ratner, gonmave@gmail.com

Just Harvest USA

An interactive presentation by farmworker/CIW-member Leonel Perez and Jake Ratner, Just Harvest USA. We will discuss the legacy of racism and slavery in Florida agriculture, outlining the CIW’s formation within that context and the egregious conditions that led farmworkers to organize. We will present the CIW’s groundbreaking model for change, the Campaign for Fair Food, a unique partnership across class/racial lines, bringing together consumers at one end of the supply chain with farmworkers at the other, a collective movement that achieves systemic change. The mechanism, the Fair Food Program, leverages the market power of major retailers to end human rights abuses of those who harvest our nation's food. We will outline the importance of coalition building across sectors in a movement that unites communities of faith, food-justice, and students. We will share details of the “New Day” dawning in Florida’s fields and the major changes farmworkers are beginning to see. The Fair Food Program, now underway at 90% of Florida tomato farms, is overturning entrenched systems of abuse. We will end by discussing the current direction of the campaign and the potential to fully transform the exploitation within the agriculture industry.

**Emerging Issues in National Food and Agricultural Policy**

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National Agricultural and Rural Development Policy Center

Interest groups play a significant role in the policy process nationally, from agenda setting to policy formulation and implementation. In the agricultural domain, new interest groups representing food activists, local farmers, and consumers have joined traditional farmer organizations in attempting to influence farm and food policy. This is particularly relevant as Congress formulates a new farm bill in the coming year. Internet-based policy documents produced by agricultural and food interest groups offer an opportunity to identify issues as they emerge, allowing researchers, activists, and policy practitioners the chance to be involved in the policy debate. Research on these emerging food and agricultural issues will be presented, along with analysis of potential impacts on the new Farm Bill.

**Beyond the Kale: Urban Agriculture and Social Justice Activism in New York City**

Kristin Reynolds, reynoldk@newschool.edu; Nevin Cohen, cohenn@newschool.edu

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**The New School for Public Engagement**

It is often assumed that urban agriculture advances social justice by increasing food access and greening communities. Yet, despite these and other benefits, urban agriculture initiatives may fall short of challenging unjust structures, including institutionalized racism, gender discrimination, and class privilege. In order to be truly transformative, UA must challenge these broad patterns. Drawing from in-depth interviews conducted for a book on urban agriculture and social justice in New York City, we illustrate how farmers, gardeners, and UA advocacy groups have engaged in creating more socially just food and environmental systems. We specifically highlight the work of women and people of color in NYC whose efforts to stanch structural inequities and political disenfranchisement, and to disrupt dynamics of power/privilege through urban agriculture have been underrepresented within the movement at large. Revealing the transformative practices of these often-marginalized groups is an important part of advancing dialogue about UA and social justice.

**Frequency of Parental Participation in the Family Meal and Confidence in Cooking Skills and Vegetable Preparation**

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This study examined the relationships between frequency of parents eating dinner with their child and parental confidence in cooking techniques, confidence in preparing vegetables, confidence in getting children to eat vegetables and sociodemographic characteristics. Data were collected from 50 parents who completed a survey regarding their and their child's eating habits. The data were collected as part of a pilot study for an intervention targeting 3rd grade students and their families as well as their home food environment. Results suggest that parent's frequency of eating dinner with their child is related to the parent's confidence in using a variety of cooking techniques, confidence in getting children to eat vegetables and the parent's gender.

**Micro-farming Grandmothers and the New South Africa**

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Berea College

In the crowded townships of Cape Town, South Africa, a project entitled, "Abalimi" (Harvest of Hope) has been underway since the last days of Apartheid. Under the leadership of "Mama Cristina," organic vegetable gardens have sprung up in the poorest urban areas of the Western Cape. This presentation will chronicle the growth of a CSA (Community Supported Agriculture) movement in Cape Town that has captured the attention of the country's agriculturalists and political decision-makers. What is remarkable about this social movement is that it is led by the senior generation of women who have committed their lives to developing social/economic prospects for their families and community members. From 35-90 years of age, these women work the abandoned fields of their communities, and organize a weekly produce market (CSA) that serves upwards of 400 families in the Cape Town area.



**Organic Farming in Japan: Finding new pathways in a landscape of radiation risk**

Nancy Rosenberger, nrosenberger@oregonstate.edu

Oregon State University

This paper addresses the perceptions, reactions, and strategies of Japanese organic farmers in 2012, a year after the Fukushima nuclear explosion of 3/11. Although previously ensuring the safety of themselves and their consumers through organic growing in a local cycle, organic farmers who were showered by radiation have received an image as less safe than conventional farmers importing fertilizers and feeds. This changing ecological landscape of cesium in soil, compost, produce, and livestock and shifting socio-scape of vulnerability, has caused farmers to ask searching questions about their work, their localities, and their abilities to keep consumers safe. Yet farmers have also taken on new strategies to adapt to the heightened risk perception via assiduous measuring; new links with consumer groups and NGOs; new crops, and decontamination via organic agriculture. Will nuclear disaster become an opportunity for new pathways of change for these farmers and Japan?

**Reaching Consensus on Issues in Local Food Policy**

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University of Western Ontario

Certain truisms exist regarding the food environment: the pervasiveness of unhealthy food exacerbates social inequalities; malnutrition contributes to obesity, heart disease, and diabetes; unlike other urban systems, many planners and policy-makers are not involved with the food system. Little research has shown how planners and policy-makers vary in their individual understandings of these facts and values. A lack of or mis-understanding of key issues can lead policy formulation to solve the wrong problem. To determine stakeholder opinions on food system issues and to uncover where dissonance may remain between research and practice, a survey was administered to stakeholders from public, private, and non-profit sectors of the food system. Results indicate significant differences between and within stakeholder groups, suggesting challenges for those involved in food planning efforts. These varying opinions illustrate the need to conduct empirical research on the food system to allow for evidence-based decision-making.

**Theorizing the Social Justice-Alternative Food Tension**

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California State University, East Bay

The concept of food justice provides a critique of the alternative food movement: It avoids social justice issues, especially those involving food workers and communities of color, as it prods consumers to eat healthy and sustainable. I examine three frameworks: decommodification, social reproduction, and right to food. I argue they reconceptualize this tension between social justice and alternative food, producing a more inclusive notion of food justice. I define decommodification as pushing on the tension between use and exchange value. I place alternative food within use value and social justice questions within exchange value. I include within social reproduction the overlaps between the household and the agrifood system, which reveals how regendering food integrates alternative food and social justice. I conceptualize a right to food from a feminist relational angle to show how its

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actualization rests on overlapping relations between various actors that allows for combining alternative food with justice.

**Conservation Programs' Influence on Community Food Sovereignty: Finding Indicators**

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University of Missouri - Columbia

The United Nation's Reducing Emissions from Deforestation and Forest Degradation (REDD+) program continues to expand in developing nations, shifting foodscapes by raising tensions between food production goals and carbon sink goals. The forest-dependent communities that participate in REDD+ conservation policies may witness changing food production and security, effects that should be measured and monitored. This paper is a literature review of previous attempts to develop indicators and measures of food sovereignty on the community level. Food sovereignty – largely a political term referring to a community's power over its food system (production and consumption)—is a suitable concept given the power dynamics involved in a global policy to mitigate the developed world's climate impacts by changing forest owners' use of their land. The identified methods to measure food sovereignty are divided into five themes: sustainability/agro-ecology; food security; land tenure and resource governance; social/cultural scales; and food procurement and self-sufficiency.

**Research Methods for Quantifying the Economic Impacts of Local and Regional Food Systems**

Todd Schmit, tms1@cornell.edu; Becca Jablonski, rb223@cornell.edu; David Conner, 97dconne@uvm.edu

Private foundations and all levels of government are financing increasing numbers of 'local food' development initiatives. Often such efforts focus on improving diet and health outcomes (e.g., increasing local production and consumption of fruits and vegetables) or improving healthy food access for disadvantaged consumers (e.g., establishing farmers' markets in rural or urban food deserts). On the producer side, support for growing local food marketing opportunities often center on improving farm producer access to markets and improving producer returns. Regardless of the underlying motives, there has been scant attention to data-driven assessments of these initiatives. Developing methods to better understand and quantify the economic impacts of 'local' agricultural production and food system activities has risen to the top of research agendas. This series of papers utilizes case studies to demonstrate ways and methods to begin to build a framework for estimating the economic impacts of local and regional food systems.

**1. Local food systems as drivers of community economic development policy: metrics, methods and implications for applied economists**

David Conner, 97dconne@uvm.edu

University of Vermont

Scholars, practitioners and policymakers are increasingly interested in the economic and land use implications of food systems. This paper discusses two ongoing efforts in Vermont, one to measure current local food consumption as part of the statewide Farm to Plate initiative, and another to forecast economic impacts and inform policy and land use options as part of the formation of a city's

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long term strategic plan for sustainable agriculture and food security. Each study uses a mix of primary and secondary data to calculate economic impact. Discussion focuses on the use of the data by policymakers and implications for more accurate and efficient measures in the future.

**2. 'Local' producers' production functions and their importance in estimating economic impacts**

Todd Schmit, tms1@cornell.edu; Becca Jablonski, rb223@cornell.edu  
Cornell University

Utilizing two unique data sets from case study in NYS to explicitly estimate purchasing patterns for 'local food' producers, we show that these farms have different patterns of input use compared to operations that market their products through more typical commodity markets. The first data set was collected during the summer of 2010 from farms in Eastern NY who sell a portion of their product(s) direct-to-consumer (D2C). The second data set is from farmers who sell 'locally-grown' products to a food hub located in Central NY. In both of our studies, farms that marketed their products through D2C or intermediated sales channels purchased more of their inputs locally. By definition, the multiplier effect is larger when linkages are greater within a local economy (i.e., a business purchases more of its inputs locally). Thus, our studies demonstrate that prior estimates of local and regional food systems' economic assessments may underestimate overall impact.

**Northwest Lansing's Community Cookbook: The intersection of community and food**

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Michigan State University Extension

Last year I served as an AmeriCorps state member at a community development organization in Lansing called NorthWest Initiative. During my time there I ran a emergency food pantry site that helped over 390 individuals throughout the course of my term of service. What was unique about this pantry site was the atmosphere. There was more than a food demonstration, food sampling, connection to other services, and food being distributed. Out of a group of volunteers giving away fresh produce, dairy, eggs, and wholegrain bread emerged a real sense of community and a friendly atmosphere that is all too often missing at emergency food distribution sites. As my term of service ended I wanted to capture both this community atmosphere and the recipes that were created every week from the fresh produce that was available at the site. So I created a distribution cookbook that incorporates qualitative interviews in clients own words about how the pantry site effected them (with images) paired with recipes (with images) that were made every week at the live food demonstration and sampling. The presentation of the cookbook pairs qualitative evaluation analysis of real client interviews and the presentation of the recipes. The original intent of the cookbook was to make a document for clients to use but many tremendously moving emerged and the presentation speaks very strongly towards the importance of eating healthy, emergency food, and social justice.

**Urban Gardens and Diabetes Prevention: A Natural Partner?**

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Chatham University

While the benefits of community gardens in terms of social, political and economic capital, have been

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explored in-depth, there is a paucity of research on the clinical outcomes of participation in community gardens for those adults who are overweight and at risk for diabetes and/or cardiovascular disease. This pilot study offers an evidence-based 12 week lifestyle intervention to community residents at-risk for these chronic diseases. A community gardening component, adapted to those who may have trouble bending and kneeling, is a unique feature being tested in this research. Working with an established community group, this research study will identify effective recruitment methods; design and plant an adaptive garden; define and assess pre and post clinical, social and psychological outcomes, using appropriate assessment tools and create an intervention methodology and curriculum that provides students with valuable community building, urban agriculture, clinical and education experiences.

**The Barriers and Opportunities for Collaboration in the Natural Resource Management of Wisconsin**

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Mixed-methodology research explored opportunities to improve collaboration in the Central Wisconsin Grassland Conservation Area (CWGCA). Federal, state, county agents, and grazing experts (n=12) were interviewed about their experiences and attitudes toward collaboration in Wisconsin's Grassland management. Interviews were analyzed with Corbin & Strauss's (1998) grounded theory methodology. Results found that collaboration relies on trust, agriculture and wildlife values, communication, and agency constraints. To verify qualitative results, quantitative research initiated an online survey and was sent to 116 government agents working in the CWGCA. 45.6% responded (n=53) providing results that agents believe the best way to help landowners is through education, that one-of-five agents regularly experience negative interactions with landowners, and a decline in agents farming experience based on age. Furthermore, nearly half of the respondents agree that government agents 'don't speak farmer very well', and that agents believe they are not perceived as community members while representing their agency.

**Exploring the Community Development Potential of Civic Agriculture in Ohio**

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The Ohio State University

Civic agriculture refers to location-specific networks of producers and consumers whose relationships are embedded in values such as sustainability, equity, and community. The concept frames a model of community development that takes shape around farmers' markets, community supported agriculture operations, local food cooperatives, and other alternative markets. If civic agriculture is indeed a viable vehicle for community development, it should contain the potential to generate and strengthen social relationships. Here, we will explore this practical potential of the civic agriculture as a community development agent in Ohio. Drawing data from the 2012 Ohio Survey of Food, Agriculture, and Environmental Issues, we will attempt to establish a statistical correlation between civic agriculture participation and measures of community strength. The findings from this research will contribute to research on community development and alternative food systems by determining the viability of an emerging model to address concerns that have arisen in both fields.

### **Farming As a MacIntyrean Practice**

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Fuller Theological Seminary

According to Alasdair MacIntyre, practices are the first stage in the logical development of the concept of virtues, followed by the coherent narrative of a life and a moral tradition; they serve as the building blocks for his ethical project and for his vision of the common good. MacIntyre cites farming as an example of a practice, but neither he nor subsequent scholars have examined the practice of farming. Following MacIntyre's definition of a practice, this paper will examine farming as a "socially established cooperative human activity," the standards of excellence it seeks to attain, its internal goods, and the impact of several significant agriculture-related institutions. Industrial agriculture corrupts the practice of farming by focusing on the external goods of money and high production; it threatens to deform the practice as a whole. The virtues are essential in rescuing the practice of farming from the deforming effects of institutions.

### **One More Thing to Worry About: An Exploration into Mothers' Perceptions of Healthy/Unhealthy Food**

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University of Missouri-Columbia

The purpose of this research was to understand and describe how mothers provision healthy food for their families and what methods did they use to avoid risk. It aimed to analyze how mothers make meaning of their food consumption practices. What motivates their choices? How do they construct healthy food? Healthy food is highlighted in this study due to the mainstreaming of natural and/or organic foods in the nation marketplace. The research is based on a qualitative study conducted in 2012 in Missouri with 14 mothers. In-depth interviews were conducted to investigate the attitudes and beliefs mothers had about healthy foods and risky foods, and to also explore how mothers made meaning of the provisioning practices required of them to feed their children healthy, risk-free food. Additionally, the topic of food borne illness was explored to determine if the mothers conceive of this as a risk and what actions they may take to avoid this danger present in food. Overall findings display that mothers' risk perceptions are concerned with food produced in the industrial sector and many have turned to locally produced food to mitigate these perceived risks in the quest to protect their families and feed them healthy food.

### **Foodways and "The Floating Population": Diet and Domestic Migration in Nanjing, China**

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To assess the impact of migration on foodways and food security in China, we conducted focus groups (n= 12) among low-income residents (n= 12) of Nanjing, Jiangsu and rural-to-urban migrants (n= 59) currently residing in Nanjing in violation of China's household registration system. We collected information regarding age, gender, ethnicity, BMI, education, income and employment, housing, food

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security, place of origin, household registration (hukou) status, and household and family composition. Our results show food security and access to a varied diet involving fresh foods is easily achievable for migrants, resulting in dietary continuity through the migratory process. The majority of our sample indicated that they were food secure; most migrants had BMIs in the healthy range. However, because of structural inequality and cultural values surrounding food in China, such as notions of freshness, we find cause for interpretation of measures of food security beyond those commonly used with Western populations.

**Terroir and Traceability in Elite Coffee Landscapes**

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Eastern Washington University

Current food movements involve an increasingly specific placing of food within landscapes. Using ethnographic data collected in 2011, this paper explores how the rise of the elite coffee market has changed understandings of coffee landscapes in the Tarrazu region of Costa Rica. When coffee was treated as an undifferentiated commodity, coffee land was treated as more or less interchangeable. This new landscape of coffee is highly differentiated in ways like landscapes defined by wine production. Producers and governments have named and defined coffee regions, which are starting to function as appellations of origin. Within these regions, the best coffee comes from named farms. Finally, every lot of coffee sold through the elite coffee market is traceable: its harvest can be specifically located in space and time. Shifts in production and marketing have led to a new embedding of a product in its landscape.

**Vanilla Dee-Lite or Tea Tree Leaf: Body Lotions and the Semiotics of Scent**

Hannah Smith-Drelich, [hsd230@nyu.edu](mailto:hsd230@nyu.edu)  
New York University

Why do we want our bodies to smell like food? Beauty products, particularly moisturizers, are increasingly dependent on food imagery, smell, and taste. Particularly popular are dessert- and fruit-based products, but the market is expanding to include scents as untraditional as Soy and Sake and Parsley Seed. According to Peter Goffman, "the body is a person's material property to be controlled and monitored," meaning that we choose how we smell based on a system of criteria meant to represent facets of our identity--a syntax of smells. A woman who chooses to smell like Chocomania intends to be received differently than one who smells like Moroccan Neroli. As body lotion is highly varied in cost (\$6-\$300), socioeconomic class plays a huge part in what Bourdieu would consider our taste preferences; however additionally important is gender, race (smelling the other), and desirability. While the theory is long-winded, the presentation will include visual ads and a variety of products on the market, and will be short and sweet(-smelling).

**Foodsheds: Further Concepts and Applications in Sustainable Agriculture, Place and Regional Economies**

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This paper explores the evolving conceptualization and application of foodsheds put forward by Kloppenburg, Hendrickson, and Stevenson (1996) relative to sustainable food systems. A definition of sustainable food systems is offered to provide context to the discussion. Foodsheds as an analytical and organizing concept was initially drawn from similar ideas of watersheds and is examined relative to watersheds to develop recommendations for implementation in the development of sustainable food systems. Aspects of sense of place and foodshed are explored. And, the potential for foodsheds to serve as an organizing concept in the development of biocultural regional economies is developed. Finally, recommendations are offered for local food efforts and organizations that further evolve the foodshed concept and integrate place and regional economies.

**State Level Policy Changing Farm to School and Community Foodscapes Across America**

Mary Stein, [mary@farmtoschool.org](mailto:mary@farmtoschool.org)

National Farm to School Network

In the majority of the United States, state level legislative changes have been adopted in recent years to support of Farm to School initiatives. These policies are varied, ranging from study bills examining school food within the broader community foodscape, formation of statewide task forces, pilot program implementation, budget appropriations for state funds, procurement practices, grant programs, school garden focused initiatives, urban agriculture, nutrition standards and more. The National Farm to School Network has been tracking legislative advances impacting Farm to School programs, and has recently updated this scan of nationwide policy advances. In this five-minute lightning talk, learn about specific statewide policy advances over the last two years, and hear about community level impacts of these policies.

**Paradox and Dialogue: Ecology, Management and Food Sustainability**

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University of Guelph

Collaboration among disciplines is important when analyzing complex problems, but dialogue is challenging because of different worldviews. Sustainable food systems provide a robust example of complex problems with competing viewpoints. Linkages among players in ecosystems are studied by ecologists using competition and coexistence theories; interactions among organizations are studied using management theories. Theories from ecology and management present a paradox for collaborators: How can we manage tensions between theory and methods that approach similar subjects (for example, competition) so differently? This exploratory paper by authors in ecology and management acknowledges tensions between disciplines as it discusses two approaches to sustainability. We embrace principles of a Dynamic Equilibrium Model of Organizing (Smith & Lewis, 2011) to examine concepts studied by both disciplines and provide an exemplar of dialogue that acknowledges paradox and seeks to advance collaboration in food system studies.

**Farmer Identity and Ethical Attitudes: Implications for Environmentalism**

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University of Missouri

There is increasing concern for environmental degradation caused by agricultural activity. Although large-scale agribusinesses are generally implicated, farmers themselves are often being challenged as culpable. How farmers see themselves – that is, their identity – is recognized as an important factor affecting their attitudes towards the environment and farm management and conservation practices. Within this context we are interested in knowing which specific identities matter most for affecting how farmers view the appropriateness of specific ethical situations relating to environmental management practices. We use a social-psychological model of ethical decision-making, and data from a 2006 survey of Missouri farmers, to examine the relationship between the identity of farmers and their attitudes toward ethical issues affecting the environment. This paper contributes to the “farmer identity” literature by considering different typologies of farmer identities and linking them with specific ethical attitudes regarding environmental issues.

**Reflections on Using Food Commodity Chain Analyses in Sustainable Food Systems Pedagogy (or How I Learned to Stop Worrying and Love Corn)**

Alexandra Sullivan, asullivan1@gc.cuny.edu  
CUNY

In this talk, I will present my reflections on my experience as a CUNY GK-12 Fellow developing and testing lessons for a module for high school students focusing on food commodity chain analyses. My aims for the module were: 1) for students to know the ways in which food commodity chains are connected to ecology, policy, economy, business practices, social conventions, and cultural traditions; 2) for students to perform thematic food commodity chain analyses highlighting issues of interest to them; and 3) for students to understand how their thematic analyses fit into the broad context of sustainable food systems (in both practice and theory). I will give an overview of what I thought was most and least educationally effective (in terms of retained knowledge, skills and understandings) and achieved my goals.

**Finding Non-Commercial Farmers: Introducing the ‘parish study’ method**

Lee-Ann Sutherland, lee-ann.sutherland@hutton.ac.uk  
James Hutton Institute

The ‘parish study’ is a research technique that combines qualitative interviewing with participatory mapping of landholdings, developed through case study research in rural Scotland. Local mapping was found to be a useful mechanism for identifying and engaging with participants, leading to high response rates. The research demonstrated the norms and practices leading to non-management of land by lifestyle-oriented landholders, in contrast the highly active hobby farmers, smallholders and local food producers described in the academic literature. The method was found to be particularly useful for identifying and exploring issues related to lifestyle, gentrification, social networks, land management decision-making, landscape change and establishing a foundation for ongoing in-depth research. However, the approach is not suited to studies of dispersed groups, and is more resource



intensive than a standard qualitative interview-based study. The author assesses the utility of taking a 'census' rather than a 'sample' in qualitative research.

### **Milkscapes**

Nicole Tarulevicz, nicki.tarulevicz@gmail.com; Deirdre Murphy, d\_murphy@culinary.edu; Jamie Stuart, jamiestuart.acs@gmail.com; Daniel Block, dblock@csu.edu

At the intersection of food, text and imagery this panel draws on Pauline Adema's definition of foodscapes as "symbolic of real and desired identities and of power, social and special relations articulated through food" to consider what might constitute a milkscape. In her paper on the New York "milk swill scandal" Deirdre Murphy shows how multiple and lurid illustrations of city dairies were used to fuel a scandal, build the reputation of the covering newspaper, and narrate for the public the complex industrializing national landscape. Taking Toni Morrison's *The Bluest Eye* and Anthony Burgess' *A Clockwork Orange* as her texts, Jamie Stuart reads milk as a mechanism for escape, highlighting how milk functions as a magic potion. Focusing on advertising in postcolonial Singapore – milk is popular yet is not produced in the island-state – Nicole Tarulevicz demonstrates that the colonial and neo-colonial body remains central to the ideology of milk.

#### **1. Dairy Scandal, Urban Vision, and the Violent Transparency of Milk**

Deirdre Murphy, Culinary Institute of America

In May of 1858 Frank Leslie's *Illustrated Newspaper* ignited the "swill milk scandal" in New York City by reporting on the fetid conditions in which urban dairy suppliers kept their animals. Interestingly, swill milk wasn't even a new story—it had already broken, comparatively quietly, eight years previously. However, Leslie's was able to turn swill milk into a full-fledged scandal by publishing, for the first time, multiple and lurid illustrations designed to incite public outrage. Scenes of foul city dairies where diseased animals were fed distillery mash and kept in conditions that left them too weak to stand on their own for milking, also featured the figures of Leslie's "special artists," illustrators who sketched stoically amidst decay, suffering animals, and even threats of physical violence from enraged dairymen. With straightened spines and firm resolve, they envisioned for readers dairy truths that were awful and previously unseen. Upon its pictorial coverage of the swill milk scandal then, Leslie's sought to establish the illustrated press as a reliable witness to the shifting, sometimes hidden, sometimes incomprehensible, often threatening industrializing national landscape.

#### **2. Milk Makes it Better: Milk and Transformation in *A Clockwork Orange* and *The Bluest Eye***

Jamie Stuart

Bowling Green State University

This paper synthesizes the way milk is used as a magic potion in both Toni Morrison's *The Bluest Eye* and Anthony Burgess's *A Clockwork Orange*. In each, a character drinks the milk hoping for a transformation or alternate reality. Burgess's Alex drinks his in a parlor that serves the drink with a hallucinogen added (making it "milk plus"), while Morrison's Pecola drinks hers, ritualistically, from a cup decorated with an image of Shirley Temple. Alex is seeking distraction from his nightmarish life in Burgess's dystopia, and Pecola is seeking the safety of whiteness in Morrison's depression-era

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America. The characters are different in almost every way, but both are seeking an escape from their immediate realities at the bottom of their cool white beverages.

### **3. Asians on the way up...: Milk Advertising in Singapore**

Nicole Tarulevicz

University of Tasmania

Milks – fresh, preserved, cultured, flavoured, enriched, low-fat, for babies, condensed and imported from across the globe – fill the supermarket shelves and refrigerator cases of Singapore, a nation without cows. The ubiquitous presence of milk reflects decades of sustained advertising of a product that has been a key site of meaning-making about healthy bodies. In the pre-1965 colonial era milk was advertised as a thrifty yet “pure” product to improve health in the tropics by nourishing bodies. In tracing print-advertising of milk from the 1950s to the present, this paper suggests that despite some changes in form (giveaways 1980s, supermarket driven advertising 1990s, low fat 2000s, safety and origin now) the colonial emphasis on strong bodies remains central to milk advertising in Singapore. Commercial and ideological work was done by milk advertising that promoted milk “for straight backs and sturdy limbs,” and marketed milk as the beverage of choice of “Asians on the way up.”

### **Moving Farmland Protection Efforts Toward Sustainable Foodscapes and Landscapes**

Amy Telligman, amy.telligman@colorado.edu; Leah Greden Mathews, lmathews@unca.edu; Cindy Torres, ctplant@gmail.com

University of Colorado - Boulder, University of North Carolina - Asheville

This panel considers the intersection of farmland protection and community values. As a “landscape” farmlands are valued for their ability to provide scenic vistas, recreational opportunities, wildlife habitats, and other ecosystem services. As a “foodscape” farmlands are valued for their ability to produce crops and support livestock in order to contribute to the food system. Given the multitude of goods that can be derived from farmlands, how do we move farmland protection efforts toward achieving more sustainable “landscapes” and “foodscapes”? How do we incorporate community preferences for sustainability into such efforts? What are some potential pathways for achieving sustainable landscapes and foodscapes? And what potential barriers exist to achieving sustainability? This panel will present research on community preferences for sustainable landscapes and foodscapes; barriers to achieving community preferred outcomes; and potential pathways to achieving sustainable landscapes and foodscapes;

### **1. From the Ground Up: Using Community Values to Promote Sustainable Landscapes**

Leah Greden Mathews

People all over the country treasure farmland for its food production, scenic beauty, and ecosystem services. But because community, land and thus agriculture vary across space, the values that people hold for farmland—formed by cultural traditions, social customs, geography, topography, and agricultural practices—vary across the nation. While essential for envisioning sustainable landscapes, two factors complicate the documentation of holistic, place-based preferences for farmland. First, while there may be strong preferences for intangible values such as scenic quality and cultural

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heritage, people rarely have the opportunity to express them in everyday transactions because markets typically fail to account for the aspects of value that are difficult to quantify. Second, sustainability requires geographic specificity of values that is difficult to achieve using traditional methods. We developed a participatory methodology to overcome these challenges. Results demonstrate how spatially-explicit preferences can be used to promote sustainable foodscapes and landscapes.

**2. Barriers to Achieving Sustainable Landscapes and Foodscapes through Farmland Protection**

Amy Telligman

Farmland protection is a publicly supported effort in the U.S. with 25 state-level programs and 88 independently funded programs. Combined these programs have invested over \$3 billion to protect approximately 2.4 million acres of farmland since their inception in the 1970s. A primary goal of farmland protection is the preservation of agricultural lands from future development. Increasingly communities are expressing desires for sustainable and localized food systems on protected farmlands. This raises new questions for farmland protection: What role should the public have in defining post-protection management of farmlands? How able/willing are farmland protection agencies to meet community preferences? Using data collected in a case study I argue that the answers to these questions requires considering farmland protection as a sociopolitical process made up of economic and legal arrangements negotiated by individuals. Examining protection efforts from this perspective shines a light into the ways that power and culture shape the outcomes communities ultimately derive from farmlands.

**3. Pathways and Opportunities to Achieving Sustainable Landscapes and Foodscapes through Farmland Protection**

Cindy Torres, Colorado Farmers Market Association

**Mapping Belief Systems: Effects of landowner attitudes on rural landscape planning**

Aaron Thompson, aaron.thompson@uwsp.edu

University of Wisconsin-Stevens Point

Advances in landscape planning are being driven by approaching the complexity of agri-environmental problems from a social-ecological systems perspective. The synthesis of social and ecological data is seen as a way of improving the acceptability and outcomes of these initiatives. However, there remains a need for new approaches that integrate relevant social data within a spatial framework to support decision making for determining landscape planning priorities and strategies. This study examines approaches for linking farmers' attitude measures developed from quantitative analysis of survey data collected to explore how underlying belief systems influence support for key aspects of the rural landscape planning process with self-reported measures of land ownership. The results are then integrated into a GIS analysis to explore the spatial dimensions of landowner attitudes and how these findings can be used to enhance landscape planning.

**The Influence of Community Governance Structures and Processes on Local Adaptive Actions to Disturbances and Increasing Environmental Risks in Four Rural Communities in Southwestern Uruguay**

Diego Thompson, diego@iastate.edu  
Iowa State University

Rural communities' responses to significant natural and anthropogenic changes are diverse. Based on semi-structured interviews with key informants, participant observation at local public meetings and assemblies, and secondary data, this study explores how community governance influence communities' adaptive actions to environmental risks provoked by natural and anthropogenic disturbances in four communities of Southwestern Uruguay. Results from this study show that multi-level institutional involvement in governance constrains communities' adaptive actions when local actors are not included in decision making. When multi-level institutional involvement includes local actors' concerns (including the state, market, and the civil society) and direct participation in decision making, communities are capable of developing diverse adaptive actions to mitigate and adapt to environmental risks. Results from this study could be informative to policy-makers, ongoing institutional programs, as well as other similar studies that focus on rural communities, governance, and adaptation to climate change and/or globalization.

**What's for Dinner, Mom?: Traditional Diets in an Industrialized Age**

Andria Timmer, andria.timmer@cnu.edu  
Christopher Newport University

This presentation emerges from an ethnographic study of mothers who define themselves as outside of the mainstream, especially in terms of food and nutrition. I discuss the manner in which they reject the overly "scienced" foodstuffs embraced by the industrialized food system that emerged in the early 20th century. These mothers look to the past and to "traditional" societies to inform their food choices. I examine both the individual and cultural dynamics that motivate natural eating preferences.

**The Importance of Data Literacy in Food and Society Courses**

Shawn Trivette, shawn.trivette@gmail.com  
Louisiana Tech University

Unlike discipline-specific courses, there is no agreed-upon core of material to include in an undergraduate food and society course. Such diverse orientations allow for a great deal of flexibility in what material to include and even how to approach the topic of food and society. However, for those of us who approach such courses from a social science perspective, food and society courses can still be excellent avenues for teaching theoretical and methodological tools that are important across our discipline and applicable in other courses students may take. In this session I will discuss how I integrate data literacy, a primary element in many substantive sociology courses, into my course on Agriculture, Food, and Society as a way to teach both core sociological skills as well as a deeper understanding of the state of agriculture and food in our world today.

### **Consumer Perceptions of Food Risk and Media System Dependency**

Mark Tucker, matucker@purdue.edu; Patrick Lillard, plillard@purdue.edu; Abigail Borron, aborron@purdue.edu; Jeff Lejeune, lejeune.3@osu.edu  
Purdue University, The Ohio State University

This paper reports findings from a national mail survey (n=1,307) that gauged public perceptions of commonly publicized food risks such as bacterial contamination, pesticide residues, and improper restaurant sanitation. A theoretical perspective based on elements of media dependency theory guided the investigation. Results revealed that consumers perceived moderate to low levels of risks for all the hazards assessed. Improper restaurant sanitation and bacterial contamination of meat were considered to pose the most risk, while mad cow disease was perceived to pose the least risk. In general, however, consumers expressed greater concern about general risks such as skin cancer or traffic accidents than about food poisoning. In terms of mass media use, television and online news were judged most helpful in providing important information, while social media and podcasts were judged least helpful. The results are discussed in the context of best practices for communicating with the public about food risks.

### **Sustaining Communities: A Multi-Discipline Literature Review of Culinary Tourism and Community Development**

Cory Van Horn, coryvanhorn@gmail.com  
Chatham University

Culinary tourism is a social activity that uses food as a means to preserve the local, ethnic, and historic identities of a neighborhood while providing a source of revenue for its residents. Sustainable community development is a planning methodology that places people's needs at the center of the urban design process, which leads to a more sustainable community both environmentally and economically. Throughout the United States, culinary tours are thriving in neighborhoods that exhibit the same characteristics necessary for a sustainable community. A literature review of scholarly works in sociology, folklore, urban planning and tourism studies situate culinary tourism and sustainable community development together. When paired with a comparative analysis of existing culinary tours in urban centers, a framework for developing models for community sustainability begin to emerge. This paper seeks to understand the intersection between academic theory and practical application of culinary tourism when used as a strategy for community development.

### **Hunting for Food in Environmental Ethics**

Gretel Van Wieren, vanwie12@msu.edu  
Michigan State University

Hunting has been a hotly contested issue in environmental ethics. On the one hand ecocentric scholars (Holmes Rolston) have heralded hunting as a positive type of land conservation and nature-based experience; on the other hand animal rights authors (Marti Kheel) have opposed hunting as a detrimental form of anthropocentrism and domination of the natural world. Some scholars (Baird Callicott) have attempted to bridge the divide in such debates. Yet, for the most part, hunting has been a polarizing issue in the field. So much so that most scholars have come to view hunting as a

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non-negotiable issue. This has, in turn, led environmental ethics, particularly in the last decade or so, to neglect hunting as a central issue. Recently the topic of hunting has emerged around issues of consumption in ways that make it ripe for fresh environmental ethical consideration. This past fall the New York Times, for example, reviewed several books that tout hunting as an ethical, even the ethical, model of food consumption. A piece in Slate Magazine cited “hipsters who hunt,” tracing the “evolution of the new lefty urban hunter.” The articles referenced hunters such as billionaire founder of Facebook, Mark Zuckerberg and “the bearded, bicycle-riding, locavore set” respectively who have taken the pledge to eat only, or at least mostly, meat they have hunted themselves. This paper examines some of the key ethical questions around hunting that are emerging in new contexts of food consumption. It asks: Who constitutes the “new breed of hunter”? Why are they choosing to hunt and what justifying reasons do they give? Are these sufficient? Should hunting be considered an important conservation and/or nature-based recreational activity? I conclude that the issue of hunting should be revisited in environmental ethics, for it raises fundamental questions about the human connection to the natural world, particularly the consumptive aspects of this relationship.

**Arizona Foodshed: Estimating Capacity to Meet Fruit and Vegetable Consumption Needs of the Arizona Population**

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Arizona State University

Fruit and vegetable (FV) consumption continues to lag far behind USDA recommendations. Interventions targeting the behavior of individuals address only a small fraction of dietary influences. Changing the food environment by increasing availability of FV through local food production has shown promise as a method for enhancing intake. This study was the first of its kind to evaluate the capacity to support FV intake of Arizona’s population with state production of FV. We created a model to evaluate what percentage of MyPyramid FV recommendations, as well as actual consumption, state-level FV production could meet in a given year. Intake and production figures were amended to include estimates of only fresh, non-tropical FV. And, since Arizona is a major agricultural producer of FV, estimates of exports were excluded from production figures. Finally, data were also broken down by month to illustrate seasonal availability of FV.

**Reinventing Prunes**

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Chatham University

Some foods remain the same while their marketing changes. Prunes have been cultivated and propagated since ancient times, but their reputation as a laxative food associated with the elderly has led to a limited market for this agricultural product. Today, dried plums are a particularly significant crop for the United States, with a concentration of growth and processing taking place in California. Since good marketing is essential to keep the industry relevant and thriving, in 2001, the California Dried Plum Board along with the Food and Drug Administration (FDA) agreed to officially change the name of “prunes” to “dried plums” in an attempt to overcome decades of negative associations. Most consumers have probably recognized this change but may not understand exactly what a prune is or

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why this name change even occurred. The research conducted for this commodity chain analysis examines plums, dried plums, and prunes, explaining the history, marketing practices, and “identity change” that characterize today’s version. The use of functional food frameworks, target marketing, and other approaches have prompted consumers to reconsider this staple food.

**Creating a Climate for Food Security: Interactions between Landscapes and Foodscapes**

Angela Wardell-Johnson, a.wardell@usc.edu.au; Christine Slade, cslade@usc.edu.au

University of the Sunshine Coast

Predicted population increases and major environmental challenges are two significant drivers of global food security. Food production is vulnerable to climate changes because of its reliance on natural capital. In turn, social and economic capital is at risk. This research uses a transdisciplinary methodology and mixed methods to examine two contrasting food production systems i.e. horticulture and dairy, across two Australian states. It focuses on barriers to global food security and enablers for building resilience in food systems through triple-bottom-line accounting in climate change mitigation and adaptation. Results indicate differences in the way climate change risk will likely impact these two geographical locations, necessitating further research and development, and technological advancements. Incremental, transitional and transformational strategic interventions across scales are recommended. Furthermore, this research demonstrates the need for closer collaboration between the industry sector and government policy makers to improve the success of climate change interventions.

**Jumping into the Grocery Cart: A comparative analysis of how grocery markets stock their shelves**

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Chatham University

Grocery stores of the 21st century are not created equal. From cooperatively owned markets to global corporate chain stores, supermarkets cater to a wide spectrum of consumer demand. Compared to centuries past, supermarkets have increased in size as well. This in part is to accommodate the increasing amount of fresh, preserved and prepared food products available from the food industry. This overwhelming array of choices can be irresistible for consumers when making food purchases. These same processed and prepared food products have led to the dismantling of the traditional fruit, vegetable, meat, and dairy markets into the growth of the supermarkets to know today. There has been an increased consumer interest in food that has created a movement for purchasing products based on locality, healthiness and sustainability, and we make the argument that supermarkets have been responding to this consumer driven trend. We analyzed several representative supermarkets of various sizes that are owned on a cooperative, regional and global level that cater to varying customer bases. We interviewed general managers to learn about their business and processes related to sourcing “sustainable” and other eco-labeled foods regarding their procurement, marketing and store placement. This study is an important analysis into how different supermarkets play a large role in responding to consumer demand and assumptions regarding specific food choices. This research sets the stage for a more critical study about how grocery stores are responding to the local and

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sustainable food movement. We plan to open up the conversation about how supermarket manager's willingness or ability to source these foods can have an impact on the food system.

**Urban Food Projects: Innovations and Challenges**

Evan Weissman, eweissma@syr.edu

The profound inequalities produced by the conventional food system, especially disparities in access to fresh food in urban neighborhoods, have compelled many communities to build alternative food networks. Efforts to address the food gap are not new, but urban food initiatives today take on new dimensions as activists, scholars, and policy-makers engage in various projects that confront both material realities and emergent understandings of food justice. Within the current complexities of urban foodscapes, food alternatives face a variety of challenges. Taking cues from this year's theme "Toward Sustainable Foodscapes and Landscapes," these sessions highlight unique and innovative models for addressing urban food inequalities by exploring programs, grassroots efforts, institutions and laws and policies that seek to address urban foodscape inequality. Researchers, practitioners, and activists share their work on unique and innovative food justice projects and critical analyses of this work. The presentations in these sessions bring critical scholarship into conversation with applied research and on-the-ground reports from urban food justice efforts.

**Part I: Law, Policy, and Institutions**

**Transformative Tactics to Increase Land Tenure Equity**

Amy Laura Cahn, acahn@pilcop.org, Garden Justice Legal Initiative; Paula Segal, 596 Acres

**The Role of State Agricultural Agencies in Limiting Growth of Urban Agriculture: Lessons from Michigan**

Wendy Lockwood Banka, wbanka@med.umich.edu; Michael A. Beers, Michelle Regalado Deatrick, and Randy Zeilinger

Michigan Small Farm Council (MSFC)

**Integrating Sustainability into the Urban Landscape: The Activity Around London 2012 Olympics' Food Standards**

Jessica Jane Spayde, jessicajanespayde@gmail.com

Cardiff University

**Community Gardening, Migration and Household Food Access in Chicago**

Howard Rosing, HROSING@depaul.edu; Nicole Llorens, nicole.llorens@gmail.com

DePaul University

**Urban Food Zoning: Beyond Agriculture**

Lisa Feldstein, lfeldstein@berkeley.edu

UC Berkeley



## **Part II: Grassroots Projects**

### **An Oasis in the Food Desert? The Opportunities and Challenges of Mobile Markets in Syracuse, New York**

Evan Weissman, eweissma@syr.edu; Jonnell Robinson, jdallen@maxwell.syr.edu; Matthew Potteiger, Susan Adair, and Sean Keefe  
Syracuse University and SUNY ESF

### **Community Shares: Securing Local Farms and Solving Food Insecurity in one Chicago Neighborhood**

Sheree Moratto, moratto.sheree@gmail.com, Glenwood Sunday Market

### **Every Last Morsel: Increasing Production, Reducing Waste, and Connecting Communities**

Todd Jones, toddedwardjones@gmail.com, Every Last Morsel

### **The Ecology of Food Justice**

Hank Herrera, Dig Deep Farms and Produce

### **The Sunflower Field School**

Marjani Dele, Nature's Friends Institute

### **Modeling Direct Marketing in the Northeastern U.S.**

Rick Welsh, jrwelsh@syr.edu; Amy Guptill, aguptill@brockport.edu; Erin Kelly, ekkel01@syr.edu  
Syracuse University, SUNY Brockport

Direct marketing in the United States has grown substantially over the past two decades. The 2007 Census of Agriculture indicated direct sales between farms and consumers to total over \$1 billion. And the numbers of farmers' markets continue to rise at an increasing rate. And the northeast in particular has seen a tremendous increase in direct marketing. Attempts to investigate the causes and effects of these developments have centered primarily around surveys of producers and consumers involved in direct marketing relationships. Fewer studies have considered the county-level variables associated with direct marketing. We use U.S. Census and Census of Agriculture data to discern which production and socio-demographic variables are associated with high levels of direct marketing.

### **Agroecology, Capitalism, Justice: Community supported agriculture past, present, and future**

Robert Wengronowitz, robert.wengronowitz@bc.edu  
Boston College

This paper examines the tensions between the competitive forces of the market and ecological realities by examining small-scale farmers in the Northeast U.S. I argue that an increasing number of these farmers are participating in what some have begun calling the "human economy" (Hart, Laville, and Cattani 2010). The human economy is driven not by profit, but by human needs and common good. However, the market system deems human needs and the common good as irrelevant relative

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to profit. This leaves farmers caught between meeting their own demands and surviving in a competitive environment. Using a multi-method and participatory approach, I argue that ecologically attuned farmers in the Northeast are working to overcome this tension, in part, through cooperative marketing, distribution, and knowledge sharing. They are mobilizing farmers and consumers alike to scale up by scaling out through replication and diversification—critically important as we continue to destabilize the climate.

**Cityscapes and Climate Adaptation: an Argument for Epistemological Dissensus**

Ian Werkheiser, [werkhei1@msu.edu](mailto:werkhei1@msu.edu)

Michigan State University

As climate change accelerates, and large-scale institutions continue to be ineffective, it will increasingly fall to communities to adapt to their changing realities. This is particularly true of cities, which face temperatures and impacts from rising sea levels far above the global average, and which are highly dependent on resources being brought in from a dispersed base. In this paper, I will look at one important aspect of this adaptation: food production. I will argue that the correct answer to this crisis is a radical rethinking of what cities are, and what their relationship is with the land around them. Increased food sovereignty and epistemic dissensus are necessary for the largest and most vulnerable communities on the planet to face coming crises, as cities must come to have adaptive, integrated knowledge of their cityscape.

**Tracing the Contours of Justice: the Emerging Cultural Politics of GMO Corn in Mexico**

Alice Brooke Wilson, [alicebrooke@gmail.com](mailto:alicebrooke@gmail.com)

University of North Carolina Chapel Hill

This paper provides an analysis of social movements, agrobiotechnology and the politics of knowledge in the controversy over transgenic corn in Mexico. GMO corn seems to be on the brink of approval for widespread commercial planting, representing the first time a genetically modified crop will be planted in its center of origin and diversification. A social movement contesting transgenic corn has emerged, creating new alliances between students, urban unions, and rural campesinos. This movement is particularly of interest as agrobiotechnology is included in the international development agenda and presented as the solution to climate change and hunger, in direct contrast to food sovereignty. This paper outlines the emerging social movement and the processes of knowledge production that actively change the shape and space of the movement.

**Many Voices, Many Diets, Many Needs: Diversity and Issues in Food Policy**

Catherine Womack, [cwomack@bridgew.edu](mailto:cwomack@bridgew.edu); Kyle Powys White, [kwhyte@msu.edu](mailto:kwhyte@msu.edu); Emily Contois, [econtois@bu.edu](mailto:econtois@bu.edu)

In this panel we examine a variety of eating issues that food policy is called upon to address: the complex and divergent needs of different ethnic and gender groups, variations in the ways groups respond to nutritional advice, and the complexities of accommodating food and other related needs within a unified set of food policies. Panel presentations include case analysis involving traditional foods and problems of climate change in Indian country, some ways standard diet programs adjust

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their approaches to appeal to men, and a methodological approach to creating common ground on food policy issues like soda bans between minority communities and local government. By exploring these disparate but intersecting issues, this panel approaches food policy making in an innovative and interdisciplinary way.

**1. Food Policy and Climate Change in Indian Country**

Kyle Powys Whyte

Michigan State University

Federally-, state- and un-recognized tribes living within and across U.S. borders are increasingly mobilizing to address their communities' adaptation to climate changes. Potential declines and losses of traditional foods are a major concern. But tribes are challenged in their ability to adapt traditional foods because they either do not qualify for funds to do so or because funding programs are associated with "environmental" areas that, from the perspective of the federal government, are not food issues. Though two brief case examples, I argue that what is needed is climate adaptation policy reform that links food and environmental issues, and can track the ethical, social and political dimensions of food and climate change issues in Indian country.

**2. The Dudification of Dieting: Marketing Weight Loss Programs to Men in the Twenty-First Century**

Emily Contois

Boston University

This paper explores the marketing of specific weight loss programs directly to men in the twenty-first century, examining constructions of masculinity in an age of obesity. In an effort to de-feminize dieting and attract male clients, weight loss programs employ a variety of tactics. Diets promote "masculine" foods, particularly meat, which forms the corner stone of low-carbohydrate diets, such as Atkins, South Beach, and the Paleo Diet. Program marketing uses "guy-to-guy" language. For example, Weight Watchers encourages men to "Lose like a guy." Programs also employ hyper-masculine spokesmen, such as professional athletes and stereotypical "bros," linking dieting to manly pursuits. This project contributes to a relatively understudied area of men and food. It builds upon past research on masculinity and identity with relation to weight loss and health and investigates how current weight loss marketing practices speak to the larger discourse of bodies and health in America.

**3. "I don't want no f\*\*\*ing baby cup"— Diverse eating patterns and the problem of consensus in making food policy**

Catherine Womack

Bridgewater State University

The NAACP and Hispanic Federation recently filed amicus briefs in support of a legal challenge to the New York City size limit on single-portion sweetened sodas. African-American and Hispanic groups drink more soda on average than do non-Hispanic whites, and have a higher prevalence of type-II diabetes (CDC 2011). A recent news story quoted one Spanish Harlem resident's vivid reaction to the ban: "I don't want no f\*\*\*ing baby cup." Conventional public health programs don't easily accommodate the divergence of views about eating. In this presentation I apply tools of social

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epistemology to examine how divergent notions of healthy eating are influenced by values, commitments, and priorities. Adopting a pluralistic approach not only to values, but also to empirical claims (where parties hold fundamentally different viewpoints about what the facts are), I argue that we can accommodate divergent views and find agreement on food policies.

**Sustaining Labor: The role of on-farm training for cultivating a new generation of sustainable farmers**

Kathleen Wood, kfw121@psu.edu

The Pennsylvania State University

Internships and apprenticeships are emerging as an important source of farm labor on sustainable farms in the U.S. Using a Bricolage methodology (farm diaries, interviews, surveys and discursive groups) this study examines the role that farm internships play in the lives of people wanting to grow food sustainably, and the impact of this experience on interns' future vocations and participation in alternative food systems. The increased interest in farming from a new generation of individuals without inheritable land, access to equipment and agricultural infrastructure is cause to revisit the questions of how workers become farmers, and the progression of the American agricultural system as laborers move (or do not) through the system. The study was conducted in Pennsylvania and the Northeastern U.S. following the 2012 growing season. The findings presented will focus on educational and professional impacts of on-farm training programs on participants' future vocations and participation in alternative agriculture.

**Measuring the impact of an alternative food project operating in low-resource Chicago neighborhoods**

Katherine Wright, k-wright@northwestern.edu; Marynia Kolak, m-kolak@northwestern.edu; Lauren Anderson, lauren-taylor@northwestern.edu; Daniel Block, dblock@csu.edu

Northwestern University, Chicago State University

Launched in 2012, the Neighbor Carts Program promotes the opportunity for economic success and healthy food access through an unconventional retail structure. Neighbor Carts are independent produce carts that operate in underserved areas throughout Chicago. Detailed analysis of pilot year data focuses on the relationship between each cart and its surrounding community by examining consumer behavior patterns, economic sustainability of the model, and workforce development efforts. Survey data recording self-reported buyer origin was mapped for each food cart. Preliminary results suggest that different persons interact with food in different ways, reflecting complex, spatially dynamic foodscapes. Carts in close proximity, but in differing neighborhoods, expressed wholly unique patterns. Results also suggest that food carts near community centers and/or transportation hubs were the most successful in distributing produce to low food-access areas. Mapping hyper-localized patterns of food access at alternative food projects may be effective in better assessing a complicated, local foodscape.

**Gastronationalism, Halal Fast Food, and the Framing of French Identity**

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Michigan State University, University of Toulouse – El Purpan

Fast food became the center of a public controversy in France in 2009-2010 as the nation grappled with issues of French identity through the lens of the common hamburger. Using a frame analytic approach, we analyze the French media's portrayal of the implementation of a halal hamburger menu by fast food restaurant Quick. Drawing upon a dataset comprised of national newspaper coverage, we found that media framing was contentious and unsettled, with some frames supporting the new halal menu, but most ardently in opposition. We explore the underlying meaning for this divergence and find that frames ranged from those advocating acceptance based on free market logic to those alleging the menu was a threat to the French Republic. These frames were constructed primarily by situating them within a larger political and economic context to gain public legitimacy. We focus on both the content and strategies used by media claims-makers to assemble frames, arguing that resistance to halalburgers functions as a form of defensive gastronationalism. In this paper we show how, in their efforts to construct meaning around fast food, the media draw on gastronationalism as a political tool to reinforce French identity within national borders and, in this way, draw parameters around who is, and who is not French.

**Caught in the Middle: Taiwanese-American cultural identity formed in the comfort of food**

Dun-Ying Vicki Yu, dvickiyu@bu.edu  
Boston University

As Taiwanese-Americans become more prominent on the national stage, it is interesting to note that there has been little attention paid to their food culture. In this study, I research the unique position of second generation Taiwanese-Americans, being born into and having grown up in American society with dominant Western philosophies of independence and individuality, yet being raised by first generation Taiwanese immigrants with a primarily Confucian philosophy of respecting elders and selflessness. I interview second generation Taiwanese-Americans from the Boston area, a diverse urban center due to its academic environment, and investigate how they have been able to reconcile seemingly dichotomous worldviews to create an identity that is still changing as Taiwanese-Americans become more confident of their role in American society, and how food contributes to and shapes this identity. I also consider how this identity impacts the roles that Taiwanese-Americans play in American politics, economics, and society.

## POSTER ABSTRACTS

### **Fostering a Sense of Place Through Culinary Tourism: The Development of an Undergraduate Course**

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Grand Valley State University

Culinary Tourism has become a popular niche in the tourism industry. Many different constituents including local convention and visitors' bureaus and restaurateurs have seized the opportunity to attract "foodies" to their communities. While economic support of communities is important, culinary tourism offers much more potential. This poster session is planned to outline an undergraduate course, HTM 275, on Culinary Tourism at Grand Valley State University in its Department of Hospitality & Tourism Management that is under formal review by the Curriculum Committee. The bedrock element of this course is an understanding of culinary tourism as a process of discovering other cultures through their food traditions. This reflects ideas proposed by writers such as Lucy Long (2003). Students are then engaged in learning about local foodways and cultural sustainability. In addition, they are able to provide community service through creation of local culinary trails.

### **Starting with a Clean Plate: Re-envisioning the Dietary Guidelines through an Ethnographic Review of Domestic Cooking Practices**

Maria Carabello, mcarabel@uvm.edu

University of Vermont

This ethnographic study seeks to understand how individuals conceptualize and express understandings of health through their daily cooking practices. Additionally, barriers surrounding the dissemination, interpretation, and utilization of the USDA's Dietary Guidelines for Americans have also been identified. Data for this project has been gleaned from ethnographic films of home cooks throughout the Northeast region of the United States, participant observation fieldwork in a nutritional cooking class, and interview transcripts from home cooks and nutritional educators. This project has come to define 'health' as a condition, or state of being, marked by physical, mental, and spiritual soundness achieved through practices that align with one's culturally-rooted beliefs and ethical/moral values. Further research is needed to postulate how the barriers identified in this study can be lessened, so that the level of health that can be achieved by an individual may become less disparate across lines of race, class, and gender.

### **Growing Resilience: An case study of community gardens in Lincoln, Nebraska**

Joana Chan, joanachanis@gmail.com

University of Nebraska - Lincoln

For over a century, community gardens have taken root across the United States as transformational spaces. Recent institutional and popular support for community gardens has heightened the need for critical research as these gardens provide a multitude of social and environmental services for urban communities, including social ecological resilience. Social-ecological resilience is the capacity of complex social-ecological systems to absorb natural and social disturbance and adapt to change. To better understand how community gardening contributes to social-ecological resilience in urban

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communities, an exploratory qualitative case study of community gardening in Lincoln, Nebraska was undertaken. In the fall of 2012, the author conducted in-depth interviews with 21 community garden participants from 10 different gardens in Lincoln, Nebraska. Resilience-related themes elicited from qualitative analyses of these interviews such as food security and preservation of cultural and agricultural heritage are presented and discussed.

**Sustainable Labour in Ontario's Sustainable Food Movement: Where do migrant farmworkers fit in?**

Kristen Cole, [kirsten.cole7@gmail.com](mailto:kirsten.cole7@gmail.com)

York University

At a time when we're trying to set things straight in our food system, why not get it all right? A growing number of Southern Ontario consumers and food organizations have demonstrated their commitment to a renewed, more sustainable food system but they've overlooked the major role of migrant labour in this scheme. This paper seeks to acknowledge this gap in our current food movement and explore the reasons for its neglect. Using focus groups and interviews it draws on the experiences of sustainable food initiatives, farmers, and labour advocates in the region to name the barriers that inhibit food movement engagement with the issues of migrant agricultural labour. The same methods are used to identify tensions around this complex issue and the often conflicting positions of the food system actors that surround it. The research is situated within Southern Ontario's sustainable food movement with the objective of inspiring and informing action from the existing body of social movement actors here. The findings of this paper can be used as a resource for sustainable food initiatives to this end. They provide a framework of the current and historical struggles of migrant agricultural workers in Ontario and illuminate suggestions on how to navigate among these for collective social change. This is change that will directly benefit migrant agricultural workers in the short and/or long-term.

**Development of an Applied Definition for "Local Foodsheds"**

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In response to the myriad environmental, economic, and social issues raised by an increasingly globalized food system, many concerned producers and consumers are pursuing regionalized food systems. While the terms 'local' and 'foodshed' are often applied in these agricultural, food, and sustainability dialogues, both concepts routinely lack clarity. To foster a better understanding, I spatially explored these concepts in the Centre Region of Pennsylvania using ArcGIS. The addresses of farm and household product vendors and direct-marketing outlets were collected through regional agriculture resources and geocoded into GIS. A spatial representation of the Centre Region's 'foodshed' will be generated using the Network Analyst tool, which will also provide data on the actual road miles Centre Region's "local" food and household products travel to consumers. Analysis of the output of this method at a small scale should provide insight into plans for the development of "local foodsheds."

**Connecting Florida Farmers to Schools through Procurement: Evaluation Findings**

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The Florida Farm to School (F2S) Partnership is a statewide program supporting the USDA's Farm to School Initiative through the collaboration of the University of Florida's Institute of Food and Agricultural Sciences and Florida's Department of Agriculture and Consumer Services. The Partnership envisions a state in which farm to school programs are an essential component of robust food systems and the quality and impact of these programs contribute substantially to the quality of life of schoolchildren and Florida's agricultural economy. The poster will summarize evaluation findings from surveys and focus groups conducting in the first year of the F2S project and will concentrate on deliverables associated with connecting school food authorities to local farmers through procurement including:

1. Recommendations for distribution system improvements
2. Developing Model Procurement Contracts
3. Use of Florida Products in K-12 School Cafeterias
4. Training farmers in the procurement interface

**Landscape-level biodiversity conservation across coffee agroecosystems of Nicaragua: Considering social, spatial, and temporal patterns**

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Coffee farm management has received attention in recent years as a potential refuge for biodiversity as well as a means for cooling the planet. Research focusing on landscape-level biodiversity conservation, however, focuses on the effect of large plantation management while research of smallholder farmers often focuses on local scale or food security issues. This study conducted in northern Nicaragua combines the management practices of cooperatively-organized smallholder farmers with landscape-level biodiversity patterns to examine how farmer decision making influences bird and tree diversity across the shared landscape. Tree data combines surveys conducted in the same communities in 2003, 2008, and 2012 to look at diversity and abundance changes over time. Bird point counts and farmer interviews conducted in 2012 will be overlaid with tree data to identify patterns of conservation--- through time, space, and communities.

**Where do online local food markets emerge? A spatial statistics exploration**

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Online local food markets (OLFM) are a recently emerging marketing model. In these markets, consumers pre-order items from participating producers (who set their own prices) in an online market during a specified ordering window. Later, on the distribution day, participating vendors deliver their pre-sold items to a central point where volunteers assemble customers' orders for pick-up or delivery. There are currently between 100 and 200 in operation throughout the continental US. Data visualization with GIS suggests that they tend to emerge in areas that are (1) neither extremely privileged or beset by deprivation and (2) either around small cities or on the fringes of major urban



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areas. This analysis uses techniques of spatial statistics to explore these patterns as well as clustering effects. Results reveal that while some predictor variables help explain these patterns, the OLFM model seems to be suited to many diverse situations.

**Exploring the Phenomenon of Gourmet Food Trucks in Orlando**

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Gourmet food trucks are becoming increasingly popular as viable eateries in today's urban landscape. Existing literature, as well as participant observation and semi-structured interviews, reveals that today's gourmet food truck owner-operators utilize numerous strategies to establish a viable niche for themselves in this diversified market. These strategies can include online social networking, creating an individual personality, partnering up with local businesses and bars, as well as appealing toward organic and locally produced ingredients. In Orlando and other parts of the country, there is evidence of a growing concern about what we eat and the profound and subtle messages it sends about ourselves. Eating from a gourmet food truck is more of a declaration for the consumer about themselves and their beliefs than merely purchasing something to eat. My poster will examine how gourmet food trucks in Orlando provide people with greater food choices as well as allows them into a social network and community.

**Corner Stores as Community Members: Low-income residents' perspectives**

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Corner stores have increasingly been approached as venues to increase access to healthy foods. This is particularly relevant in communities where residents have to travel farther to reach a grocery store, or in communities with poor access to reliable transportation. As part of the suburban Cook County, IL, Communities Putting Prevention to Work initiative, 21 corner stores in 8 municipalities increased the number of healthy foods sold. Focus groups with low-income residents found that perceptions and expectations influenced willingness to shop in project stores. African American residents were more likely to have negative perceptions of the corner stores serving their communities. Latino residents commented on Latino-serving store owners' approachability and roles in the community. Residents' perceptions of corner stores may influence the success of projects to increase healthy food access.

**Sustainability of Organic Dairy Farms in New York State**

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St. Lawrence University

Dairy farms in New York state have followed national trends, showing loss of small and medium size farms and increased size of large dairies. Some medium size family farms in New York have been transitioning to organic production and working with two national supplier/processors. We developed a survey asking respondents to characterize their farms, motivations, challenges, and

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benefits from their participation in organic farming. We received a 33% response rate on 299 surveys sent out to farms listed by three certifying organizations. 84% of farmers indicated that the possibility of higher profits was the most influential or strongly influential factor in their switch. 70 to 78 % said they were concerned about chemical use, animal welfare, family health, soil quality, or that organic methods were a better fit with personal beliefs. Higher input costs were listed as most challenging or challenging factors in changing to organic production (64.5% and 43.4%). Increased weed control and decreased milk production were listed by 43 and 40% of farmers as challenges. Otherwise, farmers did not seem to find the change very challenging. Most farmers responded that their satisfaction with and the sustainability of their farms increased (75 and 77 %) despite decreased average milk production per cow. Vet costs decreased while animal health and quality of milk increased or increased a lot (61.7 % and 66.8 %). Most farmers found no change in wildlife activity or in the time needed to operate their farms. The change to organic milk production, including contracts with processors, appeared to be a relatively easy and viable way to increase economic security and increase farmers' satisfaction with their farms.

**Place loss and place-making: The role of food and the potential of agri-tourism**

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Human geography has embraced the concept of place, evoking notions of difference, attachment, connection and identity. But as processes of modernity have homogenized cultural and natural landscapes, place is said to be “thinning” or lost. This results in an ever-widening rift between social and natural worlds, isolation and a loss of meaning and identity. A component of this modernization-induced disconnect is the loss of connection to food systems. As industrial agriculture widens the distance between food producers and consumers, communities lose connection to place; at the same time, local food systems can potentially play a role in fostering connections and (re)making communities. I ask: How are place loss and industrial agriculture bound together? How can food play a role in “place-making,” reuniting us with natural environments, communities and ourselves? In beginning to answer these questions, I propose a study of “agri-tourism” in a multi-state study.

**Generative Ownership Principles: Organic Farmers’ Markets in Minnesota and Austria**

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BOKU - University of Natural Resources and Life Sciences, Vienna

Today, farmers’ markets are a staple in global foodscapes, however they play differing roles in varying contexts. This study compares how two organic farmers’ markets, in Austria and Minnesota, embody generative ownership in different ways. Generative ownership addresses ways of thinking about an economy created around a self-organized economic architecture focusing on alternative ownership practices and how they organize around a purpose. This presentation examines ownership using ‘generative principles’ reviewing: the markets’ Organic Purpose, Membership, Governance, Finance and Networks. How these principles affect the illustration and the success or general qualities of the markets in Austria and Minnesota—having different interpretations of ‘organic’ and vastly different governance structures—are identified and analyzed. The Organic Purpose is especially examined

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through IFOAM organic principles to understand different interpretations of the principles and how they can offer a basis for examining broader economic and political relationships examined in the markets through generative principles.

**Making a Village: The process of community design with an agricultural and sustainable focus**

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Connecticut College

The United States is faced with decomposing industrial areas, enlarged bedroom communities, and a population with little control over or understanding of its own sustenance. This project presents a model sustainable village based on guiding principles and best practices of community design, alternative agriculture and building, ecology, existing intentional communities, ongoing experimentation with plant varieties, and participant-observation in a Danish eco-village. The model addresses the community building and linking needs of humans, effective and experimental technological solutions to water, waste, and heating needs, and practical and economical approaches to valuing land and food production with an emphasis on permaculture. As the unfriendly food system we know today deteriorates, or leaves more people out of the equation, community design, responsible and innovative applications of technology, and redefinitions of agriculture are invaluable to re-imagining this human landscape.

**Beyond Hippies and Rabbit Food: The Social Effects of Vegetarianism Today**

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University of Puget Sound

In the early twentieth century, vegetarianism was rare in Western society. Today, while still not mainstream, vegetarianism is spreading. However, depending on the actors involved and the circumstances, vegetarian identity can either have a positive or negative social effect on the individual. Most often, discussions and images of vegetarians in the United States focus on the negative social effects, such as stigmatization, prejudice, and alienation. However, there are obviously social and individual benefits to vegetarianism; otherwise, no one would choose to adopt a plant-based lifestyle. These social effects can be conceptualized by interviewing vegan and vegetarian individuals and observing social interactions. Ethnographic methods will be used to this end, as well as identity and social deviance theory, and historical information about the evolution of vegetarianism. All this will lead to a greater understanding of how vegetarians balance their alternative lifestyle with mainstream ideas of social norms.

**A Community-Based Participatory Assessment of Food Availability in an Urban Midwestern Community**

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Food access is a core component of food security. Flint, MI has faced many challenges including high food insecurity, poverty, and unemployment rates. It is also an area with few large grocery stores, and

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many corner stores that sell energy-dense foods and few healthy foods. This poster describes a community-based participatory research study to assess the types of food stores and healthfulness of foods available in Flint, MI. This research was conducted using a food assessment survey based on reliable tools found within the literature, and with input from community partners. Availability of healthy and unhealthy indicator foods, quality and price of selected items were used to create a healthfulness score (N=226 establishments). Average healthfulness scores by census tract, and differences in scores between census tracts of various race-ethnic composition and incomes will be described. Difficulties incurred while assessing the local food environment will also be discussed.

**Promoting Farmers Market Attendance through SNAP-Ed: Real and Perceived Barriers in Virginia**

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Virginia Tech

There is a lack of research on increasing access to farmers markets through Supplemental Nutrition Assistance Program Education (SNAP-Ed). SNAP-Ed program assistants (PAs) were polled to assess the perceived need for, and to provide any, current curricula on farmers markets. Mothers participating in SNAP-Ed were taken to a farmers market accepting SNAP benefits and asked about their experience. Little to no curricula is currently available and PAs varied in their desire and ability to include farmers markets in SNAP-Ed. Mothers identified lack of transportation, limited parking, difficulty with children, physical discomfort being outside, lack of awareness, inconvenient time and location, price and perceived stigma as potential barriers to farmers market attendance. Training for PAs should address the need for curricula as well as best practices for partnering with local markets while SNAP-Ed curricula must address perceived barriers to market attendance to increase access to fresh and healthy local foods.

**Grimod to Bourdain: Alternative Culinary Rhetoric and Discourse**

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Louisiana State University

Many “bad-boy/girl” culinary figures have contributed to an alternative rhetoric and discourse of food that closer resembles Rabelais than Brillat-Savarin or any of the other famed early culinary authors. This poster presentation investigates this line of rhetoric and its significance to the current food and culinary landscape. For example, Anthony Bourdain’s carnivalesque approach to the pleasure of food has propelled him through hot and cramped kitchens and into a role more alike to a culinary ambassador. His rhetoric is iconic for a sharp sense of the criminal metaphor and witty cynicism that doubles as a perverse form of criticism. Historically these methods of attack, harsh and antagonistic, should have evoked greater backlash rather being put on a pedestal by the people you are criticizing. Thus, under the flag of carnivalesque chef we can explore Bourdain’s use of the alternative culinary rhetoric and discourse.

**Food literacy, diversity, and democratization: The rise of the culinary digital landscape**

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Louisiana State University, University of Minnesota

Today technological innovations enable more and more people to have the capabilities to share in a metaphorical common meal. In other words, the ability to share culinary experiences and relevant local foodways transforms the virtual food landscape to an edible reality. Such conditions create a social force in which regional, cultural, and socioeconomic divisions can be (to an extent) transcended to results that we are only now beginning to understand. But despite claims to the contrary, such circumstances are not unique to history. When food becomes a focal point to mediate between groups it manifests into a unifying force. During its culinary zenith, France experienced the final moments of a feudal system and the fall of the cultural elite. This shift towards democracy and equality resulted in a time when eating habits between social classes were more similar than they had been in the two hundred years prior. We argue that this past social status of food mirrors elements of food in the United States during the Digital Age.

**A Matter of Environmental Justice: A Gendered Analysis of the Environmental Impacts of Confined Animal Feeding Operations in Rural Communities in the United States**

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In this poster, I argue that while there is currently a large amount of work on agriculture waste and its effects on the environment, there is not a large amount of work that focuses on the intersections of the following three spheres: First, the risks associated with CAFOs; second, environmental justice ethical frameworks; and, third, an analysis of these risks from a gendered perspective. This is particularly troubling for, as will be shown, the groups most likely to be impacted by CAFOs are poor women and children who belong to minority groups. Second, I go on to argue that the existing environmental justice frameworks could easily be expanded to help address the gendered and ageist aspects of the injustice inherent in the industrial food system. Third, when coupled with environmental justice frameworks, this analysis provides a strong argument for including these groups into the CAFO policy formation process.

**A Culture of Convenience: The Intersection of Health, Gender, and Fast Food Among U.S. College Students**

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It is becoming increasingly clear that health in the U.S. is influenced by the complex interplay of nutrition, gender, and a culture of convenience. This two-tiered study focuses on the dietary habits of undergraduate students, exploring the relationships between gender, health, and fast food consumption. The goal of this research is to understand health differences between genders as they relate to food cognition. Fast food, a staple of the collegiate diet, was employed as a focal point from which to base related questions and hypotheses. Phase one of the study consists of a survey elaborating on dietary habits as they pertain to fast food. Biometric data were also collected and analyzed. The second phase is comprised of interviews exploring the reasoning and motivation behind

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food choices. Results show gendered divisions in health and food cognition, such that females are more conscious of nutrition and health.

**A Comparative Assessment of Land Linking Programs in the Northeast U.S.**

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Pennsylvania State University

In a turn from the historical decline in U.S. farm entry rates, burgeoning opportunities in sustainable, local and regional agriculture are prompting many people to consider a farming career for the first time. Almost 50 land linking programs have been established nationally in the past 20 years as an organizational response to the farmland access challenges these beginning farmers face. However, limited research has analyzed the program histories, activities, outcomes they achieve, or who the primary beneficiaries of these programs are. Interviews were conducted with key program staff at the 20 land linking programs in the Northeast region to collect data about these programs. Results assess the potential for land linking programs to support the sustainable transfer of farmland to the next generation of farmers through tenure arrangements which suit their situation, are affordable over the long term, and yield secure land access which fosters sustainable land stewardship.

**Stick with WIC! The Illinois WIC Retention Project**

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Despite the well established positive impact of the Supplemental Nutrition Program for Women Infants and Children (WIC), many participants leave the program before their eligibility expires. It is estimated that about 45% of WIC eligible children do not enroll and/or terminate participation before their first birthday. This study examines the barriers/ facilitators to retention of child participants in the Illinois WIC program. Surveys, qualitative in-depth interviews, and focus groups were conducted with WIC and Head Start staff as well as caretakers of current and former WIC child participants. Administrative, family, and individual level barriers from both staff and caretakers were identified to inform policy and programmatic interventions that will be initially tested at one rural and one urban pilot WIC clinic site. The goal of this project is to develop an intervention that can be disseminated across the state of Illinois to improve child retention.

**Case Study of the Context and Implementation of a Greenhouse in a Remote, Sub-arctic First Nations Community in Ontario, Canada**

Kelly Skinner, kellyskinner@gmail.com

University of Waterloo

**OBJECTIVE:** To conduct a descriptive case study of the context and process surrounding the planning and implementation of a community greenhouse in a remote, sub-arctic First Nations community in Ontario, Canada.

**METHODS:** Data sources included unstructured interviews with a purposive and snowball sample of key informants (n=14), direct observations (n=18 pages), written documentation (n=107), and photo-

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documentation (n=621). Thematic data analyses were conducted using a categorical aggregation approach.

**RESULTS:** Themes emerging from the data were appointed gardening related terms: sunshine, seasons, fertile ground, sustainability, gardeners, participant growth, and ownership. Positive outcomes included the involvement of many community members, a host of related activities being carried out, and that the greenhouse has been a learning opportunity to gain knowledge about growing plants in a northern greenhouse setting. Local champions were critical to project success.

**CONCLUSIONS:** Implementing a greenhouse project in a remote, northern community may require local champions to be successful.

**Food Access and Insecurity in Michigan: Engaged Research to Understand the Structural Causes and the Potential of Community Interventions**

Dorceta Taylor, dorceta@umich.edu; Stephen Gasteyer, Deborah Lown, Rebecca Head, Greg Rybarczyk, Monica White, Greg Zimmerman

University of Michigan

Food security has emerged as a major global and national problem. Nationwide more than 50 million Americans live in food insecure households. This poster will describe an initiative to combine research, education, and extension activities aimed at understanding disparities in food access in Michigan and effective interventions to enhance food security. This project will examine the relationship between demographic characteristics and the distribution of food outlets in 18 small and medium-sized cities. It will also examine the presence or absence of food deserts and oases, effective nutrition and behavioral interventions, and mechanisms for enhancing participation in local food initiatives. These effects are examined across cities that vary on dimensions such as the degree of food insecurity, size, poverty rate, demographics, extent of depopulation, as well as varying by ethnicity and racial makeup. The finding of preliminary coordinated data collection and analysis, and early engagement with community organizations are presented.

**Perceptions of Michigan Black Farm Owners About the Meaning of Farm Ownership**

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Michigan State University

Through the progression of slavery, peonage, and land ownership, working the land became a symbol of tradition, prosperity, and, for some, independence in Black culture. Land ownership and property accumulation provided people of African heritage the basis for securing their freedom, and eventually their civil and political rights. Historical studies cite the following meanings to Black landownership: socioeconomic well-being, civic/political participation, wealth, independence, quality of life, empowerment, supporting rural economies, economic autonomy, sense of optimism, and community leadership. This study utilized a critical race methodology of 12 semi-structured interviews with Michigan Black farm owners indicating farm ownership as a powerful source of food, a dream, freedom, and legacy. The difference between past meanings and current meanings of land ownership mirror the cultural evolution of the critical role food and farming play in Black spaces and beyond.

**Sustainability That Matters: Certifications, enactments and multiplicity in the Colombian sustainable coffee production**

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Lancaster University

In this poster I attempt to present the different localities, enactments and materialities of objects, practices and people involved in the production of Colombian “sustainable special coffees”. This poster drawn the mattering of Sustainability, firstly enacted as a certification, in some specific locations such as the Coffee farm (as practices to produce sustainable coffees), a group of consumers, Non-profits organizations that promote sustainability by developing standards and certifications; the International Coffee Organization and the Colombian National Federation of Coffee growers which in alliance with CENICAFE (The National Centre for Coffee Research) create and distribute knowledge and technology for achieving sustainability in the coffee production. This poster is a first exploration for analysing how those locations interfere and co-exist together and the network that make possible transitions to sustainable production. Finally, this description is framed by the Science and Technologies Studies (STS) as a helpful contribution to deal with such complexities.



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