

Ashlee Adams, Penn State University:

*Intermediaries of Sustainability: how market women influence the decisions of farmers in Bolivian quinoa production and their impact on livelihoods*

Much work has criticized the dominant development prescriptions heralding greater participation in world markets as the way to higher incomes and improved living standards. Women have also been emphasized as critical players in realizing development goals. Economic liberalization and female empowerment have produced limited advancements for the poor in developing countries. Since the boom in price and world demand, quinoa is an increasingly attractive option for Andean peasant farmers as a means to capture profits and climb the socioeconomic ladder. Market women play an important role in commercializing the crop and may act as pivotal figures in creating access to markets, alleviating poverty, and increasing food security for smallholders. However, market participation may induce peasants to abandon locally-adapted varieties in favor of popularized monocultures, jeopardizing long-term resilience, particularly in the context of climate change. I interrogate the short- and long-term impacts on livelihoods and socioecological resilience for previously unincorporated smallholder farmers transitioning into the world economy, using the lens of market women to better understand how market participation interacts with development outcomes and long-term livelihood sustainability. Comparative case study surveys of two quinoa-producing communities in Bolivia that have begun producing commercially since the quinoa boom examines both the current impacts of market integration and long-term impacts on biodiversity loss and environmental sustainability. This paper explores the role of market women in shaping local quinoa markets and in influencing farmer decision-making leading to more and less sustainable livelihoods and farming practices.

Polly Adema, Arts Mid-Hudson Folk Arts Program:

*From Neighborhood to Nationhood: Gastrodiplomacy in Theory and Practice*

Food exchange has been part of cross-cultural encounters since the beginning of such contact. In various contexts, food has served as an instrument of cultivating beneficial diplomatic relations, as a tool of hegemonic intimidation, and as a souvenir of visits to or conquests of people and places. What has come to be known as culinary or gastro diplomacy is garnering increasing attention among scholars of and practitioners in public diplomacy, as well as among those in tourism and place branding. Without calling it that, food professionals and culture professionals have long been engaged in what can be understood as culinary diplomacy. This presentation considers examples from each of these professions where food is employed to foster cross-cultural understanding and compassion. Specific examples range from the very local to the staged global, from regional folklife multicultural programs in rural New York State to the United States' area at Expo 2015, for which the area's organizers situated their iteration of the Expo theme "Feeding the Planet, Energy for Life" as gastrodiplomacy.

Bill Allman, Lebanon Valley College:

*Changing a Culture of Food Waste in College Dining*

The goal of the presentation is to demonstrate how a trash can full of edible food waste in a college dining hall inspired an idea to create a post-consumer food waste program that has changed students dining habits. Our transformation journey began in the spring of

2013 and we will present how a corporate business entity, partnered with the Lebanon Valley College student body and college faculty to make measurable change in reducing waste in the dining hall. We will share details of our Post-Consumer Food Waste rewards program which focuses on social and environmental sustainability issues while creating an educational space outside the classroom in our dining hall. In addition, we will share details of how the program has grown over this time. We will also share quantitative results from Fall 2013 through Spring 2015 that exhibit how real culture change continues to be a student-driven reality at Lebanon Valley College and that sustainable habits continue to be maintained. The length of the program will be around an hour with room for questions and discussion.

Stephanie Assmann, Hokkaido University

*The Return to a Culinary Heritage: The Food Education Campaign in Japan*

In 2005, the Fundamental Law on Food Education (shokuiku kihon-hō) was enacted in Japan in response to a rise of lifestyle-related diseases such as overweight and obesity. These health problems were linked to the persistence of unbalanced nutritional patterns including frequent snacking and the consumption of fast food and ready-made meals. The enactment of this law was followed by a nationwide food education campaign – termed shokuiku - in collaboration with the ministerial bureaucracy and a number of food-related NGOs as supporters. Domestically, balanced eating habits are associated with a return to a culinary heritage which includes an emphasis on rice, Japan's major staple food. Transnationally, the Japanese state conveys an image of an elaborate haute cuisine and promotes foods such as sushi and tempura that are internationally recognized as refined Japanese foods. Thus, the aims of the shokuiku campaign are twofold. This paper describes how the Japanese state applies a nationalist food education initiative in order to contain the realities of Japanese culinary globalization on the ground through advocating „tradition“, while it simultaneously tries to gain recognition for a kind of pristine Japanese cuisine globally.

Nurcan Atalan-Helicke, Skidmore College:

*Globalization of Taste, Markets and Livelihoods: Conservation of Siyez Wheat Bulgur (cultivated einkorn)*

The cultivation of hulled wheat, wheat varieties with non-threshable grain, such as emmer and einkorn, began in the Fertile Crescent some 10,000 years ago. The hulled wheat has almost disappeared throughout Europe and the Middle East in the second half of the twentieth century – surviving only in isolated areas in the face of agricultural modernization, market forces, high yield expectations, and national regulations that limit availability, desirability and marketability of hulled wheat. The loss of these varieties has profound implications not only for agricultural biodiversity, but for regional and global food security. Small farmers in Turkey's mountainous areas in the northwest have grown einkorn for household consumption, markets and animal feed. In recent years, the areas cultivated to einkorn have increase slightly. Some of the factors for the revival and renewed interest in hulled wheat in Turkey can be linked to market mechanisms, direct marketing to domestic urban consumers who look for healthy and minimally processed food, the emergence of niche markets and rising market prices for hulled wheat, particularly due to branding and the declaration of einkorn, Siyez wheat bulgur, as Turkey's first presidium by Slow Food Foundation for Biodiversity. Relying on

ethnographic and archival research in Turkey, this paper argues that market-mechanisms, especially in the form of marketing traditional crop products, provide an opportunity for the conservation of agricultural biodiversity. However, the emergence and maintenance of markets also depends on external interventions to manipulate consumer demand at national and global scales.

Kristy Athens, Marylhurst University:

*Voting Rights: How the Fetishization of Organic Compromises Food Justice*

Organic food has become fetishized. As Americans refine their food choices, the term "organic" has come to mean, simply, "good." Further, the notion of "voting with your fork" has been added to the American imaginary as a mechanism of advocacy and even social justice. This has created a system that ignores important realities within agriculture and compromises food justice. Discourse about organic agriculture has, sometimes innocently, sometimes willfully, limited the public's understanding of organic food—how's it's grown, where it's grown, and by whom. This compromises food justice because it ignores crucial elements of the food system: industry realities, workers' rights, and individuals' food rights (often referred to as "eaters' rights").

Arlene Avakian, University of Massachusetts Amherst:

*The Maternal Kitchen? Representations of Mothers in Four Feminist Food Memoirs*

A wide variety of authors are now writing food memoirs, a few feminists among them. Using an intersectional lens, this talk will analyze two feminist food memoirs, Annia Ciezadlo's *A Day of Honey* and Diana Abu-Jaber's *The Language of Baklava*, with a particular focus on the representation of Arab women.

Junko Baba, University of South Carolina:

*Politics and Discourse of Food during World War II in Japan*

This paper adopts an interdisciplinary approach to examine how the "carrot-and-stick" food policies under the tyranny of a militaristic government affected the social order and lives of Japanese citizens during World War II. The study incorporates the sociocultural elements of food studies and explores how these elements impacted the interpersonal relationships and psychology of the Japanese people during the war. Some examples of the Japanese government's "carrot" manipulation can be seen in the food incentives and preconditioning used in testing biological weapons on human subjects and food used as an extrinsic motivation to attract poor, young volunteer soldiers. Conversely, the "stick" food policies were implemented through austere censorship of any criticism of food policies and the use of the black market. The Japanese people were compelled to endure and overcome severe food shortages to show their allegiance to their country through self-sacrifice and extreme frugality, infused by the samurai code and spirit under the State Shinto doctrine. Postwar literature on the war has been employed to illustrate to show citizens' lives associated with the carrot-and-stick food policies. These aspects include solidarity and mutual surveillance within groups, passive aggressive forms of criticism aimed at privileged groups of people or authorities, and internal discord between the desire to survive and issues of ethical behavior during times of extreme starvation. This paper also notes that the continued Westernization of Japanese food during the war and

its impact on the Japanese populace appeared to weaken the government's tactic of promoting anti-Western propaganda.

Emily Bailey, University of Pittsburgh:

*Adventism and Dietary Reform: the Moral Food Prophecies of Ellen G. White*  
What does it mean to “eat like a Christian”? Like their Puritan forbears, nineteenth-century evangelists sought to help America transition from what they perceived to be a “spiritual wilderness” into a nation that was religiously, and in turn culturally, renewed. With the religious revivals of the nineteenth century, personal life became “sacralized,” as religious attention shifted to an ideal of individual holiness not seen before. This understanding of theology and spiritual practice was one that coincided with heightened cultural awareness of the home as the private domain of the individual, setting the domestic sphere apart from what was perceived to be an increasingly secularized and corrupt world. In this paper I consider the purported divine dietary visions of Ellen G. White in light of Victorian religious dietary reforms and gender norms. A former Methodist and Millerite, White claimed in 1863 to have received a new revelation from God—one in which dietary reform became a religious mandate for Adventist purification on the eve of what was believed to be the imminent second coming, or advent, of Christ. I examine White's dietary tenets in light of other reforms in her day, noting the connections between them, in addition to White's influence on American diet and health through the Adventist Battle Creek Sanitarium.

Ian Bailey, Cornell University

*New Agrarians in Northern California*

Re-agrarianization in California occurs at the margins—both figuratively and literally. New farmers start on marginal lands, marginal farming regions, and they operate at the margins of the economy. Their financial existence is based on small profit margins, and the greater they can grow these margins by ‘farming economically’ the better their chances at sustaining a land based livelihood. The young farmers movement, I argue, is strongly rooted in what I call a ‘livelihood ethic’. This is similar to Van der Ploeg's idea of the peasant ethic, but adapted to match the political economic and class make up of new agrarians in California. The livelihood ethic combines entrepreneurial and subsistence impulses. It emphasizes the reproduction of the farm and farm family necessarily above the impulse of capital accumulation and scale expansion. This paper looks at the formation and reproduction of this ethic via agrarian training centers and their networks. It details the histories, formation, practices, and proliferation of these networks, and their role in inculcating and supporting this ethic that is central to the process of re-agrarianization. I draw from ethnographic research of one agrarian network in Nevada County, California, to illuminate the ways in which this livelihood ethic transforms both the landscape and cultural practices within this locale.

Charles Baker-Clark, Grand Valley State University:

*Konoba: Preserving Family and Local Food Heritage in Montenegro*

The word konoba refers to a style of restaurant that is part of the traditional culture of Montenegro. Konobas are typically small operations often owned and managed by families that reflect local and national food traditions. These restaurants can be found in

all three gastronomic regions of Montenegro. From the Dalmatian Coast through Podgorica to Zabljak in the mountains, konobas have traditionally provided modest, quiet spaces where residents and visitors could socialize and enjoy local food culture. As Montenegro, with its stunning natural beauty, becomes a more desirable destination for international visitors, one can only guess how these places will fare. This paper and presentation will reflect the experiences of a Fulbright Scholar who will have lived in Montenegro for eight months studying and experiencing this nation's food culture. This presentation will include an overview of Montenegrin cuisine with its historical and ethnic roots, and an examination of different konobas existing in the different gastronomic regions of the nation. The examination of konobas will include a description of menus, families that operate them and typical foods they offer. It will also include owners' view of how their restaurants have changed with the influx of foreign visitors. A particular focus of the presentation will be a description of how these gastronomic spaces have changed with the increased popularity of Montenegro as a destination for tourists.

Peggy Barlett, Emory University:

*Trust or Verify? Alternative Strategies in Campus Sustainable Food Projects*

Campus sustainable food projects are maturing beyond personalities to policies, and new purchasing commitments have emerged across the US, from the University of California system to small liberal arts colleges. Central to this maturation are metrics of progress, and this paper explores two conflicting strategies, based on interviews and campus visits with multiple scales of institutions. In one, colleges and universities privilege relationships with local farmers or cooperatives, seeking to rebuild more sustainable food chains with purchasing commitments, food hubs, and other forms of support. A contrasting approach focuses on third-party certifications and metrics of progress toward verifiable increases in annual sustainable food expenditures. The trade-offs in market clout, niche experiments, fluidity, institutional accountability, uniformity, and educational impact are weighed against the goals of a transformed institutional food provisioning system. This paper will review the contrasting geographical realities, economic opportunities, and levels of critique that support these two approaches, noting the tensions and ambiguities among conflicting sustainability goals and desires for impact that motivate the two approaches. Recommendations for assessing these two approaches take into account priorities for different types of institutions and the three key nodes of the campus food system: farmers, food service providers, and consumers.

**ROUNDTABLE: "The 7 by 5 Research and Policy Agenda"**

**Organizer:**

**Participants:**

Anne Barnhill, University of Pennsylvania

Sylvie Brouder, Purdue University

Jessican Fanzo, Columbia University

Yashar Saghai, Johns Hopkins University

Discussions about global food security can be riven with disagreement--disagreement about the empirical facts as well as disagreements about what are the most ethical responses to food insecurity. Assessing these ethical disagreements, and the core ethical issues at the heart of the global food security challenge, is the mission of the Global Food Ethics project, a collaboration between the Berman Institute of Bioethics, the Bloomberg

School of Public Health, and the Nitze School of Advanced International Studies at Johns Hopkins University. More specifically, our goal is to identify, through an iterative deliberative process, ethical issues in global food security that are both of critical moral importance and tractable in 3 to 5 years. This work culminated in the “Feeding the World, Ethically” meeting (Ranco, Italy, October 2014), which involved twenty-three leading academics and experts from four continents and seventeen disciplines. The main result of this multi-day meeting is the forthcoming “Ranco Report” which features the “The 7 by 5 Research and Policy Agenda: 7 Projects to Make Progress on Ethics and Global Food Security in 5 years”. Examples of projects include: “Ethical Issues in Global and National Projections of Food Demand and Supply”; “Ethics of Meat-Consumption Reduction Interventions in High- and Middle-Income Countries”; “The Exceptionality of Food”; “The Case for the Professionalization of Farming”; and “Global Agricultural Research and Development: Ethics, Priorities, and Funders”. This roundtable discusses the process adopted at the “Feeding the World, Ethically” meeting and the projects featured in the Ranco Report.

Scott Alves Barton, NYU; Charles A. Baker-Clark, Grand Valley State University; Nathan C. Crook, Ohio State University:

*Foodways, Faith and Festivals*

The culinary cultural practices associated with folkloric festivals, popular regional/national culture and religion provide a set of foci for influences that contribute to individual and collective identity. The foodways associated with these practices often provide an explicit or implicit intersection whereby a practice associated with one may have currency with another. Maintenance of these culinary traditions, or the threat of their loss has the potential to affect/alter cultural and culinary norms. This panel will investigate cross-cultural culinary practices to provide an opportunity to foster a more nuanced view of an individual or social group under investigation.

Florence Becot, Terrence Bradshaw, David Conner, University of Vermont:

*Apple Market Optimization and Expansion through Value-Added Hard Cider Production in Vermont*

Hard cider production has increased dramatically in the U.S. in recent years with a tripling of sales nationwide from 2007-2011 but a limit to growth has been the inability to source acceptable fruit. In the meantime, apple production in Vermont, the focus of our study, is significant as it is the third-most valuable specialty crop. However, apple production and value have decreased in recent years.

While the growth of the cider industry is strong and the market opportunities for apple growers will likely continue to grow along with the cider industry, little is known of the current and future needs of the industry, particularly quantity of fruits purchased types of fruits and prices paid. Similarly, little is known of the type of fruits that apple growers are already selling to the cider industry, the price received and their perspectives for the future. A team of three researchers from the University of Vermont surveyed apple growers and cidemakers. Our presentation will fill the identified knowledge gaps including a discussion of opportunities for Vermont apple growers to sell more to cideries. However, we found a gap in the prices varieties that cider makers want and the varieties that apple growers are interested in growing.

## **ROUNDTABLE: City Food: Deep Data and Thick Mapping of Diasporic Foodways**

**Organizer:** Camille Begin, Concordia University

### **Participants:**

Camille Begin, Concordia University  
Irina Mihalache, University of Toronto  
Jeffrey Pilcher, University of Toronto  
Viviana Rangil, Skidmore College  
Krishnendu Ray, New York University  
Amy Trubek, University of Vermont

City Food is a collaborative research project that aims at rethinking the category of “ethnic food” and identifying its place in diasporic communities. At a time of increased human mobility and planetary urbanization – the creation of a worldwide urban fabric – the necessity of providing not only sufficient and nutritious calories but also foods linked to diverse populations’ varied traditions and backgrounds becomes a pressing global challenge. We are seeking to develop a new analytical framework to understand the cultural, economic, and nutritional significance of food in diverse cities. To do so, we engage with digital humanities to create comparative, synaptic, and synthetic methods adapted to Food Studies. How can “Big Data” also provide and make visible “Deep Data,” layers of multisensory knowledge networked through urban environments? What tools and frameworks do we need to collaboratively and comparatively map the historical evolution of diasporic foodscapes? How can digital humanities contribute to reshaping academic and public debates around urban foodways by putting into global dialogue questions of cultural representation, ethnic community-building, and civic policy? This roundtable will highlight the research projects and pedagogical strategies of the members of the “City Food” project to address these questions, the chair and comment will then offer comments and facilitate discussion with the audience.

David Bell, Ohio University; Theresa Moran, Ohio University:

*To De- or Re-mystify Wine? : The Tasting Notes of Terry Theise and Jancis Robinson*

Jancis Robinson has been described as being famous for her straight-talking, demystifying approach to wine. Terry Theise, on the contrary, has urged that we “remystify” wine. Theise equates demystification with dumbing down. The ineffable quality of wine can only be understood through intuition and how ultimately it touches the soul. To what extent can we examine the tasting notes of Robinson and Theise in terms of demystification and re-mystification respectively? Using a 235,000-word corpus of tasting notes, this paper compares the writing of Jancis Robinson and Terry Theise. Robinson’s notes are widely accessible as part of her searchable digital subscription newsletter on JancisRobinson.com. Theise’s notes, published in printed annual catalogues and also available as PDFs on-line as part of the larger trade-oriented portfolio of Michael Skurnik Wines, represent a more traditional linear text-type. The notes are compared according to: (1) the rhetorical structure of tasting notes according to the canonical structure of: introduction and first evaluation, followed by assessments of color, nose, and palate, and closing evaluation; and (2) the use and frequency of descriptors according to the categories of body, acidity, tannin, fruit, alcohol, etc.

Robinson's notes show a greater adherence to canonical rhetorical structure and use a greater range of descriptors. These's descriptors are more innovative especially his use of metaphor and terroir descriptors. Robinson's demystification lies in her accessible, digitalized, searchable and standardized tasting notes. These's re-mystification lies in his inventive, often colloquial use of language and traditional, more ego-centered, linear text.

Anne Bellows, Syracuse University; Stefanie Lemke, University of Hohenheim:

*CSO/NGO-Academia collaboration in teaching and research on the human right to adequate food and nutrition*

The paper discusses politics of knowledge production, recognizing that the realization of human rights requires the empowered dialogue of right holders and the governments they hold accountable. It address the advantages and challenges of academy-CSO/NGO collaborations to leverage capacity for human rights recourse and remedy mechanisms to develop and function. The process of introducing the right to adequate food and nutrition into university curricula must recognize: (1) the field of human rights is developing rapidly. Confusion exists about the constitution of a right to adequate food and nutrition and how to teach it, in part because of continuous change and progress; (2) academia does not lead the human rights endeavor. Leadership, knowledge, and direction are found in the work of civil society organizations and social movements, sometimes in cooperation with academia and government organizations (e.g. the UN); (3) because the framework and trajectory of human rights are designed to engage the participation of, and indeed be driven by, the demands of rights holders, teaching and conducting research on the right to adequate food and nutrition must be sufficiently flexible to incorporate change and the development of new perspectives that are led from outside the academy. These criteria – the ability to adjust to change and to conduct research in a cooperative manner are central to successful teaching and research associated with the right to adequate food and nutrition.

### **ROUNDTABLE: Food Studies Programs: Design, Development, Evolution**

**Organizer:** Anne Bellows, Syracuse University

**Participants:**

Ken Albala, University of the Pacific  
Anne Bellows, Syracuse University  
John Lang, Occidental College  
Sharon Moran, State University of New York  
Krishnendu Ray, New York University

One result of 25-30 years of meeting, talking, and publishing at the margins of established disciplines is that autonomous Food Studies programs are popping up all over like mushrooms, like wildfire. Food Studies. Food Systems. Nutrition and Food. Sustainable Agriculture and Food Systems. This roundtable is designed to bring together persons up to their necks in food studies program design, development, and management. We differ in terms of experience and the questions we have learned enough to ask (or perhaps are not even aware of yet): What are the nuts and bolts of starting and running a program? How do we convince academic bureaucracy that a new program is a good idea? (Is it always?) How do we develop a niche and market our strengths? How is our curricula internally and externally evaluated? How do we, how does Food Studies, evolve?

Daniel Bender, University of Toronto:

*The Delectable and Dangerous: Durian and the Odors of Empire*

“A cartload of durians can be smelled long before it comes into sight,” recalled the American businessman Charles Mayer in British Malaya. It took him eight years to attempt the taste of a fruit whose odor is “particularly disgusting” for “Western nostrils.” He tasted so that others, less able to enjoy a tropical jungle adventure, could experience a “delectable and dangerous” fruit. The durian, for turn of the 20th century Americans seemed a strange fruit. Durian is different than the banana, for example. Colonial companies never grew them in plantations. Even if durians crowded marketplaces from Singapore to Sumatra, the business remained in the hands of native peoples. The fruit matters because the peoples and animals who lived in Malaya and the rest of Southeast Asia loved the durian, enough that Americans – visitors, not colonizers – all noticed it. The durian became a spiny site where indigenous tastes and the American and European distaste and suspicion that they brought with them to the colonies clashed. The encounter around durian, the explanation for the fruit’s aromas, the experience of westerners as they forced themselves to overcome its stench, and the way natives openly enjoyed watching the stranger’s first taste of strange fruit all encapsulated in the sensorium the experience of empire: conquest, the articulation of difference, and the careful hidden ways colonized peoples talked back.

Nick Bender, Chatham University:

*Old Jewels and Old Rules/ New Blacks with New Stacks: The Jay Z Champagne Saga*

What are the consequences of establishing a champagne brand outside of the traditional method? This paper looks at two labels outside of lineage and geography of Champagne (Korbel and Ace of Spades) to explain whether these non-traditional methods of branding are a help or a hindrance to the 400-year history that has established the Champagne brand. The research is conducted from interviews and secondary sources on the history and development of champagne, as well as a 2012 biography of Jay Z. In the case of Korbel it is a hindrance, which forces them into a different market than traditional champagne. In the case of Jay Z’s Ace of Spades label, it solidifies the history and brand of Champagne.

Matt Bereza, Lee Fearnside, Tiffin University:

*A Summer at Market Confirms Data on Local Food Models*

As a psychologist, this writer understands the causal relationship between sound nutrition and positive human performance, yet in the United States there continues to be a disconnect between growers and institutions that serve whole foods. How then can farmers and foodservice properties develop direct relationships to improve community nutrition? This paper presentation will explore the research done by this writer and his students discovering how to build and foster Direct to Vendor (DTV) relationships in the United States. This researcher conducted five case studies of commercial properties in the United States that actively implement and maintain Direct to Vendor relationships, thereby bringing local/whole/organic foods into the property. The researcher and his assistants interviewed each property owner/manager in the method of qualitative inquiry.

The analysis of these data were conducted by the writer and undergraduate research assistants, and the data were transcribed, coded, and organized into themes. In addition, this researcher spent the 2014 summer selling product and working at the Toledo Farmer's Market, thereby deepening the understanding of local food models. The final paper will present the findings from these interviews and summer at market to improve the manner in which growers and institutions develop healthy relationships.

Justin Bergh, University of Minnesota:

*Cultural Pillaging: Anthony Bourdain and the Appropriation of Exotica*

In this paper, I aim to explicate the various ways culinary celebrity Anthony Bourdain constructs his own authenticity through his television programs, as well as the ways in which he appropriates the cultural capital of Others in order to sustain or increase his own cultural capital and substantiate his authentic persona. By analyzing two episodes of "Anthony Bourdain: No Reservations," I demonstrate how Bourdain, in his role as a cultural intermediary, manages to sinuously maneuver between disparate cultures, at once showcasing their exoticness in order to increase his own cultural capital, while at the same time effectively flattening the differences between cultures by fashioning them into palatable, exchangeable parts. In so doing, Bourdain engages in an exclusionary practice of authenticating that serves to privilege him and his Western audience, while simultaneously fixing the "authentic" Others he encounters outside of modern notions of subjectivity and self-formation. Ultimately, I argue that by appropriating aspects of working-class and immigrant cultures, he opens up a new space for middle and upper class consumption—whether in the form of vicarious consumption through his television show or in the creation of new lifestyle dispositions based on the consumption of exotic cuisine, or both. Yet, he also manages, intentionally or not, to expose the inequality inherent in the process of individuation facilitated by capitalist production and consumption.

David Beriss, University of New Orleans:

*Tacos, Kale, and Vietnamese Po'Boys: The Re-Creolization of Food in Postdiluvian New Orleans*

If the po'boys are Vietnamese, tacos have become haute cuisine, and men may sometimes dine at Galatoire's without jackets, can New Orleans still claim to be home to a unique culinary culture? In the decade since the 2005 hurricanes brought the city's food system to a halt, much has changed. There are more restaurants, food trucks, farmer's markets, community gardens, and other innovative developments than ever and, in a city with a smaller population, the food system seems in many respects to be thriving. In the wake of the disaster, people feared that the city's food culture would never revive. Despite the successes of a decade of recovery, those fears have not vanished. Instead, the city's media carries frequent debates about the character of the food system, centered on concerns about whether or not it remains distinctive. Focusing on a few key moments—controversies surrounding food trucks, the making of the Vietnamese po-boy, the rebuilding of an iconic neighborhood fried chicken joint—this paper explores the reasons why debates around the character of New Orleans' culinary culture remain so intense. For some, New Orleans has capitulated to a consumer driven American culture, turning what remains of its distinct heritage into culinary museum pieces. Others claim that changes in

the city's culinary culture reflect a new wave of creolization, in which newcomers and new customs are themselves transformed into something distinctly local. What defines the city's cultural economy—and who speaks for it—is at stake in these ongoing debates.

Jonathan Biderman, SOAS Anthropology of Food

*Food Tech Needs Food Studies*

Sustainability is a term now in common use, but with varied meaning, across many fields beyond its environmental origins. Food scholarship has come to include study of sustainability principles and practice in all fields, including economics, politics, development, and business, as increasingly we recognize the impact that the practical application of the term in each different field has on the sustainability of foodways and food systems. And while the connections made in food scholarship among different concepts of sustainability may not yet have full reach or acceptance within all other fields, multidisciplinary academic interaction has been increasing. A food-technology business boom has roughly paralleled the growth of food scholarship, riding a wave of popular interest in all aspects of food and eating. But in the food-technology world the business and cultural emphasis remains firmly on the term “technology,” echoing the software-hardware tech boom of the late 1990s. Robust and nuanced concepts of sustainability are seemingly at odds with the rapid-turnaround mentality of technology development and startup entrepreneurship. But when technology and food meet, the same multivariable concepts of sustainability discussed, connected, and refined in food scholarship become necessary for creating viable, appropriate, and valuable new technologies and sustainable businesses built around them. To bridge the divide, food scholarship must engage actively and critically with food technology development. We must develop a vocabulary and framing to shift the focus from “technology” back to “food.”

Carole Biewener, Simmons College:

*“Good Food” and “Good Jobs”? Does Boston’s local food movement address “sustainability” and “justice” for food system workers?*

Many of Boston's alternative food system initiatives focus on increasing people's access to locally produced food, with food justice usually framed in terms of providing healthy, affordable, local food to lower-income communities. Yet, the focus on sustainability and local food all too often neglects consideration of how to provide “good jobs” along with “good food,” especially when most of those working in Boston's food system are not farmers or farm workers, but people working in restaurants, grocery stores, and institutions such as schools and hospitals. This paper surveys several of Boston's alternative local food initiatives to consider whether they have been able to develop good labor practices and living wage jobs along with “good food.” By looking at the local food movement through the lens of “good jobs,” the paper considers the conditions that shape the economic viability and sustainability of entities involved in producing and supplying local food in the Boston metropolitan area. The paper considers the metrics used to determine the “viability” of an endeavor and how such metrics depend, in part, on whether the initiative is organized as a for-profit commercial undertaking, a social enterprise, or a nonprofit. Questions are raised concerning the significance of unpaid and underpaid work, along with monetary and in-kind transfers to enabling and sustaining many of the “alternative” initiatives. The paper concludes by outlining some of the shared

challenges along with best practices for enabling “good jobs,” and considers possible avenues for further progressive movement in this regard.

Charlotte Biltekoff, UC Davis:

*Watching Mold Grow: Facts, Politics and “Processed Food” Lesson Plans*

This paper explores tensions between the American food industry and concerned consumers about “processed food,” introduces the concept of framing contests as a way to better understand these tensions, and explores three key points of tensions through the case study of competing school curricula. In 2011 copies Food Inc. were distributed along with a Discussion Guide to 3,000 Schools in the US. That same year the Alliance to Feed the Future, created by food industry representatives, responded by distributing curricular materials designed to contest the “misleading perceptions of food and agriculture” being promoted by the Food Inc. curriculum. These competing versions of the story of the American food system emanate from and exemplify a much larger cultural contest which I describe as a contest between “Real Food” and “Real Facts” frames. As a way of pinpointing the trouble spots in this larger cultural dialogue, my analysis focuses on competing interpretations of the meaning of “farm to fork,” the adequacy and use of available information about food, and whether individuals or corporations and / or the government is responsible for ensuring the health and safety of American diets. I argue that a complex, empirically ambiguous reality is being contested in incommensurate terms. In other words, thinking about these curricular materials through the lens of framing contests helps to explain why competing sides in the processed food framing contest find each others arguments entirely unconvincing.

Daniel Block, Chicago State University:

*Steak, Gyros, Hot Dogs, Rib Tips, and Jibaritos: Eating, Creating, and Mixing Culture in Chicago Restaurants and Street Food: 1832-2015*

At its beginning, Chicago was a frontier trading center, a place where cultures mixed along the edge of European settlement. Its eating places originally reflected this mixing. As Native-American and Metis populations were forced out, upper-class Chicagoans opened hotels and restaurants that attempted to bring East Coast and European culture to the "great Northwest." This desire to bring traditional upscale food to Chicago still exists, seen in elegant restaurants such as Everest or the many of the incarnations of Grant Achatz's Next. However, this mixes with Chicago's image of itself as the quintessential American city, a place whose cuisine originates both from the many immigrants groups that moved there and its role as the central city of the Midwest. Both the city's street food and its sit-down restaurants have been places of cultural mixing and imperialism as new immigrant groups enter, open restaurants, and create foods that mix elements of various cultures. Many are adopted, or sought out as "Chicago food" by elites and the general population, such as Chicago hot dogs and jibaritos, while other foods such rib tips, eaten mainly by African-Americans, follow the general pattern of segregation in the city. Other foods highlight Chicago as a center of industrial food production, such as gyros. This presentation follows the history of Chicago restaurants and street food, how they relate to the city's many roles and views of itself, and what this history can teach us about the patterns of politics, immigration, and inequality that have typified the city.

Renata Blumberg, Montclair State University

*Spatializing Re-peasantization: Practices, Politics, and Discourses in the Baltic States*

This paper traces the historical emergence and development of small-scale family farming in the wake of the collapse of the Soviet Union and the dismantling of collective farms in the early 1990s. In the Baltic states, creating an agrarian landscape composed of peasant farms was a deeply symbolic maneuver. The independence movements that gained popular support in Latvia and Lithuania during the 1980s showcased the agrarian roots of both nations. These movements drew heavily on an agrarian imaginary of peasant life, centered around the single, isolated farmstead, as opposed to the village center, typical of Soviet collective farms. Twenty-five years after decollectivization, however, the agrarian landscape imagined by the independence movements has failed to materialize. This paper examines why this landscape failed to develop and what challenges and complexities confront re-peasantization in the contemporary world. In particular, it argues for a theoretical perspective that draws upon the insights of rural studies, geography and agrarian political economy.

Habiba Boumlik, LaGuardia Community College:

*Traditional Cuisine-Modern Revisited Cuisine via Food Networks and social media. The case of Chumicha in Morocco*

Food provides more than sustenance, it has economic, social and symbolic value. Therefore, a study of foodways offers an angle through which to approach social changes. My paper aims to shed light on changes in urban foodways, and addresses questions including: metamorphosis of national dishes, shifting food acquisition, production and consumption, how urban residents negotiate food-related constraints, how Moroccan foodways marked by newly emerging patterns of socio-economic and or/spatial exclusion or inclusion. Moreover, the paper will elaborate on the global interconnections in Morocco: my hypothesis is that cuisine acts as a bridge between various ethnic and regional entities in the country as well as a bridge between the national territory and the outside world via tourism and restaurants in Morocco and abroad. As an example of case study, I will focus my attention a famous female TV host, Chumicha, who has been transforming the Moroccan cuisine. In order to analyze the outcomes of her successful program, the paper will address these questions through an online survey: Do people identify to the new revised cuisine? What is typically Moroccan about it? How are the food networks bringing other transnational cuisines to the local population? How are social practices changing? Are people dining out more as a result of an increased middle class or as a change in socialization patterns? How does the gender division of space translate in restaurants and TV food programs?

Sarah Bowen and Sinikka Elliott, NCSU:

*Feeding Communities: Collective Forms of Feeding and Eating Among Poor Families*

Social scientists have long studied the social ties and kinship networks that poor families use to survive economic hardship. However, little research has explored in depth how poor families rely on collective forms of feeding and eating and how these may be linked to norms of community and sociability, as well intersections of race, class, and gender

differences and hierarchies. Drawing on interviews with 138 low-income mothers in North Carolina, we find that in many households, feeding took on a collective dimension that included extended family members, neighbors, and friends. For some mothers, cooking and shopping for and with others formed the basis of a reciprocal relationship in which friends, neighbors, and family members helped each other out. Other mothers talked about how sharing food was linked to ideas about friendship and family traditions and constituted a form of social support. At the same time, feeding others could lead to emotional and financial strain. Overall, this paper contributes to a growing body of literature that suggests that the material and social aspects of providing food are central to social life and that people eat and feed themselves in ways that are linked to and can perpetuate inequalities (Julier 2013).

Katharine Bradley, University of California, Davis; Marty Neideffer, Alameda County Sheriff's Office; Hilary Bass, Alameda County Deputy Sheriff's Office:

*Innovative Partnerships for Food Justice: An analysis of local government collaboration to support an urban farm project*

Critique of food justice often follows one or both of two forms — a) that it is not representative of the people who started the movement and who stand to benefit the most from it, which undermines it, and/or b) that in being largely comprised of nonprofit organizations it further enables the neoliberal project and inhibits structural changes. In the case of Dig Deep Farms & Produce (DDF), a number of local, Alameda County (AC) agencies support an urban farm that provides employment for formerly incarcerated individuals and grows fresh produce in neighborhoods with food insecurity. While counterexamples to the first critique abound, DDF-AC collaboration presents a rare and highly suitable case for examining the second critique. Drawing on participant observation and interviews within DDF, interviews with heads of county agencies, and an online survey of county employees who collaborate with DDF, this paper identifies the motivations, nature, and impacts of county level support. It also assesses the ways in which DDF-AC collaboration resists and reinforces neoliberal trends in food systems transformations. We find that neoliberal tendencies and pressures play out in complex ways: DDF's successful networking generates support for their client population across county agencies and at unprecedented levels; AC's resulting investment in DDF demonstrates the state's commitment to addressing food insecurity and its causes; and despite this, DDF still experiences pressure to become self-sustaining through market viability of their box share program.

Michelle Branch, NYU:

*Free Produce Societies as Agents of Diplomacy*

Nineteenth-century free produce societies can be viewed as an early form of “gastrodiplomacy.” These societies came to prominence in the US in the 1830s as a response to the perception that the enslavement of humans was an intractable problem, impermeable to political or legal solutions. They argued that slavery depended on capitalism—and, therefore, that the international slavery regime could be renegotiated by reforming consumption habits. If capitalist foundations for slavery disappeared, then so would the institution those foundations supported. Locating slavery's existence in consumer demand for cheap foods, free produce advocates sought to bring awareness to

the human costs of an increasing dependence on household staple goods that relied on slave labor. They reasoned that if consumers received documentary accounts of the conditions of production along with alternative food choices that did not use slave labor, then consumers would gladly change their eating habits, and then slavery would be brought to an end. These free produce advocates' efforts may be likened to diplomatic efforts. From visiting foreign countries to document conditions of production, to creating a newspaper network for the purpose of circulating reports of those conditions, to holding conventions to develop international production standards, to determining political strategies that placed pressure on governments, free produce advocates sought to change the world order. My talk will examine the tactics the free produce movement employed to usher in a new era that would not only ease international and domestic tensions, but also provide justice to the enslaved.

### **ROUNDTABLE: Teaching About Food Systems: Successes and Challenges**

**Organizer:** Caroline Brock, University of Missouri

**Participants:**

Caroline Brock, University of Missouri

Mark Hellerman, NY City College of Technology

Shoshanah Inwood, The University of Vermont

Olga Kalentzidou, Indiana University

Deanna L. Pucciarelli, Ball State University

Kristin Reynolds, The New School /Hostos Community College

Evan Weissman, Syracuse University

This roundtable will provide an avenue for educators in sustainable food systems to share and learn insights from other faculty with a variety of different disciplinary and institutional backgrounds. The roundtable participants will describe their courses and discuss their goals and guiding principles as well as key mentors in the field who have influenced their teaching. Student motivations for taking food system courses will be a key focus of the conversation. The roundtable will discuss decision making on which subjects to cover, what resources to assign the students as well as overall course structure and assignment design. The panel will enable participants to compare and evaluate resources and course design. Lessons and assignments which seem to have gone well will be discussed in the context of relative transferability. For example, approaches to teaching may vary based on the institutional context (e.g. liberal arts versus land grant). One challenge the roundtable participants may discuss is how to help students “reconsider the dichotomous view” of food systems which can be divided into those students who are in favor of “production agriculture and those who are opposed to it” (Julier and Gillespie, 2012). The roundtable participants and audience may also discuss the possibilities for integration with campus and community resources. This discussion will serve as a springboard to further developing networks and resources for educators.

Analena Bruce, Rutgers University

*Inequality and small-scale sustainable farming*

One of the goals of alternative food networks or AFNs is to provide a living wage for small-scale farmers who grow food in more sustainable ways. Yet research shows that

small-scale farmers selling food in AFNs often struggle to make a living from their farms. They face significant obstacles: finding affordable farmland, accessing traditional financing, and coping with the labor intensity of organic farming practices and direct marketing. There is some evidence that farmers selling in alternative food markets only manage to 'get by' if they have some off-farm wealth or outside income that enables them to operate the farm without earning a sufficient income from it. Consequently, the ability to own and operate a sustainably managed farm may be limited to privileged people. If sustainable agriculture is only feasible for those who can afford to earn little income from it, the likelihood that it will transform the larger agricultural system seems low. How does farmers' socioeconomic status influence their ability to use sustainable farming practices? This paper is based on 45 interviews and surveys with first-time farmers and experienced farmers who produce food for AFNs in southern Ohio, as well as members of AFN organizations who support them. My research identifies the ways social and financial capital matters for farmers growing food for alternative markets.

Michael Bruner, Brittany N. Stuckey, Humboldt State University:

*Methods for Accounting for the Reception of Food-Related Images*

We survey four methods for accounting for the visual effects of food-related images, and we report on a Spring 2015 study designed to test the usefulness of the International Affective Picture System with regard to food studies. Our work is part of an ongoing research program that has attempted to respond to the challenge of Robert Hariman and John Lucaites (2008): "The problem of accounting for reception rightly troubles all cultural analysis today, and the determination of influence remains both the *raison d'être* and a persistent problem within rhetorical studies. . . .we didn't adequately account for reception and influence, and no one else does either, and more work needs to be done on this problem . . . ." (p. 19) Hariman and Lucaites propose to assess the extent of the influence of images by tracing the image appropriation of iconic photographs. In addition to discussing their approach to media effects, and discussing the approach embodied in the International Affective Picture System, we evaluate the claim made by Jean Retzinger that images of the production of food are more persuasive and more motivating than images of hungry people. We next review the eye-tracking method favored by some researchers and marketed via Tobii Technology/Tobii Pro (See the new Tobii Glasses 2, billed as a "new generation wearable eye-tracking tool."). Finally, we acknowledge the work of Valkenburg and Peter (2013), who argue that media effects depend upon three types of differential susceptibility variables. The complexity of visual effects indicates the need for a triangulation of methods.

Kathleen Bubinas, University of Wisconsin, Waukesha:

*Developing a Sustainability Index for Farmers Markets: Wisconsin as a Case Study*

Farmers markets (FM) have proliferated throughout the U.S. since the 1970s as part of a broader food movement and as a means of supporting local agriculture and economies. Yet, questions related to whether these markets enhance the attainment of defined sustainability goals remain unanswered. This presentation will report on efforts to develop a Farmers Market Sustainability Index (FMSI) as a research tool utilized to quantify and compare the level of sustainability of FMs and provide a new venue for

discussing markets and the concept of sustainability. Data from FM research in Wisconsin is utilized to present measures associated with defined social, economic, and environmental goals. Each market is ranked from High to Low Sustainability and compared based on a numeric value. Recommendations are subsequently suggested to aid market organizers and farmers in developing and establishing attainable sustainability goals commensurate with local resources and community resource management objectives. The development of the FMSI is envisioned as a first step in the creation of a tool that can be used to compare FMs nationally using an index. Indices provide a unique venue for discussing markets within a comparable rather than individual data set. The process of designing a FMSI is viewed as dynamic as new variables are entered into the sustainability equation.

### **ROUNDTABLE: Publishing Scholarly Work for Stakeholder Audiences**

**Organizer:** Jenifer Buckley, Organic Processing Institute

**Participants:**

Jenifer Buckley, Organic Processing Institute

Valentine Cadieux, University of Minnesota

Duncan Hilchey Editor in Chief, Journal of Agriculture, Food Systems, and Community Development

Harvey James, Editor in Chief, Agriculture and Human Values

Phil Mount, Associate Editor, Canadian Food Studies/La Revue canadienne des etudes sur l'alimentation

Research on alternative agriculture and food systems often directly engages diverse stakeholders, including producers, resource providers, advocates, policy makers, and funders. Yet research results are published largely for academic audiences. This roundtable discussion considers the value of agrifood scholarship to a broader readership and examines ways in which academics present and make their work accessible to stakeholders. Discussants include editors of academic agrifood journals, both subscription-based and open access, and scholars who target lay readers. To broaden the representation of perspectives, we will encourage a diversity of stakeholders to attend and will actively engage the audience in the discussion. Discussion will focus on questions such as: 1) What strategies have agrifood scholars used to publish in outlets such as popular, professional, and trade publications? 2) How can social media be used to disseminate research? 3) What are challenges and/or barriers in the following areas, and what are examples of creative solutions? Challenges for scholars to write with nonacademic audiences in mind? Challenges for scholarly journals to address the needs of nonacademic readers? Challenges for nonacademic audiences to access and make the best use of scholarly journals? 4) How do funding and academic hiring and review processes shape what is possible in scholarly publishing for a general audience?

Catherine Bukowski, John Munsell, Virginia Tech:

*Community Food Forests in the United States: A Study of Design and Management Processes & Principles*

Community food forests are rapidly emerging across the United States as part of a new trend in the local food movement to promote food literacy and build community. There are a variety of motivations behind the movement ranging from social, food and

environmental justice to income inequity and reconnecting communities to nature. Food forests, also known as forest gardens, are edible perennial landscapes modeled after a young forest ecosystem. Food forests are an attractive model for efficient food production in a limited space. We define community food forests as forest gardens scaled to the community level, built with community input and generally open to the public for food harvest and recreation. Establishment typically starts at the grassroots level, bringing together a mix of stakeholders (community members, local government agencies, organizations and universities) to acquire land, form partnerships, create a shared vision and navigate policies. Through the process of creating a community food forest, stakeholders learn how collective impact on social change is more effective than isolated efforts. The Community Capitals Framework (CCF) is a model being used in sustainable community development that outlines key community resources available to a project as well as how a project can impact community assets. Building multiple community assets leads to more resilient and vibrant communities. The research will look at what community development factors influence the design and management of community food forests and why the factors are important. We believe that through engaging with community food forests participating members help shape their natural landscape, local food production, community interactions, environmental services, healthy eating habits and urban agriculture policies.

Leigh Bush, Indiana University:

*Controlling Discourse in Public Formation: Taste-making in the Era of New*  
The making of taste, in both the cultural and physiological senses, has long been a discussion in Food Studies. Over the last few decades, two transitions have altered the rate at and methods by which the generation and regeneration of taste occurs: the accelerated spread of media forms and technologies, and the elevation of cooks and chefs to a prominent public position. Beyond print and television, now digital media has enhanced our media engagement: our media are transported with us everywhere, through a variety of smart devices, and we interact with that media constantly via platforms through which we co-create our own personal media experiences. Meanwhile, chefs and media have become intertwined in such a way that, to be successful, chefs must not only master the art of cooking, but also be savvy to the spectacle of food media and the crucial advantage it offers. While it might be argued that chefs, as the fundamental makers of taste, are being given and/or taking the opportunity to unite our physiological sense of taste (in the vein of Stoller 1989) with our cultural sense of taste, (in the vein of Bourdieu 1984), an in-depth analysis of this process is merited. Whose voice is coming through the media, what it is being mediated and by whom, and what motivations lie behind these actions? This analysis is guided by theories of cultural production and taste (e.g. Bourdieu and Stoller) as well as by those of media ideologies and convergence (e.g. Gershon and Deuze) and draws upon field research in the Chicago food and media industries.

Valentine Cadieux, University of Minnesota:

*Collaborative visual methods for food studies*  
Performative and collaborative opportunities are raised by using visual methods to approach work on food. In this panel session, we explore some of these opportunities in

the context of attempts to use methods that, in turn, attempt to make visible aspects of food system dynamics that are difficult to represent. Reacting to challenges that we have experienced in these attempts—for example, the difficulties of conveying the richness of an exploratory experience in the documentation of that experience, or of balancing the evocativeness of a stained tablecloth with the didactics of an debriefing text—we wish to explore, progressively, three stages of visually enactive methods:

- Making visualization (represented by a paper presentation on visual methods)\*
- Receiving visualization (represented by a dialogue about tensions between making and receiving visual methods between David Szanto and Valentine Cadieux)
- Enacting visualization (represented by a presentation and demonstration of an exploratory photobooth project by Valentin Fiala and colleagues).

We are particularly interested in the conditions created by collaborative visual methods that provoke participants to attend to tensions in the ways that they are conceptualizing the topics under study. How are the methods we use productive for sustaining engagement with such tensions?

Valentine Cadieux, University of Minnesota; David Szanto, Concordia University and the University of Gastronomic Sciences:

*Making Food Visible*

Valentine Cadieux works with a range of farm-to-institution projects that are trying not only to change the mechanics of food chains, but to transform the associated valuation of food. In each of these projects, attempts to negotiate and represent the meaning of what is being done to support and improve food have been expressed visually. These visual representations have involved a wide range of collaborative methods, from extraordinarily constrained templates to corporate branding strategies to students drawing signs—the dynamics of these methods rarely make it into circulation in the resulting visualizations, and this contributes to reproducing the mystification of visual methods in food studies. David Szanto works on getting people to understand the material-discursive practices of food more in terms of performance: the processes that frame the experience of eating can be understood in systemic, intra-active relationship with humans and food, and the act of eating itself is at once a mundane act and a magnificently complicated daily performance. Understanding food in such ways can be assisted by visual aids—but visual methods are often limited in academic work. Making visual explorations can be productive, especially in the quest to document performances of cooking or eating, but the process doesn't necessarily make artifacts that can be meaningful outside the context of another similarly framed performance. Starting from their experiences incorporating visual methods in food studies, David and Valentine will construct a dialogue about the process of moving between making, writing about, and responding to collaborative visual methods. This dialogue will explore actions that visualization processes take place within.

Kate Cairns, Rutgers University

*Cultivating Childhood: The Discursive Construction of the School Garden*

School gardens are widely celebrated as a site for addressing myriad social and environmental concerns by “connecting” children to their food. Celebratory accounts of the school garden commonly suggest that hands-on experience growing food will

advance students' nutritional knowledge and environmental awareness, fostering healthier and more sustainable food choices that bode well for collective futures. In this paper, I explore how this "connection" to food is discursively constructed within newspaper coverage of school gardens throughout North America, spanning 2000 to 2013. Discourse analysis reveals how the school garden is imagined as a site of connection – between food production and consumption, between embodied practice and knowledge, and between the urban child and the child in nature. Yet, despite the transformative promise of connecting children to their food, the school garden is not a border-free zone. Rather, the "connection" pursued within the school garden is constructed differently in relation to different bodies and spaces. This is evident in contrasting narratives of *stewardship* versus *salvation*, wherein the "connection" forged through the school garden is differentiated along the lines of race and class. These differences are particularly noteworthy in light of claims that school gardens transcend social difference. While acknowledging the fact that media representations do not offer transparent accounts of social practice, I argue that we have much to learn by examining the school garden as it is dominantly imagined – as a site of 'connection,' that simultaneously reaffirms race and class boundaries in the construction of urban childhoods.

Maria Carabello, University of Vermont:

*Defining "Food Agency": An Ethnographic Exploration of Everyday Home Cooking Practices*

It has been widely suggested, by both popular and academic sources, that home cooking is in decline. Nutrition and public health scholars concern that a loss of cooking abilities may further diminish individuals' control over their food choices, thus contributing to adverse health outcomes. Yet, even if they are cooking less, many individuals still maintain some relationship with the task. So, what sorts of skill and knowledge are required to prepare a meal in today's food environment? This research explores the everyday practices of twenty-seven home-cooks in the Northeastern U.S. to illustrate a spectrum of experiences. Data was collected through videotaping and observing the home-cooks as they prepared typical dinnertime meals, followed-up with semi-structured interviews. The resulting videos, transcripts, and fieldnotes have been coded and analyzed following an iterative process. The data reveals a nuanced portrait of the opportunities and challenges that home-cooks are presented with, as well as a complex blend of skills, strategies, and general savvy they employ to get meals on the table under a diversity of circumstances. These observed practices are deemed to signify a capacity for "food agency," a construct that situates cooking as part of a broad systemic process requiring the home-cook to structure their practices around a number of external forces—such as time, money, and access to ingredients. Incorporating this approach into future cooking interventions has the potential to help individuals not only 'know how' to cook, but to also feel better equipped to fit the practice into their daily routines.

Kima Cargill, University of Washington

*Sugar is Toxic, But is It Intoxicating?*

Sugar produces many neurological effects which mirror addiction processes, with many researchers now calling for the recognition of food addiction as a psychiatric disorder.

Such recognition would likely strengthen efforts to regulate so-called hyperpalatable foods, just as tobacco and other addictive substances have been regulated. One problem; however, is that in spite of the many toxic metabolic effects of sugar and hyperpalatable foods, their consumption does not seem to produce the intoxicating effects that other drugs provide. This failure of neuroscience to prove that sugar is intoxicating has so far precluded it from meeting diagnostic criteria as an addictive substance. These findings; however, don't square with the popular imagination of a "sugar high", as characterized by the dissociative and regressive imagery seen throughout the culture. This paper explores the tension between the phenomenology of sugar intoxication and the neuroscience of sugar intoxication, arguing that the consumption of sweets does in fact, create regression and dissociative experiences for many. Using the imagery and language of popular culture, I will address the hedonic pleasure of sugar as it relates to the emerging science of "sugar intoxication", and ultimately the attempts against Big Food to regulate the production and consumption and sugar.

### **ROUNDTABLE: Food Systems Education: Rewards and Challenges**

**Organizer:** Tanya Casas, Delaware Valley University

**Participants:**

Tanya Casas, Delaware Valley University

Cathy Davies, Delaware Valley University

Michael Stamps, Delaware Valley University

In 2013, Delaware Valley University organized a multi-school, cross-disciplinary, and cross-occupational Food Systems Institute (FSI) to facilitate, exchange and deepen our knowledge on food systems, and educate our community, both on campus and externally, on the broader contexts of seed to table (and beyond) connections. Surprised that even at a small, historically agricultural institution there was a disconnect in conversations about food production, food manufacturing, food consumption and their social and historical contexts, members of the FSI imagined a comprehensive, experiential approach to food. During this roundtable, several representatives of DelVal's FSI will discuss the various activities they have organized including panel discussions, film series, our "Hope for the Harvest" garden for local food banks, cross-disciplinary team-taught courses, and development of a Food Systems minor for undergraduate students. We will address the rewards of working across various disciplinary and professional boundaries but also the very real challenges. What happens, for example, when a food scientist, a sociologist, and a trained chef team teach an experiential course? Overall, we discovered that we might hear each other but it is not always easy to listen. Building bridges to improve our food system requires thoughtfulness and a concerted choice to think across boundaries.

Kimi Ceridon, Boston University:

*Eating Aloha: What is Hidden in Hawaiian Plate Lunch*

No trip to the Hawaiian Islands is complete without indulging in a 'traditional' Hawaiian plate lunch. Plate lunch starts with two round scoops of white, short-grain rice. Protein such as kalua or laulau pork, or teriyaki chicken is added followed by a heaping scoop of creamy, mayonnaise-laden macaroni salad. Going native by topping the rice with brown gravy completes the 'Local' experience. Plate lunch is often served from a food truck or hole-in-the-wall joint. It comes nestled in a portion-divided Styrofoam plate or clamshell

with the choice of a plastic fork or chopsticks. The plate lunch is an iconic meal in modern Hawai'i, but it is not a traditional food of native Hawaiians. Polynesians cultivated food brought to their new island home and strict food taboos dictated social and cultural practices surrounding both everyday eating and feasts. New foods and food social practices, entered the Hawaiian culture after the arrival of British Captain, James Cook in the late 18th century. Following Cook, agri-business, traders, developers, missionaries, immigrants, and military personnel brought additional foods and social customs. Many believe lunchstuffs traded in plantation fields led to plate lunch. However, the plate lunch became what it is today because of the evolving ethnic identity of 'locals' in Hawai'i. The plate lunch clamshell holds more than a Local comfort food and tourist indulgence. It contains a story of Polynesian voyagers, immigration and modern neocolonialism.

Madeline Chera, Indiana University

*Between Meals and Meanings: Notes on Snack Culture in South India*

India is internationally famous for its street food, but the archetypal offerings of the chaat and chai stalls of North India only account for a small sliver of the snack culture of South India. In the southern state of Tamil Nadu, the English word "snacks" is widely recognized, but also a floating signifier, reflecting an amorphous category. Snacks can be raw fruits, millet porridge, fried sweets, veggie burgers, and much more. Even the iconic South Indian dishes of dosai and idli are sometimes considered mere snacks, although they figure prominently in the diet as morning and evening staples. Ethnographic fieldwork in and around the city of Madurai, Tamil Nadu, indicates there is disagreement among consumers about the content and position of the domain "snacks" within the larger structure of the diet, as well as about the ways that the snack culture has changed over time. Whereas "snackification" has been cited as a new food trend in other contexts, Tamil consumers identify continuity between the snacking habits of the past and those of today. Nonetheless, these claims are, like the snacks themselves, various and multiple. Given that the public health community and now consumers are concerned about the significant prevalence of diet-related diseases, understanding the role that snacks play in the food culture is timely. Through analysis of interview and participant-observation data, this paper delineates the snacks prominent in Tamil food culture and examines their places in eaters' view of the past, present, and future.

Janet Chrzan, University of Pennsylvania

*Alcohol: Drug or Food?*

Alcohol is an intoxicant, and it is currently assumed that most use is designed to create a psychotropic effect in the user. While alcohol use also can signal status and connoisseurship, the primary cultural understanding is that alcohol functions as a drug and is used as such by most who imbibe. However, compelling evidence reveals that in the past wine and beer were nutritionally important in addition to being essential for the economic management of agricultural cultures, by allowing excess grain to be converted into usable value-added calories rather than depressing prices in years of abundance. Similarly, wine allowed agricultural people to create marketable goods from marginal lands. After the rise of distillation the caloric value of alcohol was subsumed by its stronger psychotropic capacities, no doubt influencing perceptions today. However, the

recent rise of craft beer brewing and widespread interest in wine production has been accompanied by greater emphasis on food and beer/wine pairings in both restaurant and home dining. This paper traces the rise and fall of alcohol as food and asks if a new age of drinking may emphasize the role of alcohol as food rather than drug.

Marissa Cisneros, Texas A&M University:

*The Chefs' Dilemma: Behavioral and Environmental Effects of The Culinary Professional Project*

The culinary industry has traditionally trained its workers through the use of apprenticeship and/or on the job training (Brown 2013). Recently, the culinary field in America has begun the process of professionalization. This process has resulted in a division within the industry, allowing culinary workers to choose whether or not to professionalize. Such a division raises many interesting research opportunities as to how the work environment changes during professionalization. Most of the previous literature in sociology looks at what an occupation does in order to professionalize, especially in terms of what separates an occupation from a profession. This study will attempt to look closer at the environment and experiences of the chefs and cooks as this process takes place. I will examine kitchen workers who operate in two different kinds of restaurants. One set of restaurants will be comprised predominantly by graduates of Culinary Art's Programs (chefs); another set of restaurants will be comprised predominantly by those who learned the industry through on the job training (cooks). I anticipate that as an industry professionalizes the experiences of its workers change, such as increased diversity in the workplace, work stress, debt ratio and unhealthy habits when coping with such stress. Research on this topic will broaden the only add a deeper understanding of professionalization by focusing on neglected aspects, but will also to the widen the small pool of academic literature on restaurant worker, specifically chefs.

Kate Clancy, Johns Hopkins; etc:

*A Framework for Assessing Effects of the Food System*

In 2012, the Institute of Medicine and the National Research Council convened an expert committee to develop an analytical framework relevant for the food system. The ultimate aims of the study were to: (1) facilitate an understanding of the environmental, health, social, and economic effects associated with all components of the food system and how these effects are linked; (2) encourage the development of improved data collection systems and methodologies to identify and measure these effects; and (3) inform decision making in food and agricultural practices and policies in ways that minimize unintended health, environmental, social, and economic consequences. The final report, containing the committee's recommendations and titled *A Framework for Assessing Effects of the Food System*, was released in January 2015. The Framework report provides a guiding tool for decision makers, researchers, and other stakeholders to use when evaluating the possible the impacts of food and agriculture interventions, and assessing the collective health, environmental, social, and economic outcomes of specific changes in the food system. In this presentation, Dr. Kate Clancy will describe the committee's findings and recommendations including describing the framework and its steps and principles.

Kate Clancy, Johns Hopkins University, etc:

### *The U.S. Food and Agriculture System: A Complex Adaptive System*

The U.S. food system is a complex adaptive system—meaning it is a system composed of many heterogeneous pieces that interact in such a way as to drive system behavior and in which it is not easy to understand the whole system by considering its parts in isolation. Complex adaptive systems have a set of specific properties that include having diverse and adaptive individual actors, amongst whom substantial feedback and interdependence exist; and, that include both spatial and temporal heterogeneity as well as dynamic complexity. Categorizing the U.S. food and agriculture system as a complex adaptive system carries important implications for how we measure and interpret the system and for how, when, and where we propose solutions. In this presentation, Dr. Clancy will discuss the properties of complex systems, insights into systems behaviors, and then illustrate the applicability of a systems approach to the U.S. food and agriculture system by applying the framework to several examples, including recommendations to increase fruit and vegetable consumption, recommendations for fish consumption and health, and egg production practices. Each of these examples will illustrate how attempts to meet national recommendations without taking systems interactions into account, can result in unintended consequences in multiple domains. This paper demonstrates the complexity of the food system and the breadth of its interactions, but also illustrates how, with forethought, we can approach changes in our food system with an eye on adaptability and planning.

Jill K. Clark, The Ohio State University

#### *Do “local” food producers produce better places? Examining the relationship between producers’ market channels and civic and political engagement*

It is well established that the nature of civic and political engagement across the US is changing. Some researchers are concerned about an increasing civic-political divide, as volunteering increases (civic) but activity intended to influence government action (political) decreases. The promise of civic agriculture is increased capacity for community problem solving via a more engaged food citizenry, with the majority of research focusing on consumer motivations and engagement. Farmer motivations and engagement are less well understood. Further, while direct marketing channels are considered part of a civic agriculture, little research has examined if ‘local’ food marketing channels contribute to a civic agriculture as well. As such, I ask: 1) What is the relationship between farmer’s local marketing channels (none, direct, intermediated or mixed) and their civic and political engagement? and; 2) Is there evidence of a civic-political divide in farmer engagement that follows national trends? Surveys completed by over 650 exurban farmers in five national case study sites were statistically analyzed to assess the relationships between farmer’s market channels and their civic and political engagement. The results confirm the civic agriculture thesis regarding the community-mindedness of farmers engaged in direct markets, including indicators of their capacity to solve community problems, motivations for their work, and the community activities within which they engage. But the results raise questions, such as how scaling-up local from direct to intermediated local markets impacts community (as intermediated marketers are less engaged) and how a civic-political divide will impact the political power of local agriculture.

Sierra Clark, New York University:

*The Problem of Pleasure: Intoxication and the Evaluation of Alcohol*

Contrasts between the practices of professional whiskey critics and those of lay consumers provide a productive foundation for interrogating how intoxication both underlies and complicates the act of making judgments about alcohol quality. Professionals conduct tastings in direct contrast to the spaces, sounds, and rhythms of everyday life, intent on maximizing certain sensorial capacities above others while diminishing the ‘corrupting’ influences of the body. Most drinkers of whiskey, on the other hand, embrace the distractions of quotidian life as they ingest whiskey and experience its intoxicating properties. This paper explores why professionals produce reviews under conditions of relative sensorial sterility and near-complete sobriety while audiences consume the subjects of their reviews under dramatically different conditions. It offers two interconnected arguments. The first engages with the literature of professionalization that theorizes barriers to entry as critical to the construction of expertise, and it posits that professional practices remain socially and morally unattainable for lay drinkers. The second builds on observations that such practices perpetuate a deep-seated conviction that ingestion in general and intoxication in particular are irrelevant if not inimical to true evaluations of quality. Together, these expose what I call the ‘problem of pleasure,’ where desirable bodily sensations are seen as undermining disinterested judgment and thus genuine aesthetic appreciation, on the one hand, while nevertheless profoundly shaping everyday perceptions of quality. As an intoxicant, whiskey brings this problem into sharp focus; its study reveals how pleasures of taste and intoxication inform and unsettle the relationship between formal and informal measures of value.

Susan Clark, Garland Mason, Kim Niewony, Phil D’Adamo-Damery, Nikki D’Adamo-Damery, Pete Ziegler, Virginia Tech; Kelli Scott, Virginia Cooperation Extension; Christy Gabbard, Local Concepts; Mike Burton; Sustain Floyd; Debbie Lineweaver, Southwest Virginia Fresh; Jerry Moles, Grayson LandCare, Inc.; Kathlyn Terry, Appalachian Sustainable Development; Tracy Kunkler; Social Profit Strategies

*Southwest Virginia’s Community Food Security Assessment: A Collaborative*

*Effort with Community Stakeholders to Develop a Regional Food System Roadmap*

Virginia’s community food security assessment work focuses on how southwestern Virginia stakeholders are collaborating regionally to enhance access and availability of locally produced and distributed foods. The assessment aims to develop a southwestern Virginia food system roadmap that empowers community stakeholders to: 1) inform strategic decision-making in their work; 2) identify needs/opportunities/leverage points for action in the regional food system, and; 3) illustrate pathways for collaboration that enables collective action and a more systemic approach to addressing food security. This presentation focuses on preliminary findings of our participatory research process that frames the assessment as a practical and evolving tool to strengthen the self-organizing and organizational capacity of the region. We also emphasize our community-university stakeholder experiences that inform the development and implementation of our assessment. Specifically, we discuss emergent findings from key informant interviews and subsequent regional community work sessions designed and implemented by our community and university partners to together learn what kinds of food system/security

opportunities exist; where and with whom the synergies are happening; and ways we can best connect across the region to enhance these synergies. Here we share how this research was organized, what was learned, and how that information is being used to build and structure the formation of our regional food system roadmap and networking possibilities to put the roadmap into action. We conclude with “lessons learned” in shaping the type of network that would best serve local community needs while strengthening the synergy of food systems work across the region.

Nevin Cohen, City University of New York; Rositsa Ilieva, The New School:

*Fooding the City: Everyday food practices and the transition to sustainability*

Cities support and reproduce the incumbent food system, yet they are also spaces of innovation that can transition socio-technical regimes like food to sustainability. Unfortunately, the transitions literature is only beginning to consider the roles of cities in food systems change. This paper argues that the lack of attention to cities in transitions stems from insufficient appreciation of the role of practices in transitions and lack of attention to the roles of cities in supporting new forms of practice. In fact, cities are tightly bundled agglomerations of everyday practices, and these urban practices are key mechanisms through which urban life is reproduced and reconfigured. The practices that occur in cities shape and support socio-technical systems, and as practices change they help to transition these systems. In this paper we investigate the extent to which theories of social practice shed light on how changes in food practices transform the food system, and the role of cities in fostering transformation through the support of sustainable food practices. Drawing on evidence from three types of alternative urban food practices in New York City – rooftop farming, shopping at farmers markets with federal subsidies, and recycling cooking oils – we illustrate how and why cities shape new and evolving food practices and in doing so play an important role in food systems transitions.

Randall Coleman, The Food Trade Game, Inc.:

*Crossing the Global Food Divide: The Food Trade Game*

The Food Trade Game (FTG) is an interactive workshop that bridges the gap between farmers in the developing world and consumers in the developed world. The experiential learning game simulates the world market-place that farmers and the industries that support them, navigate in our globalized world. Participants represent actors in the global market such as smallholder farmers, seed companies, governments, and food processors. Participants play to meet their own objectives, while navigating an ever-changing landscape of laws, natural events, and new economic realities. By experiencing the hardships and environmental consequences of modern agriculture, participants take away a stronger commitment to make change based on their empathic experience. The FTG uses free trade and industrial agriculture as the framework to teach empathy for smallholder farmers around the world. This focus has been shown to inspire change and raise group consciousness among participants. The FTG accomplishes this through role playing and using realistic trade scenarios to teach participants. Some topics participants might encounter are food systems and labor, food sovereignty, and intellectual property in agriculture. After a round of playing in which participants treat food as a commodity, participants are asked to re-imagine a system that treats food as a right and respects all actors in the system. This exercise leads to a discussion around alternative food and trade

systems that might already exist and how well they are working. If time permits, these alternative scenarios are acted out by participants.

## **WORKSHOP: USDA AMS TOOLKIT**

### **Organizer:**

### **Participants:**

David Conner, University of Vermont

Becca Jablonski, Colorado State University

Samantha Schaffstall, Grant Management Specialist, U.S. Department of Agriculture

Todd Schmit, Cornell University

Dawn Thilmany, Colorado State University

Alfonso Morales, University of Wisconsin-Madison

Debra Tropp, Branch Chief, U.S. Department of Agriculture

Interest and investments in food systems initiatives are increasing, yet economic outcomes are largely unknown. This workshop will present results from a team convened by the USDA Agricultural Marketing Service (AMS) to create a toolkit of best practices for evaluating the economic impacts of local food system initiatives. A team of USDA AMS professionals (Debra Tropp and Samantha Schaffstall) who work with a variety of local food programming initiatives will begin the workshop with a short discussion of how economic analysis and evaluation is essential to policy making, program priorities and evaluation of government sponsored projects throughout the US. Subsequent presenters will provide information about defining community food systems and understanding linkages. Alfonso Morales will discuss publicly available data sources that are most informative, and David Conner will talk about designing surveys to gather requisite primary data unavailable from other places. Todd Schmit will introduce the concept of multipliers, how they can be interpreted, and the importance of considering opportunity costs in assessment. Becca Jablonski will present more advanced modeling work as well as a review of best practice impact assessments. Throughout each of these presentations best practice examples from around the U.S. will be discussed. The final portion of the session will be devoted to questions from participants. It is anticipated that future grant applications to the USDA AMS and other funders may require the utilization of the standardized approaches presented as part of this session.

Emily Contois, Brown University,

*Guilt-Free and Sinfully Delicious: A Contemporary Theology of Weight Loss Dieting*

Combining the approaches of food studies, fat studies, and religious studies, this paper employs critical discourse analysis to explore religiosity in two secular texts, the Dr. Atkins New Diet Revolution (1992) and The South Beach Diet (2003). With references like “carbohydrate hell,” “virtuous vegetables,” and “indulgent treats,” these diets appropriate the language and concepts of Christian Protestantism in order to construct a contemporary theology of weight loss dieting. These texts situate daily dietary choices within emotionally wrought cycles of feasting and fasting, sin and salvation, fall and redemption, temptation and restraint, wickedness and virtue. Realized through a moralized chain of consumption, this theology is rooted in a dichotomy between “good”

and “bad” foods, which culminates in the thin or fat body of the eater. “Success stories,” which figure prominently in weight loss literature, mirror religious transformations as they present the stages of confession, conversion, and testimonial, while they also establish a moralized hierarchy of body sizes, values, and behaviors. Studying the moral logic of dieting theology reveals dieters’ multiple faiths and how they navigate the competing desires of consumption and restraint in everyday life.

Douglas Constance, Andrew Prelog, Sam Houston State University:

*Contested Governance of Tennessee Whiskey*

This paper applies a sociology of agrifood conceptual framework combined with a commodity systems methodology to the case of the controversy over charred whiskey barrels to inform discussions regarding the governance of the agrifood system. In Spring 2014 the “whiskey barrel” controversy revealed interesting aspects regarding the governance of this Tennessee Whiskey industry, which is a subsector of the US bourbon industry. The controversy focuses on the required use of charred new oak barrels as an example of contested governance. The case begins with an overview of the inception and growth of the bourbon commodity system in the US South; Tennessee Whiskey is a specially-processed bourbon that must be distilled in Tennessee. With the urging and support of the dominant firm in the sector, Jack Daniels (owned by TNC Diageo), legislation was passed in Tennessee in 2013 to strictly define the requirements to be called Tennessee Whiskey to follow the bourbon requirements, plus to be filtered through maple charcoal, known as the Lincoln County process. These requirements are included in the North American Free Trade Agreement (NAFTA) and other free trade agreements. Diageo and small distillers in Tennessee challenged the new laws to allow them to use “used” barrels and avoid the Lincoln County Process. The battle between Jack Daniels (owned by Brown-Forman) and George Dickel (owned by Diageo) continues.

Carole Counihan, Millersville University:

*Gustatory Activism in Sardinia: Taste and the Political Power of Food*

Taste is highly significant in food activism in Cagliari, the capital of the Italian island region of Sardinia, a major Mediterranean port, and a commercial hub of 160,000 people. After centuries of a largely self-sufficient agro-pastoral-fishing economy, since the 1980s Sardinia’s food system has become industrialized and globalized. Supermarkets, processed foods, and long food chains increasingly predominate. Since 2011 I have been conducting ethnographic interviews in Cagliari with food activists in farmers markets, organic agriculture, farm-to-school programs, a vegetarian restaurant, a solidarity buying group, and the Slow Food chapter. Emphasizing the good taste of local, heirloom foods is a key political strategy where taste is a path to learning and action--what I call gustatory activism. This paper considers three ways Cagliari food activists use taste: as an emotionally deep and unifying expression of identity—what one interviewee called a “gusto identitario”—“identifying taste” or “taste identity”; as a recruitment to and strategy of activism; and as a path to oppositional political consciousness. Taste launches a quest for good food and a process of education about what it is and how to get it, raising awareness about the global food system. Moreover, food activists accentuate the grounding of taste in territorio or place, in biodiversity, and in environmental

stewardship, linking gustatory pleasure to politics and making taste education a potentially counter-hegemonic practice in its call for sustainable, healthy, local food.

Luke Craven, University of Sydney:

*Simplifying Complexity: Responsibility, Attribution, and the Political Construction of Food Insecurity*

This paper uses household food insecurity as a lens through which to examine how policy-makers problematize and form responses to complex policy issues. Food insecurity is a classic ‘wicked problem’—being complex, unpredictable, open ended, and intractable. In this paper, I propose a two-dimensional model for understanding responses to food insecurity. The first dimension depicts how blame for the problem is assigned, ranging from individual responsibility to state responsibility. The second dimension represents how a target population is constructed in the eyes of policy makers, ranging from positive to negative (after Schneider and Ingram 1993). I will define these dimensions and classify a number of policy responses into the resulting four categories. This typology, I argue, allows for more theoretically-informed comparative analyses of state responses to household-level food insecurity.

Angel Cruz, North Carolina State University; Darcel Eddins, Bountiful Cities;

*A participatory evaluation of community food security in Western North Carolina*

North Carolina has the ninth highest food insecurity rate in the country and a greater percentage of its population living under the poverty line than the national average. Historically, the Appalachian region is home to communities with high rates of food insecurity and poverty. The Appalachian Foodshed Project (AFP) is using a foodshed concept to address issues of food security in the Appalachian regions of North Carolina, Virginia and West Virginia. This presentation will highlight the process of forming the Western North Carolina Food Security Advisory Council (WNC-FSAC) through AFP work in the region. This council represents a diverse group of community leaders from nutrition, public health, academia, cooperative extension, community organizers and emergency food providers across WNC. Utilizing community participatory approaches, Community Capitals and a Whole Measures for Community Food Systems framework, this council is identifying regional assets and developing community-based solutions for underlying community food security challenges. This presentation will outline the framework for developing stakeholder led community food security assessments (CFSA’s). Preliminary results of CFSA’s conducted in Western NC that gathered both quantitative and qualitative data will be shared. The discussion will include the importance of results for the greater Appalachian region. The results of our work highlight the importance of community based and interdisciplinary work to address food security issues.

Amanda Cumpston, Ohio University:

*Agriculture, Foraging and Climate Change in the Late Prehistoric Period: Evidence from Patton’s Cave and Facing Monday Creek Rockshelter, Hocking Valley, Ohio*

Rock shelters have proven valuable in the reconstruction of prehistoric human lifeways due to their tendency to preserve organic materials. Throughout the Ohio Valley,

archaeologists have indicated an increased use of these geological features during the Late Prehistoric Period (ca. 1000-450 BP). Archaeobotanical remains from two rock shelters, Patton's Cave and Facing Monday Creek Rockshelter, located in southeastern Ohio and dated to this temporal period were analyzed to identify what resources were being processed and consumed at these locations. Results of these analyses indicate the presence of both domesticated and wild foods at the sites. In the context of the spatial distribution of cultural artifacts at the site, these data suggest that rock shelters were used during the Late Prehistoric Period as temporary camping sites in the collection and processing of food resources; a turn to foraged resources as a supplement to the prehistoric maize-based economy during this period may represent a widening of the diet breadth to offset risks associated with changes in climate.

Nikki D'Adamo-Damery, Appalachian Foodshed Project

*Re-imagining the Commons: Creating the conditions for regional network*

The Appalachian Foodshed Project (AFP) set out to establish a network of practitioners working toward community food security. The community food assessments became a decentralized process, evolving out of our work with community partners, and reflecting the diverse needs and opportunities in our region. As the state assessments exemplify, there are multiple levels to this work: the research and the process of engaging people around the assessments. The data we've collected is important, and will inform the work of practitioners in our region, but it is essentially a snapshot in time. The relationships, the dialogue, and the thought that shaped those assessments will continue to evolve and ripple out beyond the end of the AFP. We are working to make space for that evolution in a process that will create a multi-state strategy for a more equitable food system in our region. Building on the data and relationships resulting from the assessment processes, grounded in values of open source peer-production, the AFP is experimenting with ways to connect the region in a fluid, dynamic way by creating the conditions necessary for a self-organizing and self-sustaining network.

Phil D'Adamo-Damery, Kim Niewolny, Virginia Tech:

*Mapping rhizomes: Stories as generative concepts for post-neoliberal community food work*

We understand food systems work through stories. Practitioners and activists share experiences, best practices, successes, failures, and visions. These stories do considerably more than simply convey facts—they affectively move the listener, and in doing so, they make certain food system realities seem more possible and others, less so. Through this research, we ask: what stories are we telling in food systems work, and how can they be a mechanism to open, rather than foreclose upon, new possibilities for a more socially just food system? To explore this question, we used appreciative inquiry to interview individuals working with three food system NGOs in central Appalachia. We then took these stories of successes, hopes, and vision and affectively re-assembled them into rhizomal mappings—disjunctive put-together narratives designed to disrupt fixed ways of thinking and open new, non-prescriptive lines of thought and networks of new possibilities for social justice and food systems change. We share the conceptual and methodological approach and plans for using the mapped stories as generative concepts for imagining post-neoliberal community food work.

Greg de St. Maurice, University of Pittsburgh:

*Kyoto Cuisine Gone Global*

Chefs in Kyoto, Japan work to protect local food culture and promote the local food industry by judiciously engaging with the global. These chefs act out of concern as local agricultural and culinary traditions have become endangered, traditional ingredients have become more difficult to find, and consumers increasingly rely on inexpensive agricultural imports from abroad. Trends towards the further liberalization of agricultural markets amplifies the damaging potential of such threats. Kyoto's chefs have responded with efforts to maintain heirloom vegetable varieties, educate citizens about local agricultural and culinary heritage, and sustain an understanding of what Kyoto is, means, and tastes like. Yet their actions are far from parochial: in their mission to reinvigorate local food culture, local chefs have engaged with individuals and institutions from abroad, including reporters, Michelin reviewers, and UNESCO. This paper is based on more than 18 months of fieldwork I conducted in Kyoto in 2012-3, including semi-structured and informal interviews and participant observation at places and events displaying Kyoto's food culture, from restaurants and culinary research meetings to infrequent events such as 2012's first Kujō scallion and ramen festival. Discourse analysis of government documents, marketing materials, and both traditional and new media forms another part of this study. Based on my fieldwork data, this paper argues that Kyoto's elite chefs now act strategically at a global level in ways that they hope will bolster local foodscapes. My conclusions hold lessons for other economies facing similar challenges in the most recent phase of globalization.

Wesley Dean, Danielle Berman, Eric Sean Williams, USDA, Food and Nutrition Service:

*The Relative Contributions of the Supplemental Nutrition Assistance Program and Non-Governmental Food Assistance to Food Security in U.S. Households*

The goals of the Supplemental Nutrition Assistance Program (SNAP), previously known as the Food Stamp Program, are to promote food security and access to a healthy diet. SNAP achieves these goals by contributing to the fund of food resources available to participating households. If we are to understand the adequacy of SNAP allotments and their contribution to food security and food access, it must be examined within the broader context of food-related resources which may include food purchased through commercial channels with other resources; non-governmental forms of food assistance such as contributions from nonprofit organizations like food pantries, churches, and Meals on Wheels; family members; and alternative food sources such as hunting, fishing, and gardening. To inform our understanding of the relative importance of SNAP and other forms of food assistance on food security, this presentation will explore the association of these food sources, SNAP participation, resources such as the receipt of Temporary Assistance for Needy Families, and demographic characteristics with household food security. This analysis will use data drawn from USDA's National Household Food Acquisition and Purchase Survey (FoodAPS), a nationally representative U.S. sample of 4,826 households that includes SNAP households, low-income households not participating in SNAP, and higher income households.

Riva Denny, Michigan State University; Michelle R. Worosz, Norbert L. W. Wilson, Auburn University:

*The Importance of Governance Levels in Alternative Food Networks: The Case of Red Meat Inspection Rules*

We use the case of U.S. red meat inspection regulations in the context of alternative food networks (AFNs) to explore the implications of different levels of governance on the number of red meat slaughter establishments in the U.S. We argue that it may be important to disaggregate “the state” and to consider the effects of different levels of governance separately, because these differences may cause differential responses to outside variables. Using a 40 year longitudinal dataset of 40 U.S. states that includes inspection program types (federal vs. non-federal), HACCP implementation and number of slaughter establishments, we conduct a multilevel regression analysis to examine the effect of considering governance on the number of slaughter establishments. We find state inspection programs and HACCP requirements to have significant, and frequently opposite, effects on the number of federally and non-federally inspected slaughter establishments. If level of governance is ignored and only the total number of establishments is considered, we are left with incomplete conclusions of the effect of state inspection and HACCP on slaughter establishment numbers.

Jonathan Deutsch, Brandy-Joe Milliron, Drexel University:

*The Drexel Food Lab: Culinary Education for Real World Problem Solving*

Culinary education has its roots in early 20th Century hotel training. Even the standard curriculum—knife skills, stocks, soups, sauces in that order—has its roots in Escoffier’s *Le Guide Culinaire*. By the end of the course of study, desire—to cook, to eat, to savor—evaporates in the process of reducing until *sec* as a necessary cornerstone of the professionalizing process. Colleagues at Drexel University have developed an alternative model to culinary education that teaches methodological understanding over recipe and culinary improvisation—cooking when things go wrong, as they often do—over following a recipe. The emphasis prioritizes solving real world problems and generating new knowledge over repeating what’s been done before. The approach is agnostic with regard to cuisine, with a clear acknowledgment that a culinary student of today is much more likely to find herself rolling sushi for a cocktail party than preparing a tableside *sole bonne femme*. This paper describes this approach and reviews some preliminary data on its effectiveness with an eye for soliciting feedback and building interest in an international faculty learning community of like-minded gastronomes and culinary educators looking to train young cooks to say not only, “*Oui, chef!*,” but “*Why, chef?*”

Adam Diamond, American University:

*A Power Analysis of Food and Farm Policymaking: the Alliances and Betrayals Behind the Making of the 2014 Farm Bill*

Every 4-6 years a new farm bill comes up for consideration by Congress, and in the last several cycles a chorus of voices from across the political spectrum has called for reform, to end wasteful and costly farm subsidies, to stop fraud and abuse, to make the farm bill more fair. Yet the political mess that is the farm bill, with its complex soup of farm support programs, conservation programs, and nutrition programs, carries on. With comprehensive reform illusive, myriad advocates, lobbyists, and organizers seek to chip

around the edges, and keep or expand their pet programs, all the while making deals with each other to shore up support or defuse opposition. This paper examines the complex political alliances that advance farm bill policy making, with an eye toward uncovering points of convergence and divergence among the various voices for farm bill reform in the direction of greater fairness, justice, and environmental sustainability. Farm bill policy making creates strange bedfellows as advocates for local food are satisfied with getting money for their special programs, while the structural forces that contribute to an ever more consolidated and industrialized food system are left untouched. Likewise, environmentalists and small farm advocates disagree on the need for safety net programs, leading to divisions and cracks in broad efforts to bring change. What are the political calculations behind such alliances and betrayals? And what are the consequences?

Kelly Donati, William Angliss Institute:

*Small-scale farming as a multi-species endeavour: reframing gastronomic conviviality beyond the human*

Gastronomic discourse and practice, defined by many as an art of living, is concerned with the deceptively simple question of how can we eat and live well. However, in the age of the Anthropocene, a new model of gastronomy is required, one that goes beyond the human if we are to cultivate livelier approaches to sustainability and agriculture. This paper considers how gastronomic thinking can be extended beyond human interests in recognition of the multitude of lively agricultural entanglements involved in the process of producing food. In particular, how might food production be reconceptualised to enable the cultivation of a more ethical approach to the lives of other species on which we depend? Recent inquiries into more-than-human relations offer up conceptual strategies for acknowledging the agency of nonhuman things in order to destabilise the centrality of the human in how the world is imagined, such that we might develop more creative, attentive and responsible approaches to both human and nonhuman lives. This paper draws on fieldwork with small-scale producers in Victoria, Australia to explore the agency of more-than-human assemblages on farms. I argue that these assemblages shape farmers' production practices as well as their aesthetic and emotional experiences of farming, suggesting that plants, animals, fungi and even microbes may exist alongside humans as agents of change. These more-than-human stories of farming are important to enlivening our relationship with the edible species upon which we are dependent and, even more critically, to re-imagining farming and gastronomy as truly multispecies endeavours.

Steven Dukeshire, Dalhousie University; Yongshan Chen:

*Framing Intensive Fish Farming in Nova Scotia*

Although large scale aquaculture has increased rapidly, the establishment of intensive fish farms can also lead to environmental problems and conflicts pertaining to appropriate use of inner coastal waters. Nova Scotia, Canada, has an ideal coastline for large fish farms, but only recently has the aquaculture industry tried to establish itself on a large scale in the province. An historical analysis of the fish farm debate in Nova Scotia was undertaken through a media analysis of the only provincial newspaper, The Chronicle Herald. Utilizing over 300 articles from 2000-2014, a fifteen year historical analysis was conducted examining how three main actors, government, industry (transnational

corporations), and community (Bonanno & Constance, 2008) framed the discourse. The news media utilized a conflict frame, and within this superordinate news frame, the three primary actors waged a battle for public opinion employing four distinct frames: science, environment, monitoring and regulations, and economic consequences. Industry and government attempted to frame aquaculture as a heavily regulated, environmentally sustainable industry that had positive economic consequences. Community groups attempted to utilize the opposite frame, presenting aquaculture as a loosely regulated, environmentally damaging enterprise that resulted in job loss for existing fishers. Both sides extolled the virtue of science and claimed the weight of scientific evidence supported their perspective. Although it would appear industry has so far won the fish farm fight as evidenced by the establishment of an aquaculture industry, community resistance has also seemingly influenced the development of stronger regulations and monitoring of the industry.

Piper Dumont, Columbia University's Teachers College:

*Counter-nutritions: Contesting Notions of the “Right Way to Eat” and the “Right Way to Be”*

In the United States, nutrition science has come to shape popular understandings of food, health, and bodies. Nutritional discourse often reframes variations in bodies and health as consequences of individual dietary choices, and, subsequently, encourage a functional perspective of food and eating. In other words, if you eat good foods, you will have good health, which will be visible through your good body. However, something is amiss: nutritional recommendations continue to change and American body mass indexes (BMI) continue to increase (along with the moral panic regarding the ‘obesity epidemic’ and personal anxiety about joining it). As a consumer culture, the marketplace diligently offers seemingly endless prescriptions for good eating. In addition to offering an alternative to the nutritional status quo, some ‘counternutritions’ also coalesce as movements offering alternative lifestyles and identities. While their alternative (sometimes, oppositional) nature is based on challenging dominant notions of the ‘right way to eat,’ these counternutritions often remain reliant on other authoritative ways of knowing, interpreting consumption, and disciplining bodies. Part of my research examines discourses that are mobilized to explain vegan and Paleo ‘counternutritions’ in order to attract practitioners (‘converts’). Such discursive negotiations provide interesting opportunities to interrogate how food-based subcultures reinforce and resist mechanisms of dominant power networks, including frameworks that continue to pathologize human diversity, ‘naturalize’ cultural assumptions, and ‘invisibilize’ structural inequality.

Caroline Erb-Medina, City University of New York:

*Sweets in Social Life: A Study of Sugar’s Symbolic Value through Cognition, Emotion, and Semiotic Materiality*

Despite persistent warnings from public health researchers, healthcare professionals, and media about the dangers of eating sugar based foods; sweets remain a staple of the American diet. If people know that sweets are bad for them, why do they still eat them? To answer this question, I have undertaken a study of the symbolic place of sweets in social life to learn how interpersonal relationships affect why we eat sweets. This is ongoing research in which thirty one-on-one interviews are being conducted with adult

men and women between 21 to 40 years old in the New York City area who identify as the primary decision makers in what they eat. Initial responses have shown that sweets have specific symbolic values that are learned and reproduced in interpersonal relationships. Respondents have almost unanimously described their sweets consumption as the result of early memories of learning the value of particular sweets through their families. The learned meaning behind these sweets remains in adulthood and is reproduced by respondents in both their daily lives and for celebratory occasions. The findings from this study are being analyzed through theories from cognitive sociology, the sociology of emotion, materiality and semiotics.

Anna Erwin, Virginia Tech:

*Farmworker Food Insecurity and Sustainable Agriculture: Connections in the Nuevo South*

Public health scholars have documented that food insecurity in Latino farmworkers populations in North Carolina and Virginia, key states in the Nuevo South, can be up to four times as high as the general US population, with 63-98% of the surveyed farmworkers suffering from food insecurity (Borre, Ertle, & Graff, 2010; Essa, 2001; Quandt, Arcury, Early, Tapia, & Davis, 2004, p. 574). Nonetheless, the majority of the empirical and theoretical literature addressing food insecurity among this group has arisen from studies undertaken in California. In contrast, this review paper examines how scholars are currently conceptualizing Latino farmworker food insecurity, poverty and agency and documents the structural determinants of why those laborers are poor and food insecure in the Nuevo South. The paper argues that linking the alternative agriculture literature with existing studies on farmworker food insecurity can indeed inform initiatives in the Nuevo South, especially those hoping to connect the sustainable agriculture movement to social justice. It concludes by presenting different theories of change that provide progressive options for decreasing food insecurity for Latino farmworkers through the lens of sustainable agriculture. The findings offer both opportunities and challenges for activists and policymakers interested making these connections in the southeastern United States.

John Eshleman, Pennsylvania State University:

*No Transformation without Organization? Characterizing the Organizations, Resources, Strategies, and Values of Alternative Agrifood Movements and Their Opponents at the National-Level*

As both scholarly and public interest in alternative agrifood movements (AAMs) has increased in recent years, critical questions about the transformative potential of these movements have begun to emerge. While this is a productive turn in our understanding of AAMs, a key problem is first accounting for the contents of these movements—the organizations, resources, values, and strategies that undergird efforts to change the food system. In particular, questions remain about how diverse issues and approaches to agrifood change can ultimately converge into a coherent set of agrifood movements. In addition, while exciting scholarly inquiry has illuminated AAM efforts within specific movements in local geographies, a systematic understanding of the totality of these movements and their organizations at the national political level is still wanting. To amend this shortcoming, I present a taxonomy of national agrifood organizations to

properly bound these movements (n=690), identifying key overlaps and differences among various ‘wings’ of AAMs, as well as accounting for those status quo organizations and efforts that seek to maintain the current power dynamics in agrifood politics, essentially the opposition to AAMs. This effort to organize and classify the extent of agrifood change efforts and their opponents is vital to answering higher level questions about the future of AAMs, namely their potential to foster transformative change, their ability to identify functional areas of convergence within their diversity, and their ability to open and exploit extant political opportunities.

Penny Van Esterik, York University:

*Breastfeeding as Foodwork*

In 1994, I published an article on breastfeeding and feminism, explaining why breastfeeding is a feminist issue. One of the reasons cited was that “breastfeeding requires a new definition of women’s work – one that more realistically integrates women’s productive and reproductive lives”. Since that time, United Nations and national policy documents have included the issue of women’s work in their breastfeeding plans, but seldom propose or implement useful changes. This paper argues that policy makers fail because they have not come to grips with the complexity of trying to account for the economic value of women’s nurturing work including breastfeeding. The paper suggests that we must examine breastfeeding as work before we can address breastfeeding at work. Although caring work is basic to human survival, M. Waring’s pioneering work in feminist economics argues that it is seldom counted. Breastfeeding blurs the boundaries between public and private work, inside and outside work, and work produced outside and inside the market, as well as other binaries. Since human milk is neither produced industrially nor grown agriculturally, it is often left out of discussions of food work. Human milk is the only food produced from a human body, making it an incommensurate product, and breastfeeding, an incommensurate process. Given human milk’s anomalous status as food, this paper explores alternative ways that breastfeeding can be framed as women’s food work.

Barbara Evers, Murdoch University:

*Discourses on Food Security for Australian consumer-citizens*

In order to successfully implement Food Security strategies (on macro and micro levels) for a food safe future, it is important to have an understanding of public awareness around food security issues. This paper will identify and analyse discourses on food security particularly aimed at the general public (or generated by the general public) to identify and better understand how conceptualisations of Food Security are constructed outside expert scientific discourses. This will lead to an understanding about what stories are being told regarding Food Security and the role (and responsibility) of the consumer-citizen in order to provide practical insight for policy development with the engagement of the general public. This project pursues a translational research approach linking social science research to everyday practice, aiming to create a more seamless relation between science and non-science understandings of Food Security, as well as its reception and application on a more practical (public/civic-consumer/citizen) level. The aim is to establish how the ‘science of food’ can be better translated to and for comprehensible public understandings. In addition it asks what role can, does, and should the scientific

academic community play in the translation of science into public policy, for example, in the debates surrounding the growing recourse to genetic modified food.

Michael Fairley, Austin College:

*The Language of Farmers Markets*

Farmers markets are rich semiotic experiences orchestrated by ideological conceptions of nature and community. Like all products, food and other goods at farmers markets are given meaning beyond their material properties or functional use. Guided by the principles of structuralism, this study analyzes signs and displays at seven farmers markets in three U.S. states as mediums in the act of transforming products into feelings. Similar signified qualities, e.g., “natural” and “local,” exist in both commercial stores and noncommercial venues, but farmers markets enact a unique referent system. Signs and displays at grocery stores, supermarkets, or hypermarkets are visually absent of their creators, even when they are decontextualized “farmer facsimiles”, e.g., photographs of “local” farmers, or use of straw to display items. To varying degrees, farmers markets are “vernacular” spaces absent of political or industrial organization; signs, displays, and ultimately the products themselves embody voices that speak from a familiar repertoire: the ideologies’ lexicons. The content of signs (personal, business, and venue information, farming practices, social commentary, certifications, locality, etc.), and object forms (materials and design of signs, storage, products displays, and packaging) become signifiers of human values distinct from any overt representations of product or producer. Centered on a set of relationships between vendor and shopper, the physical elements at farmers markets work as signifiers of this sort because of their relative position to the assumed person of the vendor. Linked, vendor and objects hold interaction cues for what must be read, touched, tasted, smelled, appreciated, talked about, and purchased.

Kathryn Falvo, Pennsylvania State University:

*Controlling Diet, Controlling Chaos: Vegetarianism as Prescriptive Social Order in Nineteenth Century America*

Vegetarian reform in nineteenth century America was a holistic crusade. Concerned with both the moral and physical well-being of the body, vegetarian reformers typically espoused a variety of clean living movements - temperance and hydropathy among them. However, vegetarian philosophy was also a prescription for a certain kind of social organization. As reformer Robert Trall informed the American Vegetarian Society in 1860, vegetarian reform “more than any other combines against itself all the elements of disorder and confusion in society.” This paper is concerned with the ways that vegetarian reformers in the nineteenth century used diet as a way to differentiate (and implicitly rank) both human and nonhuman bodies. In their discussions on proper human sustenance, reformers made clear the differences between restrained, moral human bodies and other, uncontrolled “beasts.” But dietary prescriptions also permitted reformers to draw distinctions among humans. Reformers elaborated at length on the savage and barbaric diets of Filipinos, Native Americans, and Africans, as well as the refined low-meat diets of French intellectuals (with little regard to actual dietary practice among either). They cautioned against meat as a pollutant which sullied the purity of womanhood and exacerbated the aggressiveness of manhood. These discussions were implicitly discussions about the meaning of different human bodies; and race, gender,

class, and species were inherent in the way reformers talked about proper body care. This paper asks why they used diet, more than any other means, as a way to ensure the stability of boundaries around body types; and implicitly, their corresponding hierarchies.

Gianna Fazioli, Chatham University:

*The Ecological and Culture Effect of Development on Isaan Thai Food*

Isaan food, grown and consumed in the Thai region of Isaan, has long been considered the food of the poor or the peasant's food. The history of the ecology and culture of Isaan food and have changed in the past 30 years from the development of Thailand's Northeast region. The ways the land and waterways have been developed by mining and dam construction have not only shaped how and what foods are grown, but the cultural food system. Therefore, the agro-ecology of Isaan has and continues to change and food sovereignty is becoming a pertinent issue in many of the provinces throughout this region. Many non-governmental organizations have established networks and campaigns to protect and conserve their hometowns and their food sovereignty. This paper will examine how the rapid transformation of land and water coupled with the resistance from Thai villagers is redefining Isaan food culture.

Gianna Fazioli, Chatham University:

*Sriracha: The Organic Development of the American Dream*

Recently, Sriracha Hot Sauce has become one of the most ubiquitous, publicized hot sauces in the United States. This chili pepper hot sauce, made famous by California's Huy Fong Foods Inc., has become an American condiment, a culinary centerpiece, and a widely recognized flavor which is commodified by many U.S. food companies. Huy Fong Foods' iconic rooster sauce has captured the taste buds of Americans nationwide as well as provided cultural significance and comfort to the Asian-American and Asian immigrant populations throughout the country. A sun-ripened chili sauce such as this created a sense of identity and pride that was fostered with the success of this product. This paper examines the elements that aligned in order for Sriracha Hot Sauce to become an integral part of American culture. The multicultural appeal which was engineered into Sriracha Hot Sauce, coupled with the unique production model and the distinct flavor of this sauce, provide support for the placement and establishment of Sriracha in U.S. food culture. Thus, it is a microcosm of diversity as it is used in cuisines all across the country and has transcended its intended market. In a culture that is defined by its individual regional taste preferences and cuisine, this food defies those cultural boundaries. Through a 25 year old localized food system, Huy Fong Foods created an American dream through the owner's food memories which resulted in a Vietnamese/Thai-influenced hot sauce that has a diversity in its food pairings, its customers base, and its history.

Ioulia Fenton, Emory University:

*Of Trust and Legitimacy: Struggles and Strategies among Guatemalan Alternative Agriculture Actors*

Indigenous Guatemalan smallholders who produce niche, certified organic coffee, fruits, and vegetables for export to wealthy country consumers have traditionally been seen as the primary innovators of alternative food production in the country. Yet, the last fifteen years have seen a proliferation of actors who, in various ways, are encouraging

alternative production of foods for domestic/local consumption in Guatemala. The goals and approaches of these actors are as different as their backgrounds. Some make a decent living through sustainable food production practices, others are nonprofit employees helping low-income, indigenous families produce healthy, uncontaminated food for themselves. Actors may be indigenous Maya who have spent all their lives in the country, ladinos who studied in the United States, or European immigrants who have settled in Guatemala. They variably identify their approaches as based in organic, permaculture, or food sovereignty principles, and together they form a highly heterogeneous alternative agriculture community. What they have in common, however, is a reliance on foreign donors, volunteers, or markets—the latter represented in expatriate and tourist communities—for their financial viability. This paper explores the dynamics of class and ethnicity involved in the actors' strategies for establishing varying relationships of trust with their supporters, consumers, and/or target populations and the identity struggles they engage in amongst each other in order to defend their legitimacy to operate in Guatemala's alternative agriculture space. This examination sheds new light on processes of legitimization outside of conventional certification and thus explores how alternatives are established in Guatemala.

Valentin Fiala, Milena Klimek, Rebecca Paxton, University of Natural Resources and Life Science Vienna; Valentine Cadieux, University of Minnesota:

*Hicks, Hi-techs and Hippies: Understanding and mirroring perceptions of farmers through participatory photography*

Direct experiences with farmers and farming are rare in today's urbanised society. Many peoples' perceptions of farmers are derived from second hand sources such as newspapers, advertisements, television, and film. This detachment from farming results in a wide range of perceptions of who our food producers are. These images are not idle or politically neutral, but rather shape the development of food and farming futures. We seek to capture these diverse images of farmers and to understand their construction. Using an arts-based approach, we create spaces for people to express and portray their images of farmers. Photo booth stations containing selected props at public events enable participatory photography. The props and costumes transport certain meanings of farmers and farming based upon a prior media analysis. We conduct semiotic analysis of the resulting photos and reproduce them as archetypes, which mirror and raise awareness of society's varied perceptions of farmers. Online platforms as well as public exhibitions will promote discussions and provide further research about the consequences of these images for the future of food and farming.

Margot Finn, University of Michigan:

*How does culinary capital work? Unpacking taste, morality, and status anxiety in the sustainable food movement*

Recent scholarship continues to illuminate how people use food to perform class identities and jockey for status. Biltekoff's *Eating Right in America* and Veit's *Modern Food, Moral Food* examine how changing beliefs about what constitutes "good food" in American history have been shaped by class anxieties. Johnston and Baumann's *Foodies* and Naccarato and LeBesco's *Culinary Capital* explore how class pervades contemporary food discourse, both in attempts to assert or gain status and in acts of resistance to existing hierarchies. Nagging concerns about elitism in the burgeoning movement for

sustainable food and anxieties about “food snobbery” also reflect a popular awareness of how tastes are shaped by class. However, people are rarely willing to admit that their own tastes are motivated by status concerns, perhaps because they often have other legitimate reasons for preferring the foods that confer “culinary capital.” For example, people shop at farmer's markets because they believe the food sold there is fresher, tastier, healthier, and produced in a more environmentally-friendly and ethical manner. They may also accrue status by doing so, but that may not be among their primary motives. This paper seeks to explore the relationships between motivation, behavior, ideology, and status in the sustainable food movement. I argue that participants in the food revolution are generally motivated by genuine beliefs in the rationality of their various ways of eating “better;” however, it's their underlying status anxieties and the need to define and defend a distinctive class body that determine what rationales they embrace or reject.

### **ROUNDTABLE: Teaching, Writing, and Publishing the Food Essay**

**Moderator:** Sherrie Flick, Chatham University

**Participants:**

Brigette Bernagozzi, Chatham University

Amy Lee Heinlen, Chatham University

Anna Sangrey, Chatham University

Jessica Server, Chatham University

How can writers today find their own distinct voices among a quickly growing contingent of food writers? What is the best method for teaching students the tools needed for composing a modern food essay? While this lively and personal type of writing is currently experiencing a renewed sense of interest and popularity, it can nevertheless be a challenge to find the best way to teach and write, let alone publish, one of these personal accounts of the human relationship with food. This panel includes food writing students and recent Chatham MFA graduates, as well as recently published food writers and teachers. The panelists will be reading short excerpts of their work. Together, we will explore both the challenges and the rewards inherent in writing, teaching, and publishing the modern food essay.

Julieta Flores-Jurado, Universidad Nacional Autonoma de Mexico:

*The Art of Simple Food: Culinary Authorship and Sustainability*

This paper proposes to draw a parallel between the concept of authorship in literature and gastronomy, to explore gastronomy as a cultural field, and the role of the chef as an author in this field. In his essay “What is an author?” Michel Foucault referred to the idea of authorship as “a privileged moment of individualization”. Could gastronomy be living this particular moment? Influential figures such as Antoine Carême and Auguste Escoffier and the revolutions of Nouvelle cuisine began a transformation in the status of the chef. Modernist cuisine has transformed the chefs of our time into highly individualized figures, who embody those qualities that are frequently associated to artists and literary authors: genius, originality, autonomy, and inventiveness. Now, chefs have begun to present themselves not only as authors of signature dishes and cookbooks, but also memoirs, novels and essays. However, feminist food studies have demonstrated that our understanding of food writing must be different when approaching a female chef. For many centuries, women rarely worked in professional kitchens or wrote about the

pleasures of cooking and eating. In the game of culinary authorship, female chefs have proposed alternatives to the male-centered realm of professional kitchens. Some of their central concerns include the rescue of diverse culinary legacies and sustainable alternatives to the traditional organization of restaurants. The work of Alice Waters, one of the most iconic culinary authors of the last decades, has been essential in this crusade.

Rachel Forlifer, Chatham University:

*“That’s why we don’t hire any women”: Japanese Gender Roles, Cooking, and Ryôri Manga*

Manga and anime are a huge part of Japan’s pop culture, making them a perfect way to study certain aspects of Japanese society. Japan’s strict societal structure, especially related to gender roles, is worth studying because of the impact it has on its citizens and the country as a whole. Cooking is one area where firm gender roles still exist, with only men cooking at restaurants and only women cooking at home. This paper examines whether the gendered division of cooking, so evident in Japanese society, is similarly found in manga and anime, specifically those within the ryôri, or cooking, genre. Six manga were analyzed to find if they reinforce or challenge the traditional division of labor. Although women chefs were represented in restaurant kitchens and culinary schools, they often were the lone woman or had to act masculine to fit in. The manga also showed those kitchens as male-dominated and female-unfriendly spaces. In addition, there was a general lack of home cooking representation. This leaves many opportunities for manga and anime creators to use characters that challenge traditional gender roles that would provoke members of society to think about how the beliefs about gender and cooking could change and what that would mean.

Beth Forrest, Culinary Institute of America:

*I Sensed this Tasted like Hell: The Role of Food, the Senses, and Identity in the Nineteenth Century*

In 1834, American Wm. Elliot translated Quevedo’s 1627 satire Sueños y discursos. Elliot took great artist license by adding a complete sensory experience by having the protagonist take a physical journey to hell. The final chapter culminated in a great banquet, the main course of which consisted of tailors who had been cooked according to their nationalities. By Elliot choosing to add such a rich scene filled with not just visual descriptions but with sounds, smells, tastes and the tactile reflected a growing cultural concern of the senses, physiologically and aesthetically. Such scientific and philosophical inquiries will intersect with growing intellectual concerns tied to gastronomy and nationalism. In this paper, I will argue that the senses become seen pathways to knowledge and thus are connected to power, even when seemingly hidden in the bowels of the earth.

Sini Forssell, University of Helsinki:

*Scaling up ‘alternative’ food retail –tensions and potential to contribute to a more sustainable food system*

Concerns about the unsustainability of the conventional food system have contributed to the popularity of various 'alternative' forms of food production and distribution. These alternative food networks (AFNs) are, however, criticized of being too marginal to have

any significant impact on food system sustainability. This has resulted in calls for scaling up AFNs, but it has been theorized that there are tensions in this, as growth may challenge AFNs' credibility and legitimacy as 'alternative.' Another question is how AFNs may impact beyond their size and reach, for example through influencing and educating. In sustainability transitions theory, AFNs can be considered a niche where actors develop and demonstrate new ways of doing things more sustainably, which then influences others. This represents social, rather than technical, innovation in sustainability. In this study, I examine one type of AFN actor, independent local and/or organic food retailers, through a multiple case study. I study retailers' attitudes to growth to empirically examine tensions in scaling up, and examine the ways in which they might influence the sector beyond their own operations. Initial findings indicate that some retailers are seeking to grow while others state modest growth goals. The argumentation for both stances fall into several groups: emotive arguments, business arguments, practical ideals and sustainability arguments. In terms of their social influence the retailers seek to negotiate (new) shared norms, values and rules and, alongside this, often actively educate consumers about food and its production.

Cameron Fortin, Ohio University:

*Food for the Dead: Evidence of Mortuary Feasting at The Plains Mound Center, Hocking Valley, Ohio*

An important component of the Hopewell Cultural Complex during the Middle Woodland Period (ca. 2300-1600 BP) throughout the Ohio Valley region is mortuary ceremonialism as related to the construction of mounds. However, few studies have been conducted on the archaeobotanical remains recovered from the excavation of earthworks. Before its destruction for the development of a housing community in 1987, the Armitage Mound (33-At-434), located in The Plains Mound Center, southeastern Ohio, was excavated by the Ohio University Archaeological Field School. Excavations yielded fourteen cremated burials and a single inhumation burial, in addition to multiple fire pits. Approximately 100 liters of sediment samples removed from these pits and other contexts of the mound were water floated to increase the recovery of archaeobotanical remains preserved at the site. The analysis of these samples yielded domesticated dietary plants associated with the Eastern Agricultural Complex, as well as burnt animal bones. Results of this analysis provide insight into the dietary aspects of feasting practices associated with mortuary ceremonialism during the Middle Woodland period.

Alicia Franken, Chatham University:

*The Marketing of Chia Seeds: From "Pet" to "Superfood"*

Chia seeds, once a staple food of the ancient Aztecs, have recently experienced resurgence and are now known as a "superfood." They are stirred into yogurt, mixed into smoothies, and purchased in breads, granola bars, and juices by athletes and health-conscious consumers around the world. Their health properties are no doubt a part of their astounding popularity both in the past and today. However, despite these benefits, they were relatively unknown after the fall of the Aztec empire until the late 1970s, when the Chia Pet was born. Companies both large and small are producing and selling chia today. This paper profiles two at opposite ends of the spectrum: one that sells and markets chia worldwide, and one that sells chia within the U.S. both for horse and human consumption. I examine both companies' growing practices and marketing techniques in

this paper, and include an analysis of how the “superfood” label in general is used to market food products. For example, although there is no real definition of a “superfood,” calling a food item one conveys upon it a certain allure which allows it to garner a hefty price tag. Interestingly, despite chia’s label as a “superfood,” both companies have tended to shy away from that moniker in favor of focusing more specifically on the health of the product in their marketing. They are wary that emphasizing it as a “superfood” makes it a trend; while they think chia should be here to stay. "

Sarah Franzen, Emory University:

*Wealth, Not Capital: Rural Development Strategies Among African American Farmers in the Southeastern USA*

In Alabama and Mississippi, farmers and rural development organizers talk about wealth, not capital, as key to rural development. Real wealth grows in the soil, grazes in the fields, and feeds the community. This conception of wealth underlies the work of the Federation of Southern Co-operatives/Land Assistance Fund (FSC/LAF), which supports African American farmers, and family farmers, across the southeastern region of the USA. This paper explores how the concept of wealth as separate from capital shapes the relationships between farmers, the FSC/LAF and the co-operative movement, the dominant agri-food system, and federal development programs. The FSC/LAF is a network of co-operatives and individual farmers that supports land-based economic development through building co-operatives and credit unions, retaining and expanding African-American landholdings, and developing and advocating for federal and state policies that benefit African American and all family farmers. These strategies strive to create alternative institutions for farmers while simultaneously seeking access to the dominant agri-food system. This paper explores the effects of these strategies on farmers' conceptions of ownership, individual, and social well-being? In what ways does this framework succeed and struggle to re-frame the practices of agriculture as a source of knowledge and pride for African Americans? Working through the achievements and difficulties of the reconfiguration of “wealth, not capital” within the racialized context of the southeastern USA presents possibilities for changing the legacy of farming in this particular place from one of oppression and confinement to one of promise for a stronger, freer, more economically viable future.

**ROUNDTABLE: Collaborations for Equity in the Food System: Progress, Challenges, Priorities**

**Organizer:** Joanna Friesner, UC Davis

**Participants:**

Patricia Allen, Marylhurst University  
Molly Anderson, College of the Atlantic  
Joanna Friesner, UC Davis  
Casey Hoy, Ohio State University  
Joann Lo, Food Chain Workers Alliance

Collaborations across food system activities (sectors) and actor organizations are recognized to be essential to build political power and greater equity across race, class and gender boundaries; yet many potential collaborators have competing interests and mixed records of inclusivity and efficacy. What leads to successful academic-community

partnerships for social equity? What elements have contributed most to the success of past campaigns and strategies for social equity in the food system? What are the current leverage points for creating social equity? Does the promotion of racial equity in the food system require specific actors or strategies? How can power among collaborators be "equalized" to achieve effective working relationships? This roundtable will include presentations by a number of food system practitioners from academia, advocacy groups representing food system workers and others who will talk about progress, challenges, and priorities in building coalitions and collaborations within the food system. The roundtable's discussion will lead a structured discussion with roundtable members and the audience with questions and topics drawn from speaker contributions.

Vanessa Fry, Presidio Graduate School;

*Investing for Local, Sustainable Economies*

Globalized financial and corporate activity is fueling the degradation of natural and social capital worldwide. Under these circumstances, local communities are increasingly seeking ways to seize control of their own fates by promoting localized, sustainable economies. The global financial crisis in 2008 accelerated interest in localized, sustainable investing by exposing not only the instability of the global financial system, but the chronic regulatory disinterest in remedying the root causes of that instability. As the impact investment community continues to grow, driven by investors who would like to place some portion of their investment portfolio into mission first investment vehicles, the New/Local Economy continues to emerge, rooted in decades of community development activity. This New/Local Economy effort is fueled by organizations and individuals who seek an economic system populated by smaller, locally owned, firms who incorporate core mission outcomes into their charters. Grassroots communities interested in local, sustainable economies (and the organizations that have arisen to support them) face many challenges in achieving their vision. One particular challenge is the integration of sustainable agriculture and food systems. A lack of basic knowledge of both the nature of incumbent capital markets, and how emerging models of investing in local, sustainable economies is different is one barrier preventing integration. This paper outlines how a place-based training initiative can empower New/Local Economy efforts by filling the knowledge gap while also helping participants identify opportunities to link the investment community to the New/Local Economy movement and its efforts in supporting sustainable agriculture and food systems.

Vanessa Crossgrove Fry

*Power in Pickles: How Cottage Food Laws Empower Small Scale Producers and Entrepreneurs*

Local food systems have been lauded for their ability to revitalize local economies and provide improved access to healthy food options. Cottage food bills have been used as one component in the growing effort across the United States to create policies that support local food systems. Such bills enable small-scale producers to engage in value-added processing and can help food entrepreneurs launch new local food businesses. To date, versions of cottage food legislation have diffused into over 40 states. In each of the remaining states, efforts are underway to enact similar legislation. This paper looks at the history of cottage food laws and details the impacts of enacted laws. It also looks into

how the issue has been framed by groups advocating for legislation, and compares the effort of a current coalition in the State of Idaho to efforts in other states. Finally the paper suggests the manners in which other local food initiatives can learn from the successful efforts of cottage food advocates.

Melissa Fuster, New York University:

*“We like fried things”: Health, tradition and taste negotiations in Spanish Caribbean communities in NYC*

This paper explores food preferences and perceptions about fried foods in the Spanish Caribbean (SP) community in New York City (NYC), as part of traditional diets. The traditional consumption of fried foods is used as a vehicle to explore eating behavior negotiations between health, taste and a sense of home or identity. The study is based on participant observation in restaurants, homes, and festivals (among others) and unstructured interviews (N=25) with Puerto Ricans, Cubans and Dominicans concerning traditional diets and its role in daily life. Discourses were compared across SP communities, and within groups, according to gender, socioeconomic status, and place of birth (SP or USA). The comparative analysis revealed that, despite the similarities in traditional diets and food culture, there were differences in the level of importance given to fried foods across SP communities in NYC. Fried foods were more salient in how Puerto Ricans spoke about their food preferences and traditional diets, and this increased among respondents born and/or raised in the US. The conversations revealed how perceived adverse health effects of these foods are negotiated against taste and emotive values, which was especially difficult for respondents suffering from diet-related conditions, mostly type-2 diabetes. The interviews and participant observations also placed fried foods in the context this community’s foodways and their effect in the surrounding cityscapes, as seen in the role of traditional fried food establishments in enclave neighborhoods in NYC (known as *cuchifritos*), illustrating the reciprocal relationship between cities and immigrant communities through local foodscapes.

Jennifer Gaddis, U Wisconsin Madison

*Civic Cookery: A Radical Alternative to Heat-and-Serve Meals in US School Lunches*

Over 31 million children participate in the National School Lunch Program (NSLP) each day. Many school cafeterias, particularly those in urban school districts, have always operated under a heat-and-serve model where little or no cooking is done on-site. With this style of cookery, short-hour employees reheat and serve pre-made industrial foods that travel through complex commodity chains before reaching children at school. These foodservice workers typically have little control over the composition, sourcing, or preparation of school meals, despite the fact that they see the children every day and learn the likes and dislikes of “their kids.” This paper speaks specifically to the conference theme “bridging the past, cultivating the future” by using oral history and archival material to rethink the inevitability and ultimate wisdom of this mode of cookery. Specifically, I focus on the scratch production kitchens of the Southern U.S. during the first two decades of its existence (1946-1966). In these sites, a wide range of culinary skills were passed between new and old employees and kept alive through everyday acts of meal preparation. School cooks had the skills and time necessary to work with a

diverse array of agricultural products, which allowed foodservice directors more freedom to take advantage of seasonal bargains, to exercise thrift by substituting less costly ingredients, and to minimize food waste by making use of scraps and leftovers. Ultimately, I posit that revaluing and re-skilling school cookery is a necessary, but often overlooked mechanism for improving school meals and fostering food justice.

Ryan Galt, Libby Christensen, Katherine Bradley, Kate Munden-Dixon, Natasha Simpson, UC Davis:

*Who supports Community Supported Agriculture? Exploring typologies of members and former members in California*

In California, membership in many Community Supported Agriculture operations (CSAs) has stagnated or declined recently, following rapid growth in the 2000s. CSA operators attribute this to a number of causes, including: expanded availability of local foods, increased customer expectations that are costly to meet, and reduced consumer disposable income. CSA operators have come up with a variety of strategies to overcome these challenges, including focusing on getting to better know their customers and putting more effort into targeting the “right” kind of members. This, it is believed, will reduce member turnover and customer relation conflicts. Understanding who supports and who leaves CSA is a crucial question of many CSAs, and interesting for social science. During our interviews and at the 2015 EcoFarm Conference, CSA operators identified three member categories: 1) those that love it, 2) those that like it but struggle, and 3) those that confuse CSA with Amazon.com or similar online distributor. This paper examines empirical data from a survey of over 1,200 current and 400 former California CSA members. We assess whether the above-mentioned typology fits the data, and explore other typologies of members and ex-members. Additionally, our analysis sheds new light on the characteristics that differ between members and former members.

Vicki Garrett, The Ohio State University

*If I wanted to make money, I wouldn't be doing this: How do farmers define success?*

Understanding the values of farmers and their motivations for farming is key to developing policy that supports small and medium farms. The most widely-held definition of farm success for policy and support is monetary. While economic health is indeed necessary for farm persistence, it is not necessarily the way farmers themselves define success, and many farmers are unresponsive to commodity agriculture policy. Beginning with historical classifications of farmer motivations by sociologists, our interviews with 116 farmers from four sites across the United States have further uncovered relationships between different types of farmers and their definitions of success. We explored the differences in values between first- and multi-generation farmers; male and female farmers; and commodity, urban-oriented, and mixed farmers. We broke the motivations of these into detailed instrumental and substantive categories. The differing motivations of various kinds of farmers have ramifications for the growth and preservation of different types of farms. This research can lead to agricultural policy that is more sensitive to the needs of different types of farms and farmers.

Diana Garvin, Cornell University

*Black Markets: Defining Race through Commercial Space in Italian East Africa*

My proposed talk, "Black Markets: Defining Race through Commercial Space in Italian East Africa" will use original Italian and Ethiopian sources to examine the colonial marketplace as a key site for the social construction of race and racism. Specifically, I will examine the Italian Fascist regime's propagandistic newsreels and unpublished photographs of Ethiopian markets in Addis Ababa, Harrar, Quórum, and Asmara in relation with postcolonial oral histories and architectural studies of these spaces. I focus on the site of the marketplace to investigate a paradox: in newsreels, the marketplace stands as a racist synecdoche for Africa as a whole: burgeoning, unruly, unclean, and in need of Italian intervention to impose European rationalism, hygiene, and order. By contrast, Ethiopian oral histories and architectural studies as well as unpublished photographs taken by Italian journalists depict these spaces as highly complex in terms of organization and use. Interweaving the voices of vendors, customers, architects, and government officials in this image-based study of Ethiopian marketplaces not only helps to untangle the filmic decisions and techniques that directors used to construct exoticism and disorder through mass media, but also offer a more cohesive portrait of daily life in Italian East Africa under Fascism. Ultimately, I contend that the marketplace provided a powerful symbolic arena for forming, shaping, and perpetuating the racial thinking that defined Ethiopian and Italian people and markets in terms of black and white. For more information on the images and research to be used in this talk, please feel free to visit: <http://dianagarvin.com/research/future-projects/>

Nancy Gift, Berea College:

*Agriculture pedagogy: Twelve years of lessons beyond the land grant*

Land grant universities have, by design, primarily taken the task of agricultural education, the task of educating students to be farmers and participants in the agricultural professions. Only a handful of liberal arts colleges (Middlebury, Warren Wilson, Chatham, and Berea among them) have programs in agricultural education. Particular challenges and opportunities exist for this discipline in a liberal arts education, including labor requirements for educational farms, educating farm-grown and urban students in common classrooms, and teaching how to navigate the many disparities between consumers' expectations of food and farmers' expectations of market dynamics. Agricultural education in the liberal arts goes beyond pesticide choices and planting dates, into an interdisciplinary space still in need of texts, frameworks, journals, and research protocols.

Gilbert Gillespie, Harrisdale Homestead:

*Big Iron: Conventional Ag Porn*

In 2005, Frederick Kaufman, a journalism professor who writes about food topics, authored a fascinating *Harpers Magazine* article on gastropornography, a.k.a. "food porn," in which he described similarities in patterns associated with depictions of food in popular food network shows and pornographic videos. Kaufman argued that both types of "porn" share the properties of being highly idealized, largely divorced from the realities of everyday life, and manifesting what he called "wow," i.e., an artfully-created strong appeal to non-rational, visceral desires. I argue that this analysis is consistent with Georg Simmel's concept of social form, namely that particular underlying social patterns may be

manifested with distinctly different topical contents. In this paper I will explore how a currently popular genre of videos produced by conventional farmers and farm equipment providers represents another manifestation of this underlying form. The boundary between "conventional ag porn" and advertisements, which also manifest properties of "porn" as identified by Kaufman, seems quite blurry.

Sean Gillon, Marylhurst University:

*The politics of value: articulating oppositional modes of food system value, ownership, and control distribution*

Global food systems have been transformed in recent years in the context of food crises, climate and energy crises, rapid land use and ownership change. Social movements have responded in multiple ways, including by building alternative institutions and opposing current food system outcomes through food crisis-oriented "food rebellions". At the heart of many of these crises, their material outcomes, and their corresponding responses are political negotiations over the value of and the value in food systems. This paper explores these crises and their connections to the production and politics of food system value. In this context, I ask how food movements have engaged the question of value and what oppositional modes of food system value, ownership, and control distribution might look like. The aim is to increase dialogue on how rapidly growing alternative food institutions may be effectively complemented by an oppositional politics of value to increase food system equity.

Erica Giorda, Michigan State University:

*Artisan Food Producers at the Detroit Eastern Market: Promoting and Performing Local Food in the Post-modern City*

This paper describes some results of my ongoing research at the Detroit Eastern Market (DEM); it focuses on the role of specialty food producers and on the narratives they adopt to sell their products. I investigate the way local food economies are presented and re-presented at the DEM, and specifically at the tensions between modernity and tradition, local and global food systems. For my research, I use visual ethnographic methods supported by participant observation and short on-site interviews. In the last few years, thanks to a protracted effort of the management, numerous food artisans started to sell at the DEM. I investigate if and how their marketing practices and the way they present local food differ from those of traditional vendors. First, I introduce the DEM on the background of the history of public markets in the United States. Subsequently, I look at some theoretical perspectives on modernity to highlight a number of dialectic tensions that rise from the current DEM development programs. In this light, I analyze the data I collected about the food artisans at the market to highlight the tension between innovation and tradition and what possible outcomes this might bring. My findings indicate that urban farmers and the newly established specialty food producers insist on the idea of local food and ethnic heritage the most. Family values and an agrarian outlook characterize the marketing strategies adopted by traditional farmers and food artisans.

Leland Glenna, Yetkin Borlu,; Tom Gill, Janelle Larson, Penn State; Vincent Ricciardi, International Development Enterprises; Rahma Adam, The World Bank:

*Food Security, Sweet Potato Production, and Distance to Trade Centers in Northern Ghana*

Debates concerning how to achieve food security tend to fall into one of two camps. The first is that privatizing new technologies will lead to higher yields and improved food security. Others counter that focusing on low-technology smallholder production is more effective than agricultural industrialization and privatization. Markets play different roles in both visions. However, the former essentializes markets and market actors, while the latter recognizes the need to build social infrastructure to make markets work. Using a survey of 540 households in Northern Ghana to assess smallholder participation in the sweet potato value chain, we explore the importance of proximity to trade centers in enhancing smallholder wellbeing. Results indicate that proximity to trade centers (markets) is associated with enhanced farmer wellbeing, as well as with farm size and need for state support. These findings suggest that trade centers do not emerge simply because there is a need for them. The implication is that collective action, most likely in the form of public intervention, may be needed to facilitate their emergence.

Thomas Gray, USDA Cooperative Programs and University of Saskatchewan:

*Toward a Meso-Sociological Theory of Cooperative Membership Structural Design: An approach to off-set institutionalization*

Various socio-political-economic pressures, e.g. globalizations, specialization, industrialization, have led to the development of highly complex cooperative operations and to concepts for understanding operations. However, the development of membership structures and concepts for understanding these structures has lagged. This paper imports organizational design and contingency theory into the member control literature on U.S. agricultural cooperatives. Membership control structure is understood as having three aspects (representation, policy making, and oversight) and two environments (the members themselves, and management and operations). Building from cooperative principles and following the development of cooperatives from simple to complex organizations, this paper develops a series of axiomatic propositions for understanding and designing membership structure. The development of these propositions are meant to be codified as a group in the furthering of a mid-range (organizational) theory of membership structural design. Such work should help develop a language for understanding and furthering discussion and research of membership and member control in agricultural cooperatives.

Carlita Greene, University of Oregon, School of Journalism & Communication:

*The Paradoxes of "Compassionate" Eating: Hunger Banquets as Simulational Solidarity at the Table*

Because issues such as hunger and food insecurity increasingly are major concerns for our ever-expanding global population, today, many food organizations and educational institutions attempt to use imaginative events as a means of raising awareness of and/or money for these causes. Yet, there are several paradoxes that arise regarding the strategies employed at some of these events, which often undermine the very ideals of charity, compassion, and/or solidarity that they seek to engender within their participants. Utilizing hunger banquets as an example, in this paper I draw upon Lillie Chouliaraki's notion of the "ironic" spectator, coupled with the theoretical frameworks of simulation,

post-colonial theory, and Orientalism, to examine how these events create an experience of seemingly “compassionate” eating for participants. Specifically, by conducting textual and discursive analyses, I propose that at these banquets participants engage in a form of simulational solidarity in which they are made to feel as if they are compassionate through being and/or “doing” good. However, I claim that they actually are engaging in a practice of “eating the Other” which subtly reinforces stereotypes about hunger and food insecurity, makes these kinds of struggle seem less complex, and encourages them to acknowledge these issues without engaging in any long-term commitments, making any personal sacrifices, and/or questioning their own habits regarding food consumption.

Susan Gross, Johns Hopkins University:

*Cooking attitudes of parents of young children participating in a school-based nutrition education program teaching cooking basics.*

In the past 20 years, interventions involving cooking have been used to promote healthy eating attitudes and behaviors among children. Many of these interventions have a parent component. While many of these studies report a positive impact on student cooking attitudes and behaviors, very few studies have examined whether these interventions influence parent attitudes and behaviors related to cooking. To support low-income children and adults in New York City to develop and maintain healthy eating habits, the Food Bank For New York City’s CookShop nutrition education program seeks to increase participants’ familiarity with recipes and ways to prepare healthy food. The CookShop program focuses particularly on young students in kindergarten through second grade. Young children need the assistance of their parents to take the cooking skills they learn at school and perform them at home. Therefore, it is important to assess the attitudes toward cooking of parents when evaluating a program such as CookShop. The data for this presentation is based on surveys among parents from all schools included in an evaluation study of the Foodbank of New York City’s CookShop program. Parents were surveyed on family meal preparation. The purpose of this presentation is to explore factors associated with parent reports of meal preparation skills and attitudes and examine if student participation in a school-based cooking intervention was associated with a change in parental meal preparation attitudes.

Sylvia Grove, University of Pittsburgh

*Community, cuisine, and critique in 14<sup>th</sup> century France: Food as insult in Honoret Bove’s L’Apparicion maistre Jean de Meun*

Late fourteenth-century France was a period of enormous political and social tensions that seemed irresolvable: the Hundred Year’s War with England, the Great Schism of the Catholic church, and a series of renewed Crusades against Islam. Honoret Bove’s 1398 text l’Apparicion maistre Jean de Meun claims that the source and the resolution of such problems was actually quite simple: both lay in the attitude of France’s elite toward their food. In l’Apparicion, food functions to define the authority of the text’s major speaker, the Sarasin, as well as the scope of his audience; the Sarasin then uses insult to expose food as central to France’s military and spiritual crisis. Using food in such a variety of ways, Bove’s text not only emphasizes the role of food in medieval France; it also proscribes a shift in French food attitudes as the recipe for France’s future social,

political, and religious victories. Such an analysis serves to explore the tight historical links between food and power that continue to define modern international relationships.

Amy Guptill, Brockport, SUNY; David A. Larsen, Erin Kelly, Rick Welsh, Syracuse University:

*Direct food marketing in the northeast U.S.: boutique, bread-and-butter, or both?*

The growing volume in direct food marketing marks a welcome counterpoint to the ongoing crisis in agriculture and the ever-worsening concentration of economic power in the food system. Among the many responses to this deepening crisis is the burgeoning growth of direct agricultural sales through farmers markets, roadside stands, CSAs, and other channels. But what part does direct marketing play and will it play? Research on participation in and practices associated with farmers markets, CSAs, and other direct-marketing schemes raise persistent questions about the extent to which they can redistribute power in the food system when they are embedded in troublesome social inequalities ramified by spatial patterns. We use data from the U.S. Bureau of the Census and the most recent Census of Agriculture to construct a spatially-informed, fixed-effects regression model of direct agricultural marketing in counties in the northeast US in order to clarify the influence of spatial factors (like location on the urban fringe) from demographic ones, particularly measures of household privilege. In the context of prior research, our results suggest that while direct marketing is associated with more privileged spaces, it is not limited to the elite. While direct and local marketing are not, by themselves, the solution to inequality in the food system, they still appear to be more than a specialized boutique sector.

Julie Guthman, University of California, Santa Cruz:

*From forests to Styrofoam: the changing socio-nature of strawberry production*

The California strawberry industry currently faces a set of serious socio-natural challenges. For decades, growers have relied on a suite of agro-chemicals, as well as access to low-cost water and labor, to successfully produce this high value crop. However, the costs of growing strawberries in California's alluvial plains and coastal deserts appear to be mounting. The industry's current crisis is characterized by labor shortages, severe water scarcity, rising land costs, and heightened regulatory restrictions on soil fumigants. These fumigants are deployed before planting to eradicate soil pathogens, which have become all the more pervasive with plants under stress and planted in the same blocks year after year. While one response to this particular socio-ecological crises of intensive agriculture would be to return to a way of farming more closely resembling the ecological conditions in which strawberries evolved (forests), innovators in the strawberry industry are taking another tack: a further de-naturing of strawberry production involving planting in non-fertile substrate (including peat, coconut husk, industrial minerals, and soon, perhaps, Styrofoam), in hyper controlled environments (greenhouses) and injecting plants with micronutrients. Such so-called closed systems may create new vulnerabilities but, at the same time, promise the reductions of chemicals known to be extremely harmful to farmworkers and nearby communities. Raised bed cultivation in greenhouses also suggests the potential for improved working conditions. I draw on science and technology studies to explore these

complex and contradictory ontological and normative dimensions of such de-natured approaches to “sustainability” in commercial agriculture.

Liora Gvion, Hebrew University

*“I would expect from a Palestinian cook to.....”: Master Chef Israel, National Narratives and the Politics Embedded in Cooking*

This article looks at Palestinian cuisine in Israel as revealing negotiations over inclusion and self-identification of Palestinians in Israel. By sustaining culinary practices and transmitting them from one generation to the next, Palestinians become active agents who construct and negotiate their cultural differentiation and entitlement to ethnic distinctiveness. This course of action is taking place in two complementary spheres. By applying their culinary “know-how” knowledge in the domestic sphere, Palestinian women narrate modernity and construct their form and modes of participation in Israeli culture. Simultaneously, men, who cook in the public sphere, deliberately uphold traditional knowledge. Thus, they sustain traditional images of Palestinian cooking, establish forms of resistance to the appropriation of their culinary assets into the Jewish culinary repertoire, and negotiate positioning in Israeli society.

Lauren Gwin, Garry Stephenson, Oregon State University:

*Covering All the Bases: Oregon’s Mosaic of Partnerships Supporting Small Farm Success*

Training and launching new farmers is a top U.S. priority, and the U.S. Department of Agriculture recognizes the value of small farms as not only a source of new farmers but also a laboratory for sustainable agriculture innovation. To succeed, farmers need education and training, both instructional (classroom) and experiential (hands-on); applied research that informs farm and food system improvements; access to (affordable) capital; and a supportive exogenous environment (e.g., market opportunities and favorable public policy). In this paper, we describe an effective, collaborative approach to work on all four fronts through strong university-nonprofit partnerships. The Oregon State University Extension Small Farms Program has for years “extended Extension” through innovative partnerships with the state’s vibrant food system nonprofit organizations, both community-based and statewide actors. This collaboration leverages partners’ specific skills, talents, and resources to benefit small-scale, organic and sustainable farms and the local food systems within which they operate. We will discuss four examples of ongoing partnerships to improve small farm success: (1) curriculum development for a farm internship training program; (2) technical assistance for policy advocates who focus on small-scale, sustainable agriculture; (3) targeted training for a farmer cohort in a remote rural region; and (4) advanced curriculum development targeting key developmental stages of farms and farmers. We also describe our role within an emerging statewide network focused on community food systems in Oregon.

Malik Hamilton, Chatham University:

*Jell-O: Cultural Branding of America's Favorite Dessert*

The Jell-O brand of gelatin has occupied a strong presence in American culture many do not realize that gelatin had been used in Europe and other cultures over a number of centuries as a culinary delicacy. Some may disagree about its place in the American culture Jell-O is clearly an American brand as it has nearly no presence outside of the

American kitchen. Today we consider its history a part of American folk culture and its modern day use as juvenile and gauche. There was a time, in the 1950s, that gelatin was the height of cuisine in the American social stratum. In addition the Jell-O brand was a leader in marketing innovation. For decades following the sale Jell-O was a symbol for American patriotism. From 1905 to 1915 immigrants to the country flowing through Ellis Island were fed their first tastes of the gelatin dessert in an effort by the company to try and establish brand loyalty with the new waves of potential customers. My research looks at the role of the Jell-O brand in a number of arenas within the American culture in order to get a deeper sense of Jell-O's place both historically and contemporarily and to unravel some of the ambiguities surrounding the cultural icon - Is Jell-O Kosher? Is it vegetarian? Why is Jell-O so strongly associated with the state of Utah and its population of Mormons (members of The Church of Jesus Christ of Latter-day Saints.)

Deborah Harris, Texas State University; Mariah Carney, Texas State University:

*"Because You Can't Be Mad at Anyone When You Are Sharing Pie": Using Food to Promote Peace*

Throughout history food has been used to foster cross-cultural understanding and to create relationships between groups. While modern food cultures have been critiqued for losing their power to create group cohesion and transverse boundaries, there are some current organizations that use food to intentionally cultivate peace and address differences across groups. In this paper, we examine the outcomes of an evaluation of a food-centered organization that uses food as a means of peace building. Peace through Pie is a nonprofit organization located in Austin, TX that helps groups arrange pie socials that are meant to encourage dialogue about social difference and promote peace building, particularly across different racial groups. Over several months, the authors observed five different Peace through Pie socials, gathered survey data from attendees, and conducted interviews with event organizers to learn more about how food can serve as a vehicle to promote peace. In this presentation, we will discuss the various ways groups organized their events, as well as discuss attendees' responses to the socials. We pay particular attention to how organizers and attendees drew upon food-related metaphors and stories to help the events go more smoothly and add meaning to the discussions. Overall, we find that events where the most effort was made to integrate food with discussion tended to have the most impact on attendees.

Annie Hauck-Lawson, Poly Prep Country Day School

*The Food Voice: An Overview in a Nutshell*

This proposed paper offers an overview of the food voice, the concept of food as a channel of communication and expression of meaning for individuals and groups of people. As foreground to the introduction of the food voice, the paper opens with a brief survey of food symbolism in history, with illustrations of inanimate food assuming roles and meanings in everyday and celebratory life. This is followed by a recount of the synergistic coupling of two words- food and voice- that yielded to the emergence of the 'food voice'. One paper co-author describes how the food voice emerged serendipitously during an ethnographic food research project and how it was initially used, facilitating the creation of functional themes, the organization and analysis of data and the presentation of findings, highlighting food as a vehicle for expressions of identities and for gaining and maintaining agency. Since its introduction in the food studies community, works that

set a foundation for or actively utilize the food voice concept, as well as food voice applications in varied classroom and life settings and further diverse uses in food studies will be discussed.

Tiana Hayden, New York University:

*Dangerous Fruits: Social Relations & Infrastructural Decay in Mexico City's Wholesale Food Market*

When it opened in the early 1980s, Mexico City's wholesale food market, La Central de Abasto, was one of the largest in the world; over 80% of the food for the metropolis passed through the market, which employed tens of thousands of people. Thirty years later, as transnational corporations such as Wal-Mart proliferate and create their own supply networks, business in la Central de Abasto is down, and its structures and services are poorly maintained. In this paper, I draw on ten months of ethnographic fieldwork in order to investigate the social and material consequences of the neoliberalization of food systems in Mexico. How, I ask, do the people who continue to work in and visit La Central experience and negotiate its decaying infrastructure? How are social relations within the market shaped by these conditions? I argue that increased levels of fear and suspicion are consequences of infrastructural neglect, and that these affective states have ramifications for food security in Mexico.

Russell Hedberg, The Pennsylvania State University:

*Uncovering the More-Than-Food-Shed: Scale Questions and Sustainability in Local and Regional Food Systems*

In the last two decades academics and activists have exerted considerable effort exploring and promoting the creation of local and regional food systems, particularly in developed nations, as a means of overcoming the many ills of the global/industrial food system. A significant barrier to the creation of sustainable local food systems is the practice of framing the problem on already-existing food, which narrows considerations of scale to the distance from place-of-production to point-of-sale, and critiques to the social construction of the 'local.' This renders invisible the many other material, structural, and social processes that overlap in food systems. In so doing, academics and activists deprive themselves of critical pieces of sustainability's puzzle and valuable resources for the creation of robust local and regional food systems. This paper argues that local and regional food systems must be framed as multiscalar patchworks of overlapping processes, and that identifying and addressing scale mismatches is critical to fulfilling the promise of sustainability. Theoretical arguments are grounded through a case study exploring soil nutrient management in a regional farmer's market based in New York City, USA.

Lisa Heldke, Gustavus Adolphus College:

*My Dead Father's Raspberry Patch, My Dead Mother's Piecrust: Understanding Memory as Sense*

The anthropologist David Sutton, in a piece for the journal *Food, Culture and Society*, makes a provocative suggestion. He introduces the term "gustemology" to describe using the sensory experience of food as a way of organizing our research into social and cultural life. A gustemological approach encompasses both literal and metaphorical uses

of sensation; Sutton points to Sidney Mintz's use of sweetness as one example of such an approach. In developing the concept of gustemology, Sutton suggests that we consider memory as one of our senses—not as a vehicle for the senses, but itself a sense, understood as “a type of communicative and creative channel between self and world, rather than the traditional view of senses as passive receptors of data.” Memory creates channels between past and present, past and future, rendering the present “polytemporal rather than temporally flat.” The present, Sutton suggests, can “‘hum’ with memories of past words and past times”; this may be “potentially conscious or unconscious, residing in the material culture all around us.” This essay draws upon the memories of my own parents that surged up in the months and years immediately after their deaths (memories in which food played a defining role) in order to explore Sutton's suggestion. I will develop a kind of taxonomy of food memory, in order to investigate the strength, power, scope and efficacy of understanding memory as a sense.

Jennifer Helms, Elena Serrano, Virginia Tech:

*Engaging a new paradigm in community-based nutrition education: Best practices for program design, implementation, and evaluation in the field.*

The Virginia Family Nutrition Program's (FNP) mission is to teach limited-resource families and youth to make healthier food choices and become better managers of available food resources for optimal health and growth. The FNP is comprised of the Expanded Food and Nutrition Education Program (EFNEP), funded by Department of Agriculture's (USDA) National Institute of Food and Agriculture (NIFA); and the Supplemental Nutrition Assistance Program Education (SNAP-Ed) funded by USDA's Food and Nutrition Service (FNS). FNP utilizes Program Assistants whom are community health educators employed within the communities they are members. Currently, an exciting shift toward an intentional practice of learner-centered pedagogy and adult learning theory centered ethos is occurring. This praxis of community based programming is based on findings from Food, Fun and Families, a multi-institutional USDA grant funded translational clinic to community based setting, research project. Key concepts discussed are curriculum design/re-design, educator training, and program evaluation. This presentation will illustrate training and professional development practices that embody the role of educator as facilitator of knowledge. Topics discussed have application in a larger context for professionals working in community based settings in the areas of health, food security, and community education.

Mary Hendrickson, Thomas Johnson, University of Missouri; Randy Cantrell, University of Nebraska; Jessica Scott, Private Consultant:

*The Goodness of Local Food: Consumer Attitudes and the Potential for Rural Development*

As rural communities have struggled to contend with a rapidly declining economic base, population loss and declining quality of life, one of the most promising entrepreneurial solutions has been the creation and expansion of local/regional food systems. However proximity to urban areas signals higher average direct-to-consumer sales for farms oriented to local production. Our bi-state regional project explores a key question: “Can local food systems thrive in rural areas?” To answer, we must understand rural consumers and producers and how they participate in local food systems. In this paper we examine

the penetration of the “goodness of local food” narrative across rural and urban areas, and how consistent beliefs about the food system and potential alternatives emerged across income groups, those who shopped for locally produced foods and those who did not, in three rural regions and two metro areas in Missouri and Nebraska. Based on the results of 18 focus groups, we explore how a narrative of “local food is good and all other food systems are bad (or not as good)” is constructed in different contexts. We examine how rural and urban consumers define local foods, why they like it, and how they do (or don't) participate in local food systems. Remarkably consistent ideas about the benefits of local food systems emerged in differing locales, but how consumers participate in local food systems differs in many aspects which could have important implications for rural development strategies. The question remains if these ideas of local food will enhance opportunities for local food system development in rural areas.

Thomas Henshaw,

*Agricultural Social Infrastructure: People, Policy, and Community Agricultural Sustainability*

In a time when climate change poses a threat to agriculture of all scales and types, building systemic resilience and adaptive capacity will be critical in creating a sustainable system capable of fulfilling food and fiber needs into the future. Given that a diversity of farm types within a locality may positively impact that region's adaptive capacity, this research (utilizing a variation of Flora and Flora's Entrepreneurial Social Infrastructure) is designed to ascertain the presence and impact of underlying social structures in agricultural communities at the rural urban interface (RUI) on the proliferation of community agricultural development and land use policy. Subsequent analyses link agricultural social infrastructure, community policy, and farm trajectory in RUI counties to better understand the relationship between social infrastructure and farm growth or decline.

Rose Hermalin, Chatham University

*Teaching Nutrition and Normativity: universalizing discourse in alternative food educational material*

Critics of contemporary alternative food movements have identified problematic racial discourses in practices, such as the erasure of racial difference and parallel use of whiteness-as-racelessness. This effect, for example, cements color blindness as socially “normal” in the teaching of “good food” to youth. Through a discourse analysis of ten nutrition education curricula, this paper explores the ways that these texts reproduce universalism and colorblindness in a way that others students who do not fit, or conform to, certain social standardization. While invoking the tenets of alternative food, these lesson plans also enforce dominant expectations of weight, health, and home, in their privileging of non-fat bodies, citizenship status, hetero-nuclear family structure, and “real” food. Examining colorblindness, difference, and language in alternative food curricula helps to place these projects into the larger histories of dominance and cultural erasure, which in turn may influence alternative food praxis in the future.

Molly Hilton, Wayne State University:

*Can Weight Watchers Redeem American Exceptionalism?*

The American body politic is out of order. The overweight American citizenry threatens the state's claim to supremacy as evidenced by the health and welfare of its citizens. Bodies are at once constitutive of the nation and possessions of it. Constructions of identity inscribed on the body, such as gender, race and class, are mobilized by both citizenry and state to demarcate order and the states' status within globalized conceptions of modernity. The progress of the citizenry, as imagined through notions of modernity, not only instantiate the social order but validate the legitimacy of the state from the local to global scale. This paper extends the literature that applies critical theory to the relationship between body weight and an individual's moral value to consider social anxieties about the state. Through analysis of discourse in the Weight Watchers online community as well as weight loss stories in popular media, I show that participants apply reason and quantification to construct and sustain standards of the "normal," American citizen in an effort to redeem American exceptionalism through their embodied practice. I argue that the "obesity crisis" discourse veils deeper social anxieties about the state and social order.

Midori Hiraga, Kyoto University:

*Political Economy of Transforming Vegetable Oil into Everyday Foodstuff in Japan*

Asian countries have rapidly increased vegetable oil supply for food in last few decades. Most provisioned oils in these countries and the world, like palm, soybean, and rapeseed oil, however, were first promoted mainly for industrial and military usage by states and corporations, then entered human diet only around the beginning of the 20th century when technologies of solvent extraction, purification, and hydrogenation developed. This paper examines political economy structure which facilitated the transformation of vegetable oil into everyday foodstuff in Japan, where the introduction of vegetable oil was more visible with little animal fat to be replaced. Historically, first perilla, later rapeseed and cottonseed oil, were pressed for illumination by authorized producers. As Japan modernized and industrialized, her imperial government and corporations developed soybean crushing industry in occupied Manchuria to supply soy meal to fertilize Japan's agriculture, soy oil to the West first, also to Japan later. After WW2, Japan and US governments especially under PL-480 actively promoted oily cooking among Japanese. In the 1960s, import of oil crops including soybean and rapeseed were liberalized, and by the 1970s foreign investment for food industry was deregulated, facilitating rapid development of fast food restaurants in Japan, also encouraging the development of domestic food industry based on ample supply of oil. Although shift in consumer preference is often blamed for increase of vegetable oil consumption, this study suggests the existence of significant political economy promoting vegetable oil, first for non-food usage, then as a key commodity for industrial mass diet.

Hi'ilei Hobart, New York University:

*The Things to Eat: Applications of Pure Food and Drug Laws in Territorial Hawai'i*

In 1914, the newly formed Territory of Hawai'i faced a public food safety crisis. A fatal cholera epidemic had spread through the Native Hawaiian population because of

unsanitary poi shop conditions, causing severe government restrictions on the important staple food. While communicable disease compromised important nutritional outlets for urban Kānaka Maoli, Honolulu's Food Commissioner Edward Blanchard instead busied himself with a massive take down of the city's ice cream manufacturers. The crime? The sale of products that contained insufficient quantities of butterfat to be properly called, according to American Pure Food and Drug Law standards, 'ice cream.' Soon, government reports stated that that poi and ice cream comprised two of the three most problematic foods for residents of the American Territory of Hawai'i. Of these, adulterated ice cream violations received overwhelmingly more court prosecutions than any other food item combined. The implications at once made ice cream – an American dessert – richer and sweeter, and kalo products – the foundation of Hawaiian diets – all but disappear from Honolulu's commercial foodscape. After establishing the symbolic importance of these respective foods as American and indigenous, this paper closely examines the legal, social, and political impacts of new gustatory regimes in a settler colonial space in order to show how taste existed as a powerful tool of early twentieth century Hawaiian colonization.

Lesli Hoey, Allison Sponseller, University of Michigan:

*Are planners enemies, obstacles or partners? A view from Michigan's alternative food movement leaders*

Food systems scholars suggest that even as “alternative food movement” actions increase, they remain too disjointed and small scale to construct a healthier, greener and fairer food system. The fact that so many alternatives are emerging in metropolitan regions suggests that urban and regional planners would be natural partners for scaling up and uniting these interventions. Yet, for most planners, food remains largely outside the conception of what they think they should – and can – affect. We ask about the reverse in this paper – how food movement leaders envision the role of planners in supporting their long-term goals for reshaping food systems. Our interviews with food movement actors in Michigan suggest that even as planners may not see the food system as within their realm of responsibility, many food movement leaders do not see planners as partners. Instead, planners' actions, inactions, and unintended actions have often led food movement leaders to hide from planners, fight planners, or go around planners, or at best, go through planners as if they were gatekeepers, rather than partners. That is, the fragmentation that characterizes much of the food movement has been due in part to a self-fulfilling prophecy that urban and regional planners have helped perpetuate. We suggest ways that food movement leaders could begin to recognize and prevent the obstructive role that uninformed planners can sometimes play, as well as take advantage of the facilitative role planners could play in advancing the scale and pace of food system change.

Alyson Holland, McMaster University:

*Are you always what you eat?: Exploring the acquisition of food-related knowledge in young adults*

Young adults represent an important group of food users because they are in the process of developing independent food behaviours that will influence how they interact with food throughout their lives. Since young adults represent an emerging group of food users, exploring how they create food meanings and make decisions about consumption is

essential for predicting future food trends and designing food education. Food beliefs are created within the dominant Canadian food ideology, but are influenced by a growing culture of alternative food systems that introduce new ways of viewing and using food. Examining how food information is acquired and applied aids in understanding how young adults negotiate the increasingly complex Canadian foodscape as they develop their adult food identities. This study investigated how young adults make decisions about their food and nutrition by exploring the myriad of ways that they come to 'know' their food, including the development of food meanings, sources of information on food and motivations to become knowledgeable food users. Interviews conducted with 60 young adults from Hamilton, Ontario, Canada indicated the dominant food system provided the basis for all food knowledge, with most participants indicating some participation in alternative food systems. The complexities of the current food systems have resulted in the creation of composite food identities that emerge from exposure to a multitude of food ideas. The plethora of food information accessible to young adults leads them to perceive themselves as knowledgeable food users, though their knowledge is often incomplete or improperly applied.

Georg Holz, Lebanon Valley College, Dining Services Manager; Andrew Deihl, Victoria Gluzsko, Raeann La Flame, Terese Sweitzer, Sarah DiMaggio, LVC:

*Changing Dining Culture through Student, Faculty and Dining Service Collaboration*

The goal of the presentation is to demonstrate how collaboration among students, faculty and a corporate business partner can change the culture of the student dining hall experience. E.A.T., Engage, Analyze, Transform is a student-centered research group supported by the Lebanon Valley College faculty and Metz Culinary Management, our dining services provider. Student Centered projects focus on dissolving the boundaries between dining and academic spaces on campus. Results of the student research are focused to implement changes that impact the student dining experience positively. Projects this semester included: 1.) The TASTE Lab, which focused on healthier alternatives to existing menu items in the dining hall through Taste testing new alternative foods. 2.) Campus agriculture feasibility study, which is researching to see what will be needed to bring a garden or greenhouse to campus. 3.) Whole Grain and Nothing but the Whole Grain, which is research on the education and offering of new weekly whole grain options in the dining hall. We will also discuss previous EAT programs Experience More, Waste Less and a Touch of Class which have now become a part of the student dining hall experience.

Phil Howard, Michigan State University and Zach Herrnstadt, Wisconsin Farmers Union:

*Falconry as an Agritourism Attraction?*

Falconry is the use of a trained bird of prey to scare away other birds that eat crops (e.g. starlings, sparrows). It is an effective strategy for preventing damage to ripe produce, but can be very expensive. Incorporating falconry into agritourism—efforts to bring visitors to farms to diversify farm income or enhance marketing efforts—could potentially offset the costs if there was sufficient public interest. Although falconry is popular with spectators in Europe and Asia, little is known about U.S. farm visitors' interest in this ancient technique. We explored this question with a series of focus groups, as well as a national survey of 1,000 fruit consumers. A majority of survey respondents expressed

interest in visiting a farm to observe falconry, and a logistic regression model indicated that frequent organic consumers were three times more likely to be “very interested” in such visits. We suggest that wineries already incorporating agritourism strategies are best positioned to implement falconry as an additional attraction.

Alicia Hullinger, University of Kentucky:

*Digging into the Transitional Roots of an Oppositional Organization: The Case of the Land Institute*

The purpose of this paper is to compare eras within a science-based, non-governmental organization to demonstrate how an organization turned an incompatible past into a complementary present with a future of possibilities. The organization’s aim is to advance an alternative agenda for sustainable agricultural systems. Specifically, the overarching case study uses The Land Institute (TLI) as a lens into the relational processes of an oppositional organization working recursively to transform the material structures of agriculture by changing the symbolic structures of agriculture. Moments of transition within an oppositional organization will show the interactional processes that contribute to social change. This paper will analyze the technical capacity of an organization over time within a broader context of a field of agricultural science. Research and development is the primary function of a science-based organization, such as TLI. Thus, research capacity is one factor that contributes to an organization’s trajectory. Using bibliometric analysis, this paper examines the scientific literature on perennial grains. In order to see how research efforts by TLI have changed over time, this project will examine how research questions, goals, suite of crops, methods, measures, and framing characterized each era (formation years versus present day). Starting with the premise that TLI has presently achieved an inconceivable future, historical analysis focuses on the factors that contributed to TLI’s current state of affairs. Examining the historical path of an organization provides insight on the dialectical link between opposition and hegemony: to what extent has TLI influenced the broader context of agricultural research?

Shoshanah Inwood, University of Vermont

*Health Care Reform: Farmer Issues and Attitudes*

The Affordable Care Act (ACA) is posited to remove job lock, stimulate entrepreneurship, benefit small businesses and increase the health of the American population. Farmers are one group that may benefit from the ACA, as the cost of health insurance has been a major barrier to farming full-time and contributed to delaying investments in farm enterprises. The ACA potentially offers new health and economic opportunities to farmers and farmworkers who historically have had high rates of being uninsured and underinsured. To date there have been few studies examining farmers attitudes toward the ACA, health insurance literacy among farmers or the tools technical assistance providers need to assist farmers with health insurance and enterprise planning. This paper will present both qualitative and quantitative research findings from a USDA-AFRI funded study examining how household level variables like health insurance influence farm adaptation and persistence. Data is from five national case study sites examining how farm families (n=792) are piecing together health insurance, attitudes toward ACA reforms, use of health insurance navigators and technical assistance

providers. The analysis examines how issues and attitudes vary across different types of farmers such as multi-generation, first-generation, large scale commodity, and smaller scale diversified farmers. This paper examines both the decisions farmers make for their own families and the decisions farmers make as employers for their employees.

Becca Jablonski, Colorado State University; Todd M. Schmit; David Kay; Jennifer Minner, Cornell University; Jennifer Wilkins, Syracuse University:

*The Rural Wealth Creation Impacts of Local Food System Initiatives*

Between 2009-2012 the U.S. Department of Agriculture (USDA) funded over 2600 local food systems projects. Recently completed short-term economic impact assessments of these investments reveal small positive community economic impacts (e.g., Hughes et al. 2008; Schmit et al. 2013). However, there is growing interest in examining a broader mix of 'rural wealth creation' indicators, thought to be key contributors to sustainable rural communities and economies (e.g., Johnson et al. 2014; Pender et al. 2012). Despite the fact that it is a promising framework for assessing opportunities for sustainable rural development, efforts to conceptualize a formal rural wealth creation approach are just starting to emerge, and application and measurement of the framework has been limited. Gathering the data necessary for complete analysis remains a critical next step in fully actualizing a rural wealth creation framework to assess the impacts resulting from local food system efforts. This paper presents preliminary results from a USDA AFRI funded project entitled: Strengthening Rural-Urban Linkages to Support Rural Economic Development. Through a two-day meeting of inter-disciplinary researchers from across the Northeastern U.S., a set of rural wealth creation metrics associated with local food system initiatives were developed. Importantly, the group established different metrics for urban and rural communities, recognizing that most local food initiatives are urban-based yet purported to support rural communities, economies, and farmers. The next step of this research is to apply the newly created metrics to a case study, Greenmarket, the largest network of outdoor farmers' markets in the United States.

Carolyn Johns, Emily Grilli; Margaret Hoerchner; Emily Merrifield; Carly Pearson; Megan Powers, St. Lawrence University:

*Motivations, Challenges, and Benefits for Small Organic Dairy Farms in New York State*

New York State ranks fourth in the U.S. in milk production. The dairy sector in New York has followed national trends in consolidation toward larger scale CAFOs. However, organic dairy farms form a small but important portion of the state's total dairies. We developed a quantitative survey to identify the motivations, challenges, and benefits for small family dairy farms to transition to and become certified as organic dairy operations. In addition we undertook one intensive case study with a local farmer. We mailed out 300 surveys and received a 34% response rate. Factor analysis was utilized to look for significant patterns in the data within each of the three sets of questions. Most farmers were satisfied with the transition to certified organic production and would not return to conventional production. Most felt that organic production methods were a better fit for their values and that both the health of their animals and quality of their milk was improved. However, economic security/sustainability was also an important factor in both the motivation and benefits of transition to organic production due to the long term

contracts and favorable farm gate prices received for their milk. The most notable challenge for these farmers, most of whom had previous dairy experience, was to manage herd health with homeopathic remedies rather than antibiotics.

Kimberly E. Johnson, Syracuse University

*Contemplating myths, invisibility, and the value of food work on multiple levels*  
Contemplating differing food work allows us to study how our social values influence and reflect in our food landscapes. When food work is categorized simply as “labor”, the analysis in some ways assumes marginalization is practiced only in the relationship between commercial industry and workers. However, we often ignore how the construction of vulnerable populations is culturally embedded within food work across multiple levels. In the culinary arts, food service, and the growing alternative food movement, an “artisan myth” often promotes food production as glamorous, respected, and autonomous work. Yet the majority of food work, both commercial and noncommercial, remains invisible, grueling, invalidated, and undercompensated work. Social stratification is mirrored in nutrition and dietetics, where food work and management is often marginalized and considered less desirable work than clinical work. Finally, within academic food and nutrition programs, people who teach about hands-on food work can be marginalized in rank and removed from governance and curricular decisions. They are more often hired as instructors, adjuncts, and otherwise disposable labor and their contact hours, teaching in kitchens, is expected to be longer than other faculty contact hours. This essay will use both qualitative and quantitative data to ask questions and provoke discussion and thought about how we incorporate social stratification in food work; the interplay of cultural assumptions about “real” and invisible food work within economic practice; and how we reproduce some of the very same social stratification in proximal ways that we, as scholars, criticize in those we study distally.

Beth Jorgensen, Saginaw Valley State University:

*To Meat Or Not to Meat?: An Analysis of On-line Vegetarian Persuasive Rhetoric*  
Since 1971, the number of US citizens who poll as vegetarian or vegan has grown from one percent to as high as 13 percent. Three seminal texts emerged in the 1970s that arguably drove this trend: Frances Moore Lappé’s *Diet for a Small Planet*, the first bestseller to take a hard look at the food system; Peter Singer’s *Animal Liberation: Towards an End to Man’s Inhumanity to Animals*, now considered the seminal text of the animal rights movement; Ancel Keys’ *Seven Countries: A Multivariate Study of Death and Coronary Heart Disease*, which forwarded the position that countries whose native diets are lower in animal fats have lower incidence of coronary disease, had led to widespread recommendations that consumers reduce dietary fat. This study summarizes consumer perception of the food system and examines on line discourse regarding vegetarianism in an effort to determine whether one or more of the above rationales, as represented and promoted by Lappé’s, Singer’s, and Keys’ texts, motivates consumers to go meatless, as well as whether a particular rationale dominates the discourse. The author concludes with implications of the results.

## **ROUNDTABLE: Guidance for Sustainable Diets**

**Organizer:** Hugh Joseph

**Participants:**

Jennifer Wilkins, Syracuse University (**moderator**)

Hugh Joseph, Tufts University

Kate Clancy, Tufts University

Chelsea Clarke, Tufts University

Dietary guidelines for sustainability have been proposed for almost three decades, yet national-level sustainable dietary guidelines are still absent worldwide. NGO-based guidelines exist but many have limited scope and evidence to back them. Nonetheless, such guidance could help advocates and consumers navigate the complex and multi-dimensional elements of sustainability, food systems, and diets. A “Guidance for Sustainable Diets (GSD) Working Group” at Tufts Friedman School of Nutrition is developing an applied framework to promote credible guidance on the development and implementation of sustainable diets as a driver of food systems transformation. This ‘GSD Framework’ will provide structures and systematic processes to integrate sustainability into dietary guidance, and also help users identify and understand the benefits of various guidance strategies. We will partner with other institutions, NGOs, and advocacy networks interested in promoting sustainable diets to targeted audiences or the public at large. The GSD Framework can help them decide which approaches are worthwhile and how best to develop both content and dissemination strategies. Potential services include conferences or workshops, consultation services, and guidebooks or toolkits that can change or enhance how users identify or generate evidence, and how they might develop policies and other applications related to sustainable diets. Feedback from both research and practitioner communities is essential at this juncture. At this AFHVS roundtable, we will review our progress to date and invite input from the audience to help identify strengths and limitations of the model, as well as overall interest, opportunities for engagement, and directions for continued development.

Alice Julier, Chatham University:

*Food, Agriculture, Activism, and the Politics of Representation*

The phrase “the food movement” has become ubiquitous in representing the wide array of contemporary activism that critiques the modern agriculture and food system. This rhetorical move erases earlier social justice actions, prioritizes certain actions, and creates movement leaders without regard for the complications of history, intersectionality, and political economy.

Yuson Jung, Andrew Newman, Erika Carrillo, Jaroslava Pallas, Wayne State University:

*Good Food, Better City? Politics, Pedagogy, and the Reimagining of Detroit’s Food Landscape*

In Detroit, food has emerged as an important and visible part of the city’s tumultuous political economic climate in recent years. Before, during, and after the Detroit bankruptcy, food has become an idiom for trying to re-imagine the city’s future at several levels. Issues of unequal food access have become one of the most important ways for activists to challenge and envision alternatives to the city’s political order. At the same time, social entrepreneurs and business leaders (such as Whole Foods Market which was the first national chain grocer to return to Detroit in 2013) have invoked the issue of unequal food access to mobilize capital investment in the city and educate citizens on food and healthy eating. While all of these various projects and understandings use

Detroit's food landscape as a starting point, there are competing ideas and understandings of "good food" and its relationship to building a "better" city. In this paper, we explore how different stakeholders in the city engage with and advocate for "good food," making food as a center of pedagogical project for the reconstruction of the city. What is it about food and eating that provoke competing ideas on what is "right" and "wrong" in urban politics? What are the different stakeholders trying to cultivate through their respective pedagogical goals? And how do these goals intersect, collide, and collude? This paper is based on ethnographic research conducted in Detroit since 2012.

John Kainer, Texas A&M University:

*Authentically Alone: Authenticity and the Screen Image*

I propose to explore the notion of authenticity, which is socially constructed, as it applies to a variety of societies. Rather than focusing on divisions based on chronology alone, my divisions will be based on the primary medium of communication, that is, the oral tradition, the written word, or the screened image as outlined by the sociologist David Riesman (1956). The shift from a society based on oral tradition to a society that revolved around the printed word has significant impacts on a number of social institutions as well as the way that people interacted with one another. It is worth pointing out that the primary medium of communication alters how authenticity is socially constructed. That is, how and why a foodstuff's authenticity matters. I will outline authenticity in societies that focus on the oral tradition, followed by authenticity in societies that focus on the written word. In closing, I will talk about the shift to societies whose primary medium of communication is the screened image and how that influences authenticity. Authenticity has been portrayed as a means of acquiring social and cultural capital, but I propose, it is also a testament to the disconnection between modern people. Truly, our shift from a society that relies heavily on printed books to one which relies on the screened image has been accompanied with a loneliness and uncertainty not felt before. This paper explores authenticity as a means of us negotiating this disconnectedness.

Michelle Kaiser, Ohio State University; Nicholas A. Stanich, Franklinton Gardens:

*Follow the Tomato: Using Service-Learning to Explore Community Food Security Strategies*

The need exists for an educated and specially trained workforce able to work with and within communities to consider long-term sustainable solutions to address social and environmental injustices in the food system. Students in a service-learning course learned about the development of the global food system and social, economic, health, and environmental consequences related to disparities in the food system. The community food security model was used to explore how emergency food assistance and sustainable localized food strategies work together to address these issues. Students "followed the tomato" through the food system, spending some class periods working at a food pantry, soup kitchen, produce distribution program, and urban farm. Students also engaged in semester-long projects designed with the community partner, a 2-acre nonprofit urban farm. Projects ranged from exploring economic development in terms of production potential for backyard farm development, to interviewing community members about experiences of food insecurity, to considerations about urban agriculture in terms of beautification, to suggestions about ways for the urban farm to compare their nutritional

content and quality of crops to other stores in the area. The faculty instructor and community partner instructor will discuss the rationale for service-learning models in community food security work at the collegiate level. They will highlight what students learned in their group projects in terms of content and skill development, how their projects and the subsequent outputs relate to the urban farm's strategic plan, and how this type of endeavor has contributed to a 12,000 person low-income urban community.

Hayden Kantor, Cornell University:

*Growing Ambivalence: Shifting Cropping Strategies for Staple Crops in Bihar, India*

Small-scale farmers in Bihar, India now experience the paradox of struggling to adequately provide for their families even as they produce more food. The recent introduction of Green Revolution agricultural practices (e.g., hybrid seeds, inputs like fertilizers and pesticides, irrigation, mechanized plowing) has boosted crop yields and incomes in this long-distressed region. Yet the rapid inflation in agricultural inputs and food prices – roughly 10% per annum – has eroded much of these gains. Rural Biharis are therefore hampered in their ability to make good on what Parama Roy (2010) calls “the postcolonial promise of eating well.” Villagers are neither starving nor fully sated, but fill their stomachs with a narrow range of starchy staples that they produce themselves—such as rice, wheat, and potatoes. And even though many villagers typically are able to store more than a year's supply of food grains, they still describe themselves as food insecure and talk of struggling to fill their bellies. Building on scholars who have written about the fitful modernization of food system in South Asia (e.g., Gupta 1998, Stone 2007, Pandian 2009, Vasavi 2012), I draw on ethnographic fieldwork to consider how villagers' sense of economic precariousness informs their agricultural and eating practices. Specifically, in this paper, I argue that farmers' altered cropping strategies for staple grains reflect their ambivalence about their economic positionality and their prospects for the future. Examining these developments illuminates how Bihari villagers struggle to sustain their way of life when faced with the increasing capitalization of rural sphere.

Shauna Kearns, Chatham University:

*Community Bread: Food Access, Apprenticeship and Civic Engagement*

Food access in low income communities is a longstanding problem often addressed by increasing local and fixed food provision, such as grocery stores, bodegas, farm markets, and other permanent outlets for residents who sometimes lack adequate transportation to nearby food sources. In urban post-industrial communities surrounding Pittsburgh, there are many alternative food movement initiatives that attempt to alleviate problems associated with food access. In one of these communities, a number of small channels for food production and distribution have developed, including a large urban farm, a community produce stand, a free store, weekly visits from urban food trucks, and now, a commercial size community bread oven. Each of these initiatives reaches community members in different ways; a handful provide opportunities for skills development alongside food provision. In this paper, I use this case study to explore the potential inherent in community ovens to connect people to food and to each other. Baking or buying bread baked in a public space can break down barriers to food access in low-

income areas, can provide opportunities to acquire hireable skills, and can be a platform for civic engagement.

Chi-Hoon Kim, Indiana University:

*Inventing the Korean National Dish 2.0: The Heritage Politics of Bibimbap*

Why would a nation-state choose a dish lacking strong national association to represent the nation? In 2008, with the launch of the Korean government's official campaign to globalize Korean cuisine, bibimbap replaced kimchi as the national dish. Prior to the government campaign, bibimbap was considered banal and far from embodying national identity. To become the face of the nation, bibimbap needed to undergo heritagization. This paper examines the interplay between local, national, and global heritage politics of designating bibimbap as the culinary icon of Korea. I address the process of repackaging a taken-for-granted dish into a national one by focusing on how it has been redefined and promoted to both domestic and international audiences. This paper will consider the strategies employed by local and national government officials, corporations, and individual stakeholders to construct bibimbap as Korean heritage. I argue that the branding of bibimbap as distinctively Korean has neutralized local and individual expression of culinary heritage in lieu of projecting Korea's global desires. This paper will explore tension and contradictions of heritagizing bibimbap by asking: Why was bibimbap, one of the most versatile and plebeian dishes, selected to articulate Korea's image? How are regional, seasonal, and class differences highlighted or masked? Who gets to decide which bibimbap is the standard and why? While the increased global popularity of bibimbap legitimize the dish as an ideal culinary icon, it also fuels debates of ownership, representation, and tradition within Korea.

Hilary King, Emory University

*"I choose to trust, but not in a label:" Legitimacy, Relationality, and the Codification of Standards in Mexican Alternative Food Projects*

In Mexico, alternative food systems are facing national pressure to formalize and codify standards. Growing interest in localized, healthy, and certified foods has led the Mexican government to institute its first national organic standard in 2014. This formalization contradicts the process pursued by many grassroots, place-based, and participatory initiatives. In response, producers, consumers and activists involved in Mexico's alternative food sector are forced to confront how legitimacy is constructed. This paper explores the processes of legitimization through case studies of alternative food initiatives in San Cristobal de las Casas, Chiapas, Mexico. Through an examination of the development of Mujeres y Maíz, a collective of women maize producers and foodmakers, and the local agroecological farmers market, the paper investigates the tensions related to organization, transparency, and social embeddedness that certification systems often seek to establish. In the face of large-scale distrust in government programs, what mechanisms foster or diminish trust in the alternative food systems in southern Mexico? How is legitimacy established? Through exploring the ways that producers, consumers, and activists conceive of and establish legitimacy within these projects, it is possible to examine both the limits and the advantages of relationality as the basis of an alternative food system in comparison with institutionalized certification systems. Examining how

alternative food projects gain legitimacy among producers and consumers on a local level reveals many of the contradictions inherent in “scaling” alternative food systems.

Karen S. Kingsbury, Chatham University:

*Korean Wave Unwrapped: Dumplings in and out of Dae Jang Geum*

The 2003-04 Korean TV serial sensation, Dae Jang Geum [The Great Jang Geum, a.k.a. Jewel in the Palace] follows the adventures of a 16th century palace maid whose skills as a cook and herbalist eventually make her a top aide and physician to the king. The first part of this paper offers an “inside” analysis of a food item crucial to Jang Geum’s success, the humble dumpling, unwrapping its many meanings as a semiotic morsel, then linking that network of signifiers to the TV series’ enormous success, and its front-runner status in East Asian media markets, as a marker for the Korean Wave. The second, still evolving part of the paper considers the rise of a mid-market, service-oriented, globalized chain restaurant that specializes in dumplings, the Taiwan-based Din Tai Fung Dumpling House. To what extent have the TV series and restaurant chain followed the same general recipe for success?

Leah Kirts, New York University:

*The Ecofeminist Farmer: Environmentalism, Agriculture, and Gender Equity in the 21st Century*

The current rise of small-scale, female owned and operated farms in the U.S. stands in stark contrast with the predominance of industrialized agricultural operations run by white males. While the growth of self-identified female farmers is new to the West and still makes up a small percentage, the number of women in global agricultural production carries nearly equal weight to that of men in developing countries. The unique trend in female-operated farms is the prevalence of small-scale, sustainable, and/or organic farming practices, but despite the positive environmental, public health, and social justice impacts of these farming methods, they struggle to operate within a capitalist patriarchal economic and social structure that is designed against them: it measures success by scale, quantifies efficiency through increased industrialization and mechanization without regard for the environmental, social, and economic costs of production, and perpetuates assumed gender roles in which female labor is devalued and therefore compensated for disproportionately in comparison to men. While certain immediate development services can benefit female farmers in both the U.S. and the developing world, it is the same patriarchal structure of the exploitation of nature and women that pervades across the globe, strategically defined and combated by the Ecofeminist movement. Community gender-equity education and economic restructuring are necessary in order to sustain a) the long-term investment and empowerment of women and men in agriculture, and b) the amelioration of the food system and the environment.

Jakob Klein, SOAS, University of London:

*Reimagining local foods in China: from tutechan to terroir?*

Recent years have witnessed a proliferation of activities surrounding “local specialty products” (tutechan) in the People’s Republic of China, ranging from major documentaries sponsored by Chinese state television on the country’s regional delicacies, to the emergence of geographical indication schemes to promote and protect place-based

foods, to the inclusion of foods in lists of “intangible cultural heritage.” This proliferation parallels similar developments in the EU, Japan and elsewhere, and reflects the growing internationalization of China’s food economy; recent scholarly analyses of Chinese local foods in terms of the French concept of terroir underline these transnational dimensions. Yet food has long been important to the construction of place in China, be it as markers of “native place” identities, the promotion of localities’ economies and reputations, or state projects to map out regional and “ethnic” differences. How do new constructions of Chinese local specialties in the context of a globalizing food economy displace, obscure or become shaped by pre-existing imaginings, projects and practices? Drawing on visual- and text-based sources and the author’s ethnographic research in Southwest China, the paper attempts to draw out some of the key characteristics of Chinese “local specialty products” today and in doing so contribute to a transnational, comparative understanding of “local foods.”

### **ROUNDTABLE: Closing the Gap: Experiences with Transdisciplinarity in Food and Farming**

**Organizer:** Milena Klimek

**Participants:**

Valentin Fiala, University of Natural Resources and Life Sciences, Vienna  
Bernhard Freyer, University of Natural Resources and Life Sciences, Vienna  
Milena Klimek, University of Natural Resources and Life Sciences, Vienna  
Rebecca Paxton, University of Natural Resources and Life Sciences, Vienna

This roundtable explores how collaborative work between researchers and practitioners can be improved to deepen understanding and meet practical challenges in the agro-food system. The roundtable thereby encourages the expansion of transdisciplinarity in food and farming contexts. Transdisciplinary research combines knowledge from different fields and integrates diverse experiences to serve a “real world” purpose. The results of such research include a greater understanding of complex situations, and offer solutions in response to identified challenges. Practitioner-researcher collaboration also offers students experiential learning opportunities, strengthening epistemological awareness. Finally, transdisciplinary approaches provide more tailored and lasting solutions for the practical problems at hand. Researchers, students and practitioners who wish to undertake transdisciplinary research face many challenges. The structures or expectations of degree programs and other workloads; a lack of resources; and feelings of insecurity or inexperience may overwhelm students and researchers. Meanwhile farmers and other practitioners may face time and other resource restraints; know little of researcher needs and practices; or have suffered previous negative experiences with “extractive” research. This roundtable allows attendees to share experiences of collaborations between food and farming practitioners/organizations and students/researchers, learn simple experiential methods that aid collaboration, and work together to solve some common challenges of transdisciplinary action research. Questions addressed: 1. What challenges do transdisciplinary researchers and practitioners face? 2. What motivates and drives transdisciplinary collaborations in food and farming contexts? 3. How do we better engage practitioners, researchers and students in, and use the results of, transdisciplinary research? What models, experiences, or ideas help streamline formalized collaboration?

4. Is it worth it? What is the added value of transdisciplinary research in food and farming contexts?

Milena Klimek, Jim Bingen, Michigan State; Bernhard Freyer University of Natural Resources and Life Sciences, Vienna

*Operationalizing Ethics: Modern Values in Farmers' Markets from Minneapolis to Vienna*

Today, farmers' markets are a staple in foodscapes across the globe. However, they play differing roles in varying contexts. Studies of farmers' markets have tended to focus on the roles of operations of farmers' markets, and farmer and consumer attitudes. There are very few systematic assessments of the values embodied in markets. This study compares farmers' markets in two different regions, Austria and Minnesota, and their embodied values within their operational architectures—logistics, structures, and functions. To shed light on this comparison, qualitative interviews with all immediate market stakeholder groups, participatory observation and mission-statement analysis were conducted. This paper compares the more 'modern' markets in Minneapolis and the more 'traditional' markets of Vienna in terms of the different interpretations of market purposes, governance, membership, finance and networking. We focus on the role of more ethical values such as health, ecology, fairness and care and how they affect the markets. Using a value-based conceptual framework we identify future opportunities for more traditional markets like those in Austria, to create spaces found in the comparison where agriculture, education and policy mesh. Finally, we begin to understand the ties between values and ethics and their functions and possibilities within localized agrifood systems in Minneapolis and Vienna.

Christine Knight, University of Edinburgh:

*Changing cultural representations of the Scottish diet, c.1950-2014*

In the mid-1990s, a derogatory gastronomic and nutritional stereotype emerged in the UK media and popular culture, associating Scotland with notorious deep-fried foods such as the deep-fried Mars bar and deep-fried pizza. In this paper, I trace how this currently dominant representation of the Scottish diet relates to older, apparently contrasting, stereotypes prevalent earlier in the contemporary period (c.1950-2014) – notably that of the Scottish sweet tooth. I base my analysis on expert interviews and cultural documents. I will draw on interviews with key actors in the field of Scottish food and nutrition and its cultural representation, including food writers and journalists, public health and nutrition researchers, and government policymakers. I will also present evidence of changing representations of the Scottish diet from Scottish recipe books and the overlapping genre of (autobiographical) food histories, published during the period in question. The cultural history narrative thus developed bridges past and present in our understanding of Scottish food culture and its representation today. Notably, this includes examining prevailing discourses about Scottish food and diet prior to the rise of widespread public health concern about obesity, heart disease and saturated fat. This enables the current stereotype to be denaturalised, particularly in education and outreach activities, facilitating efforts for change.

Shelley Koch, Emory & Henry College:

*Joel Salatin v. soccer moms: Confronting gender in the alternative food movement*

The recent Joel Salatin outburst about the difficulties mother's face in providing home-cooked meals reveals the traditional gender assumptions in the alternative food movement. Blaming soccer moms for feeding their kids chicken nuggets and chastising them for whining about cooking suggests the woman's place is still in the kitchen, regardless of their other responsibilities. In this paper I critique the food system in general and the local food movement in particular for reinforcing the separation between production and reproduction, between the public and private spheres, elevating the masculine arena of food production over the feminine sphere of food provisioning, shopping, cooking and cleaning. This dichotomy continues in the local food movement and re-inscribes and reinforces the gendered, but also raced and class inequalities inherent in social life. I argue the alternative food movement needs a corresponding alternative consumption movement, whereby the current household provisioning regime – including food shopping, cooking, and planning – is not only problematized but also more publicly shared and valued. Some examples of a more public provisioning system include communal food preparation, such as food trucks and community kitchens, more proximate neighborhood retail access, and a more equitable division of labor in the household.

Niels Heine Kristensen, Mette Weinreich Hansen, AAU Copenhagen:

*Local public-private food partnerships: Lejre 'Organic' Municipality*

Global, national and local actors are continuously creating and designing food systems. Local food economies and structures have for decades been strongly influenced by global regimes (markets and institutions) without leaving much room for manoeuvre for local actors. Locally embedded interests in sustainable and organic food economies and networks have been gaining stronger interest also in Europe to local, regional market channels. These are often challenged by a weaker access and applicability to these urban market channels (retail chains), be it based on scale, information technology, or the like. Reforms of the public governance structures and the re-design of municipalities and local governments have been aligned along New Public Management concepts, but also values on sustainable principles and aims have been introduced. This has in some of the Danish municipalities offered progressive majors and councils opportunities for creating unique policies and new partnerships. The municipality of Lejre – 50 km outside greater Copenhagen – have in 2012 taken the position and declared themselves an “organic municipality”. And the creation of these local alliances in rural Lejre municipality have inspired the Minister of Food to develop new certification and labelling schemes for organic municipalities launched in the recent Organic Denmark 2015 strategy. (<http://fvm.dk/landbrug/indsatsomraader/oekologi/oekologiplan-danmark-2015/>) This paper will discuss the visions, strategies and experiences in the case of the organic municipality of Lejre and discuss the role and limitations of municipalities driving changes towards a more sustainable development of the modern food system.

Lanlan Kuang, University of Central Florida:

*“People's Food”: The Aesthetic of Chinese Food in Chinese Media in the case of A Bite of China and The Taste of China*

Following *A Bite of China* (2012), the popular television series on traditional Chinese cuisine produced by the CCTV which may now be viewed on Hulu.com and Amazon, another major media enterprise, the Shanghai Media Group, is launching its new documentary film *The Taste of China: The Most Beautiful Memories of the New Year* in commercial theatres in January 2015. It would be the first time a food documentary on Chinese cuisine debuts in commercial theatres in China. Intrigued by the increasing media attention and commercial interest in documenting traditional Chinese cuisine, this paper examines the aesthetics of Chinese food in mainstream Chinese media and the impact media representations may have on the shaping of “people’s food” in China – what selections of ethnic and local food are represented and of which groups of people and of whose traditions? What are and what may become some of the core attributes for defining the Chinese food culture? Is it the food, the science, or people’s memory of certain culinary events? The author combines her analysis of the contents from these films with that of the heated debates among the growingly sophisticated Chinese viewers turned Internet bloggers over the aesthetic choices made in these films. This study probes the changing sociocultural consciousness of China's contemporary BBC and NHK – educated viewers and elite food documentary film producers in the light of globalization and commercialization and presents a taste of the aesthetic of Chinese food in Chinese media.

Patrizia La Trecchia, University of South Florida

*Sustainable Food Systems: Cultural Drivers and Indicators of Food Consumption Patterns*

The food system is a key platform to address many of the critical issues facing humanity. We are currently afflicted by major paradoxes such as an incredible amount of food waste, the coexistence of hunger and obesity, and the current state of agriculture that is taxing the planet. A global intervention is required towards sustainable consumption and production patterns to mitigate environmental degradation and to improve the quality of life for present and future generations. An analysis of the cultural drivers that influence food consumption choices in consumers is a critical component both to raise global awareness and cultural understanding of contemporary society’s consumption trends and to achieve food security, sustainable and healthy diets, low environmental impact, and individual well-being. Culture is an asset in promoting sustainability and sustainable lifestyles and diets. Preserving the cultural origins of culinary diets cannot be forgotten or ignored when efforts are made to influence diets worldwide in order to promote sustainability.

Kerri LaCharite, Prescott College; Mary Whitney, Chatham University:

*Educating Environmental Beliefs on Campus Agriculture Projects in Higher Education*

The profile emerging from the current rise in campus agriculture projects with a focus on sustainability looks a lot different from the traditional land grant university and colleges of agriculture. The effects of campus agriculture projects go further than just working towards carbon neutrality of campuses, but build on the knowledge and perspectives of the students, faculty, and staff involved. According to participants’ responses provided in open textboxes on the questionnaire, interviews, and field observations at Yale University Farm and the University of Montana P.E.A.S. Farm during the summer of 2013, students’

beliefs of the human/nature relationship comprised of sometimes-conflicting beliefs of the separation, intelligence, and interconnection between humans and nature. Many participants identified agriculture as both the manifestation of humans' negative effect on nature and a natural process integral to a truly sustainable system. The conflicting statements given by students indicate an ability to perceive but not reconcile opposing beliefs that humans exist as part of nature, while at the same time have irreparably impacted the environment. Utilizing situational and positional analysis, students' beliefs of the human/nature and agriculture/nature relationship were analyzed and compared to farm and institutional positions to make visible their complex interactions, influences, and impact.

Jacob Lahne, Drexel University:

*Measuring "Food Agency": The Development, Validation, and Future of the Food Agency Scale (FAS)*

Diverse voices from food celebrities like Mark Bittman (the New York Times columnist) to rural extension workers and urban activists agree that learning to cook and to be comfortable with foods improves individual diets. In a system where food – of varying nutritional quality, to be sure – is quickly, easily, even mindlessly available, how and why is learning a skill that some argue is positively obsolete a positive intervention? We propose a new construct to explain this outcome: "food agency" is an individual's ability to effectively set, pursue, and achieve goals related to the daily provisioning of food. As such, it represents an inventory of that individual's cooking skills, her perceived self-efficacy in regards to food and cooking, and the structural constraints and supports to which she is subject. Another paper in this panel further discusses research that has led to this definition and its implications. This particular paper presents work towards the development of a multidimensional scale to quantify food agency in individuals. With regards to food, some individuals act with more agency than others: they confidently and actively identify, pursue, and accomplish food-related goals, whereas others passively participate in the food system. This research sought to develop a scale that effectively captured individual differences in food agency. Beginning with qualitative, interview- and focus-group based research, an initial item pool was developed and submitted to experts for review. The retained items were then submitted to a large development sample so that latent structure could be examined through factor analysis. This paper presents the finalized scale, discusses its structure, and proposes future uses in food research.

Elise Lake, University of Mississippi:

*Creating the Progressive Era Food Consumer: "Good Housekeeping Magazine" and the New Technologies of Food, 1885-1920.*

The Progressive Era brought American families into a new technological age of food. Canning, which had been an occasionally fallible technology of food preservation in the 19th century, became a safe and economical source of food for families, and canned food especially helped working-class homemakers provide a varied diet to their families. Freezing, particularly of meats, became commercially available, but middle-class homemakers did not yet have this technology at home, and worried about the quality of meats that had been preserved by freezing. Refrigeration, although becoming commonplace due to home iceboxes, was still problematic, and housewives had to spend

considerable time cleaning and monitoring these new “appliances”—they were not the electrically chilled devices of the next generation. This presentation discusses the ways that *Good Housekeeping*, a magazine that became increasingly important as a mass media source of homemaking information during the Progressive Era, endeavored to persuade homemakers to adopt commercial and home food preservation technologies promoted by the new home economists of the Progressive Era.

Rebecca Landis, Kim Niewolny, Virginia Tech:

*Narratives and critical praxis: Stories of faith-based practitioners and urban food security*

Drawing upon the conceptual footing of community food work, critically reflective practice, and Whole Measures for Community Food Systems, we explore how faith-based practitioners engage with the critical elements of their urban food security work. Historically, hunger relief efforts in the United States lend to short-term welfare programs that do not fully engage critically with the wider social conditions underpinning hunger and food insecurity. Faith-based organizations, however, are often a productive outlet to engage in personally and socially meaningful work to address hunger and food access. From this perspective, we ask: how are faith-based practitioners performing their transformative work and to what end? In this case study, we recognize the interactive quality of narrative inquiry in the telling and (re)constructing of stories of faith-based practitioners committed to the work of urban food security in the state capital region of Virginia. Narrative interviews crafted into practitioner profiles coupled with participant observation and a reflective focus group provide multiple points of entry into the making and analysis of stories of community food work. Specifically, engaging participants in the analysis of their own stories provided richness to the contextualization of stories and their contributions to praxis. This research illustrates the intersection between faith and community food work, and blurs the line between researcher-researched in the sharing and learning from story.

John Lang, Occidental College:

*Behind Every Great Chef: The Infrastructure of Consumption*

Today consumers are interested in learning about where their food comes from and how it is produced, a trend reinforced by the growth of farmers markets and food-themed television programming. Popular accounts focus on individual actors like genius chefs or talented restaurateurs. This, in turn, suggests that the professional world of food is narrow, a culture framed around a dramatic, flamboyant, or idiosyncratic persona. Some historical narrative or autobiographical outline is usually offered to explain the person’s culinary ambition or lineage. But these works exempt the reader from intellectual effort and suffer from a form of cultural lobotomy that leaves food connected only to the eye, and severs its connections to the remaining senses. Through a de-professionalized understanding of food, and lacking a fully functional sensory connection, a much wider readership has become attuned to the critical infrastructure of consumption, where key cultural intermediaries like celebrities, editors, and critics increasingly define good taste. The food scene and culinary taste community that result from this fluid discourse help define the key elements of fine dining. But this discourse’s emphasis on how chefs acquired their skills and their ingredients, rather than how restaurants are built and run, omits other elements of restaurants’ social production. The focus placed on individual

actors like genius chefs or talented restaurateurs neglects the diverse constituency of patrons, culinary professionals, and critics themselves that contribute to a city's restaurant scene, leaving us with a fragile explanation for the very complex world of restaurant work.

Megan Larmer, SOAS University of London:

*Antep Baklava: a preliminary case study of food heritagization's relationship to agriculture*

Formerly Antioch, Gaziantep in Eastern Turkey has been a bustling trade city since its days as an anchor of the Silk Road, and it is famous for its cuisine. Gaziantep's most beloved food is its flaky, pistachio-based baklava. The economic and symbolic potency of this pastry was made clear in 2006, shortly after the EU circulated a poster depicting baklava as the signature dessert of Greek Cyprus - the streets of Istanbul were overtaken by protesters. In 2013, the protestor's victory came when 'Antep Baklava' became the first Turkish food granted EU 'protected status,' despite the protracted failure of the nation itself to gain EU membership. The piquancy of the Antep Baklava narrative is heightened by suspicions that 'inferior' pistachios of the Iranian variety, smuggled alongside refugees from Syria, are being passed off as 'authentic' Antep pistachios. Antep baklava is framed by agricultural history as much as socio-political history. Pistachios and wheat, baklava's primary ingredients, are important crops in eastern Anatolia. As elsewhere, globalization and neo-liberal trade policies, particularly the externally funded Greater Anatolia Project, have increasingly driven the small holders that historically defined agriculture from the land. Agriculturalists are invoked symbolically in food heritagization, though agricultural practice is rarely the subject of food patrimony programs. This preliminary research looks for the relationships between patrimony programs established in order to protect an historically significant food and the agriculturalists who grow the raw material necessary for the continuation of that food.

Megan Larmer, SOAS University of London:

*Who's local now? How markets and mobility shape first-generation women farmer's construction of identity and community in the American Midwest*

Just outside of Chicago, first-generation women farmers inhabit an edge where social and temporospatial spheres overlap, and so negotiate the interstices between rural and urban, global and local, commodity and value, body and environment, past and future on a daily basis. Drawing on the feminist turn in practice theory, this intersubjective ethnography of three first-generation women farmers growing organic vegetable crops for the Chicago market adds to the growing body of anthropological research on food activism and resistant agriculture. It addresses a lacuna in this literature by incorporating the historical framework of agrarian markets and activism in the Midwest. What emerges is a timely portrait of young adults navigating the edge of the food system, simultaneously attempting to embrace a global social framework and the ideals of place-based community.

Amy Lasater-Wille, New York University:

*From Vivo to Creativo: The Politics of Person Formation in Peru's "Gastronomy Boom"*

During the past two decades, Peru has seen a dramatic expansion of restaurants and attention to its cuisine, a phenomenon known as the “gastronomy boom.” Peruvian chefs have become national celebrities, their entrepreneurial and culinary efforts portrayed as a means of transforming Peru into a more prosperous nation. Key to this portrayal is the unlikely assumption that the gastronomy boom has the potential to change not only Peru’s economy but also Peruvians as people. In this paper, based on sixteen months of ethnographic research in Lima, I examine the discourse of the gastronomy boom as it is applied in the classrooms of two culinary schools in order to elucidate how cuisine has become linked to person formation in Peru. On the one hand, I show that food science instructors encourage students to leave behind behavior locally classified as *vivo* (dishonest and crafty) in order to become more hygienic and orderly. At the same time, cooking instructors instill in students the importance of being *creativo* (creative), capable of combining ingredients and techniques from diverse cuisines. While these behavioral and aesthetic lessons may seem disconnected, I argue that together they promote a template for a new, ideal Peruvian citizen who combines uniquely Peruvian ingenuity with a cosmopolitan sensibility. It is the dissemination of this template that accounts in part for the gastronomy boom’s public salience, but I also argue that the racial assumptions underlying the classification of people as *vivo* or *creativo* limit the abilities of all citizens to benefit.

Kate Laubacher, Chatham University:

*Menu Explorations: Dissolving the Barrier between the Restaurant Kitchen and Dining Room*

Menus provide valuable insight into the food, culture, and class of a time and place. This paper looks at the ways in which menus are used to reflect the status of their corresponding restaurant, as well to connect the restaurant patron to the chef. Both historical and modern menus were used as evidence, with many of the modern menus being taken from restaurants within the Pittsburgh-area. The menus examined within this paper show the ways in which the menu is both a very specific cultural artifact and an important link between the diner and the chef. The menu serves as a way for the chef to convey important messages to the diners about the status of the restaurant, as well as the chef’s own culinary ambition. Visual and linguistic clues are found throughout the menu, enticing and educating diners about the food being served. As the diners become familiar with the food and status of the restaurant by reading the menu, the barrier between the chef and diner starts to dissolve, connecting the dining room to the kitchen.

Nadine Lehrer, Chatham University; Colleen Donovan, Washington State University:

*Which ideas stick? Assessing a stakeholder working group process on orchard pesticide safety in Washington State orchards*

Over the past 60 years, critiques in fields from international development to urban planning and environmental conservation have called for broader and more equitable representation of groups in defining and addressing issues. Working through “stakeholder” groups has thus been normed as a way to address power imbalances and exclusions. So when a project on developing solutions to pesticide safety concerns was proposed by Washington State University and the University of Washington, a stakeholder process was chosen. Pesticide safety has long been an area of concern in Washington’s large, well-organized, hierarchically-structured tree fruit sector; and one

experienced by employees differentiated by ethnicity, gender, legal status, immigrant history, and job title. Based on a Q study conducted in 2013, this project recruited participants representing a wide array of views on pesticide safety to become part of a “working group” that could identify mutually agreed-upon solutions. In this case, out of all the courses of action proposed, the group decided to focus on training orchard middle managers or supervisors in human resources skills. This presentation will assess the trajectory of these stakeholder meetings to analyze who attended and why, who dropped out and why, whose ideas grew or faded, how these ideas evolved to focus on supervisor training, and what the implications of these choices are for both safety and also agricultural labor and related power dynamics. It will focus on lessons learned about the contributions and lingering challenges of a stakeholder-driven process, including dynamics affecting participation, engagement, and resulting project outcomes.

Stefanie Lemke, University of Hohenheim; Anne Bellows, Syracuse University:

*Introducing the human right to adequate food and nutrition into food, nutrition and agriculture studies curricula*

Food insecurity and hunger remain high in many parts of the world, despite region-specific progress. Overall, existing food systems fail to address or alleviate hunger while concurrently encouraging diets that lead to overweight and obesity, causing more worldwide deaths than underweight. One barrier to the implementation of strategies and programmes aimed at addressing food and nutrition insecurity is the disciplinary divide between the sectors of agriculture and nutrition. Another barrier is paternalistic approaches that promote food and nutrition aid dependencies instead of autonomy and self-determination, perpetuating uneven economic power that is reflected in uneven social relations, including, but not limited to, gender discrimination. The right to adequate food and nutrition adds a radically different perspective on addressing food and nutrition insecurity. Research and curricular foci become directed towards structural causes and unjust economic and social conditions, recognising people as rights holders and actors, not as vulnerable and passive victims. At the core of teaching and research about the human right to adequate food and nutrition is a legal framework that: a) demands democratic participation and social mobilisation of the people concerned to hold states accountable to their legal obligations, and; b) takes into account location-specific circumstances, giving a voice to local actors and leading to a more democratic creation of social analysis and public knowledge. Experience will be presented on the introduction of human rights, focusing on the right to adequate food and nutrition in agriculture, food, and nutrition programs located at the Universities of Hohenheim and Syracuse.

Victoria Ligon, Anita Bhappu, University of Arizona:

*Shop More, Buy Less: A Qualitative Investigation into Consumer Decisions that Lead to Food Waste in U.S. Households*

Estimates suggest that 40% of the food grown in the U.S. ends up in landfills with households contributing the highest volume of food waste overall (around 15% of acquired food per household). Consumers are generally waste averse and a vast majority have been shown to object to wasting food in particular, yet almost everyone discards substantial quantities of potentially edible food. This exploratory qualitative study sought to uncover underlying psychological mechanisms behind this discrepancy between attitude and behavior by exploring the decision-making processes that consumers engage

in as they acquire, prepare, consume and discard food. By exploring the patterns of thinking that shape household provisioning practices through an initial in-depth interview, a two-week long household food diary and a follow-up interview with 17 diverse consumers, a grounded theory emerged to explain this counter-intuitive behavior pattern. Extending research from behavioral economics and decision making literature, data from this study suggests the following: 1) people evaluate cost of goods based on incomplete value estimations that fail to account for costs associated with discarding potentially edible foods; 2) costs associated with the act of shopping are salient and encourage less frequent provisioning trips; 3) people do not adequately account for costs associated with overbuying/storage; and 4) consumer strategies aimed at maximizing efficiency in food acquisition through less frequent shopping trips may actually result in increased inefficiency in the form of greater waste and higher overall cost of goods. Based on emergent findings, a strategy for waste avoidance is presented along with managerial implications.

John Linstrom, NYU:

*The Holy Earth and Ecocriticism's "Third Wave": Bridging the Dualism of Relinquishment and Superfluity*

Within humanistic inquiry, ecocriticism represents the general attempt to reconcile the human place in the natural world through such lenses as culture, literature, and history. Literary scholar Lawrence Buell has outlined the history of both first- and second-wave movements within ecocriticism, the first wave emphasizing the value of nonhuman wilderness (the "relinquishment" of the human from natural representation) and the second wave emphasizing the human valuation of nature (sometimes even stressing a "superfluity" of human imposition in representations of the land). A "third wave" seeks to reconcile this false binary, engaging the cooperation and necessary codependence of human with nonhuman. Agricultural writings represent one vital and understudied site for such engagement within literature, and third-wave reconciliation can be found even as early as the agrarian writings of L. H. Bailey. This paper analyzes the third-wave ecocritical ideals articulated in Bailey's writings, emphasizing the development of those ideas in *The Holy Earth*. A century ahead of his time, Bailey's public identity as a nationally recognized leader in progressive rural reform led him to enter the field of environmental philosophy with an acute awareness of the genuine nature of the human as an actor within the land, and neither against nor above it. The key that Bailey gives in *The Holy Earth* to understanding this relationship lies in his invocation of "background spaces," the primal environments against which human civilization shapes itself. Analysis of his "background philosophy" helps us understand the deep agroecological basis both of his work and of modern emergent ecocriticism.

Pingyang Liu, Fudan University; Neil Ravenscroft, Marie Harder (?)

*More Than Economic Returns Are Required: The Potential of Eco Farming Development in China*

Eco-farming, such as organic farming, is regarded as an important alternative in China, as the requirement for narrowing the urban-rural development gap, improving farmer's income and securing farm produce safety has been in sharp increase. The enormous market potential was analyzed a lot in economics, while the eco-farming in China is left

in the dilemma of “Best Game No One Played”, with small scale farms struggle to grow up and urbanities struggle to build confidence on the eco-food. We argue that a systematic framework rather than economic returns is more important for the development of eco farming, based on the case study of eco-farming and the potential for eco-farming (the Family Farm) in Shanghai suburb. First, the re-organization of both producers and the market. China’s farmers were long regarded as “loose sand in a plate”, which leads to the high cost of transaction and monitoring; market of farm produce in China is of huge quantity while lack of management, especially in the forged and fake commodities. Both lead to the fragile supply and demand for the farm produce of “high price for high quality”. Thus the re-organization of farmers should be enhanced to improve product quality, punish those disobey common rules; the re-organization of market should be able to ensure the quality of the farm produce for consumers, help building the reputation of eco farming. The re-organization of producers and market is also vital to the brand construction. Second, the eco-farming should also pay attention to eliminate those heavy, dirty and smelly farm works, often by the development of alternative mechanics. It’s important to rebuild the attraction of farming to farmers, especially those younger generations. Finally, the development of eco farming should be connected to the revitalization of traditional farming cultures, and require public investment and subsidies.

David Livert, Penn State University; Kathleen Merget, Jerry Fischetti, Culinary Institute of America; Richard Roberts, Professional Examination Service:

*The Emotional Kitchen: Development of a Novel Approach to Measuring Emotional Abilities of Kitchen Leaders*

Preparing food in kitchens, bakeries, or restaurants is in an emotionally laden, complex event, likely to require the management of emotions, in addition to high levels of work ethic and interpersonal skills. Despite its importance in the food preparation industry, few studies have examined the importance of emotional abilities to the management of the dynamic environment of the professional kitchen. This paper details the first phase of a research program that investigates the role of emotions in kitchen management and leadership. We developed an emotional abilities measure beginning with interviews with executive chefs and restaurateurs in New York, Philadelphia and San Francisco. These interviews revealed interesting stories of emotions in the kitchen, some of which will be detailed in the paper. Interview data were used to generate a list of situational judgment tasks used to measure emotional intelligence. Three panels of chef instructors at the Culinary Institute of America (CIA) and area chefs evaluated the items, which were then combined into a new measure. The measure was tested in two pilot studies in which 301 CIA chef students completed a questionnaire including emotional abilities, personality, and coping with stress. Initial findings from the pilot studies will be discussed, along with their implications for kitchen practice.

**ROUNDTABLE: Ethnic Groceries: Commerce, Community, and Culinary Tourism**

**Organizer:** Lucy Long, Center for Food and Culture

**Participants:**

Farha Ternikar, Le Moyne College

Lucy Long, Center for Food and Culture

Rachelle H. Saltzman, Oregon Folklife Network  
Charles Baker-Clark, Grand Valley State University  
Amy Reddinger, University of Wisconsin Colleges

This panel will look at ethnic markets as public sites that allow for negotiations of group and individual identity and for the construction and sustainability of a variety of communities along with the more obvious functions of providing venues for procuring food as well as economic opportunities through the producing and selling of that food. They also have become featured in culinary tourism. As such, they provide an ideal subject for scholars to explore ways in which commodification of food (and even capitalism) is channeled into meaningful cultural and social “projects,” particularly within groups that exist within a larger, more dominant culture. Roundtable members will briefly discuss their own research in these areas and will address the complexities and questions they have identified in that research. Audience members will be asked to share other examples of such research as well as suggestions for frameworks, theories, methodologies, and further areas of inquiry. Chair Lucy Long will provide an overview of the subject and will present preliminary findings from her work on ethnic grocery stores in the urban Midwest. Farha Ternikar will discuss Arab and Pakistani groceries in a city in New York state. Riki Saltzman will present on culinary tourism of ethnic groceries in Iowa, and Charles Baker-Clark will discuss an open-air market in Montenegro that is an ideal site for culinary tourism. Amy Reddinger will explore the role of race and gender in producing and procuring food in public places, and how those identities may require adaptations at those sites.

Lucy Long, Center for Food and Culture:

*Gastrodiplomacy: Definitions, Examples, and Strategies From a Food Studies Perspective (Soda Bread in Northern Ireland)*

This paper discusses the concept of gastrodiplomacy, a field emerging within international diplomacy for sharing cultural heritage, creating understanding of other cultures, and developing strategies for dealing with differences and conflicts with the goal of resolving political conflicts and creating peaceful relations between groups. A variety of definitions for the field are in use, some of which are more relevant to food studies scholars than others. Also, individuals and organizations from a variety of arenas of public life are involved in such projects. An initial overview of the range of projects will be presented. This paper presents an overview of definitions, examples, and strategies being used in gastrodiplomacy, exploring what food studies scholars can contribute to the discussion. It defines a food studies perspective as one that understands food as a cultural, social, and personal construction and attends to food, not only as a medium for achieving other ends, but as a subject worthy of study in itself. Using soda bread in Northern Ireland as illustration, the paper addresses some of the complexities in using food for diplomatic purposes, particularly the nature of food as a symbol to carry multiple meanings, many of which are “hidden” or implicit and not intentionally expressed. The concept of “coded communication” offers one framework for analyzing and using food for diplomacy.

Cassandra Malis, Chatham University:

*The Uncertain Future of American Bison*

Bison have an immense cultural and environmental history in this country, but today they are mainly utilized to serve a specialized market of high-class, health-conscious Americans. Bison meat is an incredibly nutritious protein, having more protein and less fat than grass-fed beef, skinless boneless chicken, and salmon. However, the production of bison meat is currently at a crossroads. The animal can either be mass produced with the intent of making this nutritious product more available to low-income households, consequently destroying the genetic integrity of the animal and diluting the nutritious content of the meat. Or, conservationists argue to preserve the animal for its genetics by not promoting a mass market for the meat. However, because most bison exist in ranches, eliminating the market for the meat risks the extinction of the animal. In this paper, I suggest a third option, proposing that the way to preserve and utilize the bison is by creating a new and culturally important market for the meat: Native American communities. Bringing the animal back to Native American communities will preserve the genetic integrity and nutritional quality of the meat, while reuniting the cultural importance of the animal in Native American religion, culture, and cuisine.

Stacia Martelli Turner, SUNY:

*North American local food policy councils as human rights recourse mechanisms*  
Food policy councils (FPC) provide fora for diverse public and private actors living and working within a community or region to cooperate in improving the socio-economic health and well-being of residents and environments within an associated food system. FPC objectives include: information sharing, solution-oriented meetings that address conditions in a community's food system, coordinated advocacy that leverages traditionally-marginalised voices and experience, programme development partnerships across the food chain, participatory research, and analysis. We ask: to what extent can and do FPCs embrace human rights based approaches? Do they centralise the participation and voices of most marginalised groups, especially in the United States, without the commitment and understanding stemming from the ratification of the ICESCR? Can and do FPCs operate as recourse mechanisms that invite persons who experience food and nutrition violations (as rights holders) to: (a) document their experience; (b) petition for investigations into their situation (demand accountability of duty bearers); and (c) participate in the development of solutions to violations of their right to food and nutrition? Research methods include literature searches, identification of five well-established FPCs in the North American northeast (US and Canada), review of charters and by-laws, review of FPC web pages, and key-informant interviews with FPC board members and leaders of public and private community actors engaged in the food system.

## **WORKSHOP: Designing Tools and Systems for New Food Cultures**

**Organizer:** Sonia Massari, ISIA Design School

### **Participants:**

Stefani Bardin, New School

Charlotte Biltekoff, UC Davis

Sonia Massari, ISIA Design School

Food experiences, eating patterns and person-food relationships, respond to a complex system of situational factors and choices which individuals must make, and are grounded in logical considerations that are neither tangible nor easily understood (let us take a look

at workday eating habits, with food cooked in the microwave and compare it with the weekend, when time and resources are devoted to preparing elaborate dishes and/or cooking them following recipes). A number of different artefacts (material, physical, social, cognitive) may be considered each time people act in order to grow, even when seeking, selecting, eating or cooking food. These modes of mediation are influenced by others and are the result and the motor of human cognitive processes. Designing tools, Food Systems, Food Cultures, means taking into account both the users and context in which they live, as well their values.

Sonia Massari, Gustolab Institute:

*People centered approach: the “metabolic food design”*

Using an approach such as “Human Value Centered Design” (or “People Centered Design”) is a step forward in the evolution process of the “conventional food design discipline”. Design should not be concerned about what and how to build (to think in order to build) but to build to be able to think (to build in order to think) and to gain knowledge. Case studies: courses at ISIA Design School. They involve different stakeholders such as researchers, employees, producers, policy makers, consumers (end-users) in the design learning and teaching processes, and they promote the exchange of competencies and knowledge between professionals, designers and educators.

Sarah Hultine Massengale, University of Missouri Extension:

*Non-timber Forest Products in the United States: A Review of the Literature*

Non-timber forest products (NTFP) are an emerging opportunity for both rural development and sustainable foodsheds. This paper will review the literature on non-timber forest products and sustainability in the U.S. to identify key issues related to the harvest, marketing and consumption of non-timber forest products. As demand for products and the number of NTFP harvesters increase, understanding the potential implications for rural economic development, sustainable foodsheds and forest management will be critical. This paper will focus on U.S. public lands and explore a potential model for integrating rural economic development goals with forest management and the concepts of food sovereignty, terroir and localism.

Anne McBride, New York University:

*Who’s The Best? Ranking Restaurants, Defining Chefs*

Receiving three stars from the venerated Michelin Guide has long signified the ultimate achievement for many a chef. It has measured results on reservations, as gourmet diners seek them out. Cooks around the world also look to three-star-restaurants for their training and resume building. But the model remains western, and is often accused of biases toward disciples of French cuisine of a somewhat classic nature. This has changed in recent years, in no small part from the push given to the Michelin categorization by the S. Pellegrino’s World’s 50 Best Restaurants list. Many of the top ranked restaurants on that list have only one Michelin star, if any, yet are equally sought after by diners and peers and heralded as bastions of innovation and creativity in the media. While Michelin ranks restaurants within countries—even though some are amalgamated into regional guides—the 50 Best List offers a more international categorization, where a restaurant in Denmark is compared to one in Brazil, Spain, or Singapore. The ranking is also created

by journalists, chefs, and international culinary experts rather than by anonymous inspectors. Some chefs have expressly shaped their dining style to appeal to the 50 Best perceived criteria (just as many have done to obtain three Michelin stars). This paper examines the evolution of ranking the world's best restaurants to interrogate the ways in which chefs in turn congregate into an international, elite brotherhood, and how this status-related categorization contributes to defining what constitutes a 21st century chef.

Ashley McCarthy, Tufts University; Abigail Steiner, Tufts University:

*Do State Farm to School Related Laws Increase Participation in Farm to School Programs?*

**BACKGROUND:** Farm to School (FTS) programs connect schools to local food producers and provide nutrition education to students. This study examines whether school districts in states with formal FTS related laws have higher participation rates and a greater frequency of serving local foods in school meals than districts in states without FTS related laws. **METHODS:** The USDA Farm to School Census, a cross-sectional analysis of United States school districts, was used to assess the influence of state laws. Logistic regression examined the impact of state laws on participation in FTS programs (n=9,042) and multinomial logistic regression examined the impact of state laws on frequency of serving local foods in school meals in districts participating in FTS (n=2,817). The models controlled for school size, type of locale, free and reduced price meal eligibility, race, and region. **RESULTS:** When controlling for demographic and geographic variables, districts in states with FTS laws were significantly more likely to have FTS programs than districts in states without FTS laws (OR=1.14; 95% CI 1.03-1.26; p-value <0.05). Districts in states with laws were more likely to be in the low frequency category than zero frequency (RRR=1.68; 95% CI 1.07-2.59; p-value <0.05). This was also true for both the medium frequency category (RRR=1.78; 95% CI 1.06-2.98; p-value <0.05) and the high frequency category (RRR=1.83; 95% CI 1.01-3.31; p-value <0.05). **CONCLUSION:** The presence of FTS related laws was associated with an increased likelihood of having FTS programs and with serving local foods at higher frequencies in school meal programs.

Rory McCarthy, University of Pittsburgh:

*You Aren't What You Eat: Curry, Cultural Identity and the Construction of the Multicultural Other*

Woolgoolga, NSW, Australia is home to one of the world's largest rural Sikh populations outside of India. Described as a "Surf and Sikh" coastal village by the tourism guide Lonely Planet, many in Woolgoolga are aware that this large Sikh population sets the town apart from the other seaside villages that make up the Coffs Coast region of northern New South Wales. Woolgoolga's Curry Fest, now in its tenth year, is an annual day-long Indian food and music festival created to celebrate the town's unique multiethnic, multicultural character. It is at its heart a celebration of a widening definition of multiculturalism in 21st century Australia, a deliberate attempt at enacting such a policy on the ground. Here, however, there is also the collapsing of food and identity for a transnational minority. This is a process that everyone involved in the festival is participating in, though few even are aware it is happening. Based on ethnographic research carried out in Woolgoolga in 2011, this paper analyzes the ways in which the

presence of a visible Sikh community is utilized by the town of Woolgoolga to promote itself as a unique, family friendly tourist destination. This paper also highlights the way that food symbolically and literally stands in for identity, and illustrates how a hidden divide between Indian and non-Indian in Woolgoolga is reinforced by the production and consumption of Curry.

Melissa McGovern, Le Moyne College:

*Exploring Taste Preferences in Middle Class College Students*

This paper seeks to understand the formation of taste and whether our taste changes or remains the same throughout our life. I am specifically interested in the time young adults are in college - does their food choice change from when they lived home or stay the same? Pierre Bourdieu (1984) states in his famous text, *Distinction*, that there are two forms of taste: one that is developed from capitalism and the drive to achieve a higher status, and another that is unconsciously influenced by our social upbringing. Josee Johnston and Shyon Baumann (2010) also claim that status is shaped by capital in their recent work, *Foodies*. Using Bourdieu's theoretical framework I will be arguing that both of these forms of taste, the drive for status and social upbringing, create the college student cuisine, bridging the gap between childhood cuisine and independent, adult cuisine. This project is largely qualitative and will include a content analysis of recipes aimed at college students in magazines and on blogs.

Julia McGuire, University of Maine:

*The Anthropocene: the hierarchy of human energy appropriation*

Throughout history, humans have learned to appropriate more energy through unprecedented technological advances. No other species has had as profound an effect on the earth and as a result some authors suggest that we have entered a new era, the Anthropocene. The appropriation of energy plays a key role in humans' global impact. The role of agriculture on human appropriation of greater energy over time has fundamentally transformed the distribution of power in society and increased the domination of the world's resources. In stating that all humans make up this new global geophysical force, the Anthropocene, it is an assumption that everyone has equal impact on society and the environment. I suggest that in due to the unequal distribution we have entered the Anthropocene, or the age of the powerful people. It is an era where the few humans that consume the most energy have the most power. These extreme energy consumers are the force that has moved the earth into a period of unprecedented global change. To illustrate this relationship, I focus on major agricultural advances over three human eras and discuss the critical role of staple foods in shaping human energy consumption hierarchies. The more energy an individual or a group is able to appropriate, the more likely it is to dominate others and become a leader of change. The rate of human-induced change has increased since the domestication of plants and animals, but only recently has humanity had such extensive reach.

Alex McIntosh, Brittany Rico, Christine McCown, Lisako McKyer, Texas A&M University; Judy Warren, Texas A&M Agrilife Extension Service; Alexandra Evans, Univ of Texas Health Science Center:

*The Relationship between Home Gardening and the Availability of Fruits and Vegetables at Home*

Few studies have examined the influence that producing fruits and vegetables in home gardens on the availability of fruits and vegetables in the home for consumption. More particularly, little is known about home gardening with children and the degree to which this influences availability. Using data from parent, the degree to which children were involved with planning a home garden and a garden was planted, weeded or watered and the garden produced fruits or vegetables. The availability of fruits and vegetables in the household was measured with questions regarding presence of fruit juice, fresh vegetables, vegetable juice, etc. during the last week. Data were drawn from over 300 parents in four small to large cities in Texas. A moderate-sized relationship was found between the measures of gardening activity and the availability of fruits and vegetables. The data come from the Texas Grow, Eat, Go Project funded by the U.S. Department of Agriculture.

Devon McKain, Lebanon Valley College; Kayla McKain, Lebanon Valley College

*The Whole Grain and Nothing but the Grain*

There are three main purposes of this research. The first is to identify that students' behaviors can be influenced through an intervention. The second goal is to determine that students' can consciously choose to alter their food choices based on the education they are provided with in the cafeteria through interventions. Finally, the third objective is to determine what intervention is the most successful from participants' viewpoints. Overall, the purpose of this food research is to increase the knowledge of whole grains among the student population on Lebanon Valley College's campus. To date, although baseline data has displayed that students are unaware of whole grain sources students also expressed a desire for additional whole grain options in the cafeteria. Quantitative research will be utilized to measure the dependent variable: whole grain consumption. Three main interventions will be employed including a new whole-wheat logo displayed on all whole grain options in the cafeteria, an Instagram account, and a Food of the Week program (FOTW) that will focus solely on whole grains. We hypothesize that interventions in a cafeteria setting can have a positive impact on students' whole grain consumption.

**ROUNDTABLE: Fermentation in Pedagogy**

**Organizers:** Jeff Miller and Netta Davis

**Participants:**

Netta Davis, Boston University

Jeffrey Miller, Colorado State University

Lori Diefenbacher, Chatham University

Meredith Grelli, Wigle Whiskey

Sally Frey, Chatham University, Art Institute Culinary

Fermentation Science offers a unique way to teach many of the topical areas covered in Food Studies programs and courses. As one of the oldest methods of food processing and preservation, fermentation offers multiple perspectives for examining food habits, food choice, etc. Fermentation is one of the hottest food topics in the food press today as well as being a topic for numerous public courses and workshops. Many colleges and

universities are adding coursework and majors in fermentation as a result of public interest in areas ranging from health & nutrition to craft brewing. This panel will describe current efforts in this area as well as elicit input from attendees to improve practice in this area.

Diana Mincyte, CUNY-NYC College of Technology; Karin Dobernig, Institute for Ecological Economics:

*Urban Farming in the North American Metropolis: Rethinking Work and Distance in Alternative Agro-Food Networks*

This article examines the role of manual work in bridging the distance between production and consumption in alternative agro-food networks. Scholars and public commentators often draw on Marxian theories of alienation to suggest that manual work constitutes a key strategy for reconnecting production and consumption, and overcoming the ecological rift between natural processes and modern, agro-industrial production. Using urban farming as an empirical case, this article complicates the picture of unalienated, decommodified labor and points to the continuous negotiations between experiences of re-embedding in the community and the environment, and the on-going commodification of the farming experience. We argue that urban farms function as sites of “experiential production” where farm managers stage work experiences for the volunteers and where visitors build new social networks, reconnect to nature, and accrue social and cultural capital in the context of a global economy that offers limited work opportunities for the generation of highly educated college graduates. Relying on ethnographic fieldwork and 37 open-ended interviews with urban farmers and volunteers in New York City as well as the examination of online and print materials, our analysis highlights the contradictory ways in which manual work in alternative agro-food networks indeed counters alienation, while also reproducing consumer society institutions and reinforcing the core values defining neoliberalism such as productivity and self-improvement.

Laura-Anne Minkoff-Zern, Syracuse University

*Race, Culture and the Agrarian Question: Latino Immigrant Farmers in the United States*

Agrarian questions, including those of land, labor and capital, are continually important for those who wish to understand the future of agriculture as a food producing practice and social livelihood. As white farmers in the United States retire en masse, the racial and the ethnic composition of U.S. farmers is shifting towards a larger population of immigrants. Yet this population of new farmers, who bring specific technologies and expertise across borders, is poorly understood. This paper draws on ethnographic research conducted in California and Maryland, where a significant population of Latino farmworkers and other first generation immigrants to the U.S. aspire to be small-scale farmers. I argue that these immigrant farmers are pushing the racial and ethnic boundaries of U.S. farming and in doing so, creating new agrarian questions concerning labor, race, and migration. The farmers included in this study, and their rationale for farming despite such great challenges, cannot be easily understood through a traditional Marxian lens. This article provides an alternate explanation of these food and farming practices, as a result of immigrants’ struggle to redefine their sense of self and home in a new country.

These workers turned farmers are motivated to return to farming based on a deep cultural connection to the land, as they search for a sense of belonging in a foreign place.

Sarah Misyak, Virginia Tech; Meredith Ledlie Johnson, Austin Brooks, Virginia Cooperative Extension's Family Nutrition Program; Maureen McGonagle, Virginia Department of Health; Elena Serrano, Virginia Tech:

*Farmers Market SNAP Challenge: Community Engagement in SNAP Incentive Programs to Increase Food Access*

Supplemental Nutrition Assistance Program (SNAP) Challenges encourage individuals to live on the average SNAP allotment to cover all food costs, about \$32 per week. The purpose of this exercise is to help illustrate the difficulty some SNAP participants experience when feeding themselves and their family a healthy diet on a very limited budget. It also helps build empathy. In a unique twist on this concept, Virginia Cooperative Extension's Family Nutrition Program (responsible for delivering SNAP-Ed and the Expanded Food and Nutrition Education Program in Virginia) partnered with the Blacksburg Farmers Market, adjacent to the Virginia Tech campus, to pilot a Farmers Market SNAP Challenge to illustrate the value of the growing number of matching incentive programs at farmers markets around the country in which farmers markets match the amount of benefits SNAP participants spend, usually up to \$10-\$20, effectively doubling the amount of money SNAP participants have to spend on food. Outreach for participation in the Challenge was widespread -- faculty and students in the College of Agriculture and Life Sciences, graduate students from across the university, members of community organizations and farmers market shoppers were encouraged to participate. The underlying goal of the pilot was to test the feasibility of using a Farmers Market SNAP Challenge as fundraiser for SNAP matching incentive programs, which are usually either grant or community-funded. For this paper presentation, tips will be given on organizing, operating and evaluating the effectiveness of the use of a Farmers Market SNAP Challenge, and lessons learned from the pilot will also be discussed.

Paul A Morgan, West Chester University:

*The Holy Earth in the Century of Climate Change*

As we reflect on Liberty Hyde Bailey and the centennial of *The Holy Earth*, what stands out is their enduring obscurity. Today there are but a handful of scholars and admirers who keep Bailey's legacy alive, while *The Holy Earth* has still failed to generate much more than footnotes for neo-agrarians and for Aldo Leopold's land ethic. It is tempting to assert the relevance of a 1915 era book featuring phrases such as "mothership of the earth" and "permanent agriculture", but if *The Holy Earth* failed to thrive in the 20th century, what possible relevance could it have for the 21st? In this paper I argue that *The Holy Earth* will find greater relevance and a wider audience only if the challenges of climate change and peak oil become so severe as to compel the industrial world to begin reinhabiting the land. Under such a scenario – which is increasingly likely – *The Holy Earth* could emerge as a foundational work. It would be seen as a succinct and prophetic statement of how we arrived at our predicament and how we can take a "new hold." Indeed, Bailey envisioned what, in retrospect, was the road not yet taken. It is a road that is still open, but its fate is to be avoided until necessity dictates otherwise. Only

then will *The Holy Earth's* prophetic and spiritual tone, so off-putting to some, find resonance with a humbled population.

Erica Morrell, University of Michigan:

*Transforming Knowledge, Power and Inclusion: Civic Epistemology and the (Re)Localization of Food Policy*

At the national level, values of safety, quantity and efficiency tend to drive food policymaking, scientific and technological experts are considered most relevant to decisions around food, and quantitative data is frequently privileged as the acceptable basis of evidence for determining food policy. Dissatisfied with these arrangements, actors across the country are engaging in efforts to (re)claim food governance at the local level. I explore this phenomenon via a comparison of Detroit and Cleveland. I suggest that (re)localization efforts are successfully transforming logics of food governance, including making space for new values, actors and forms of knowledge and expertise to be considered most relevant to food policy. However, I show that these transformations are not uniform across place. In Detroit, for example, values of justice tend to drive food policy, community members are considered most relevant, and historical, experiential and cultural knowledge are frequently privileged in decision-making. Meanwhile, in Cleveland, values around development often motivate food policy, stakeholders are most involved in decision-making, and professional knowledge is frequently privileged in determining food policy and programs. I argue that political culture and civic epistemologies thus differ at the national and local level with critical implications for engagement and equity in policymaking and for food, itself, including how it is managed, produced and consumed. This discussion helps clarify the nature of contemporary local food efforts and offers important insights into how and why actors and perspectives marginalized in federal policymaking may find greater influence locally (or not).

Phil Mount, Wilfrid Laurier University:

*Naming the 'Public' in Sustainable Food Systems*

In the 21st century, the simultaneous triumphs and failures of the neoliberal project have produced food riots and food sovereignty; land grabbing and land redistribution; concentration of wealth and the Occupy movement; the privatization of public services and the devolution of state powers; the celebration of the individual and the resurgence of community. The discussion about sustainable development reflects these incongruities in a discourse that allows shared words to describe pathways and goals that are fundamentally incompatible. Nowhere is this clearer than in divergent interpretations of the role of the state that reflect a fundamental disconnect over the nature of the 'public': how to identify public needs, spaces and resources; how they are best fulfilled, protected, distributed and preserved for sustained social benefit; and who should make those decisions. Regional-level discussions over the transition to sustainable food systems engage this debate, in a context where these decisions—and their ecological, economic and social outcomes—are tangible. The ability to effect change and in some way have a positive impact in the community is also tangible. Discussions at this level are less abstract, often identifying specific communities, problems and personal experiences. This changes the nature of the discourse around what is 'public'. This paper investigates the extent to which the process of envisioning sustainable food systems can prompt open

discussion and reassessment of public needs, spaces, resources, and benefits, including pollinator habitat; preservation of farmland; access to food; viable farm incomes; and utilization and privatization of public spaces and resources.

Jessica Mudry, Ryerson University:

*Not Fit for Public Consumption: The Dangerous Policy of Calorie Labeling*

In November of 2014, the US Food and Drug Administration announced rules requiring theatres, large chain restaurants and pizza joints to publish calorie counts on their menus. The impetus behind this was an assertion that America's obesity epidemic would, somehow, be dampened by showing eaters how many calories are in foods. The logic would follow that eaters would then choose lower calorie options from menus. Underlying this logic is the fallacious assumption that the public is data deficient and if they have more food information: calories, sodium, and trans-fats - they will change their eating habits for the "better." In this paper I argue that not only are these policies doomed to fail, but that these policies encourage a commonsense of food that is reductive and antiquated and marginalizing and may, ultimately, result in the end of public dining. Policies such as this assume that people go to restaurants to eat. This may be true in some cases, but what a policy like menu-labelling ignores are the facts that restaurants are much more than feeding stations, and people are more than eating machines. We eat in public places for convenience, for taste and, often, because we want to be among others. Policies that lay bare both the food's energetic value, and (potentially) the intentions of the eater who orders it, create a space for qualitative assessments of the diner and their dinner. This paper considers the policy as a justification of public "calorie-shaming," and the potential legal and moral implications of "dining while obese."

Deirdre Murphy, Culinary Institute of America:

*Sugar Bush: Maple syrup and the Solitude of labor in the Industrial Age*

By the mid-nineteenth century, maple syrup was a popular sweetener in the United States. Prior to the Civil War, it was doubly seductive, offering not only the promise of a rich sweetness, but also a virtuous one. For Quaker advocates of "Free Produce," and for other abolitionists, maple syrup was free from the taint of slavery associated with Caribbean cane sugar. This, by contrast, was a definitively "American" sweetener. It was made at "home" when maple trees were tapped by independent farming families whose solitary labor in the "sugar bush" (stand of maple trees) tied them to the land and to their agrarian communities in the Northeast. When visions of syrup making entered the national imagination, they carried images of a small-producer class whose independent labor formed the foundation of American national identity. The sensory fantasy of "aleness" out in the forest in the sugar bush was beguiling and alluring, and it remained so up through the turn of the century. In the rapidly industrializing economy of the late nineteenth century, the marketing of maple syrup, traded on the sensory experience of aleness in nature and distant from urbanizing society. Abiding as a classic component of a distinctly "American" diet, it maintained, suspended within its amber depths, the idealized and then-nostalgic vision of the independent citizen-laborer toiling away in order to bring forth sweetness from a woodsy, isolated idyll. Away from the harsh grind of machines, its presence on the table signaled, we could still taste the sweet life—from a log cabin in the woods.

Justin Sean Myers, Marist College; Christine C. Caruso, Hostos Community College/CUNY:

*Towards a Public Food Infrastructure: Alternative Strategies for Closing the Grocery Store Gap*

A food desert trope has emerged that conflates poverty, diet-related disease, and lack of access to grocery stores and supermarkets. Many initiatives have emerged to combat this food gap. Yet, none have had as much municipal, state, and federal support, discursively and monetarily, as public subsidies for grocery store construction. Based on our experiences and food justice work in two underserved communities, Queensbridge, Queens and East New York, Brooklyn, we not only question the merits of this policy intervention but also want to raise the issue of alternative models for addressing the grocery store gap, most notably state run commissaries on military bases and state run alcohol stores. In both Queensbridge and East New York grocery stores are few and far between and the grocery stores that are there are well known for selling produce whose quality and affordability is questionable. Private grocery stores have therefore failed these communities in their absence as well as their presence, denying residents of their right to food. Given this failure, we contend that it is the obligation of the state to step in and ensure people can realize this right through the creation of a public food infrastructure. We put forth a case that the anti-hunger, community food security, public health, and food justice movements should support the role of the state as a food retailer through the potential expansion of state operated military commissaries to the civilian population and state operated alcohol stores to grocery retailing.

Alicia Nelson, Boston University:

*Reclaiming the Land (and Sea): Marketing the Terroir of New England*

As far as the United States goes, the region with the most historical culinary history is arguably New England. It is precisely because of this national emotional connection to the history of New England foods and cuisines that we can explore defining, and marketing, the terroir of the region. It is necessary to understand concepts of regionality, terroir, and culinary tourism in terms of marketing the culture and cuisine of New England, both to exploit the history of traditional foods (such as Maine lobster and Vermont maple syrup), but also to allow for innovation in the region in terms of new foods and foodways that are tied to the historical or cultural character of the region (hard cider and cheese). Although culinary tourism is not a foreign concept to New England, or more specifically to certain places in New England, this discussion seeks to look at using the concept of terroir to further expand and develop tourism potential through place-based marketing of the region and sub-regions of New England.

Helena Nichols, Chatham University:

*Soybeans and Safety Pins: Vegetarianism in Punk Rock Culture*

Punk rock has been around since the 1970s. It is a musical genre where politics and ethics drive not only the music, but also the everyday lives of its participants. Punk rock spawned from the ashes of the hippie counterculture movement, and as such, shares many of that movement's ideals. This paper studies the variety of reasons that vegetarianism and veganism became so popular within the different factions of the punk rock movement. It will discuss how punk simultaneously dismisses American consumerist

culture while it advances environmental issues as they relate to food production and consumption. As a subset of punk, the Straight Edge movement seems to best exhibit the connection between these two lifestyles. As defined by musician Ian MacKay, Straight Edge promotes a clean life and stresses that its participants abstain from drugs and loose sex, while it endorses either a vegan or vegetarian lifestyle. Many punk songs of this genre contain lyrics that express these ideals to listeners, including ones that stress environmental and culinary habits. Since the beginning of the 21st century, a plethora of vegan and vegetarian cookbooks with punk themes have popped up all over the Internet. Even though the heyday of punk rock may be over, it is clear that the lasting impact of its culture is still present even today.

Helena Nichols, Chatham University:

*Sweet and Sour: A Look at Modern Organic and Conventional Sugar Production*  
The sugar industry isn't refined, by any means. "Sweet and Sour" will focus on two main sugar producers in the United States of America, Domino and Florida Crystal, who respectively produce conventional and organic sugar. The paper will provide a history of sugar production in the Dominican Republic and its importation to the United States. Labor practices—especially those that promote child workers and undocumented employees—will be analyzed in regard to both processes. Additionally, the essay will identify how these two companies actively brand their products and how such classification may not always indicate the most truthful marketing strategies. Finally, it will discuss consumers' concepts of what "organic" means and how these sugar companies help to redefine and refashion that term in relation to their products.

Kim Niewolny, Phil D'Adamo-Damery, Rebecca Landis; Virginia Tech:

*Narratives of community food work in Central Appalachia: A generative process of networking and storytelling*  
Funded by an AFRI-NIFA grant in 2011, the Appalachian Foodshed Project (AFP) aims to address the complexity and promise of community food security in western North Carolina, southwest Virginia, and all of West Virginia. A key component of the AFP is to build upon community assets to foster and sustain organizational capacity and networking opportunities locally and across the three-state region. This work includes learning from and building relationships with a diversity of stakeholders related to community and economic development; health and nutrition; environmental advocacy; social justice; and agricultural productivity, processing, and distribution. The hopefulness of this effort lies in the creation of a common agenda that adheres to the values of the individuals and organizations making positive changes across the food system in our Appalachian communities. Informed by multiple layers of the project, this common agenda is foundational in creating a multi-state strategy, as a "roadmap," for a more equitable food system in the region. In this presentation, we make the case for creating and sharing stories of regional activists and practitioners to help draft this roadmap through a generative process. Drawing upon narrative inquiry, the AFP is crafting "practitioner profiles" as stories of community food work that come from the actors themselves who are eager to weave their stories together locally and regionally. This includes (co)creating opportunities to publically share instances of stories and their

reflective meanings. We outline the framework, process, and products of this narrative-building work of the AFP.

Sheere Ng, Boston University

*Outsourcing Gastro-Nationalism: The Insiders and Outsiders of the Singapore Community*

Each year, the Singapore consulate in New York organizes a national day dinner party for Singaporeans based in the city. In 2014, this party featured Singaporean hawker fare and foreign consumer products. On the surface, this contradicted the consulate's goal to foster a sense of local identity among its citizens, but the Singapore state imagines a nation inclusive of 'outsiders'—global professional elites and transnational corporations—to stay competitive in the global economy. On one hand, the state utilized its citizens' shared memories of hawker food to inspire a sense of nationhood, but on the other hand, it used the foreign products to usher in a new Singapore identity based on transnational citizenships. But constructing this dual nationalism turned out to be complicated. Without a Singapore restaurant in Manhattan, the consulate turned to non-Singaporean restaurants to prepare its local hawker fare—a fact it obscured, essentially fetishizing the food production to create an illusionary national cuisine (Appadurai 1990). Even though the restaurants were outsiders like the openly displayed foreign consumer products, their different levels of visibility illuminates the state's differing views of 'outsiderness' based on class. By outsourcing the production of an essentialized national cuisine, the consulate also exacerbated the distinctions amongst the 'insider' citizens of this multiracial country.

Atenchong Talleh Nkobou, Stefanie Lemke, Maria Daniela Núñez Burbano de Lara, University of Hohenheim:

*The impact of large scale land acquisition on the right to adequate food of small-scale farmers in Lipokela, Tanzania*

Extraction of natural resources without the prior consent of communities, and unrealisable promises of benevolence made by private investors warrant a human rights based analysis of large-scale land acquisition and agricultural investments. In light of the opportunities and challenges that such investments pose in Sub-Saharan Africa, this study applies a human rights based approach that is integrated with the sustainable livelihoods approach as the guiding frameworks for this research. The aim is to explore the human rights implications of large-scale land acquisition, specifically the impact on the right to adequate food and livelihoods of small-scale farmers. Research was carried out in collaboration with a national network of small scale farmer groups in Ruvuma, Tanzania in 2014, conducting household interviews, focus group discussions and observations. In addition, letters, eviction notices, and minutes of community meetings were analysed and a literature review was conducted. Ongoing research will identify vulnerabilities and opportunities as a result of agricultural investments in the area observed, and will reveal the variability of livelihood assets and livelihood outcomes for smallholder farmers at the household and community level. This will also provide an enhanced understanding of the extent to which smallholders' awareness of their rights could help affected local communities to reduce their risks and vulnerabilities.

Jennifer Obadia, Health Care Without Harm:

*Utilization of Community Benefits to Improve Healthy Food Access in Massachusetts*

A review was conducted of the ways that Massachusetts hospitals use their community benefit resources to improve healthy food access. Passage of the Affordable Care Act created changes to the requirements hospitals must meet to receive tax-exemption. These changes place and emphasis on community-based health improvement strategies such as healthy food access. Methods: All fiscal year (FY) 2013 community benefit reports were reviewed for relevant activities. Eleven hospitals were then selected for interviews and review of their community health needs assessments (CHNAs). These strategies provided an understanding of the data collection process and program activities. Lastly, hospital program evaluation tools were reviewed to determine how programs were assessed. Findings: All interview hospitals identified diet-related disease as a primary health challenge; however there was limited assessment of the community food environment that influences diet. State-wide 80 nutrition and healthy food access activities were reported in FY 2013, including direct food access strategies, education programs, policy and systems oriented activities, diet and exercise interventions, and grant making activities. Evaluation of these programs was largely focused on operational measures such as the number of people served or amount of food provided. Recommendations: It is recommended that hospitals incorporate a more robust evaluation of the community food environment into their CHNAs, which can help them develop more targeted programming to improve diet and prevent diet-related disease. The following program areas are recommended because of their potential for widespread impact: (1) food security screenings, (2) support for healthy retail outlets, and (3) healthy eating incentives.

Katherine O'Hara, Lebanon Valley College:

*Economies of Scale*

Fish plays a crucial role in global food security. With some 58.3 million people engaged in the primary sector of capture fisheries, accounting for the livelihoods of about 10-12 percent of the world's population, it is imperative to maintain the viability of this sector. Previous studies have sought to address problematic areas of the industry, including issues with the ecosystem, trade, and fish regulations. This overwhelming economic focus seems to overlook the main component to the success or failure of this industry—humans. This paper will conduct a biopolitical analysis of the human cost associated with the global fish industry. In particular, this paper will show how the global demand for fish promotes unsustainable, and in some cases, illegal practices that harm both the global community and the individual. Beyond invoking biopolitics to undertake a merely negative analysis of these practices, this paper ventures to employ the biopolitical paradigm to comprehend the logic of this particular industry in the attempt to envision a positive future for global, economic communities and their most vulnerable and underrepresented members.

Chloe Qian, Michigan State University:

*Farm to School: Where Are Parents?*

The political significance of food is understudied given its critical role in our daily life. In this paper, I propose to explore the political meanings of food from a gendered perspective in the context of farm to school (FTS) programs in the U.S. FTS is often

conceptualized as a resistance to the capitalist agrifood system: by promoting locally grown fresh foods, FTS programs improve the overall health of school children, provide farmer with additional marketing opportunities, and benefit local community (Bagdonism Hinrichs and Schafft, 2009). However, because of its institutional approach, the majority of FTS literature to date has been focusing on school officials and local producers. Little is known about FTS's implications in the private/domestic sphere, even when the close connection between family food practices and healthy eating patterns has been acknowledged. To understand this underrepresentation of parental voices, I borrow from feminist scholarship on the public and private dichotomy. I argue, a commonsensical understanding of home as the private feminine space and should therefore be excluded from the public masculine realm provides one possible explanation. This public and private binary in turn reinforces previous studies on gendered food practices. I propose that future FTS studies should include parents' perspectives both to ensure the success of FTS programs, and to disentangle the public and private space dichotomy. It is also through such a process that the meaning of food politics could be redefined in the broad context of alternative agrifood movement towards the production of a sustainable food landscape.

Michaela Oldfield, Michigan State University:

*Civil Society and Changing Food Safety Governance in the FSMA*

This paper examines how the strategic actions of civil society during enactment and implementation of the Food Safety Modernization Act (FSMA) have restructured power relations in food safety governance in the United States. To do this, the paper will discuss regimes of private food safety regulation that developed in recent decades and the power structures that were evident preceding FSMA. Using interviews with key actors and secondary documents such as news stories and legislative testimony, it will analyze how actors' strategies concerning FSMA were shaped by these regimes and power structures, and to what extent civil society was able to resist or enroll others in pursuit of their interests. The paper will conclude with discussion of how the outcomes and implementation appear to be restructuring power relations in food safety governance and offer insights into the broader implications this may have for agrifood systems change.

Kristie O'Neill, University of Toronto:

*Meat, Morals, and Market Regulation: Seal and Veal*

In this paper, we examine the juncture where traditionally-harvested, free-run meat is reviled and factory farmed meat is ethical. Specifically, we examine how seal meat has become an object of disgust while veal is becoming an object of ethical eating. Seal meat was at the heart of a recent WTO dispute on public moral standards, although Canada's Inuit-produced seal meat was exempted from the ruling (WTO 2014). By looking historically, we see a complex picture of boundary making, where seal and veal consumption are tied to practices of belonging and exclusion, illustrating how meat that should be compatible with contemporary food trends is abhorred.

Jennifer Otten, University of Washington:

*Applying a Systems Framework to Local, Regional, and State Activities*

It is now widely recognized that our food systems are in need of redesign to better support our environment, health, economy, and future. However, less is known about how to redesign our food systems using an approach and methodologies that can account for and capture the full range of system interactions, adaptations, outcomes, and other features of this complex system. In Washington State, government agencies and foundations fund a range of activities and working groups aimed at improving local, regional, and state food systems. These include the Local Farms and Foods Roundtable, which focused on farmland preservation and market and distribution opportunities; King County Executive Dow Constantine's "Kitchen Cabinet", which extended the work of the Local Farms and Foods Roundtable and defined measurable actions for governments, businesses, and non-profits; the Washington State Food Systems Roundtable, which uses a systems approach to create a 25-year vision for the state food system; and the Puget Sound Regional Food Policy Council, which recently agreed to draft a policy and project plan to ensure an economically viable food system and equitable food access. Working separately and collaboratively, these entities assess local, regional, and state food systems; define data needs and availability; and, summarize their findings and recommendations across health, environment, economic, and social dimensions. Dr. Otten, an invited member serving on each of the above groups, will briefly describe the tasks of these groups, the innovative work they are doing, and how they are engaging each other.

Jennifer Packard, Boston University

*The Rise and Fall of Happy Hour*

Enjoying an alcoholic drink after a hard day of work has long been a common practice. However, the formalization of this practice as "happy hour" is as recent as the twentieth century. Bars and restaurants usurped this marketing term from usage in the United States military and combined it with the practice of "cocktail hour", which became fashionable in the 1930s despite prohibition. As demographics in the United States changed, along with new attitudes around alcohol, women, and families, happy hour surged in popularity until it peaked in the 1970s. As the world changed again in the 1980s, the United States adopted a more austere approach to alcohol, leading to the demise of happy hour in much of the country. This paper examines the changes throughout the twentieth century that drove the rise and fall of happy hour in the United States, and how the idea of happy hour became an important part of the American lexicon.

Jason Parker, Beth Holzman, Monica Petrella, Kathleen Liang, University of Vermont;  
Mary Peabody, UVM Extension;

*Contested Approaches to Improving the Quality of Labor Management Decisions  
for Small and Medium-Sized Farm Operators: Expert and Farmer Perceptions of  
Labor*

Labor is one of the prominent yet under-examined issues limiting farms from successfully scaling-up their production to supply regional markets. Small and midsize farm operators are faced with three emerging trends directly linked to farm labor issues. First, increasing demand for fresh and value-added foods with known qualities and histories pushes the limits of direct marketing potential. Second, small farm operators find it increasingly difficult to meet their income and family needs at current farm scales,

yet off-farm work is difficult to manage and redirects human resources away from the farm. Finally, advances in seasonal extension, availability of new crop varieties, changing weather patterns, increasing regulation and growing demand for value-added foods are increasing the total labor and skills necessary to operate farms. Using research findings from interviews with experts and farmers, we present data on the differing perspectives on labor and its relationship to household needs, farm structure, and market forces to understand how farmers can better anticipate the amount and type of labor needed to attain their goals. Household dynamics, or family life-cycle, such as the number of household members, ratio of workers to dependents, and the age of members, influence the needs of the household, shape the goals that farmers have for their farm, and provide the indicators that are key to aligning labor needs with the farm development stage. We discuss how we will use that information to develop decision-support tools to assist farmers in addressing their labor needs and attain appropriate farm and enterprise scales.

Mary Parr, Berea College:

*The Berea College Farm Store: Connecting the College Farm to the Local Community*

In 2013, the Berea College Agriculture and Natural Resources Program opened the Berea College Farm Store to sell a combination of food products produced on the college farm and products from local producers. The Berea College Farm produces grain, including wheat, barely oats corn and beans, diverse vegetables animal products including beef, pork, chickens and fish on 500 acres surrounding the campus. The Berea Community, located in eastern Kentucky has little access to locally grown and sustainably sourced food. Since opening, the Farm Store has helped bridge the gap between production of food on the college farm and availability to the community by accepting EBT cards and offering discounts to students. The farm store has also given the farm an outlet to market crops for food consumption that is outside the regular commodities market. The Farm store also provides training and educational opportunities to students who work in the farm store. Students work with staff to create food products for sale including baked goods and meat products as well as manage the day to day operations of the store. Students also help set prices and develop recipes. Challenges of relying on student labor include consistency of products due to short working shifts, and fewer open hours due to student schedule limitations. Long term goals of the farm store are to help increase the profitability of the College Farm and surrounding farms while improving community access to locally grown food.

Anouk Patel-Campillo, Penn State University:

*Moving Beyond Masculinist Models of Food Security to Intersectional Imaginations of Cornucopia*

This paper explores the connections between feminist and intersectional perspectives linked to the food sovereignty movement and post “development” imaginations of “el buen vivir”, and indigenous visions of “sumak kawsay” and “suma qamana”.

Paul E. Patton, Andrew W. Weiland, Ohio State University:

*Earliest Evidence for Plant Domestication in Eastern North America?*

Recent excavations at the Monday Creek Workshop site (33AT413) located in the mixed hardwood forests of the Appalachian Plateau of southeastern Ohio have yielded the

earliest evidence of domesticated marshelder, or any plant (intercept, 5045 BP; in Eastern North America. *Iva annua* L var. *macrocarpa*, the specimens recovered at Monday Creek Workshop, is an extinct domesticated subspecies of marshelder that indicates Eastern North America was an independent center for plant domestication since it is absent from archaeological contexts south of the Mississippi River Valley. The recovery of this specimen at such an early date along with other early dates for the domesticate throughout southeastern Ohio calls for a revision of the accepted model for domestication of marshelder and other pre-maize domesticates in the region, known collectively as the Eastern Agricultural Complex. We compare these new early findings with morphometric measurements and radiocarbon dates of marshelder from different regions of Eastern North America to produce a more comprehensive model of its domestication and transmission by human populations in prehistory.

Natallia Paulovich, The Graduate School for Social Research at the Institute of Philosophy and Sociology of the Polish Academy of Sciences:

*Woman in contemporary Georgia - family's breadwinner or housewife?*

Being aware of the role and the place occupied by the food and cooking in the Georgian society gradually I began to understand the importance of considering this aspect of life through the prism of the anthropology of food which I use in my PhD project on a par with feminist and sociological approaches. I am especially interested in woman's place in the preparation and consumption of food, her feelings and emotions which are inserted in this process and what it means for her to cook for her family and how she expresses herself through it. Through a set of questions I try to focus on the relationship between gender and food, through which, according to Carol M. Counihan, creativeness of women, manifesting itself during cooking provides control over what the family eats, and this in turn is the source of some kind of power and influence that woman has over family members. Here it is clearly apparent similarity to the work of Marcel Mauss "The Gift" who saw the source of power in giving. Role and importance of food which until the appearance on table is the realm of the creative work of women not only directly affects the body but also goes beyond the physical dimension being form of expression which acts as the main element involved in the formation of the identity of the Georgian women. This means that cooking is becoming one of the ways by which a woman has the power in the family.

Terri Lynn Paulson University of Saskatchewan

*Experience of Food (In)security of Collective Kitchen Participants in a Changing Food Environment*

The literature contains few examples examining how the opening of a grocery store in a food desert affects the experience of food security of those living in that food environment. Station 20 West (S20W) is a community enterprise centre that opened in Fall 2012 in Saskatoon's inner city, significantly changing the foodscape of a former food desert. S20W includes the Good Food Junction grocery store (GFJ), community kitchen space, a café, community meeting space, and community organization, health region and university offices. This project investigates the experience of food security for participants in a collective kitchen (CK) at S20W. Using semi-participant observation and responsive interviews, data was collected using phenomenology to learn about

participants' food procurement experiences, their involvement in CKs, and their interaction with S20W organizations and other health-based organizations. This research illuminates the complexity of food [in]security; participants' lived experiences of food [in]security were intertwined with their health and that of their families. Several participants came to the CK seeking socialization and friendship rather than increased food security. Most participants interviewed were not inner city residents, so their foodscapes were not changed by the opening of the GFJ. However, the S20W CK is a potential gateway to other organizations and services at S20W, and cross-promotion of programs, services, and the GFJ could increase their impact. Further research should explore the changes over time in the foodways of those who interact with S20W, to understand the longer-term effects of a food store opening in a former food desert.

Rebecca Paxton; Friedrich Leisch,; Bernhard Freyer, University of Natural Resources and Life Sciences, Jim Bingen, Michigan State University,;

*Farmers as health promoters: How Austrian organic farmers perceive their role in the promotion of health across multiple domains*

Farmers are increasingly under pressure to produce healthy products, while also supporting and improving the health of surrounding communities and ecosystems. In addition, farmers seek to maintain the health of their families, employees, and farms. By virtue of working across several health domains (e.g. human, animal, plant, community) the farmer exercises a key role in health promotion. One of the core principles of the organic movement - the IFOAM Principle of Health – underpins this role: “Organic Agriculture should sustain and enhance the health of soil, plant, animal, human and planet as one and indivisible”. Little is known however, about how farmers perceive their role as health managers, or how they balance the health needs and interdependences of several domains in their day-to-day lives and work. This research examines Austrian organic farmers' perceptions of health in order to understand how they connect the health of different domains through their farming practices. I show how the perceived interconnectedness of health domains affects farmers' sense of responsibility for health and their role within health management both on and off the farm. I focus on the ways in which on-farm social practices connect health domains, and discuss how farmers' social and economic contexts might assist or hinder farmers to prioritize health in and through their work.

Tara Agrawal Pedulla, Carrie Freshour, Cornell University:

*Serving Up the Public Plate: Food work and workers in the public sector*

Research on food workers has illuminated the gendered and racial divisions of labor that commercial food workers experience. This work draws attention to the unique labor conditions of these food workers, underscoring the need for paid sick leave and approaches to address widespread food insecurity. Less research has been done about the experiences, and needs of food workers who do food work in, on behalf of, and for public institutions such as schools, hospitals, and prisons. Public food workers are responsible for providing food and food related resources to vulnerable and often marginalized populations in need of federally and state-funded food assistance. These public food workers are also required to perform food work activities that adhere to federally and state mandated nutrition guidelines, of which they may have little input. Recently, public

food workers have been placed in precarious circumstances as employment in public food work positions have been subject to government furloughs, budget cuts, and outsourcing. This research proposes a conceptual map to depict the scope and scale of public food work and to specify those who do food work within this segment of the food system. We will discuss the ways in which the roles of public food workers are overlapping, and distinct from, commercial food workers. Compared to other types of food workers, public food workers remain largely invisible in both food and labor research, despite their potential to ensure and enhance the health of a significant proportion of the U.S. population.

Michael Pennell, University of Kentucky:

*More than Food Porn: Teaching Food and Social Media*

This paper shares a recent teaching experience involving an undergraduate course titled “Food and Social Media.” Looking beyond “food porn,” the course examined how social media may create a digital commensality for users, viewers, and diners, as well as others in the food system. We confronted a recent study suggesting that the sharing and viewing of food photos online decreases the enjoyment of eating food. Moreover, the commonplace snapping and sharing of food photos has found itself the target of an “Eat it don’t tweet it” backlash, with some restaurants banning cell phones. Through readings, projects, and guest speakers, the course asked students to explore this shifting relationships between food, social media, and communication. In particular, this paper will explore the role of Twitter in the course and how the class asked students to confront the public nature of social media, particularly in the role of hashtags. Ultimately, many students found themselves tweeting to and being retweeted by the campus dining services, resulting in an exciting but also uncomfortable study on social media. Complicating the student perspective will be interview data obtained from the marketing director of campus dining.

Daniel Pilchman, Chapman University:

*Money For Nothing: The Argument for Decoupled Agricultural Subsidies*

The argument against decoupled subsidies is, especially to urban populations, obvious: Taxpayer money ought not to be spent to pay a person for growing nothing. The argument is so obvious that it has actually found traction in our legislature. But there is reason to wonder whether the problem is so simple. Unlike their coupled cousins, decoupled subsidies encourage farmers to make decisions that would otherwise be prohibitively risky, but that could have significant impacts on the production of and access to nutritious foods. While this potential benefit could suffice to make decoupled subsidies permissible, the argument goes farther. Not only are decoupled subsidies permissible, they are obligatory in a food system like ours which, as a matter of course, creates the access problems that these payments could address. In order for that system to be legitimate – and the rights and benefits individuals and corporations claim as participants in that system to be justified – participants must adopt effective available means to correct the inherent problems it causes. Since lack of access is one such inherent problem, participants in the food system have an obligation to adopt (or lobby for the adoption of) mitigating policy like decoupled subsidies.

Leslie Pillen, Penn State:

*Cultivating change: Developing a student farm, food systems*

Public interest in locally- and sustainably-grown foods, food access, and food quality has blossomed in the last 10-15 years. Many US colleges and universities are now designing new interdisciplinary curricula addressing sustainable food systems, working to increase institutional procurement of local foods, and developing student-centered educational farms on or near campus. These developments in higher education underscore how the food and agricultural system can serve as a nexus for interdisciplinary scholarship and practice that addresses sustainability challenges and solutions. In 2013, a group of Penn State students, faculty and staff laid the groundwork to develop an educational farm and curriculum for an undergraduate food systems minor. An extensive planning process during 2014 and 2015 is engaging the university community to create a shared vision and design for this new farm and curriculum. As the farm evolves both as concept and actual site, students will learn how innovative production technologies and practices, risk management challenges, marketing and business requirements, and social responsibility concerns together shape form and process in a sustainable farming system. Hands-on experience and a culture of critical reflection will facilitate understanding of the advantages as well as possible disadvantages of sustainable and locally-based food systems. This paper highlights the institutional context, overarching vision, and planning and design process for this new Penn State initiative. It demonstrates the place-based nature of developing an educational farm that serves the needs of diverse constituents and yields opportunities to experience and understand the complexities, uncertainties and demands of sustainable food systems.

Kristin Pool, Oregon State University:

*Farmer Perspectives on Success and Challenges: A Study of Small Farms in Oregon's Willamette Valley*

How do small farmers define success? We report on a qualitative, participatory study investigating success and challenges for small farmers operating direct marketing farm businesses in Oregon's Willamette Valley. Small farms are important players in local food systems, and ensuring their success is an important part of expanding and sustaining local food systems. Findings provide a framework describing four dimensions of small farm success: social, operational, quality of life, and financial. The farmers in this study see financial success as a vital component of overall success, but acknowledge that financial success is not enough if achieved to the exclusion of other dimensions of success. This study developed four models for how small farmers perceive financial success: financial success as the baseline of overall success, equal dimensions of success, interdependent dimensions of success, and financial success as a gauge of overall success. Impeding small farm success are internal and external challenges that small farmers must navigate through the negotiation of the farm system and scale. Beginning and experienced farmers face the same challenges, but beginning farmers report internal challenges, land access, and access to capital at greater rates than experienced farmers. Experienced farmers speak more frequently about policy and regulations, and labor as challenges. Findings improve understanding of these innovative businesses, with implications for research, education, and small farm planning—allowing farmers to

incorporate past farmers' perspectives on success and challenges into their future businesses.

Janet Poppendieck, Hunter College  
*The Welfareization of SNAP*

Beginning in the 1970s, escalating during the 1980s, and culminating in the promulgation of the GOP "Contract With America" in 1994, a conservative critique of Aid to Families with Dependent Children (AFDC) undermined and then destroyed support for this guarantee of federal public support for poor children and their caretakers. While AFDC provided assistance to 82 families for every 100 officially poor families in the population in 1979, its successor, a block grant to the states known as Temporary Assistance for Needy Families (TANF) provides cash assistance to only 27 families for every 100 families living below the federal poverty line. As welfare has declined, the Supplemental Nutrition Assistance Program (SNAP), formerly known as Food Stamps, has expanded. By 2012, one American in seven was receiving help from the program. In the past few years, however, SNAP has been subjected to the same sort of critique as the one that brought "the end of welfare as we know it." This paper examines the rhetoric of the attack on Food Stamps/SNAP and explores the similarities and differences in the political context in which this attack is occurring.

Matthew Potteiger, SUNY:

*The Food Studio: Teaching Food and Landscape Systems*

Food and landscape are mutually constituted through shared social, spatial, and ecological systems. Understanding these interrelationships is critical then for developing theory, practice and pedagogy in food studies and community food systems programs. This paper outlines the role of design education in shaping the relationship between food and landscape using a framework of food systems, narratives, networks, and spaces. This framework is articulated through examples drawn from the experience of teaching a "food studio" within a landscape architecture design program. In the relatively short span of seven years the food studio has explored the role of landscape design in representing and shaping food systems through a community engaged, project-based, and multi-disciplinary approach. Projects in the studio extend across scales and sectors of the food system including regional scale foodshed delineation to food hub planning, and site-specific designs for urban agriculture. This framework for the studio offers integrated approaches to addressing food system change, expanding the possibilities for new forms of practice and design thinking around food and landscape.

Beth Powell, University of Science & Arts of Oklahoma:

*Intolerable & Unfit: How U.S. Food & Agriculture Policies have Affected Decisions to Avoid Committing Ground Troops*

In a bi-partisan agreement, Senators Dianne Feinstein (D), and John McCain (R), this week called on the President Obama to send ground troops to Yemen. Throughout 2014, there were various pressures on the president to send ground troops to Syria. This paper provides historical context to aid in understanding why any President would be reluctant to put "boots on the ground," by examining how United States food and agriculture policies moved from restrictive to productive grain policies, allowing for the

manipulation of foreign affairs, ultimately resulting in the current situation in which a large number of American citizens are “Too Fat To Fight.” From the mid 1960’s to the mid 1970’s there was a shift in what American public would tolerate with regard to foreign policy. The nation’s experience with the Vietnam War showed that, unless directly attacked, they would not stand for large-scale military intervention. However, as we see with the Russian Wheat Sale of 1972, the American public would, albeit with a certain amount of dissatisfaction, tolerate economic maneuvering as a foreign policy tool, even when those sanctions were food-specific, and intimately felt at home, due to food-shortages. In part, as a result of these food shortages, U.S. agricultural policy changed to a productive grain policy. Today, in the event that ground troops are needed, the United States may have a problem conscripting a large and effective army due to the obesity epidemic facing the nation.

Bryan Powell, Saginaw Valley State University; Beth Jorgensen, Saginaw Valley State University:

*How Sweet It Is: The Covert Infiltration of Sugar into “Healthy” and “Green” Dietary Purchases*

Claiming over 100 different names, refined sugar has made its way into the diet of nearly every first world person. Many consumers, believing they are aware of the differences between healthy and non-healthy foods, rely primarily on the nutrition label on the back of their product. Therein lays the problem. Consumers have been purposely misled by hidden names for sugar. As a result, refined sugar is a greater threat than even health-conscious consumers may know. The food industry has used a series of clandestine tactics against consumers to ensure that sugar is a staple in all processed foods and not easily recognizable within a nutritional label. While dietary fats and cholesterol have long been the targets of dietary recommendations, refined sugar has addictive properties similar to that of cocaine, and consequences may include increased risk of heart disease and other coronary and pulmonary diseases. Meanwhile, studies implicating refined sugar in the above health conditions have existed for nearly fifty years without broad recognition.

Joan Price, Marietta College:

*Food maps: Exploring foodscape geographies*

This research examines maps and their situation in the visual story of food. An apt metaphor in the context of the conference theme--Bridging the Past, Cultivating the Future: Exploring Sustainable Foodscapes--maps have been integral to exploration, both physical and conceptual. They serve as a means of visualizing place and meaning across time, bringing into relief the interconnections of systems, and envisioning what might be. “They can act as shorthand for ready metaphors: seeking location and experiencing dislocation, bringing order to chaos, exploring ratios of scale, charting new terrains. Maps act as backdrops for statements about politically imposed boundaries, territoriality, and other notions of power and projection (Harmon, 2009).” If maps can be used as a tool toward bioregionalism, as Aberley suggests (1993), by tapping traditions and local desire for sustainability, studying such artifacts in connection with foodscapes would contribute to this exploration. Maps are made of food: Slabs of meat form a globe, peppermint candies create a “you are here” dot on a beach, rotting hot dogs fill out a U.S. map. Maps are made about food: 100-mile diet in Vancouver, Vermont food scrap map, Detroit

grocery store nutrition map. “Maps provide powerful images. For people who want to change the way we think about the world, changing our map of the world is often a necessary first step (Dorling and Fairbairn, 1997).” From utilitarian to artistic objectives, employing traditional cartographic to technological map-making techniques, the manner in which food maps contribute to foodscape exploration will be discussed.

Laura Rabinow, RPI

*Hybridity, Intersectionality and Discursive Choices: Agricultural Biotechnologists in Kenya’s Public Policy Process and Media*

The governance of agricultural biotechnology in Kenya has remained a highly contested area of public policy despite (and as a result of) the 2009 Biosafety Act. Those more dominant framings of agricultural biotechnology in the Kenya’s popular media and public policy processes have generally situated the perceived authority of science with GM ‘proponents’. These framings, put forward by and ascribed to biotechnology engineers, have further asserted: that biotechnology is a necessary and ‘modern’ means of addressing food issues in the region; that the public by-in-large does not have the knowledge necessary to make informed decisions about attending to public policies; and that there is an ability to rely on techno-scientific risk assessments as the primary basis for public policy decision making (Kingiri 2011). Despite the consistency of such depictions, they may overly distill a broader variety of engagements within biotechnology engineering communities in Kenya. Using situational analysis approach and drawing on postcolonial theory the proposed paper will analyze a set of interviews with agricultural biotechnologists working in Kenya from July 2014. It will consider the discourses reflected in these interviews relative to those dominant ones of biotechnologist represented in Kenya’s public policy processes and media. This approach will give further attention to those dichotomies, binaries, hybridities and intersectionalities at play. And finally, it will attempt to draw out of this an understanding of the degree to which a distillation (or shift) of those discourses employed is occurring and contextualize this analysis with respect the distribution of power and representation of the actors involved in Kenya’s biotechnology policy processes and controversies.

Abigail Randall, University of Tennessee, Knoxville:

*Farmer’s Markets as Food Justice?: Addressing Shortcomings in Public Policy*

I examine the use of farmer’s markets to address issues of food access. Food justice scholars and activists have touted farmer’s markets as a solution to the two most common issues regarding food access: cost and location. With numerous states implementing Farmer’s Markets Nutrition Programs (FMNP) or allowing low-income populations to utilize Supplemental Nutrition Assistance Program (SNAP) benefits at farmer’s markets, many scholars believe problems of food cost have been addressed. While these public policies work toward ending food insecurity, they are incomplete. I posit that these public policies do little to address other issues of food injustice, such as walkability of farmer’s markets to in relationship to low-income neighborhoods or access to affordable and reliable transportation. Because this study views food insecurity as a matter of public policy, I focus on farmer’s markets located in urban areas in which issues such as walkability or public transportation can be addressed by public policy. I discuss how the existing placement of farmer’s markets works to recreate the spatial boundaries of

existing food deserts in urban areas and negates the potential positive outcomes of FMNP or SNAP benefits at farmer's markets.

Alexandrea Ravenelle, City University of New York:

*Gluten-stein: The Evolution of the Gluten-Free Monster*

Originally seen as a very rare condition affecting one in 10,000 people, within approximately ten years, gluten afflictions have become an amorphous diagnosis affecting as many as in every 100. The gluten-free lifestyle has grown to a \$6.3 billion industry and continues to grow, increasing by 33% between 2009 and 2011 alone. Gluten-free products are advertised in store windows and on menus, as bakery themes (gluten-free muffins!) and even in grocery store cereal aisles. Gluten-free has become prevalent enough that it is now seen as a new fad -- and ridiculed accordingly in New Yorker cartoons. Three medical problems are commonly blamed on gluten: celiac disease, wheat allergy and gluten intolerance. Although there are people with serious, life-threatening allergies to gluten, the sudden growth in gluten intolerance suggests that the condition itself is largely socially constructed, that people are reframing previously innocuous symptoms into an anti-gluten self-diagnosis. Drawing from medical research and popular media portrayals, this paper provides a short history of gluten disorders before discussing gluten as a classification mindset and an example of "nutritional determinism," in which nutrients are considered to be the irreducible units that determine bodily health. Finally, this paper argues that gluten-free is an example of "lumping and splitting" as foods are sorted into "healthy" or "unhealthy" based solely on their perceived gluten-status.

Neil Ravenscroft, Paul Gilchrist, University of Brighton; Lui Pingyang, Fudan University:

*The spaces and times of community farming: fostering sustainable foodscapes*

There has been much recent interest in the transformative potential of community food growing initiatives. This is part of a cultural turn in farming and food production, away from intensive and industrialised farming and towards groups of people working together in allotments, city farms and community-supported agriculture (CSA) schemes. The multiple relationships between farmers, communities and land that characterise these initiatives can inform us about contemporary forms of community, in terms of connections to the domestic and industrial past, connections to particular social, economic, political and environmental ideals, and connections to contemporary health, well-being and food security agendas. Using empirical findings from the UK and China, the paper argues that our understandings of community are bound up in the transformation of human relations played out in particular spaces and times. This can embrace geo-temporal forms of human social organisation as well as temporal geo-political understandings of the marginal and transformational place of food growers, within both city and rural environments. In developing this argument, the paper suggests that community farming and gardening initiatives possess multi-dimensional transformational potential. Not only do they offer a buffer against industrialised, remote and energy-hungry food systems, but they also offer a pedagogical transformation, from hierarchical ordering to a more democratic sharing and co-creation of community enterprise and knowledge(s).

Roblyn Rawlins, The College of New Rochelle:

*“What’s For Dinner, Mommy?” The Discourse of Good Motherhood and the Practice of Home-Cooking*

Providing a home-cooked evening meal for their children is an integral component of “good motherhood” in both public discourse and for many mothers themselves. Middle class mothers confront a foodscape including many foods in various states of preparation, thousands of recipes available at the click of a mouse, and dozens of experts offering advice on what to cook, what not to cook, and how to cook it in order to feed their children a “good” meal. In-depth interviews with and daily cooking journals completed by 12 middle class U.S. mothers are used to examine how mothers decide what to cook for dinner and how home-cooking is understood as part of their mothering practice. Cooking competencies, available time, cultural understandings of what constitutes a proper dinner, individual motivations, shopping and planning habits, use of recipes, and the tastes and needs of their children and partners all shape mothers’ decisions about what’s for dinner. It is important to mothers to prepare dinners that are healthy, economical, and liked by their children. However, the exigencies of daily life, especially lack of time in the kitchen, mean that mothers often decide to cook what is fast, easy, and convenient while still liked by their families. I explore the ways these mothers negotiate the tension between what appears as a proper home-cooked dinner in the public discourse of good motherhood, their personal aspirations for the evening meal, and their daily mothering and cooking practices.

Hannah Reff, Boston University:

*Kitchen Incubators: Not Just For Eggs? Or For the Birds?*

There are no formal statistics or regulations on kitchen incubators, but they are steadily growing as an alternative business model in the United States. Ethnographic fieldwork and participant observation at one such operation yields more information about the short- and long-term effects of a kitchen incubator in an economically improving neighborhood. By examining the incubator as a whole, as well as the independent businesses that operate there as members, the Gestalt Principle proves an effective means of analyzing the findings therein. Preliminary findings show that the incubator would be ineffective without 'the sum of its parts'; that is, without the member businesses it facilitates.

Taylor Reid, Tompkins Cortland Community College:

*Putting the Barriers to Beginning Farmer Entry and Development in Context*

Beginning and aspiring farmers often face substantial barriers to successful entry and development. Attempts to define these barriers and their relative importance have been useful in describing the most prominent limitations. These include the related categories of financing, finding land, and business planning knowledge. Contextual differences affecting the way that these barriers manifest for individual beginning and aspiring farmers have not been thoroughly analyzed. The research presented here is based on in-depth interviews with 12 experienced administrators of beginning farmer development and resource provision programs. These administrators worked in a variety geographic locations and with groups of beginning and aspiring farmers who had different histories,

goals, and enterprise types. Analysis of the interview data revealed that factors influencing the way in which specific entry barriers affect individuals differently include: 1) the geographic region within which aspiring and beginning farmers are situated, and the corresponding influence of geography on the type of farming, and farming methods they choose to pursue; 2) The variability in material, financial, and knowledge resources that individuals possess when planning and pursuing a farming career; and 3) the unique values, goals, expectations, cultural forms, and social norms that they tend to carry with them into the process. The unique ways in which individuals in different locations, with different resources, and from different social contexts are affected by barriers to entry are discussed. It is argued that these factors should be taken into consideration when designing programs and policies to assist beginning farmer entry and development.

Eric Reiff, University of Colorado:

*Backyard food production as urban agrarianism in Denver, CO*

Based on ethnographic observations of backyard food production discourses and practices in the Denver metro area, I argue in this paper that new agrarianism and its critics should carefully examine the ideals, goals and practices of contemporary urban backyard food producers (also referred to as urban homesteaders, urban farmers, microholding, etc.) in US cities. I identify the intent and practices of urban backyard food producers as largely congruent with new agrarianism's prescriptions for a more environmentally sustainable society based on reestablishing social and environmental relations that have been torn apart by industrial relations of production. I recognize and attempt to reconcile criticisms of new agrarianism that dismiss it as an anachronistically nostalgic desire for a time when races, genders, and classes were even more unequal and exploited than today. I caution against dismissing new agrarianism without careful analysis of the discourses and practices of urban backyard food producers. Observing urban backyard food producers offers the opportunity to see new agrarianism as it is actually practiced in an urban industrial setting. In what follows I will first define new agrarianism and urban backyard food production activities in the Denver metro area. Second, I explore how urban backyard food producers implement new agrarianism's prescriptions. I conclude by evaluating new agrarianism and critiques of it in light of my observations of urban backyard food producers in the Denver metro area.

Kristin Reynolds, The New School /Hostos Community College

*Urban Agriculture and Social Justice Scholarship: Reconciling Anti-Oppression Theories with Scholarly Practice*

Interest in urban agriculture (UA) has increased tremendously over the past two decades. As the movement has gained momentum, UA scholarship has evolved apace with studies documenting benefits and challenges; offering recommendations to strengthen food cultivation in cities; and characterizing UA as a form of political expression, social- and environmental activism. Within both the movement and scholarly literature, farms and gardens are often envisioned as strategies to advance social and environmental justice because they may provide access to fresh food, green space, and jobs. However, despite its positive effects, UA may reinforce inequities by leaving social and political phenomena (e.g., white privilege, class privilege, and neoliberal ideologies in urban government) intact. Scholars and activists have begun to document these paradoxes, yet

there has been less examination of how UA research itself may or may not contribute to more socially just food and environmental systems. Just as farming and gardening can reinforce unjust structures despite the best intentions of practitioners, even well-meaning UA scholarship can perpetuate inequitable dynamics between researchers and study participants. Based on findings from a two-year study of UA activism in New York City, this paper examines farmers' and gardeners' experiences with scholarly research and how research has helped and/or hindered their efforts to advance social justice in their communities and at broader scales. The paper concludes with strategies for more socially just research processes from the viewpoint of UA activists and scholars at several New York City institutions of higher education.

Richard Richards, David S. Conner, Amy Trubek, Jason S. Parker, University of Vermont:

*An Exploration of Marketing Decisions by Short Food Supply Chain Producers*  
In recent decades short food supply chains (SFSCs) have developed as an alternative to pervasive conventional commodity food supply chains (CCFSCs). While CCFSCs are typified by socially distant exchanges of alienated commodities, SFSCs are founded on socially proximal economic exchanges that are embedded in and regulated by social relationships. These socially embedded exchanges occur on a continuum of social proximity that ranges from face-to-face exchanges, to exchanges facilitated by local and regional middlemen. This relational closeness, or embeddedness, has been shown to have benefits with respect to economic, environmental, and social sustainability. However, maintaining and responding to social relationships with consumers is not the only variable involved in SFSC farmer decision making. SFSC farmers must also navigate an increasingly competitive economic landscape in pursuit of profit to sustain their businesses, or meet personal goals and needs. Developing an understanding of the hybrid, rather than idealized nature of SFSCs can aid farmers and policy makers in efforts to help them succeed, while maintaining their beneficial properties. To advance this understanding I utilize Clare Hinrichs' framework of competing motivating variables of marketness, embeddedness, and instrumentalism to code 19 semi-structured interviews with particular focus on the motivations farmers express for engaging in different market venues. A quantitative analysis will also be conducted to search for significant patterns between SFSC farm marketing decisions and descriptive demographic and farm operation information.

Jan Richtr, Czech Technical University; Matthew R. Potteiger, SUNY

*From Private Spaces in Communism to Communal Spaces in Capitalism: History and Current role of Urban Agriculture in Prague, Czech Republic*  
Urban agriculture in Prague has a long history and vibrant present as it has changed dramatically in relation to the significant social and political transformation of the Czech Republic. This paper describes these changes in the urban agriculture of Prague with a focus on the socialist period and transformation period following the Velvet revolution, including current projects inspired by contemporary models from Western Europe and North America. Using documentation, a survey of current research and interviews, observations and spatial analysis, the paper identifies different typologies of urban agriculture related to distinct historical and cultural contexts. We also critically analyze

policies related to urban agriculture during the transformation period of the last 25 years and relate them to the present situation of an emerging urban agriculture movement in Prague and abroad.

Andrea Rissing, Emory University:

*Intergenerational Relationships and Agricultural Legitimacy among Beginning Alternative Farmers in Iowa*

Alternative agriculture in the United States is frequently characterized by its emphasis on personal relationships. Previous literature has emphasized the consumer-producer relationships fostered through direct marketing and the open, dialogic exchange of knowledge among farmers. This paper highlights an emerging type of relationship: intergenerational bonds between beginning alternative farmers and older members of the alternative agriculture community. Like the pioneers of alternative agriculture, beginning alternative farmers in Iowa may produce vegetables, fruit, grains, and/or pastured livestock on small acreages and usually market their products locally. These production and distribution choices complicate alternative farmers' interactions with standard agricultural support structures such as extension services, conventional subsidies, and crop insurance. Today, beginning alternative farmers benefit from the accumulated experiences of the older generation, yet generational tensions regarding life expectations and access to resources may also be present. This paper explores the collaborative relationships between beginning alternative farmers and their mentors, parents, and landlords. By building an intergenerational system of social support, alternative farmers implicitly challenge conventional agriculture's culture of hyper-individuality. The invaluable practical advice, financial support, and emotional encouragement of older farmers help sustain beginning farmers through the difficult early years of starting a farm. Yet intergenerational differences exist in how farmers articulate business goals and pursue work/life balance. The paper suggests that reconciling such differences is essentially a process of negotiating, and sometimes redefining, what it means to be a legitimate alternative farmer.

Hannah Roberson, SOAS, University of London:

*Imagining the future through forest gardening in urban food activism*

Based on ethnographic fieldwork with a food-growing project in London, UK, this paper explores how local food activists used forest gardening and horticultural education in their project of reshaping urban foodways and the urban environment around sustainable principles. Forest gardening is a design approach to horticulture which focuses on growing complex perennial polycultures, and designing gardens as interconnected systems which exploit beneficial interrelationships between plants and wildlife to maximize productivity and sustainability. Forest gardeners at once look back to a pre-agricultural past, when land was covered with forests, and simultaneously engage in a long-term, future-oriented project of skilfully intervening in forest-like ecosystems to meet human food needs. In this case, activists also sought to train others to do the same. I explore how, through particular practices of forest gardening and horticultural education, activists sought to inculcate particular ways of relating to the urban landscape and positioning oneself within it. I also explore how ideas about the past and the future enabled activists to critique other forms of agriculture and horticulture, both intensive commercial systems and other alternative systems. Forest gardening thus became a way

for activists to position themselves in relation to other forms of food activism, and to conservationists who sought to preserve or restore forests as 'wild', pristine environments, separate from human intervention. By encouraging dynamic interactions between gardeners and ecosystems, forest gardening offered activists an opportunity to imagine alternative ways of relating to nature and producing food in the future.

Jaclyn Rohel, New York University:

*Drunken Date Trees and Bastard Peppers: The Classificatory Politics of a Colonial Comestible*

Unlike coffee, tea, sugar, tobacco and chocolate, betel quid did not enter modern European domains of popular consumption, despite its prevalence throughout the Indian subcontinent, South East Asia and East Africa as a cultivated pleasure central to domestic hospitality, public sociality and physical well-being. Such meanings conflicted with dominant interpretations of betel quid as a dangerous kind of 'alimentary substance' in 18th and 19th century England. British herbalists, doctors and writers emphasized the capacity of betel quid to overwhelm the sensorium; the alleged culprit, areca nut, was said to be the fruit of Asia's "drunken date trees." Through discursive analysis of medical and herbal texts, travelers' accounts and literature, this paper locates taste and sensation - astringency, intoxication, and the temporary numbing of the palate - as sites of moral politics and collective identity negotiation. By examining the politics of classification, naming and translation in British metropolitan discourses, it shows how edibility was negotiated across the botanical sciences and pharmacopeia through engagement with the sensorium, a marked difference from Western public health approaches to betel quid in the 20th century.

Ellen Rovner, Boston University, Brandeis University:

*Food, Class, and Conflict, Kosher-style*

This paper investigates how some older, working class Jewish women employ food performances to negotiate class and ethnicity at a small, resource-strapped synagogue north of Boston, USA. Though most are widowed and profess to have little interest in food or cooking, women's continuing oversight of food production and social planning at the synagogue offers a social field in a dwindling community where women compete for high stakes of power, prestige, and influence. Working from Mary Douglas' assertion that food is more than a physical event; it is a metaphor for community (1966), I argue that meanings of class, gender, and ethnicity are inextricably entwined with communal food performances that are both unifying and disruptive forces in this community. Subjective meanings of "authentic" Eastern European style Jewish food and Kosher dietary laws, codes for gender, class, and ethnicity, provoke resentments and anger among women, revealing uncomfortable signs of difference that threaten individual and group identities. Class realities in particular, barely under the surface of gender and ethnic "togetherness," not only disrupt communal harmony, but, more significantly for older women, provoke and exacerbate existing fears of communal and personal losses.

Carolyn Sachs, Penn State University:

*Creating Feminist Food Justice*

Issues of hunger, food insecurity, and food sovereignty are of crucial importance to women in many regions of the world. This paper provides a feminist critique of contemporary approaches to food security and food sovereignty. The paper proposes strategies for crafting and creating a food system based on feminist and intersectional justice.

Rosalinda Salazar, University of California, Davis:

*A Literary Study of Food, Gender, and Social Injustice in Literature of the U.S.-Mexico Border Region (1980-2002)*

This paper examines the ways assigned "femaleness" and "maleness" shape daily food practices - preparation, consumption, and food choice -and to what degree family, community, religion, industry, and direct physical contact with the U.S. sustain, and even force, particular kitchen practice within this geographical and cultural landscape. Ultimately, "A Literary Study" draws important social justice conclusions about philosophies of gender through close readings of U.S. literature, written by authors who live along and write about the Borderlands. In analyzing the food motifs and narrative themes that Ana Castillo, Arturo Islas, and Sandra Cisneros weave into their fiction, "A Literary Study" considers storied moments that dramatize kitchen processes - food transferring from market to consumer to kitchen, food morphing from raw to (seemingly) edible, food practice circulating among a group and continuing from one group to its next generation, and food passing to and through the body - and their critical role in shaping gender. In Ana Castillo's *So Far from God: A Novel*, ordinary acts of food preparation and consumption secure gender renegotiation for the novel's main characters. In *The Rain God: A Desert Tale*, Arturo Islas' female protagonist demands respect from the men of the house, using her clever kitchen prowess to successfully do so. In *Caramelo*, Sandra Cisneros relies on elaborate food imagery to vividly showcase "coming of age." Simultaneously, food representations signal perceptions - both stagnant and evolving - that the larger society maintains of gender roles within the traditional border family.

Alder Keleman Saxena, Yale University:

*Saving Sovereignty: "Rescuing" quinoa (and other native crops) in contemporary Bolivia*

This paper explores two contrasting narratives of the "rescue" of agrobiodiversity in Bolivia, as articulated by two professional communities: chefs and food preparers, and rural development researchers. Between 2012 and 2014, chefs participating in the "novo-boliviano" cuisine movement underscored their interest in the rescate ("rescue," or revaluation) of native dishes, ingredients, and preparation techniques. Although this movement was not immune to internal tensions, self-identified participants saw themselves as part of a larger project to develop regional and national pride in lo andino, or being Andean. Meanwhile, in the midst of the quinoa "boom" coinciding with the FAO-declared International Year of Quinoa, scientists and agricultural development practitioners articulated very different concerns. While recognizing the cruel irony that the recent spike in prices had put this "superfood" out of reach of most Bolivian consumers, their discussions were also animated by worries that Bolivia might lose its share in the international quinoa market to other nations. Drawing from 22 months of ethnographic fieldwork, and focusing on the discussions observed at two major meetings

held in La Paz in 2013, this paper compares a perspective that identifies native foods as objects to be rescued out of history with an alternative vision which perceives native crops as a valuable contemporary resource, potentially vulnerable to future loss. The tensions of identity, ethnicity, and markets played out in this case-study, I argue, shed light on larger debates about resource use and sovereignty in Bolivia's newly "pluri-national," indigenous-led state.

Elizabeth Schaible, New York City College of Technology, CUNY:

*Tea Works: The Historical and Social Implications of Women Training in Tea Room Management in Early 20th Century New York City*

For several years I have had in my collection of cookbooks an interesting set of fifteen booklets titled "The Ware School of Tea Room Management: A Course in Tea Room, Cafeteria and Motor Inn Management" published in the 1920's. I recently began to question their significance with the broader question of the woman's role in early 20th century tea room management in a major urban setting. Having been a woman food entrepreneur in the mid 1980s after attending culinary school at a time when women were just beginning to stake a claim in the very male dominated kitchens, I am interested in the questions of how women fared in the hospitality industry in the early part of the 20th century. The booklets cover an entire range of business related topics including types of locations, equipment, facilities, storage, personnel, purchasing, food and beverage preparations, menu planning, advertising and accounting. All of these lessons are still critical in restaurant management training today. The many questions that come to mind include what is the significance of the tea rooms during this period, their niche in the restaurant world in New York City as a place for women to patronize as well as work? Who were the women enrolled and why were women being specifically trained for this segment of the field? The 19th Amendment giving women the right to vote had been enacted in 1920, thus did these newfound rights give women the motivation and ability to be owners or managers of restaurant businesses instead of merely being wait staff employees? And lastly, who was Ada B. Watson, the original user of the booklets and can profiles or vignettes of women from this time be developed through available diaries and letters?

Helen Scharber, Hampshire College; Anita Dancs, Western New England University:

*Do Locavores Have a Dilemma?: Economic Discourse and the Local Food Critique*

Local food critics have recently argued that locavores, unaware of economic laws and principles, are ironically promoting a future characterized by less food security and more environmental destruction. In this paper, we critically examine the ways in which mainstream economics discourse is employed in arguments to undermine the proclaimed benefits of local food. We focus on several core concepts in economics—comparative advantage, scale, trade and efficiency (CASTE)—and show how they have been used to challenge claims about local food's benefits in the areas of economy, environment, food security, and food quality. After reviewing the arguments, we then evaluate some shortcomings that emerge from this reliance on economics logic and, importantly, we assess what local food proponents may take away from these critiques. We conclude by identifying several pathways for future research.

Suzannah Schneider, New York University:

*Devouring Beauty: An Examination of the Vegan Aesthetic*

A vegan diet has become an increasingly popular technique to create a beautiful body. Interestingly, this concept is nothing novel: a vegetarian diet was used to create a spiritually pure, healthy body as early as the 18th century. Today's veganism, however, has become hyper focused on fostering ultimate health to demonstrate perfect physique. Veganism juxtaposes the American land of abundance and unending stream of food choices with a conscious decision to lop off an entire category of food in the name of beauty, placing appearance over national discourse. This paper argues that American veganism emphasizes health and wellness over ethical eating, with an underlying trend toward the creation of a vegan aesthetic. I show how today's interpretation of physically attractive well-being is gaining in fervor, though not without consequence for the vegan diet's primarily female adherents. My argument is rooted in history to demonstrate the resiliency of the sentiment, but I employ modern sources to show the recent surge in a plant-based diet for optimal health as depicted by beauty. I begin by exploring meatless eating throughout history, focusing on the influence of the early 18th and 20th centuries. Then I discuss current vegan trends, touching on demographics, nutritional attitudes, and psychological hallmarks. I feature the voices of vegan colleagues to represent the most current attitudes towards vegan health and physique as they help shape the movement. Then I examine the Internet's impact on modern vegan identity, and finish with the revealing work of diet books and cookbooks.

Mirjam Schoonhoven-Speijer, Sietze Vellema, Wageningen University

*Trading oilseeds in northern Uganda: how ordered and skillful practices of traders link farmers to markets*

Linking farmers to markets has become a dominant development pathway, which translates into promoting contracts with businesses and associated farmers, in order to realize collective marketing and increased bargaining power. These endeavours are often characterized by the intention to exclude 'exploitative' intermediary traders or middlemen and thus shorten supply chains. However, this paper demonstrates that intermediary trade is a highly skilful activity that forms a crucial part of farmers' access to rural markets. We employ a practice approach in a case study of trading oilseeds (sesame, sunflower, and soya) in Lira, Northern Uganda. The following aspects characterize trade in Lira: most traders having stores in the same street, called 'produce line; the similar prices traders offer farmers (albeit with seasonal fluctuations); and farmers' preference for buyers who pay cash on delivery. Detailed investigations of bulking practices suggest that the viability of trading does not actually depend on competing through price negotiations and margins, a common way of analysing trade. Instead, traders depend heavily on how well they perform skilled tasks related to trading. These include a sequence of distributed practices, such as arranging working capital to be able to give farmers cash on delivery, aggregating and transporting sacks of oilseed, controlling quality and weight, finding end-markets, and dealing with losses due to cheating buying agents. We therefore understand trade as an ordered practice generating viable institutions that arrange the coordination of tasks and distributed competencies. This allows traders to secure a constant produce flow from farmers to markets.

Rachel Schwartz, St. Joseph's College

*Shopping for Change in the Supermarket?: The contradictions of ethical consumption*

This paper examines the contradictions of shopping for social change in the supermarket. Consumers are told that they can vote with their food dollars but evidence of retailer control of the food system indicates that the election is rigged. By examining issues of power and access within the modern foodscape, I argue that the concept of ethical consumption is the “false consciousness” of corporate, capitalist, modern consumerism. A content analysis of product and retailer advertisements illustrates how these inequalities resonate not only within the food system in general, but also, more severely, within the ideology of “good mothering”.

Alcade C. Segnon, Adam Ahanchédé, Enoch G. Achigan-Dako, University of Abomey-Calavi; Orou G. Gaoue, University of Hawaii at Manoa:

*Spatio-temporal dynamics in farmers' knowledge of agro-biodiversity management and willingness to apply diversified farming systems in arid and semi-arid areas in Benin*

Building on farmer's agroecological knowledge to design environmental-friendly agriculture is crucial given the environmental impact of industrial agriculture. In this paper, we investigated drivers of farmers' knowledge of agrobiodiversity management, and analyzed how farmers' knowledge and their current farming contexts may guide their future farming systems in arid and semi-arid areas in Benin. Data were collected through structured interviews with 180 farmers in Boukoumbé (arid area) and Bassila (semi-arid area). Generalized linear models and correlation analyses were used to understand spatio-temporal dynamics in farmers' knowledge, in current and future farming systems. Except for knowledge of crop diversity management, factors that best explained the variation in farmers' knowledge of agroforestry systems, practices and species diversity, and current farming systems included ecological conditions, sociolinguistic membership and land tenure. Sociolinguistic membership also was a significant predictor of farmers' knowledge on management of livestock. Our findings also indicated that farmers in the arid area were more involved in integrated crop-tree-livestock systems. However, all farmers were willing to reach this optimal farming system regardless of socioeconomic and ecological factors. Farmer's knowledge of crop diversity, agroforestry species and livestock management are correlated with integrated crop-livestock-tree and agroforestry systems. These findings provide more insight on how farmers' knowledge can serve as basis for optimizing production and livelihoods systems. We suggest research and development actions including capacity building and training of farmers, networking among stakeholders to foster innovations, and investigating the ecological, economic and social performance of the different integration/diversification options using system approach involving a co-innovation process.

**ROUNDTABLE: Teaching Sustainable Consumption through Project-Based Learning**

**Organizer and president:** Mim Seidel, Chatham University

**Participants:**

Emily Kramer, Chatham University  
Elise Miranda, Chatham University  
Alicia Franken, Chatham University

Chatham University's MA Food Studies Course, Sustainable Consumption, explores the meaning of "sustainable consumption" while considering the topic from three perspectives: consumers' viewpoint including nutritional health, perceptions of "sustainability," and determinants of food choices; the growers' and producers' viewpoint including questions of logistics to food safety; and the institutions' or food business' challenges of incorporating sustainable practices into their operations. This Round Table will describe the four class projects: (1) A Supermarket Treasure Hunt where students searched for "sustainable food" in grocery stores located in low income neighborhoods; (2) Development of a Regional Food Guide for a region defined by each student work group; (3) The Pittsburgh Pirates Project where students developed concrete menu suggestions and price differentials for the Pirates' chef to enable a more locally sourced (and organic when possible) food service for the team; (4) Antibiotics in food: Issues and Options – a report developed upon request of a large hospitality group to guide their future sourcing decisions. Speakers (students from the course) will share the goals of each project, tasks, tools used, outcomes and lessons learned.

Arielle Seligson, Chatham University; Dan Dalton, The Fertrell Company:

*Cultivating Recovery: Producing Food in the Community Mental Health Recovery Context*

The clubhouse model of mental health rehabilitation is an internationally recognized approach to addressing the needs of those living with significant mental illness. Work in the clubhouse is voluntary in nature and staff's role is to make work available and accessible to members of the program. Many clubhouses have integrated some form of horticulture into their daily operations and for some this includes food production. The Howard Levin Clubhouse in Pittsburgh, Pennsylvania has had an urban food garden as a part of its program for the past several years. Food is grown organically from seed to kitchen to compost with members providing the majority of work throughout the season. This paper will discuss integrating the work of food production into the clubhouse model, observations of attitudes toward food gardening, and the overall experiences of the two most recent garden coordinators.

Lilly Fink Shapiro, Lesli Hoey, Jennifer Blesh, Ashley Green, Laura Miller, University of Michigan:

*A Systematic Review of the Conceptualization and Measurement of Sustainable Diets*

There is currently no clear operational conceptualization or metric of a "sustainable diet". We aimed to identify the range of conceptualizations of and approaches to measurement of sustainable diets through a comprehensive, systematic review of the scientific and grey literatures. Two independent reviewers screened the titles and abstracts of 719 articles that were identified through the systematic searching of 15 databases using a uniform set of search terms focused on use of the term "sustainable diet". In total, 95 empirical and conceptual articles were included in the final review. Few empirical studies have attempted to directly measure the sustainability of diets. We identified only 24 such studies, nearly all (n=23) centered on high-income countries. All but five of the identified

studies assessed sustainability through measurement of greenhouse gas emissions (GHGE) associated with the production, processing, and transport of a limited variety of foods. Six studies considered the nutritional quality of diets in addition to GHGE and these primarily emphasized differences between meat-based and vegetarian diets. Five studies examined the economic costs of diets alongside environmental considerations. Conceptualizations of the sustainability of diets spanned a range of environmental, social, economic, and health-related domains. Empirical data measuring the sustainability of diets are limited, particularly in low- and middle-income countries, and emphasize only one of several principal domains of sustainability.

Rebecca Shenton, Fuller Theological Seminary:

*The Best of Old and New: Agricultural Continuity and Innovation among Eighteenth-Century Anabaptists in Europe and Pennsylvania*

Many people are familiar with the Amish currently living in Lancaster County, Pennsylvania—the “horse and buggy people.” Anabaptists, including the Amish and their theological cousins, the Mennonites, separated from state churches in Europe in the 1500s, and as the result of severe persecution, many migrated to North America and Russia beginning in the 1700s. Amish and Mennonite people emigrated from the Palatinate and Alsace (the region immediately west of the Rhine River in modern France and Germany) to Lancaster County from 1710 to about 1760. This paper examines farming practices of eighteenth-century Anabaptists in Lancaster County and southwestern Germany and surrounding areas. In Europe, Anabaptists developed a reputation for bringing marginal and poor lands to fruitfulness, which made them desirable tenants and provided some protection against persecution. In Europe and Pennsylvania, Anabaptist agriculture was family-centered and diversified, combining effective past practices with innovative strategies for soil improvement. In Pennsylvania, their care for the land and livestock (exemplified in building barns for livestock, saving manure for fertilizer, and building strong permanent fences) and their settled way of life distinguished them from other farmers of their time, who allowed livestock to roam freely and worked a piece of land until it became unproductive before clearing a new patch of land. Consideration of this historical perspective provides a means by which we can evaluate contemporary agriculture in terms of care for land, animals, and people: are we effectively using the best of old and new agricultural practices today?

Adam Shprintzen, Marywood University:

*Are Vegetarians Good Fighters? Meatless Tuesdays and the Rise of Patriotic Vegetarianism*

An editorial published in an American vegetarian journal in August of 1917 asked the question, “Are Vegetarians Good Fighters?” With American involvement in a world war becoming somewhat imminent, the article somewhat predictably fell squarely on the side of vegetarians as assets to the country’s fighting forces. The author explained that vegetarians were not any less patriotic than all other Americans and no less apt to come to the defense of their country than any other group. By October of that year, the recently formed United States Food Administration under the direction of Herbert Hoover began encouraging American citizens to take part in its “Meatless Tuesdays” program, aimed at allowing individuals to pledge to have one meatless meal a week. Ironically, this program

existed in order to save meat to be shipped to allied troops abroad. Despite this fact, vegetarians embraced the diet's association with the program. This presentation considers the intersections between vegetarianism and Meatless Tuesdays, illustrating how vegetarians influenced culinary trends associated with the program while simultaneously embracing the government's positioning of the diet as a patriotic act of self-denial. How did vegetarians respond to a new, patriotic version of their diet? And what were the larger implications for the vegetarian movement? By analyzing cookbooks, restaurant menus and newspaper reports, this paper will illustrate indelible links between the vegetarian movement and the government's attempts at patriotic meat abstention.

Daniel Simon, New York University:

*Farm Subsidies Do Not Equal Farm Profits: The Consequences of Confused Rhetoric*

Farm subsidies do not equal farm profits. Subsidies must be spent to buy agribusiness products such as seeds, fertilizer, and farm equipment. Farmers have to pay their labor and, if they borrow money, pay interest on their debt. And when a farmer's harvest is ready, he doesn't necessarily get a fair price. So who benefits from a farm subsidy? On the input side, beneficiaries include many companies that have a guaranteed market because of the farm subsidies such as seed companies, fertilizer companies, tractor companies, and money lenders. On the output side, any firm able to pay less than a fair price for a farmer's products benefit. But in recent farm bill conversations, farm subsidies were framed as enriching farmers. Steven Fincher, a congressperson who had received farm subsidy checks, was characterized as enriching himself with subsidies, while voting to reduce food stamp funding. Advocates and the media ignored Fincher's financial disclosures that show significant farm debts, as well as contributions he received from agribusiness concerns. This talk will discuss the trouble that emerges when subsidy-as-profit rhetoric inadvertently pits family farmers against hungry people, by looking at coverage in The New York Times, MSNBC, and other media outlets.

Spela Sinigoj, University of Ljubljana, Faculty of Arts:

*Healthy bread in a healthy body: selected sociological aspects and dilemmas of eating in hospitals in Slovenia*

In Slovenia, within hospitals, food is subjected to regulatory mechanisms of procurement, making it difficult to meet individual dietary needs of the hospitalized. However, in the past two decades, in Slovenia we witness a spread of »food consciousness« (through health magazines, TV shows, Chefs stardom) which, for the »food conscious« patient, creates a conflict of expectation. As we show in this paper, which is based on qualitative and quantitative research in selected public hospitals, in the state of vulnerability, the conflict not only relates to the perception of food quality but also of a sense of deprivation of individuality and respect. While the standardization of menus, questionable quality of food, and eating disciplinary regimes, among others, may have been contributing to the feeling of being dehumanized - when at the hands of the impersonal total institution - in general, we argue that the sensitivity to citizenship dignity as related to contexts of transition makes the feeling even more sound. This calls for a joint interdisciplinary research on public health which may be of help also to medical science and patients rights scholars. In this paper, however, we study sociological

importance of contradiction, as created by uneven development of food and eating culture on the one hand, and the food regulatory state mechanism on the other.

Marilyn Sitaker, Battelle Memorial Institute;:

*Bringing Food System Elements Together: Economic and Health Impacts of Community Supported Agriculture*

Community Supported Agriculture (CSA) is an innovative approach to increasing consumer access to and consumption of fresh local produce, with important potential health and economic impacts. However, CSA “share” costs may be a barrier for low-income families with children, and little is known about sustainable business models for this innovation. A new USDA AFRI study involving 12 farms in four states (NC, NY, VT, and WA) will investigate whether CSA cost subsidies, complemented by tailored consumer education, positively impact health via increased consumption of produce, substitution of fruits and vegetables for more energy-dense foods, and improved overall dietary quality. The study also examines whether business technical assistance for farmers offering cost-offset CSA (CO-CSA) can sustainably improve farmer incomes and local agricultural economies. Ms. Sitaker will describe the study design and findings from Year 1 formative evaluation of farmers who currently have a CO-CSA program in place along with observed dietary behaviors among existing CO-CSA consumers. She will also explain how findings are being used to recruit participants for a randomized trial to evaluate CO-CSA, develop tailored education modules on incorporating CSA produce into healthy diet among low-income families with children, and help farmers plan for first CO-CSA season. Ms. Sitaker will also describe instruments and data collection methods that will be used to document changes in nutrition knowledge, skills, and dietary habits among participating low income adults and children, and tools for collecting baseline economic data on participating CSA farmers and agricultural communities.

Sam Sittenfield, Gabe LaBelle, Yvette Vargas, Repair The World:

*Expanding Urban Agriculture with Volunteers: a case study*

Repair the World works to inspire American Jews and their communities to give their time and effort to serve those in need. We aim to make service a defining part of American Jewish life. Based on the "Philly Farm Crew," a partnership between Repair The World Philadelphia and the Jewish Farm School, East End Garden Group (E2G2), a volunteer-based community, which aims to connect people in Pittsburgh to urban gardens in the East End. We will examine the story, model, and work of both groups and how East End Garden Group has adapted the model to fit in Pittsburgh's urban agriculture scene.

Rachel Snell, University of Maine:

*Canadian Crusoes: Cultural Food Landscapes in English Canadian Recipe Collections, 1830-1867*

This paper examines manuscript and printed cookbooks to explore the cultural food landscape of Canada West (present day Ontario) in the decades before Confederation. Recipe collections crafted in Canada reveal American and British culinary and social influences as well as the development of a unique Canadian food system that emphasized adapting European cuisine to local flora and fauna. Printed cookbooks written and

published in Canada speak to aspects of pioneer life largely absent from British and American texts from the same period designed primarily for middle-class, urban housewives. Above all else, these texts stress the importance of female frugality and efficiency to the colonial endeavor. Consequently, Canadian cookbooks emphasized women's practical knowledge: preserving, baking bread, sewing and mending, laundry, and gardening. By imparting this knowledge to their countrywomen, cookbook authors hoped "to smooth the rough path" before them. Within these texts, including those authored by Catharine Parr Traill, colonial Canada emerges both as an Edenic garden of plenty and as a harsh, unforgiving wilderness. Only the ingenuity, perseverance, and labor of the virtuous Canadian settler can tame this wild land and reap the fruits of their labors. Recipes devoted to preserving cultivated and gathered harvest, preparing game animals for the family dinner, and adapting Old World recipes to New World products hint at both the struggle and bounty of pre-Confederation Canada as well as the significant role played by women in subduing the wilderness through stewed squirrel and pickles, pumpkin pie and dandelion coffee, maple syrup and may-apple preserves.

Nancy Snow, Ocad University:

*An Introduction to Design Processes through Food Studies*

Designers engage in a series of activities (design processes) when working on a given project. This presentation will highlight assignments from a first-year undergraduate design class at OCAD University using a variety of food issues (food insecurity, food production and distribution etc.) Students are asked to: challenge their personal frame of reference and preconceived notions, strengthen their visual and written communication, and engage with design as a critical social practice.

Jessica Jane Spayde, Marylhurst University:

*A Relational, Reflexive Approach To Food Systems Change*

This paper first conducts a literature review of alternative food network (AFN) literature. This literature review provides an argument for why the concept of "alternative" is not an adequately sophisticated concept to analyze sustainable food initiatives, especially as "alternative" is conceptualized to be in opposition to the "conventional" food system. I then review several pathways that scholars have suggested in order to move past this "alternative"/ "conventional" divide. Through critical engagement with these pathways, I find a common theme throughout these new approaches: that each of these scholars is arguing, on some level, that we need a more relational approach to food system analysis as well as a more reflexive approach. Because of this finding, I develop and present a relational, reflexive analytical framework for sustainable food systems, and I explain how scholars can use this framework for theory building and analysis.

Michael Stamps, Delaware Valley University:

*American Agriculture and The Grapes of Wrath: History, Prophecy, Apocalypse*

Upon its publication in 1939, "The Grapes of Wrath" was as immediate and urgent to readers as a movie-house newsreel depicting the current economic and environmental ravages of The Great Depression or The Dust Bowl. Over the past seventy-five years, "The Grapes of Wrath" has acquired the status of Great American Novel; and yet, John Steinbeck's compelling portrait of a poor American family forced to flee their farm for

the promise of wage labor has never quite acquired the antique, historically remote cast of Dorothea Lange's black-and-white photographs of Hooverville migrant mothers, or the quaint, old-timey tone Woody Guthrie's travelling songs. As this paper presentation will illustrate, "The Grapes of Wrath" retains its vast popular appeal and cultural relevance in proportion to the various social, economic, and environmental conflicts and continuities Steinbeck still communicates to a modern audience increasingly aware of the problems affecting local, national, and global food systems. Instead of providing readers—whether in schoolrooms or boardrooms—with a tragic but nostalgic mile-marker by which to appreciate the progress made or lessons learned regarding environmental degradation, the displacement of subsistence farming families, or the exploitation of migrant farm laborers, "The Grapes of Wrath" is a dark mirror reflecting past mistakes while repeating dire prophecies onto a contemporary food landscape where producers and consumers still struggle to reap big profits and cheap food from the land at the expense of the human and natural resources that call that land home.

Emily Stengel, University of Vermont

*Balancing Farm and Family: Exploring Child Care in Farm Families at the RUI*  
USDA and state level policies and programs address the issues of building the next generation of farmers and a stronger agricultural economy; however, examining how household level issues such as the cost and availability of childcare impact the persistence and growth of small and medium farms is also critical for supporting young farming families. It is increasingly important to understand how childcare influences farm management in light of the increasing number of women farmers and beginning farmers who may move to areas with little social and family support. The complex relationship between affordable, quality child care and economic development has been established from a regional economic and urban perspective; however, child care policy and its impacts on the farm sector have been absent from this discussion. The current system of child care subsidies available only to low-income families and tax credits available to employed parents using employer-sponsored care options often do not suit the financial needs of farm families, who run their own businesses and often have nontraditional hours. Using data from a national survey of farm families, this study examines child care challenges faced by farm families and explores possible solutions to these challenges.

#### **ROUNDTABLE: Breaking Barriers, Building Bridges: Discussing Alternatives to the Academy for Scholars and Career Seekers in Food and Nutrition**

**Organizers:** Leigh Bush, Indiana University; Maria Carabello, University of Vermont; Madeleine Chera, Indiana University; Elyzabeth Engle, Penn State University; Emily Stengel, University of Vermont

**Participants:** Elyzabeth Engle, Penn State University (Chair); Dara Bloom, North Carolina State; Jenifer Buckley, Organic Processing Institute; Erin Caricofe, Seed Capital KY (Farm to School in Ohio); Greg Hall, Virtue Cider; Lucy Norris, Puget Sound Food Hub/Northwest Agriculture Business Center; Marisol Pierce-Quinonez, World Bank; Leslie Pillen, Penn State University; Dawn Plummer, Pittsburgh Food Policy Council

Graduate school is an essential part of preparing for many careers in fields related to interdisciplinary agricultural and food studies. And while years are spent on building

critical knowledge and skills to prepare students for employment post-graduation, how does one actually apply that learning to work, especially work that is outside of the academy or explicitly extends beyond it? How do we negotiate partner or employer demands for quantifiable outcomes, quick application, and more, in light of our commitments to ethical and thorough research and our experiences with different approaches and timelines? How do we translate our training into effective work that makes a "real world" impact but also reflects the scholarly rigor, values, and best practices of the academy? As a follow-up to last year's career-path panel for graduate students, this session aims to continue the conversation about jobs that utilize the engaged research skills graduate students in food and agriculture can offer to companies, non-profits, non-governmental agencies, and communities. This panel discussion aims to create a space in which graduate students can interact with a panel of early- and mid-career professionals, with the objective of profiling career trajectories and documenting important considerations for students with advanced degrees in agrifood-related studies who are interested in finding work beyond academia. The panel will reflect the interdisciplinary and diverse nature of agrifood careers, representing a variety of sectors, including businesses, research centers, non-profits, and governmental agencies. The panelists will discuss focus questions about balancing multiple interests and approaches in their work, and reflect on specific job experiences and the lessons gleaned from them. Then the audience will be encouraged to share questions and comments with participants. This panel will be of great interest to graduate students or recent graduates, but also to other members at any stage of their careers, especially those advising undergraduate or graduate students, those considering new opportunities for themselves, or those struggling with the task of translating their training into their work.

Garry Stephenson, Lauren Gwin, Oregon State University:

*Successfully Navigating the First Ten Years: Education Targeting Farm Developmental Stages to Achieve Profitability and Environmental Sustainability*

Training and launching new farmers is a stated U.S. priority, yet Census of Agriculture data indicate the number of beginning farmers is decreasing. Beginning farmer education must go beyond simply offering training to get them started and instead create educational programs and tools that meet their needs as they develop from startups to mature farm businesses. The Oregon State University Center for Small Farms & Community Food Systems is partnering with Oregon Tilth, Inc., to do just that: develop a seamless learning progression from basic to advanced education based on key developmental stages of farmers and farm businesses. We argue that unless educational programs meet farmers where they are developmentally, as farmers and as businesspeople, the programs are unlikely to be effective. We are identifying these key developmental stages through an initial, participatory research phase, collecting and distilling the wisdom of farmers at multiple experience levels through interviews, focus groups, and surveys. Preliminary data have already affirmed the existence of developmental stages and have highlighted consistencies across farmers and farming systems. In this paper, we will present our research findings to date and preview initial curriculum development plans. Our project builds on OSU's established basic beginning farmer education programs, adding crucial advanced education that focuses on business management, small farm profitability, marketing, and sustainable farming methods.

David Szanto, Scienze Gastronomiche:

*Design in pedagogy, design in cross-community collaboration*

Prof. Szanto will present some of the results of design processes used in class ( at Scienze Gastronomiche Pollenzo). Including prototyping (with materials, not just concepts), iterative development, peer feedback, and 360-degree critique sessions. They are focused on process, collaboration, and crossing representational modalities (i.e. discourse + matter + action). In addition "Study trip reports' will be presented.

James Taggart, Franklin and Marshall College:

*Food, Love and Collective Memory of the Nahuat of Mexico*

The publication of the novel, *Como agua para chocolate* by Laura Esquivel en 1989, y the production of the film directed by her husband, Alfonso Arau, en 1992, called attention to the emotions associated with Mexican food. Based on fieldwork carried out between 1968 and 2014 in the Sierra Norte de Puebla, Mexico, I shall examine how the Nahuat associate food with love and other emotions in the oral narrations that are expressions of their collective memory (Halbwachs 1995). This presentation will include quotations from recorded conversations of Nahuat women and men talking about: (1) food and love; (2) their theory of emotions according to which the stomach one of the main organs where one feels and perceives emotions; and (3) love magic, which works through the digestive system. I shall argue that these associations developed from the time when many Nahuat could grow enough of their own food to last for a year and ward off food insecurity. They are deeply inculcated beginning in early infancy, and they are tenacious aspects of collective memory (culture) that survived years of changes in the food system in Mexico.

John Taylor, Chatham University and Sarah Lovell, University Illinois Champagne Urbana:

*Urban agrobiodiversity in context: A comparison of the plant diversity of African American, Chinese-origin, and Mexican-origin home food gardens in Chicago, IL*

With increasing urbanization and environmental degradation, urban landscapes are increasingly expected to provide a wide range of ecosystem services typically associated with rural areas, including biodiversity conservation and food production. Because residential landscapes constitute the largest single urban land use, domestic gardens have emerged as a topic of research interest and planning concern. Their actual contributions to urban green infrastructure, however, have not been rigorously measured, nor have tradeoffs between the ecosystem services they provide been assessed. In this mixed methods study, semi-structured interviews were conducted with 59 African American, Chinese-origin, or Mexican-origin households with on-lot or vacant lot food gardens in Chicago. Crop plants and cultivated ornamental plants on the lot were inventoried and mapped at the species level. A total of 121 edible plant taxa from 24 families and 289 ornamental species from 85 families were identified, for a combined total of 387 species from 90 families. Cumulatively, the gardens of African American households were relatively rich in ornamental species and families while those of Chinese-origin households had a depauperate flora. Crop plant richness was more even across sample types. Shade trees and a developed shrub layer were absent from most gardens, possibly

representing a tradeoff in ecosystem services in favor of food production. The richness of the aggregate 2.1-ha of residential property inventoried in this study was comparable to or exceeded that of a 34-ha prairie remnant west of Chicago. However, only 34 (8.8%) of the inventoried species were native to the Chicago area.

Amy L. Telligman, Michelle R. Worosz, Auburn University:

*Salient beliefs about local beef, results from a qualitative study in rural grocery stores*

Studies about local foods tend to target consumers in urban areas; little is known about the ways in which rural consumers think about local foods. The aim of this study was to use the Reasoned Action Approach (RAA) to identify salient, top-of-mind, beliefs about purchasing local beef products. The RAA is a method commonly used to identify and explain consumer's food choice behavior. In this model, behavioral intention (i.e., intention to purchase local beef) is determined by three factors: an individual's attitude toward the behavior; perceived social pressure to engage or not engage in the behavior; and self-efficacy or perceived behavioral control. Underlying each of these factors are beliefs. The RAA will enable us to determine values and beliefs, a necessary component of attitudes, yet often not fully captured in attitude studies. Beef consumers (N=169), at grocery stores across rural Alabama participated in face-to-face intercept surveys designed to elicit beliefs associated with purchasing local beef products. Content and frequency analysis identified the modal salient beliefs underlying the purchase of local beef products. For the most part, participants associated positive beliefs with the purchase of local beef products. Freshness and benefits to the local community were among the most common beliefs. Price and lack of availability were among the most salient barriers identified.

Farha Ternikar, Le Moyne College:

*Democracy and Distinction amongst the "Chai Divas"*

This paper is a qualitative study of culinary capital amongst South Asian American women. In particular, I seek to examine how the production and consumption of food and are important markers of identity for this newly successful immigrant population. This research builds on the work of Bourdieu and Veblen, but also extends this research to explore how cultural capital is a social construction contingent on ethnicity and immigrant status. This study is based on the content analysis of lifestyle blogs and interviews of Indian and Pakistani American female professionals in the United States. Though these blogs often seek to present themselves as democratic or diverse, many of these blogs ultimately reinforce class hierarchies, patriarchy and ethnocentric understandings of cultural capital via consumption.

**ROUNDTABLE: Edible Ethnicities in Transition**

**Organizer:** Farha Ternikar, LeMoyne College

**Participants:**

Sinikka Elliott, NCSU (**moderator**)

Megan Elias, CETLS Director, BMCC

Farha Ternikar, Le Moyne College

Elizabeth Zaroni, Old Dominion University

Contemporary food studies scholars have conscientiously interrogated the notion of the “ethnic” in foodways, but our attention has primarily been fixed on the discourse as we find it in contemporary restaurants. Meanwhile food writing, including cookbooks, magazines and advertisements continue to employ the discourse of ethnicity as a selling point without defining terms in historical context. We know that ethnicity usually denies the changing nature of the “other’s” cuisine and that this obscures real change over time, but what about the history of that othering? How have definitions of ethnicity changed over time in foodwriting for Anglo-American audiences? This panel explores ways in which the representations of ethnicity as a desirable element in culinary culture have changed over time. Tracing evolving definitions of Indian, Latino, and Italian-American food and tobacco products the scholars on this panel remind us that representations also have histories.

Donald Thompson, Penn State University:

*A Critique of Disease Prevention by an Individual Food Choice Strategy*

Our knowledge of how food and diet relate to health in terms of "primary prevention" is based on observational studies and clinical interventions. Both types of evidence draw on study participants divided into groups on some basis. Individual-level data lead to outcomes interpreted group-wise and probabilistically. I problematize the term prevention in these interpretations as based on conditional counterfactual reasoning. I note that issues of external validity hinder further inductive generalization, and that an additional inductive inference is required to conclude that a particular intervention demonstrated to have efficacy in a study will also be practically effective in improving health at the level of a population, arguing that it entails a future conditional counterfactual. A primary prevention intervention in the form of government-endorsed food and diet recommendations can take the form of promoting eating "healthy" foods and a "healthy" diet. This sort of intervention to improve population health depends on convincing large numbers of individuals to make "healthy" choices. I explore the ethical basis for making recommendations to individuals when the research outcomes are probabilistic and group-wise. To this end I examine the allowed wording in FDA-approved health claims on food labels. I make the strong claim that although health promises should not be made to individuals, promises with respect to a population may be well justified. The analysis is pertinent not only for the ethical ramifications of dietary recommendations to individuals, but also for advertising of food products to individuals on the basis of improved health.

Paul Thompson, Michigan State University:

*Demoralizing Dietetics*

Although historians and social scientists speak broadly of an individual’s diet as having moral implications, the moral significance of diet underwent a significant transformation during the 17th through 19th centuries. Greek and Christian thinkers alike could think of diet as an ascetic practice having broad implications for the formation of character and moral reputation. But two developments conspired to “demoralize” dietary practice. First, the rise of general science supported the view that the body’s utilization of food was governed by biophysical processes independent from any spiritual or moral significance. Diet could materially affect health, to be sure, but the duties pertaining to health were being understood as prudential, rather than moral. Second, performance of religiously

based food rituals (as well as culturally based foodways) came to be seen as a legitimate expression of values rooted in one's identity, and as options protected by liberty of conscience. One was entitled to choose what one ate, but only actions having impact on others had ethical significance. Although citizens in liberal societies could accept religious or even aesthetic obligations to make prescribed food choices, for that very reason these choices would not be understood as choices having ethical or moral significance. The 20th century can be seen as an era of "remoralization," where a variety of narratives were proposed to link one's diet to morally significant impacts on others.

Trisha Tiamzon, University of Connecticut:

*The mainstreaming of organic and the efficacy of ambiguity: Influences on consumer preferences, markets, and production*

We have come a long way from the 1960s, when the general public associated "health food" with blandness and "organic food" with the counterculture. Organic is now mainstream, a staple in all grocery stores: produce options labeled, packages of cereal, cheese puffs, and soap proudly announcing their status, marked on shopping lists of stay-at-home moms, young urbanites, aging hippies, and upscale restaurants alike. The market in organic goods has exploded since the industry started retailing products, with steady growth over the past decade and little sign of decline. The consolidation of the organic market was catalyzed by the development of USDA organic certification, a standardization that, in effect, resolved questions about what organic "actually" meant. What have been the various effects of stabilizing the meaning of organic, both in terms of consumer preference/behavior as well as agricultural production? What impact has the increasing market share of organic goods had on the development of ecological consciousness and sustainable practices? This paper examines the discourses around organic food from the mid-1980s, just prior to the passage of the Organic Food Production Act that established organic standards, to the present, along with market and production patterns over the same time period. It explores the potentially contradictory effects of mainstreaming: that the standardization of meaning can simultaneously promote and dissuade confidence in the organic term, depending on the desired outcome of organic production. Despite the meaning of organic being relatively fixed, cultural sociologists, among others, remind us that people continue to create their own interpretations, which prompts another question: in what ways do unstable meanings leave openings for alternatives that are better positioned for social change?

Melissa Townsend, Beth Jorgenson, Saginaw Valley State University:

*Effects of the Beef Trading between the United States and European Union*

This paper details conflicts in the beef trade between the United States (US) and the European Union (EU), addressing such questions as: Is US beef safe for human consumption? What are the economic impacts of limiting the market of US beef to the EU? This paper will review: the difference in cattle husbandry between the US and the EU, the causes for EU's concerns over US beef imports, the changes that the US will have to make to meet EU demands, and the economic consequences of such changes. By limiting the amount of hormones and antibiotic usage in the United States, US beef could be more accepted in the EU while improving human health and the environment. Author will address strategies of persuasion directed toward reluctant cattle producers.

I would need a computer with a projector.

Arthur Trese, Ohio University:

*The business of seed saving*

The history of crop domestication and agricultural development has been built upon the universal practice of farm saved seeds and shared resources. In the early 1800s the ability to cheaply produce and distribute seed catalogs created a new business opportunity, ushering the era of purchased seeds. By the late 1800s, with the growing understanding of genetic principles, plant breeders began to develop many novel and improved varieties of plants. Seeking legal protection for the intellectual property rights associated with these new introductions, plant breeders lobbied the US congress to establish rules that protected these varieties from unauthorized reproduction. This led, in 1930, to the Plant Patent Act. This Act created patent protection for clonally reproduced plants, but explicitly retained the right of farmers to save all types of seeds for their own use. More recently, the expanding production of hybrid varieties in many crop species, from onions to carrots, cabbage to watermelon, has dramatically reduced the ability of farmers and gardeners to save viable seed from their crops if they grow hybrids. This presentation will explore the legal and biological constraints on seed saving and consider some of the options available to overcome these limitations.

Shawn Trivette, Louisiana Tech University:

*Challenges and Opportunities for Local Food in the Northeast and Deep South*

Local food options have become very popular of late, yet despite their popularity, they still face many pressures and challenges due to the way the bulk of our food supply is set up around a large-scale (and often global) model. How do local food operators (whether farmers or food retail outlets) navigate these constraints to succeed as local food vendors? What sorts of challenges do they face and what are the strategies they employ to overcome those strategies? I seek to answer these questions drawing on in-depth interviews with key participants in two local food arenas: farm and retail participants in semi-urban western Massachusetts (a rather active and vibrant local food scene) and farmers market participants in rural north Louisiana (an area where local food is significantly less mainstream). In both situations, local food vendors face continual pressure to expand their size and markets, emulating the dominant food system (and perpetuating the power dynamics embedded in that system). Yet these participants are also keenly aware of these pressures and find ways to both accommodate and resist, making them able to forge a functional locally-based food system based on reciprocity and trust.

Lisa Trocchia-Balkits, Ohio University:

*Just Set the Revolution Over on the Table: Potlucks Performing Resistance*

For the last fifty years, the American counterculture has embraced food as a site for constructing identity and shared values. In the midst of the Green Revolution and the birth of big chemical agriculture--at a time when mainstream society was already privileging the production and consumption of cheap, refined, and processed foods--strong, socially cooperative, and ecologically-based food counterstories emerged. The counterculture dialogic that included whole food, health food, fresh food, homemade food, natural food, and organic food has since inspired complex responses and active

resistance to industrial systems of food production and distribution, as well as to status quo approaches to preparation, consumption, and the disposal of food waste. The anti-oppression discourse nurtured by the counterculture--especially regarding personal health, economic and social justice, and environmental protection—has contributed to the performativity of alternative food culture and the role of potluck culture as a space for social transformation. Historical analysis is one context for my observations and experiences with alternative food culture today in rural Appalachian Ohio. I also conduct oral histories with a multi-generational sample population who self-identify as counterculture to explore the current dynamics of the potluck as a cooperative performance of resistance to the dominant food culture. I reflect on how potlucks emerge as critical spaces within the counterculture for performing individual and shared identity, for framing a bioregional consciousness, and for engaging with issues of social, environmental, and economic justice. In conclusion, I consider the decentralized, horizontal, participatory, and mutual aid aspects common to alternative potluck culture in America, and suggest that counterculture foodways are prefiguring post-capitalist values; as radical grassroots structures, they are important sites for transformative social change.

Shannon Tyman, University of Washington:

*Just Pleasures: Reconciling Joy and Justice in the Alternative Food Movement*

In this paper, I reflect on a slow food cycling event, the Chris King Gourmet Century. The experience encouraged me ask whether we must weigh joy against justice within alternative food movements. The Slow Food movement is touted for its celebration of the pleasures from farm to table. It is also criticized, particularly in the United States, for its elitist tendencies. Naccarato and Lebesco's (2012) concept of culinary capital informs the manner by which our knowledge of certain foods, such as slow foods, and our participation in certain food practices confers not only a sense of identity, but also potential social benefits. Food justice complicates this preferential treatment of certain eaters by asking us to consider the politics of food access. How do race and/or class, for example, impact one's knowledge of or admittance to the slow food community? From a social justice perspective, these questions beg careful consideration. I conclude, though, that it is imperative that we simultaneously honor the pleasure of eating and the struggle to feed all well. As the movement matures, I suggest it must confront this challenge head on.

Hana Uman, Chatham University:

*Worker-owned Food Cooperatives: Countercultural Approaches to Workplace Democracy in the U.S. Food Service Industry*

Food service work has become one of the fastest growing job sectors in the United States, only second to the U.S. government in the number of industry employees. However, wages for food service workers are some of the lowest in the country, and in recent years, there has been a growing movement for higher wages and worker representation. Simultaneously, there has been movement toward finding alternatives to the food industry's corporate structure and a resurgence of worker-owned food cooperatives. Popularized during the 1970s-1970s counterculture movement, worker-owned food cooperatives were built on the theory of workplace democracy and community empowerment in reaction to the industrialized food system. While many countercultural cooperatives disbanded, some of them have continued to be mainstays in their

communities, particularly in more progressive environments. With the rise of food and labor activism, these worker-owned, countercultural food cooperatives allow us to explore the theory of workplace democracy as it contends to existing forces of neoliberalism and capitalism. However, as worker-ownership is not an accessible (or desirable) model for all food service workers, what lessons can be learned from the counterculture movement in the current fight for higher wages and worker representation? Using the framework of discourse analysis to compare historical data with contemporary participant observation and guiding workplace principles, I suggest that worker-owned, countercultural food cooperatives can be utilized as models for workplace democracy in our current food system.

Robert Valgenti, Lebanon Valley College:

*The Hungriest Concept: Metabolizing Biopolitics through Gastronomy*

Even though the concept of biopolitics is employed regularly and with great effect by many of food studies' various disciplines, gastronomy itself has garnered scant attention in such studies. Brillat-Savarin argues that "Gastronomy rules all life, for the tears of the infant cry for the bosom of the nurse; the dying man receives with some degree of pleasure the last cooling drink, which, alas! he is unable to digest." This passage orients our eating toward pleasure, toward lack, and toward human finitude as it stretches out between birth and death; and once such functions become central to the planning and regulation of societies by governments or other institutions, one might rightly say that gastronomy becomes biopolitical. My goal in this paper is to examine the current state of biopolitical investigations within food studies, to develop a biopolitical line of inquiry aimed at the heart of gastronomy, and finally to show how gastronomy problematizes and transforms the very concept of biopolitics. In particular, I will examine how Roberto Esposito's reflections on nihilism and the immanent norm of the body make gastronomy an important catalyst in the rethinking of the biopolitical paradigm.

Stephen Vogel:

*Determinants of Small Farm Profitability How Important Are Local Foods?*

While there have been studies estimating the determinants of small farm profitability, and the profitability of farms participating in local foods systems and other on-farm diversification activities, this research is the first to do both. We use data drawn from the Agricultural Resource Management Survey for the years 2008-11 and 2013 which distinguish local food sales through direct-to-consumer outlets and intermediated marketing channels [Data from 2012 ARMS was not used because, as a census year, only rudimentary data on local foods was collected]. We use OLS to estimate separate models for small farms and large farms. Comparing the determinants of small farm profitability to that of large farms provides a more complete picture of the opportunities and constraints uniquely facing small farms with respect to the farm operation and farm operator characteristics. We find strong evidence that using direct-to-consumer channels negatively affects small farm profitability, but only very weak evidence suggesting that intermediated channels contributes to it. Using a subset of the data to explore the importance of on-farm diversification activities for small farmers, we find that organic farming improves farm profitability but reduces the share of gross revenue earned through local foods sales. In contrast, farm produced value added goods do not affect

farm profitability but lead to increases in farm participation in a local food system. This study suggests there is much room for future research as better data becomes available.

Stephen Vogel, USDA/Economic Research Service; Gary Matteson, Farm Credit Council:

*Dynamic Factors Shaping Local and Regional Food Systems*

Through their empirical work, the authors have found that the scope and rapid innovation in local and regional food systems has outpaced the ability of policy researchers to develop national, farm-level data and metrics assessing its scope and impacts. Instead of chasing a moving target, they adopt a conceptual approach in this paper to address the question “What are dynamic factors that have and continue to push the development envelop of local and regional food systems?” First, in framing this discussion, the authors develop a simple supply and demand heuristic and drawn on a few basic axioms in economic history and institutional economics. They discuss three major dynamic drivers at play: (i) food system stakeholders’ exercise of ‘exit’ and ‘voice’ as elucidated by Albert Hirschman, (ii) the importance of the current revolution in information communication technologies (ICT) facilitating agglomeration processes in local and regional food systems, and (iii) public and private sector social entrepreneurship in developing new business models and ‘farm to fork’ marketing channels. Next, the authors explore the extent to which public and private sector responses to stakeholders’ voice signals the emergence of new institutional arrangements facilitating the local and regional food systems development. They conclude by assessing the extent to which regional intermediaries such as food hubs can become pivots in economic development process. To make their case, the authors draw on historical data, empirical research in other disciplines, and local food system case studies and examples.

Katie Walker, Chatham University:

*Meat Production and Processing in Southwestern Pennsylvania: Challenges and Opportunities in the Regional Meat Supply Chain*

Consumer demand for local foods, including local meat, has increased over the past couple of decades. As the demand has grown, stakeholders at various levels of the supply chain have encountered challenges in taking advantage of this demand. Farmers in many regions have emphasized a shortage of size appropriate and accessible slaughterhouses and processing facilities. In some regions, new processing plants have been funded and built to solve this specific problem, but soon after go out of business. Existing processors complain of a lack of steady business throughout the year, unreliable scheduling by farmers, and very thin margins. These dynamics are important to explore because small and medium scale producers and processors face some unique challenges that are not always the same as those encountered or resolved in the larger-scale mainstream meat industry. If one accepts the idea that regional food systems contribute to sustainable agricultural systems, regional economies, and access to good food, then it is important to identify more clearly regional bottlenecks in order to strengthen these regional systems. In other words, before attempting to make change in a region, it is important to identify the unique key challenges involved in that place. In this paper, I explore the current literature on sustainable meat supply chains, review regional case studies from around the

country, and then use that information along with interviews with stakeholders in southwestern Pennsylvania to assess the state of this region's meat supply chain.

Marygold Walsh-Dilley, University of New Mexico

*(Re)Producing Ethnic Difference: Solidarity, Indigeneity, and Colonialism in the Global Quinoa Boom*

What is now a popular global 'superfood', quinoa was long marginalized in Latin America as a *comida del indio* – an "Indian food". In this paper, I examine how it has come to be that what was once marginalized and eschewed has become a culinary celebrity. I argue that this story is closely linked to shifting ideas about indigeneity, and how boundaries around ethnic difference are mobilized and reproduced. The global quinoa boom has undoubtedly benefited quinoa-producing communities in the Andes, where the standard of living has improved immensely in areas that were once among the poorest in the hemisphere. However, these gains are built upon discursive framings of quinoa producers and the places of its production in ways that reproduce ethnic difference in highly problematic ways. Quinoa is unique because its market and trade history over the past 35 years have been overwhelmingly influenced by solidarity trade – including fair trade and other solidarity-oriented organizations. Because quinoa was largely unknown in the United States, these importers and distributors played an important role in educating likely but unknowing consumers about quinoa and its producers. This paper examines the discursive treatment of quinoa as these organizations seek to build solidarity around difference. It argues that quinoa remains constructed as an "Indian food", and although prevailing ideas of indigeneity have shifted significantly, these discourses nonetheless contribute to the reproduction of ethnic difference and the maintenance of colonial racial hierarchies.

Wendy Weiden, Ryan Cabinte, Presidio Graduate School:

*Success and scale: A new pedagogical approach for teaching food systems business and policy innovators*

"Good Food" business and policy entrepreneurs have launched many creative, innovative ventures intended to resolve intractable food systems problems. However, these enterprises have largely failed to scale, due largely to entrepreneurs' limited understanding of how the business/government interplay drives their strategic opportunities. Utilizing an analytical framework that calls upon entrepreneurs to develop and apply identical evaluative criteria to potential solutions across institutional sectors (business, government, and civil society) provides them with a deeper and more strategic understanding of each option. This understanding, in turn, enables development of a more holistic strategy that fully considers all circumstances relevant to achieving their objectives. This paper provides a full explanation of the framework, then illustrates its use through a case study, illustrating how this pedagogical approach can be used to facilitate more successful and scalable outcomes for food system innovators.

Evan Weissman, Syracuse University:

*More than Just Food: Photo-voice and Youth Perspectives on Food Justice*

Food activists consistently espouse the need for system reform yet enacted interventions often focus on changing individual behaviors, especially among youth. These efforts

often include curriculum to teach youth about food production and nutrition, and much emphasis has been placed on hands-on learning opportunities, especially through cooking and gardening. Teaching kids about food, the argument goes, will teach them to make better individual choices as food consumers. To address this apparent paradox I ask: how can food interventions be designed and implemented so that youth define the problems and set the agenda for food system advocacy efforts? To address this question I employed the participatory research method of photovoice, whereby community members use cameras to identify and discuss issues of concern, to better understand how at-risk youth of color in Syracuse, New York identify food system problems and advance advocacy efforts. Findings indicate that although interested in questions of food justice, youth identify more immediate problems encountered in their everyday lives, suggesting that food activists might do more to examine the multiple formations of inequalities in their effort to advance food justice.

Rick Welsh, Evan Weissman, Rachel Verdoliva, Syracuse University:

*Measuring Changes in Attitudes and Behavior Among Food Studies Students*

In an introductory food studies course over two semesters, students completed pre and post surveys on attitudes and behaviors regarding food system issues and consumption patterns respectively. The data is analyzed to assess the degree to which participation in a food studies course of this type influences students to alter their consumption patterns and attitudes toward the food system.

Ian Werkheiser, Michigan State University:

*Women, Justice, and Food Sovereignty in India: A Story of Transdisciplinary, Socially Relevant Research*

This presentation discusses a transdisciplinary research project with La Via Campesina, an international umbrella organization for food sovereignty movements. Via has explicit, strong commitments to gender justice, but many of the local food sovereignty movements associated with Via are not so committed. Our project conducts focus groups of women in food sovereignty movements in India to learn about the obstacles they have faced to full participation, and the strategies they employ to overcome these obstacles. This is combined with semi-structured interviews of men in the movements for contrast, and in-depth interviews with women central to the movement and women who have left the movement to gather useful background information. The purpose of this research is, on the one hand, to gain awareness of obstacles to participation for women and the ways in which they combat them, both as an academic question and to help Via better address these problems in India and around the world. On the other hand, it is hoped that the focus groups themselves will help these women connect with one-another and build capacity to address these problems from the ground up. Thus, this is an example of transdisciplinary participatory-action research bringing together the experiences, values, and goals of activism and academia. This presentation will briefly touch on the project's methods and early findings, but will also focus on the project as an example of transdisciplinary, socially relevant research, and will discuss what philosophy and a philosopher in particular can bring to such a project.

Harry G. West, SOAS, University of London:

*Artisan Cheese and the Cultural Economy: (Re)connecting--but to what?*

This paper will survey a range of initiatives through which artisan cheese has been linked to cultural heritage in recent years, from cheese makers inviting their customers to watch them practice their craft, to the establishments of “cheese trails” to attract tourists, to the organization of festivals and fairs, to the construction of museums, to the establishment of “geographical indications” to protect cheeses named for their place of production. Based upon fieldwork conducted with hundreds of cheese makers in thirteen countries over a five-year period, the paper will describe the range of motives underlying such initiatives, as well as the tensions emerging from them. The paper will then reflect on the consequences of heritagization, not only for artisans and the cheeses they make, but also for the broader communities in which they are situated, including those who consume such “heritage foods.”

Christopher Wharton, Meghana Yanamandra, Heidi Lynch, Arizona State University; Michael Patrick, Mark Uchanski, Drey Clark, New Mexico State University; Micaela Fischer, Thornburg Foundation

*Food system sustainability in the southwest: Developing a regional action plan to enhance resilience, livelihoods, and food security across New Mexico and Arizona*

Throughout the southwestern US, multiple efforts are underway to improve food systems in relation to sustainability, producer livelihoods, and food security. These efforts are meant to build food systems that can contribute to resilience of food production amidst change, sustainable livelihoods for those working in the food sector, and healthy food availability for underserved populations. Unfortunately, these efforts generally have occurred in an uncoordinated manner. And despite the increasing activity in this area, almost no interstate collaborations exist to bolster local foods markets and food security regionally. This describes a project to develop a regional food system strategic plan focusing on New Mexico and Arizona. The plan characterizes activities and entities involved in local food production, distribution, access, and availability across states through consideration of unique case studies in both Southwestern states. Secondary data also are included and aggregated to develop a regional asset map for food systems in both states. These activities offer insights into how to improve local and regional food system resilience, livelihoods, and healthy food access in the southwest. The project also distills strategies to further improve food system sustainability and food security in the region. This work may serve as a model for other states practicing interstate cooperation in promoting local food systems.

Jennifer Whittaker, Samina Raja, University at Buffalo:

*Food Insecurity in Farm Country: Use of Public Policy to Overcome the Rural Paradox*

It is unfortunate that, despite being a major source of food, rural areas in the United States continue to suffer from high rates of food insecurity. This paradoxical condition in rural settings continues to receive limited attention in the food security policy literature which gives a short shrift to rural food systems. This paper fills a gap in the literature by documenting innovations in public policy approaches, if any, that support, preserve, and enhance farming in rural settings in a way that simultaneously promotes rural agricultural viability while making affordable healthy food accessible to rural populations. The paper

reports results from a national survey of local government and describes broad trends in how planning and public policy tools are being used by rural local governments to strengthen food systems. To describe how these tools are used to promote food access and agricultural viability in rural settings, the paper includes a deep case study of rural planners regarding their engagement in the food system. It also includes the results of a rural county government in Cass County, Iowa trying to use public policy to strengthen the food system. The paper concludes with insights for how local governments can use policy tools to strengthen rural food systems.

Abby Wilkerson, George Washington University:

*“The Melting Glacier of Food”: Climate Change, Food Justice, and Anti-Obesity Discourse*

At a recent food movement summit in Washington, DC, the moderator of a panel asked the speakers on stage: “What’s the melting glacier of food?”—meaning, how can we motivate the public to change their own practices and to challenge the industrial food system? A panelist quickly responded, “Our jeans size! Getting people to eat less; healthier food... We will lose weight. That’s an excellent starting point.” Drawing on transnational rhetoric studies, social contract theory, and cultural studies approaches, this presentation will focus on the summit as a case study in how obesity discourse is taken up in the food movement, exploring the implications for food justice. Links between obesity and climate change have been drawn everywhere from the British Medical Journal and the Lancet to polarized environmental debates. Conservatives call out “obese” people for super-size contributions to climate change (Irfan and Climate Wire), while liberals reverse the charge, blaming climate change for promoting obesity (Laskawy). Links range from explicitly causal ties to metaphorical ones such as the food summit speaker’s, but across spectrums of politics, and of food politics specifically, such linkages must be explored within the context of neoliberal free market logics of health and well-being in order to assess their implications for both the alternative food and food justice movements.

Venice Williams, Institute for Urban Agriculture and Nutrition:

*Field hands and Foodways: Cultural Farming and Education*

In the African American community, the relationship between the people and the land is complicated and burdened, and must always be acknowledged and “unpacked,” if we are going to bring African Americans back to farming in significant numbers. Through cultural education and farming, The Fieldhands and Foodways Project of Alice's Garden Urban Farm removes a layer of shame, and even anger, and replaces them with a cloak of pride and knowledge about the agricultural and culinary heritage of African people throughout the Diaspora. It reintroduces farming as something to value, and work that is filled with dignity. It teaches the many ways our ancestors respected the land, employed sustainable growing methods, and fed their families and communities. Fieldhands and Foodways partners with the Biological Sciences Department of Marquette University, Milwaukee Public Schools, the Fondy Farm, the Institute for Urban Agricultural and Nutrition, and Milwaukee County Cooperative Extension to implement the various project components, engaging the community in learning and the growing of food. The project has been supported by grants from the Greater Milwaukee Foundation, North

Central SARE (Sustainable Agriculture, Research and Education), and the Siebert Lutheran Foundation.

Bradley Wilson, West Virginia University;

*Co-producing community food security: Rethinking alternative and emergency food networks in West Virginia*

Over the past 30 years, emergency food networks (EFNs) and alternative food networks (AFNs) have developed in response to seemingly distinctive concerns about food security; namely the problem of hunger and the industrialization/globalization of the food system. In the past decade a growing body of literature has sought to bring these two networks into greater conversation, particularly around the concept of enhancing community food security in particular localities and regions. In this paper we reflect upon two years of action research with coalitions promoting emergency and alternative food networks in West Virginia to consider similarities/differences and barriers/opportunities for co-producing more equitable and resilient food systems that serve small-scale producers and low-income consumers in Appalachia. Drawing on 100+ interviews with farmers, farmers market operators and farm coalition members as well as 100+ interviews with food pantry managers, soup kitchen directors, food bank managers and emergency food coalition members, we argue that a synthetic understanding and supplementary relationship between these networks via food hubs may facilitate economies of scale that promote regional food systems and community food security in rural areas of Appalachia. However, building food hubs that meet the goals of small-scale producers and low-income consumers will also require a rethinking of the assumptions and market conventions associated with both alternative and emergency food provisioning.

Marisa Wilson, University of Edinburgh:

*Alternative Food Networks in the Postcolonial World: Indigeneity and Struggles for Food Sovereignty*

Food sovereignty means the project of carving out a separate or at least partially autonomous space – that is, an alternative political, economic, ecological and/or cultural space – for the production, exchange and consumption of food. This means food projects based on a diversity of alternatives to capitalist systems of accumulation, appropriation and reproduction, some of which coincide with or indeed enter into capitalist spaces. This paper is based on the introduction to an edited volume of the same title (2016. London and New York: Routledge), which seeks to open up discussion about whether and how postcolonial and indigenous formations of alternatives to globalized capitalist food networks differ from those that have emerged or are emerging in high-income countries of the former imperial world. Compared to proponents of Northern Alternative Food Networks, postcolonial and indigenous peoples have different demands, values, beliefs, reasonings, etc. and different openings for agency due to structural and epistemic violences of colonialism and its aftermath. Postcolonial theorists such as Chakrabarty, Said, hooks, Bhabha etc. argue that knowledge and power, meanings and practices in the postcolonial world do not and cannot exist in a vacuum: they often draw from Western templates (such as the money valuation). With examples from the volume's chapters, the paper reveals how alternative food epistemologies and ontologies in the postcolonial

world emerge through what Claude Levi-Strauss called a 'bricolage' of Western and non-Western forms.

Marisa Wilson, University of Edinburgh:

*Using Photo Elicitation to Understand Nutrition Transition in Trinidad and Tobago*

In this presentation, I review the outcomes of a short project conducted in summer 2014 in Trinidad, the largest of the two-island nation state, Trinidad and Tobago. The primary objective was to use photo elicitation to explore how people in Trinidad consume food and the values they attribute to different kinds of foods, in order to develop an understanding of the complex factors leading to recent increases in high-energy, -fat, -sugar, -salt consumption in Trinidad and Tobago. During the summer of 2014 I conducted photo elicitation interviews with 25 supermarket workers in 4 Trinidadian supermarkets, who took pictures of ingredients they regularly purchase for Trinidadian meals while I recorded their reasonings for choosing certain products over others. In addition to this, I was able to conduct 6 weeks of ethnography with an Afro-Trinidadian family, c. 200 surveys about common Trinidadian meals and the importance of where food comes from, and collect over 40 food diaries outlining food and drink consumed over a 3-day period. The presentation will outline some of the project's findings, focusing on the still life photos of food products taken by the supermarket workers and reasonings they gave for choosing some food products over others. At the end of the presentation I will provide a preliminary explanation for Trinidadian food choices and implications for the population's nutritional health.

Clark Wolf, Iowa State University:

*Ground-Levels in Democratic Agrarianism: Liberty Hyde Bailey's Communitarian Environmental Ethic*

In *The Holy Earth*, Liberty Hyde Bailey sets out an ethic for agricultural practice, and draws out many of the implications he takes this ethic to imply for our individual and public lives. While Bailey never uses the term "sustainable," it is reasonable (I argue) to understand Bailey's view as an articulate defense of the view that sustainability, properly understood, is a necessary minimal requirement for ethical agricultural practice. But Bailey also wrote extensively about democracy and public life. Drawing on other of Bailey's works (especially the books *Ground-Levels in Democracy*, *Universal Service*, *What is Democracy*, occasional essays, and his practical work on rural community development) this paper strives to set Bailey's ethic of sustainable agriculture in the context of his work on democracy and public service. As it turns out, Bailey's account of "democracy" focuses not on political institutions (voting), but on public universities and extension services, on citizens' attitude toward scientific inquiry, and on the character of citizens living together in a democratic community. Bailey argues (in *Ground-Levels in Democracy*) that the central function of democracy is that participation in democratic participation is a kind of public education, to be achieved not only in political life, but also in the context of university involvement in public life, and extension service and public service research. This emphasis on practical social cooperation in the pursuit of education and practical knowledge ties Bailey's work on democracy to the theory of early environmental education he develops in his book on *The Nature Study Idea*, and finally to

the values he celebrates in *The Holy Earth*, and perhaps also to the values that animated Bailey in his career and throughout his personal life.

Julia Wolfson, Johns Hopkins University:

*What does cooking mean to you?: Perceptions of cooking and factors related to cooking behavior*

Americans report cooking frequently, however, little is known about what activities this actually includes. To describe perceptions of cooking and cooking behavior among residents of Baltimore, MD, we conducted seven focus groups of 5 to 12 people in November 2014- January 2015. Participants were recruited from two Baltimore neighborhoods. Focus groups were audio recorded, transcribed verbatim and analyzed using line-by-line coding. Perceptions of cooking varied based on the frequency or enjoyment of cooking as well as confidence in cooking abilities. For individuals who cooked frequently and self-identified as good cooks, cooking was associated with scratch cooking. For individuals who cooked infrequently or who felt less confident in their cooking skills, cooking was perceived as heating any food product in the home, including highly processed convenience foods requiring no additional preparation. The concept of home cooking was associated with scratch or fresh ingredients, investment of time, effort and creativity, and an act of caring or love. Participants who cooked frequently reported extensive meal planning and time management techniques to enable them to incorporate cooking into their daily lives. Barriers to cooking included lack of time, high cost of ingredients, and lack of enjoyment. The interpretation of the term “to cook” varies and includes processed products and modern preparation methods. Efforts to measure cooking behavior should account for the complex nature of the act and the nuanced interpretations of the term.

Andrea Woodward, Berea College; Hilary Dolstad, Centers for Disease Control; Stephanie McSpirit, Eastern Kentucky University:

*Assessing the Needs of Food Insecure Households in Local Food Economies*

As communities across the United States increasingly seek to localize their food economies, this movement has been critiqued for its frequent exclusion of food insecure households. This paper presents the results of a community food system assessment that sought to address this concern, and that grew out of collaboration between two post-secondary institutions, a county health department, local non-profits, and community volunteers. In this study, we sought to better understand the specific needs, perceptions, and preferences of food insecure families in a rural Appalachian community that is experiencing rapid growth in its local foods sector along with high levels of food insecurity and diet-related health problems. Among the 259 households we surveyed randomly, food-secure and food-insecure populations were identified on the basis of their responses to USDA measures of food insecurity, and bivariate analysis was performed to examine the relationship between food security status and attitudes about local food. Our results indicate that convenience, location, and price are significantly larger barriers for low-income households in accessing locally-produced foods. Despite these differences, however, both groups placed equally high importance on nutrition and local produce, and food insecure households were also significantly more interested than food-secure households in activities such as cooking clubs and work exchange for free local food.

These findings have important implications for the development of future programs and policies to combat food insecurity in the community.

Andrea Woodward, Nancy Gift, Mary Parr, Berea College; Stephanie McSpirit, Eastern Kentucky University; Hilary Dolstad, Centers for Disease Control;

*Classroom, Campus, and Community Collaborations to Promote Local Food Security*

Drawing from recent work that's been done to assess and respond to local food security needs in an eastern Kentucky community, this panel discusses how college classrooms, campuses, and surrounding communities can collaborate to promote an inclusive vision for localizing food economies. The papers in this panel share methods and results from a community food system assessment, lessons learned from the subsequent opening of the Berea College Farm Store in Berea, KY, and a discussion of agricultural education pedagogies that can help bridge the disconnect between consumers and producers. Given the Appalachian regional context in which these endeavors have played out, special attention is given to how needs and preferences of low-income consumers can be assessed and responded to, how local community members can play an integral part in the process, and how an interdisciplinary approach to agricultural education can uniquely prepare students for effective participation in our changing food system.

Francesca Zampollo, Auckland University of Technology:

*In Search of Meaningful Food: an overview of meaningful food and its stories*

*In Search of Meaningful Food* is a reflection on the meanings attributed to food, and therefore, the personal, and impossible to foresee, relationship between people and food products during and after consumption. Food products are designed with a specific function, and to elicit certain emotions. But what happens really when people buy and use these products? A range of uses and contexts are applied to the food product and many unpredictable meanings are applied to it, creating emotional memories that often follow people throughout their life. Homemade food is created usually to feed friends and family for a specific occasion, or for no particular reason other than being together. Some homemade food instead becomes incredibly meaningful, filled with emotional significance, and protagonist of the strongest memories one can have. *In Search of Meaningful Food* is about those memories and those meanings, showcasing the connection or discrepancies between design intentions, and how food products are actually lived. In this study data collection was conducted sending an international call for participation where I asked people to send me a short video where they tell the story of their most meaningful food. 108 videos from 15 countries have been collected so far. Thematic Analysis has been used to analyze the transcription of the videos. In this paper I will offer an outline of this study and its initial findings: I will highlight the emotional potentials of food showing some of the videos collected as part of data collection, and I will provide an overview of the initial findings, and the reasons why food becomes meaningful. Such findings provide a portrait of what is ultimately important about food, why it becomes meaningful. In the Design field these findings can be used to motivate and channel the Design process towards the generation of a food product, service or system that has the potential to be meaningful for people.

Willa Zhen, Culinary Institute of America:

*Putting the “Celebrity” in Chefs: Considering Class and Status Among Cooks in Contemporary China*

This paper examines the construction of “celebrity” among cooks in contemporary China. Several academic studies of cooks and their socioeconomic status (see Johnston and Baumann 2010; Lane 2014; Naccarato and LeBesto 2012; Rousseau 2012) have been analyzed through the Western context. Given that Western chefs cannot account for or typify the experience for all chefs across cultural lines, this paper considers celebrity, class, and social status from another cultural framework. This paper addresses the themes of celebrity, class, and status by looking at cooks in contemporary urban China. In examining cooks and their status in this context, we find the constructions of “celebrity” in China are not built upon Michelin stars, international rankings, or “best of” lists, as they often are in the West. Instead status and repute are drawn upon other sources, such as loyalty to political ideology and marketing savvy. Through pinpointing sources of identity in contemporary urban China, we can see that what it means to be a “celebrity” chef is not always clear or ubiquitous. It also asks us to reconsider definitions of “celebrity” and status in the culinary field.

Elyse Zucker, Hostos Community College/CUNY:

*Organic Soup, Social Justice and Expository Writing: Utilizing Service Learning to Teach the Writing Process and Agricultural Processes in an Inner City College*

This presentation will discuss how I teach English Expository Writing centered on the theme of agriculture and social justice by having students read relevant essays on various aspects of the topic and do service learning in our “food desert” environment to educate others about what they learn. Divided into groups exploring such topics as food deserts, farmers markets, processed vs. unprocessed food and how/why to make and share organic soups, students begin their projects doing --in the college and local communities-- primary research from questionnaires and surveys they create. The dearth groups discover guides their secondary research and arguments. Students then invite those interviewed (as well as the communities) to come to the campus organic farmers’ market they also run, distributing at the market (while ladling out soups they made and sell) brochures compiled of their research. The students talk to customers about the importance of eating organic and participating in agricultural processes for promoting sustainability, empowerment and self-awareness. They keep reflective journals of the entire experience, making connections between the processes involved in both writing and agriculture. At the semester’s end, each group puts on a powerpoint presentation of the entire experience, and students write individual reflective pieces, which have (overwhelmingly) relayed how life changing for them the class has been. This class will be used in the Foods Studies Associate Degree program our CUNY community college will offer in the fall, a first of its kind in the nation: a program I will touch upon as well.