

CONFERENCE PROGRAM



**The Joint 2007 Annual Meetings of the
AGRICULTURE, FOOD, & HUMAN VALUES
SOCIETY
and the
ASSOCIATION FOR THE STUDY OF FOOD &
SOCIETY**

***Changing Ecologies of Food and Agriculture:
Building on 20 Years of Scholarship***

May 30 - June 3 2007



INTRODUCTION

Welcoming Remarks

We are pleased to welcome you to the 2007 joint meeting of the Agriculture, Food and Human Values Society and the Association for the Study of Food and Society. Southern Vancouver Island has long been an international tourism destination which over the past decade has gained a rapidly growing – and well deserved – reputation as a gastronomic tourism destination. A thriving urban restaurant scene (Victoria is the seat of government in BC) is driven by the internationally renowned agro-entrepreneurial producers of the Cowichan Valley (~40 minutes north) in addition to a new breed of fishers sustainably harvesting local marine treasures. With this conference it is my hope that the current torrent of activity around food issues in and around Victoria will find a focus. In developing the program of events a primary goal has always been to stimulate bidirectional communication and collaboration. Conference delegates are present from near and far with the common purpose of exchanging knowledge and enhancing understanding. We here in Victoria are excited to have you among us, welcome you and look forward to learning from you. We also look forward to enhancing your understanding of our precious island, its peoples and hope to establish relationships that will persist long after the conference has ended. Finally I wish to thank the AFHVS Executive for giving us the opportunity of hosting this important event.

Sincerely,



John Volpe, Chair- Local Organizing Committee

Acknowledgements

Local Organizing Chair – John Volpe, University of Victoria

Sushil Saini, University of Victoria

Jeff Ralph, University of Victoria

David Mincey, Camille's Fine Dining; Island Chef's Collaborative

Program Committee Chair - Keith Douglass Warner OFM, Santa Clara University

Melanie DuPuis, UC Santa Cruz

Christy Getz, UC Berkeley

Diana Stuart, UC Santa Cruz

With the able help of Anahita Sarvian, Waide Hicks, and Rachel Brand

Program At A Glance - all movies at Lam Auditorium (MacL A144)

Wed May 30	Thurs May31	Fri June 1	Sat June 2	Sun June 3
	Welcome & Announcements Lam Auditorium	Announcements Lam Auditorium	Announcements Lam Auditorium	
Saltspring Island Tour 7:45am-5:15pm	Registration Desk 8:00am-5pm <i>Lam Auditorium Lobby</i>	Registration Desk 8:00am-5pm Lam Auditorium Lobby	Registration Desk 8:00am-12noon Lam Auditorium Lobby	
	Oral Sessions 8:30am-5pm	Oral Sessions 8:30am-5pm	Oral Sessions 8:30am-3pm	
	Book & Break Area 9am-5pm Lam Auditorium Lobby	Book & Break Area 9am-5pm Lam Auditorium Lobby	Book & Break Area 9am-5pm Lam Auditorium Lobby	
Registration Desk 3pm-7pm Lam Auditorium Lobby	Tasting: Cheese 12-1:30pm Hickman 120	Individual Society Business Meetings 12-1:30pm AFHVS StrongC108 ASFS MacL D111 Tasting: Chocolate 12-1:30pm Hickman 110	BBQ Wild Salmon Lunch 12-1:30pm University Centre Joint Business Meeting MacL D111	Tasting: Heritage Pork Grad Centre 12-1:30pm
Welcome Reception 5:30 - 8:30pm Grad Centre	The Beer Run - MicroBrew Tour of Victoria 6pm p/u in front of University Centre	Keynote Address 5:15-6:00pm Dr. Sinclair Philip Lam Auditorium	Presidential Addresses 3:30pm-5pm Lam Auditorium	Movie: Future of Food 1:30pm
Movie: Black Coffee 7:00 with intro by Ryan Taylor of Café Fantastico	Tasting: Wine 7pm Grad Centre Movie: Buyer Be Fair 7:00 Intro by director John de Graaf	Reception 6pm-7pm Lam Auditorium Lobby Food & Climate Change Panel 7pm Lam Auditorium Tasting: Salmon 7pm Grad Centre	Grand Banquet 6:30pm Maritime Museum of British Columbia w Chef David Mincey and Dr. Briony Penn	Movie: Fast Food Nation 4pm Movie: Darwin's Nightmare 6:30pm

THURSDAY MAY 31- Welcome and Announcements 8:10am Lam Auditorium

	Session I 8:30-10	Session II 10:30-12		Session III 1:30-3	Session IV: 3:30-5
A: Cornett A120	Updating food regime analysis for the 21st century I.	Updating food regime analysis for the 21st century II.	Lunch: Thursday 12-1:30pm	Keep Farming: A Regional Model for Global Food Systems.	Social transformation through food education.
B: Cornett A121	An agenda for action: disability rights, community food security, and the charity model.	Imaging/imagining food: visualizing food, place and identity.		Indigenous Food Sovereignty.	Sharing food, ideas and concepts - Declaration for Indigenous Food Systems in BC.
C: Cornett A229	BC1: A place for urban agriculture in Vancouver, Canada?	BC2: Revitalizing traditional root vegetables of the Northwest coast.		BC3: BC's Agricultural Land Reserve: 30 years of Planning for Agriculture.	BC4: The Value of Biodiversity on BC's Farms and Ranches.
D: Strong C108	Nutrition in public.	GMOs, technologies and alternatives.		Sustainable seafood: realities, myths and challenges.	Sustainable Agriculture: Changing business models, changing the ways we think
E: Strong C112	Eating the city.	The food voice: perspectives in practice.		Food Systems and Farmers' Markets on the Edge.	GMOs all over.
F: MacL D101	Ethics, farming & desire.	Food decision making in public.		Teaching Food:	Nutrition policy all over.
G: MacL D110	Food systems and indigenous knowledge.	Public food across time and space.		Methods of Liberation: Food Studies	<i>Gastronomica Dilecta.</i>
H: MacL D111	Food & identity.	Culinary history.		International dimensions.	Food, gender and labor.
I: MacL A144 (Lam)	Organizational principles of place-based labeling programs.	Uncovering new dimensions in farm-to-institutions market.		Plains and Grains: Post Structural Associations.	Film, community, art and food.

FRIDAY JUNE 1 Announcements 8:10am Lam Auditorium

	Session V 8:30-10	Session VI 10:30-12		Session VII 1:30-3	Session VIII: 3:30-5	
A: Cornett A120	Sustaining Local Food Systems in a Globalizing Environment	What manner of agency for agro-food justice.	12-1:30PM Individual ASFS and AFHV society meetings, with lunch	Ethical farmers and a good farm bill.	Drinks and Identity in the Female Life Cycle.	5:15- - 6:00 pm Keynote Speech – Dr. Sinclair Philip Lam Auditorium
B: Cornett A121	Poverty, Justice, and Food Choice.	Thirsty Perspectives: Water, nutrition and culture.		Glocal Consumers.	Ecological Public Health and Food Security.	
C: Cornett A229	The coproduction of local food systems I.	Local food policy and action		The coproduction of local food systems III.	From the ground up: opportunities and challenges.	
D: Strong C108	Towards a Food Secure Campus: A Food System Assessment UVic	Sustainable Livelihoods and Community Capitals Frameworks.		University local food projects.	Making Modern Food Memories.	
E: Strong C112	New Gatherings.	Victoria Farmers Market: Selling more than food.		Guidelines & the value of food and diet in our lives?	Big Ag.	
F: MacL D101	Land and Life.	Weighty Food.		Not in my body: the personal and cultural.	(En)gendering Agriculture	
G: MacL D110	Food Race, and Gender in Diasporic Literature.	Organic: What is it and Where is it Going?		Education Across Agrifood Systems.	Seeds of Change: Farmers, biotechnology & the new face of agriculture	
H: MacL D111	Culture, crisis & change in agrofood systems.	Intimate interactions.		Food policy & practice.	In everyone's best interest? Food regulations, scale, ...	
I: MacL A144 (Lam)	Cultural representations of food.	Food Safety: problems and policies.		Spirituality and Ritual.	Producing agro-food knowledge.	

SATURDAY JUNE 2 Announcements 8:10am Lam Auditorium

	Saturday IX 8:30-10	Saturday X 10:30-12		Saturday XI 1:30-3	
A: Cornett A120	Greening the Cow: Continuing the Work of Thomas Lyson I.	Civic Agriculture Today: Continuing the work of Thomas A. Lyson II.	12-1:30PM SALMON BBQ and Joint Societies meeting over lunch	Civic Food and Nutrition Systems: Continuing T. Lyson's work III:	Presidential Addresses David Lam Auditorium (MacL A144)
B: Cornett A121	The disruptive modern diet.	Carrots and Sticks for Middle Ag I.		Sustainable agro-economies.	
C: Cornett A229	Local knowledge and participation of rural and urban communities at risk.	Quantifying the local foodshed.		Alternative Tenure Models; A Farmland Trust for BC.	
D: Strong C108	Food as pilgrim:	How are we 'doing' in food studies? A cross- disciplinary conversation about food studies methodology & future publications.		A Place at the Table: Food and Nationality in Contemporary Scholarship.	
E: Strong C112	Farmers, scientists, and participation: New directions in public plant breeding.	The Biopharming Imaginary: conflicting visions of research scientists, funders, and farmers on the frontiers of agriculture.		Community vitality: values, politics and cultures in place.	
F: MacL D101	What is good food?	Cultivating food & fuel.		Conducting chocolate history: Tools available to 21st food historian.	
G: MacL D110	ASFS at 20 Years, food studies at 10 years: A roundtable Assessment.	Finding Food: Maps, Stories and Analysis from Three Foodscapes.		Technology, people and power in the agfood system.	
H: MacL D111	The coproduction of local food systems IV.	The coproduction of local food systems V. IV.		Localism and food security.	
I: MacL A144 (Lam)	No sessions	No sessions		Carrots and sticks for middle ag II.	

Program Notes

The program at a glance and campus maps are your guides to the conference events over the next several days. You will note it is a full program, with a variety of academic and social activities planned. Be prepared to brave some fresh air between sessions and to engage in a little strategic planning to take advantage of the full agenda.

The Academic Program

Each morning at **8:10am** announcements etc. will be made in the Lam Auditorium (MacL A144) regarding that day's agenda and events. Concurrent sessions run from 8:30am – 5:00pm on Thursday and Friday and to 3:00pm on Saturday. Roughly 184 contributed papers and panels are organized into 96 sessions over three days with nine concurrent sessions running at any particular time. The sessions use an alphanumeric coding system to assist you in tracking your desired talks. Each of the nine presentation rooms are designated with a letter from A to I. Each day is divided into four blocks of time (session 1 – break - session2 - lunch - session 3 - break - session 4). The sessions are numbered continuously from day to day. Therefore session “**9g**” is in the first time block on day three (Sat) in room G (MacLaurin D110).

Contributed paper sessions are typically comprised of three speakers over 90 minutes. Therefore each speaker is allotted 20 minutes for their oral presentation leaving 10 minutes for questions and transition to the next speaker. Moderated panels and contributed sessions with more or less than three presenters will follow idiosyncratic schedules and it will be up to you to evaluate how best to navigate across multiple sessions.

2007 Student Paper Award Winners

Undergraduate

Megan Thom, University of Victoria. “Cultivating Connections: The Urban Agriculture Movement”.

Graduate

Chong-Ae Yu, Cornell University. “Ground Zero of Agriculture? The Agriculture Collapse in North Korea in the 1990s”.

Winners receive complimentary conference registration and admission to the Grand Banquet.

Keynote Address

Dr Sinclair Philip will deliver this year's keynote address. Dr. Philip was "Slow" even before the Slow Food Movement came along. In the small community of Sooke west of Victoria, he became Canada's Alice Waters when he and his wife, Frederique, opened Sooke Harbour House in 1979. Employing and training some

of Canada's best chefs, he convinced diners that there is goodness in ingredients so local and fresh that they swam or grew outside the window that day -- limpets, begonia tubers, sea cucumber muscle and hundreds of edible plants and flowers that populate the inn's kitchen gardens. Dr. Philip heads Slow Food Canada and is an internationally recognized authority on food sustainability issues in addition to being among the world's preeminent hoteliers

Presidential Addresses

The Presidential addresses by **Mary Hendrickson** (AFHVS) and Fabio Parasecoli (ASFS) will be in the Lam Auditorium (MacL A144) on Saturday June 2 from 3:30 – 5:00pm.

Fabio Parasecoli: A Plea For Pleasure

Mary Hendrickson: The Great Divide or The Great Triumph? Local Food / Global Food

Climate change, Food and British Columbia Panel

An expert panel representing an array of perspectives on the issue of climate change and food will be held on Friday June 1 at 7:00pm in the Lam Auditorium (MacL A144). Conference delegates are encouraged to attend, as well the event will be open to the public.

The Social Calendar

Welcoming Reception – Wed. May 30 5:30pm

The School of Environmental Studies at the University of Victoria hosts the Welcoming Reception at the **Halpern Graduate Centre** from **5:30 – 8:30pm**. Featuring fresh local seafoods, antipasti and local wines and beers this is an opportunity to reconnect with colleagues and forge new relationships prior to the commencement of the formal sessions the following day.

Wild Salmon BBQ – Saturday June 2 12 noon University Centre

Lunch on Saturday will feature wild BC salmon prepared on outdoor BBQs. The fee for this is included in your registration. There will be alternatives for non-salmon eaters. Please be aware that the joint business meeting of the two societies will be held over lunch and we ask that those attending make their way to the front of the line at the University Centre asap.

The Grand Banquet - Saturday June 2 6:30pm

Award winning Chef David Mincey and internationally renowned UVic ethnoecologist Dr. Nancy Turner have collaborated to highlight significant foods of the west coast; which Chef Mincey has sourced and transformed, using both traditional and modern cooking techniques, into a multi-course roving feast at the **BC Maritime Museum**, downtown Victoria.

Each diner will receive a complimentary glass of wine upon entering the feast. For the rest of the evening Chef Mincey has chosen a series of exceptional BC boutique and award winning wines, some of which are not available for sale through liquor stores. These wines will be available for only 5\$ / glass. It is a opportunity to affordably experience the breadth and skill of BC artisan winemakers.

Each feast and wine station features an interpreter who acts as storyteller of the dishes you taste, relating sacred stories and curious facts regarding the food's history and preparation. This is a one of a kind, once in a lifetime event that truly cultivates appetites and knowledge.

Buses depart from in front of the University Centre at UVic at **6:00pm and 6:45pm** to the Maritime Museum. One bus will depart back to UVic at **9:30pm** and a second at **10:15pm**.

Tastings

Formal tasting are being conducted at the times and locations indicated below. At time of printing some tickets for all but the salmon tasting remained available. Call (250) 472-4747 or visit the registration desk for tickets.

Thursday May 31st - **Cheese** 12:00-1:30 at Hickman 120
Thursday May 31st - **Wine** 7:00 - 8:30 at Grad Centre
Friday June 1st - **Chocolate** 12:00-1:30 at Hickman 110
Friday June 1st - **Salmon** 7:00 - 8:30 at Grad Centre
Sunday June 3rd - **Pork** 12:30 - 2:00 at Grad Centre

The Beer Run

The "Two Thirsty Guys" tour of Victoria microbreweries will leave UVic in front of the University Centre at 6:00pm.

CONFERENCE INFORMATION

Registration

The volunteers at the registration desk look forward to helping you with directions, advice and assistance to ensure your stay is a memorable one. We're available during the following hours:

Wed May 30	3:00 – 7:00pm
Thur May 31	8:30 – 5:00pm
Fri June 1	8:30 – 5:00pm
Sat June 2	8:30 – 12 noon

Session Moderators

Moderators have three main functions - identify the computer and other AV equipment as needed and assist in loading speaker files, introduce speakers, and finally, ensure speakers remain on time. Volunteer AV technicians will be roving across the various rooms and are available to assist as necessary.

Speaker and Presenter Information

Contributed paper sessions are typically comprised of three speakers over 90 minutes. Therefore each speaker is allotted 20 minutes for their oral presentation leaving 10 minutes for questions and transition to the next speaker. Moderated panels and contributed sessions with more or less than three presenters will follow idiosyncratic schedules and it will be up to you to evaluate how best to navigate across multiple sessions. Moderators are instructed to follow the order of speakers as per the program and further instructed to maintain strict control over time allocated for each speaker. PLEASE be cognoscente of the fact that eight other sessions are in progress during your session and if people are to successfully navigate among them, it is imperative that all speakers remain on time. Likewise do not take it personally if your moderator is forced to truncate your presentation in order to remain in schedule.

Please visit the room where you will deliver your presentation IN ADVANCE. In addition please make contact with your moderator and, if necessary, AV tech volunteers (either at the registration desk or in the sessions) at least 15 minutes prior to the start of your session. Speakers are advised to take advantage of the Speaker Preview Room (see below) to view materials prior to presentation.

Speaker Preview Room

Speakers may view their slides in advance of the presentation in Room **120 Harry Hickman Building**. The room will be open during the regular session periods.

Messages / Notices

There is a Message / Notice Board in the registration area for you to use

General Meeting Rooms

In the D Wing of Clearihue there are four rooms (D130, D131, D132, D134) set aside for ad hoc meetings, informal discussions or for quiet times. The rooms are open during the regular session periods.

Foraging Activities On Campus

Breakfast

For those staying in residence on campus, breakfast is included with your accommodation. Breakfast is served in the Cadboro Commons cafeteria from 7:00 – 9:00am, please bring the voucher you received at check-in.

Coffee (the best on campus), muffins (again, best on campus), baked goods etc are available at Finnerty Express which is next to the book store and bus loop.

Coffee Breaks

Two complimentary coffee breaks on Thursday, Friday, and Saturday at 10am and 3pm. A selection of baked goods accompanied by your choice of tea or fair trade coffee. These will be available in the lobby of Lam Auditorium (MacL A144) next to the registration desk and exhibitors. Please have the reusable coffee cup you received as part of your registration with you.

Lunches

Delegates are on their own for lunch for Thursday and Friday. There are many options for you to choose from. Saturday lunch is BBQ wild Pacific salmon and/or marinated vegkabobs and is provided as part of your registration.

The IQ Bistro – This is the pub of the UVic Graduate Students Society. The official name is the Halpern Grad Centre. Good beers, good food, passable wines. **Very good lunch option.**

At the Student Union Building: You can't really go wrong here, it is all good stuff!

Bean! There Coffee, espresso drinks, fresh muffins, decadent pastries, sensational savouries, sushi and hot pizza slices, all at great prices. Bean There offers two delicious blends of 100% Fair Trade, Organic, fresh brewed coffee. Try a Bean There favourite by sampling the hot chocolate made with real milk! Bean There is one of the SUB's many fun and friendly places to eat.

Open Monday-Friday, 7:30am-7:30pm



Felicita's, owned and operated by the UVic Student Society, is your on-campus pub located in the SUB. Drop by for a game of pool or darts or just relax on the patio or in front of the big screen T.V. Enjoy a cold drink and delicious pub fare in a comfortable and friendly atmosphere. Felicita's offers a full complement of tasty beers and has a menu designed to please everyone.

Open June 1, 2, 3 11:30am-midnight



B G R New look to the operation last year but same great, fresh wraps and sandwiches made to order. The homemade veggie chili and daily soups are piping hot. Drop by for a tasty smoothie, fresh juice, or a shot of wheatgrass to energize your day. The Juice bar is unique on campus and located inside the Health Food Bar.

Open Monday-Friday, 10am-4pm



Fast, hot food from around the globe for breakfast and lunch. Along with the traditional beef, chicken and veggie burgers, it also offers flavourful and nutritious alternatives. Vegetarians and vegans will enjoy the variety of stir-fries, curries and falafels. On a low carb diet? The Grill has created a new delicious chef salad just for you. The creative and inexpensive daily specials mean your taste buds will never be bored and your budget will go further.

Open Monday-Friday, 10:30am-3pm



The Munchie Bar, Cinecenta's concession stand, is open daily and during movie show times. It is found at the opposite end of the building from Bean There, so you never have to go far to get your coffee. They offer delicious, 100% Fairly Traded Kicking Horse organic coffee and quality local baked goods. Cool off with a wildly flavoured Slush Puppy or pick up a yummy oatmeal chocolate chip cookie.

Open Monday to Friday 8:00am - 9:00pm

Saturday and Sunday 6:00pm - 9:00pm

At the University Centre Standard cafeteria fare here. Decent but nothing to write home about. However, the pizza here is superior to that on offer at Bean There (but no one in Naples is going to get jealous over it).



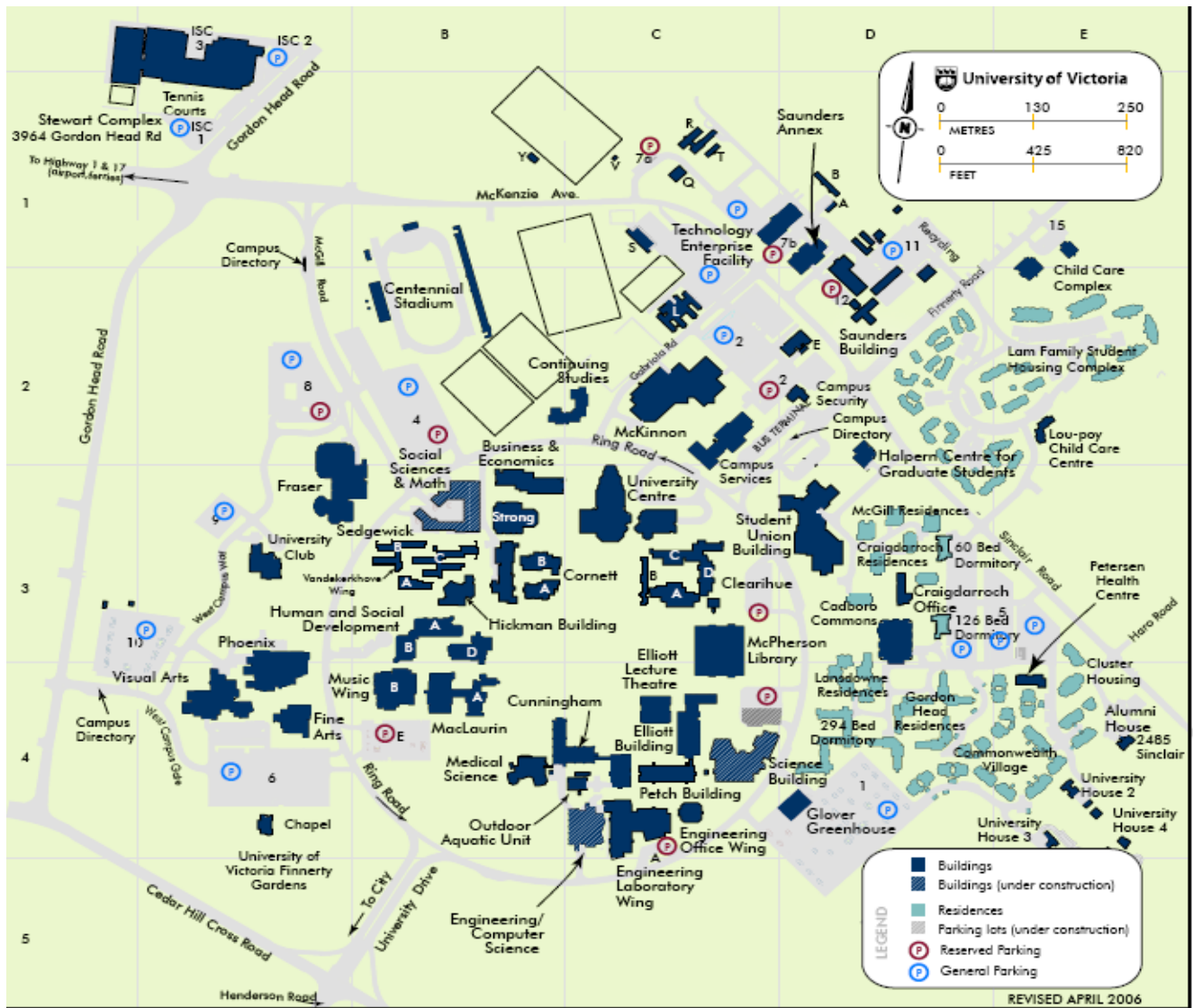
Savory snacks, frozen goodies, sushi, mac&cheese, vegi and vegan wraps and the best baked goods and coffee on campus. Located next to the bookstore at the bus loop.

Monday - Friday 7:30 am - 5:00 pm; Saturday 11:00 am - 5:00 pm; Sunday - Closed

At Mac's Bistro (Outside of the Registration Desk in MacLaurin Building) Widely regarded as the venue of last resort on campus. Muffins and coffee are superior elsewhere although the soups can be a nice surprise. If you have the time, go for a walk to the SUB or Finnerty's - you'll be glad you did.

Foraging Further Afield

A short walk down the hill towards the ocean will bring you to the neighbourhood of Cadboro Bay. Here you will find numerous restaurants, cafes, beer and wine stores, groceries in addition to a very nice beach.



Building	Location	Building	Location	Residence	Location	Residence	Location
Alumni House	E-4	Hut V	C-1	Cluster Housing		Lam - Family Student Housing -continued	
Business and Economics Building	B-3	Hut Y	B-1	Block 46	E-2	Block 15	D-3
Cadboro Commons Building	D-2	Lou-Poy Child Care Centre	B-2	Block 47	E-4	Block 16	D-3
Campus Security Building	D-2	McLaurin Building	B-4	Block 48	E-4	Block 17	E-2
Campus Services Building	C-2	McLaurin Music Wing	B-4	Block 49	E-4	Block 18	E-2
Chapel	A-4	McKinnon Building	C-2	Block 50	E-4	Block 19	E-2
Child Care Complex	E-1	McPherson Library	C-2	Commonwealth Village - Cluster Housing		Block 20	E-2
Clearihue Building	C-3	Medical Sciences Building	B-4	Block 51 - Gibson House	E-4	Block 26	D-3
Continuing Studies Building	C-2	Outdoor Aquatic Unit	C-4	Block 52 - Rogers House	E-4	Block 27	E-2
Cornett Building	B-3	Petch Building	C-4	Block 53 - McTaggart-Cowan House	E-4	Block 28	E-2
Craigdarroch Office Building	D-2	Petersen Health Centre	E-4	Block 54	E-4	Block 29	E-2
Cunningham Building	C-4	Phoenix Building	A-4	Block 55	E-4	Gordon Head Residences	
Gillett Building	C-4	Saunders Building & Shops	D-2	Block 56	E-4	Robert Wallace Hall (WA)	D-4
Gillett Lecture Theatre	C-4	Saunders Annex	D-1	Block 57	E-4	Richard Wilson Hall (WI)	D-4
Engineering / Computer Science Bldg	C-4	Sedgewick Building	B-3	Block 58	E-4	George & Ray Poole House (RP)	D-4
Engineering Laboratory Wing	C-4	Stadium	B-2	Block 59 - Midcalan House	E-4	Roderick Halp-Boon Hall (RH)	D-4
Engineering Office Wing	C-4	Stewart Complex	A-1	Block 60	E-4	Landowne Residences	
Fine Arts Building	A-4	Strong Building	B-3	Block 61	E-4	Hodges Hall (HO)	D-4
Fraser Building	A-3	Student Union Building	D-3	Craigdarroch Residences		Ravenhill Hall (RA)	D-4
Glover Greenhouse Facility	D-4	Technology Enterprise Facility 1	C-1	St. Arthur Currie Hall (AC)	D-3	Carroll Hall (CA)	D-4
Halpern Centre for Graduate Students	D-2	University Centre	C-2	David Thompson Hall (DT)	D-3	Trutch Hall (TC)	D-4
Hickman Building	B-3	University Club	A-2	Emily Carr Hall (EC)	D-3	Heimann Hall (HE)	D-4
Human & Social Development Bldg	B-3	University House 2	E-4	Margaret Newton Hall (MN)	D-3	Sanderson Hall (SA)	D-4
Hut W	D-1	University House 3	E-4	Lam - Family Student Housing		McGill Residences	
Hut X	D-1	University House 4	E-4	Block 01	D-2	Joseph Curran Hall (JC)	D-2
Hut Y	D-2	Visual Arts Building	A-4	Block 02	D-2	Shelley Baker Hall (SB)	D-2
Hut Z	D-2			Block 03	D-2	Hugh Stephen Hall (HS)	D-2
Hut 1	C-2			Block 04	D-2	New Dormitory Residences	
Hut 2	C-1			Block 05	D-2	60 Bed Residence "Park"	D-2
Hut 3	C-1			Block 06	D-2	126 Bed Residence "Tower"	D-2
Hut 4	C-1			Block 07	D-2	294 Bed Residence "Ring Road"	D-4
Hut 5	C-1						
Hut 6	C-1						
Hut 7	C-1						
Hut 8	C-1						
Hut 9	C-1						
Hut 10	C-1						
Hut 11	C-1						
Hut 12	C-1						
Hut 13	C-1						
Hut 14	C-1						
Hut 15	C-1						

THURSDAY**SESSION ONE: THURSDAY 8:30 – 10AM**

- 1a. Updating food regime analysis for the 21st Century I.** Session organized and moderated by Jane Dixon. Cornett A120. Harriet Friedmann and Philip McMichael, Farshad Araghi, David Burch and Geoff Lawrence, Hugh Campbell, Jane Dixon and Bill Pritchard.
- 1b. An agenda for action: disability rights, community food security, and the challenge to the charity model.** Session organized by Abby Wilkerson. Cornett A121. Alice Julier, Lisa Heldke.
- 1c. BC1: A place for urban agriculture in Vancouver, Canada?** Session organized and moderated by Rachel Black. Cornett A229. Janine de la Salle, Devorah Kahn, Christina Beaudoins, and Susan Kurbis.
- 1d. Nutrition in public.** Moderated by Alex McIntosh. Strong A108
Keiko Goto. Addressing issues related to sustainable food systems in a food culture course for future nutrition professionals.
Diane E. Carson and Wendy Reiboldt. Influence of an after-school nutrition intervention on food choices of children and their parents.
Jennifer Davis and Alex McIntosh. The body in the ad revisited.
- 1e. Eating the city.** Moderated by Stacy Lockerbie. Strong C112.
Meghan Thom. Cultivating Connections: The Urban Agriculture Movement. Winner AFHVS undergraduate student paper!
Babbette Audant. Urban Grazing: The politics of food, identity and public space.
Marcus Griffin. Reciprocity, Social Bonds, and Urban Food Foraging in Comparative Perspective.
- 1f. Ethics, farming & desire.** MacLaurin D101.
Caroline Brock. Decision making and satisfaction levels associated with alternative dairy farm strategies in Wisconsin.
Leslie Hunt. The moral economy of growing: orchardist's interaction with their orchard.
John Cranfield, Spencer Henson and James Holliday. What Motivates the Transition to Organic Farming? Analysis of Canadian Vegetable and Dairy Producer Experiences.
- 1g. Food systems and indigenous knowledge.** Organized by Audrey N. Maretzki, Harriet V. Kuhnlein, and Craig Hassel. MacLaurin D110. Audrey N. Maretzki, Harriet V. Kuhnlein, Craig Hassel, Paul Schultz, and Thelma Harvey

- 1h. Food and Identity.** Organized and moderated by Ilona Baughman. MacLaurin D111.
 Amanda Mayo. Can Commensal Eating be Eating Alone?
 Ilona Baughman. Greek-American church fundraising cookbooks and the construction of identity.
 Beth Marie Forrest. Montezuma's Revenge?: Chocolate and Identity in Early Modern Spain.
 Jennifer Feng. Ways American Evangelical Churches use Food to Maintain and Establish Identities.
- 1i. Organizational Principles of Place-Based Labeling Programs and Implications for Practice.** Organized by Gail Feenstra. MacL A144 (Lam Auditorium). Moderated by Clare Hinrichs. Elizabeth Barham, Gail Feenstra, Clare Hinrichs.

SESSION TWO: THURSDAY 10:30 - NOON

- 2a. Updating food regime analysis for the 21st Century II.** Session organized by Jane Dixon. Cornett A120. Harriet Friedmann and Philip McMichael, Farshad Araghi, David Burch and Geoff Lawrence, Hugh Campbell, Jane Dixon and Bill Pritchard.
- 2b. Imaging/imagining food: visualizing food, place and identity.** Organized and moderated by Melissa Salazar. Cornett A121.
 Lidia Marte. A Virtual Tour: Using foodmaps to trace immigrants' gendered choreographies of home.
 Melissa Salazar. Who's Going to See This, Anyway?: Immigrant children photograph their food worlds.
 Lucy Long. Performing Place Through Food: Developing a regional foodways exhibit.
 Naomi Guttman. Slow Food, local farmers, and the creation of community in central New York
 Sarah Musgrave. Reading the Real: An Illustrated Tour of Montreal's Marché Jean Talon
- 2c. BC2: Revitalizing traditional root vegetables of the Northwest coast.** Organized by Severn Cullis-Suzuki. Cornett A229. Moderated by Nancy J. Turner. Severn Cullis-Suzuki and Jen Pukonen.
- 2d. GMOs, technologies and alternatives.** Moderated by Kate Painter. Strong C108.
 Kristina J. Hubbard. Protecting the integrity of organic food in the face of genetic engineering: The case of Roundup Ready alfalfa.
 Lyne Létourneau. Vegetarianism and genetically modified foods: Does vegetarianism preclude eating GM foods?

Tim Zagozewski. Bread breaking: Industrial technologies and the degradation of bakery work.

2e. The food voice: Perspectives in practice. Organized and moderated by Annie Hauck-Lawson. Strong D112.

Babette Audant and Jonathan Deutsch. Voices from the Line: Hearing the Worker in Workforce Development.

Carolyn T. de la Peña. Sweeten My Life A Little: Self, Voice, and Risk in the Saccharin Revolt.

Annie Hauck-Lawson. Rollicking and tender road maps to the self: food voice narratives.

Alice McLean. From Slow Food to Molecular Gastronomy.

Frances Short. Kitchen angel, gourmet artiste, too-busy-to-bother convenience cook...or something else? Finding the voices of home cooking.

2f. Food decision making in public. MacLaurin D101.

Ardyth Gillespie, Milagros Querubin, Kathleen Dischner, LaVon Eble, Laura Smith and Melanie V. Ruiz. Engaging communities in food decision-making research: Building on 20 years of scholarship.

Michael Heasman and Kreesta Doucette. The Manitoba Food Charter: merging localism with provincial community food security?

Tanya MacLaurin and Don MacLaurin. Changing consumer food trends in Canada: It's all in the demographics.

2g. Public food across time and space. MacLaurin D110.

Elise S. Lake. Dieting through the pages: A century of weight-control advice in *Good Housekeeping*.

Laster, N. and C. Feldman. The spirituality of wellbeing: student perceptions of traditional food and wellness in Tuscany.

Marcelo Traldi Fonseca, Ana Marta de Brito Borges, and Paulo Ferretti.

Outsourced cooking: discussing the restaurant role in the urban scenario.

2h. Culinary History. Organized and moderated by Ken Albala. MacL A144 (Lam Auditorium).

Ken Albala. The Practice of Culinary History as Research Methodology.

Zilka Janer. Cooking Otherwise: Shifting the Geo-graphy of Culinary Knowledge

Deanna Pucciarelli. Exploring Taste through Tasting Chocolate

William Rubel. Discovering Early Modern Breads

2i. Uncovering new dimensions in farm-to-institution markets. Organized and moderated by Gail Feenstra. Clearihue D134. Gail Feenstra, Jan Perez, Patricia Allen, Shermain Hardesty, and Anya Fernald.

SESSION THREE: THURSDAY 1:30 – 3 PM

- 3a. Keep farming: a regional model for global food systems organizing and leadership.** Organized and moderated by Virginia Kasinki. Cornett A120. Virginia Kasinki, Mary Gail Biebel, Keecha Harris.
- 3b. Indigenous Food Sovereignty – Current situations, concerns and strategies in B.C. Communities.** Organized by Dawn Morrison and Nancy Turner, and moderated by Dawn Morrison. Cornett A121. Thomas Child (Kwagiutlh, Kwakwaka'wakw Nation), Nick Claxton, (Tsawout, Saanich Nation), Cheryl Bryce (Songhees Nation), Pakki Chips (Beecher Bay, Coast Salish, Ditidaht and Nuu-shch-nulth), Dawn Morrison (Secwepemc), and Nancy Turner.
- 3c. BC3: British Columbia's agricultural land reserve: Thirty years of planning for agriculture.** Organized and moderated by Derek Masselink. Cornett A229. Deborah Curran, Erik Karlsen, Jim LeMaistre, and Derek Masselink.
- 3d. Challenges of sustainable seafood production.** Organized and moderated by John Volpe. Strong C108.
John Volpe. Sustainable seafood: realities, myths and challenges
Susan C. Stonich. Global aquaculture and human food security: lessons from the green revolution and the commercialization of agriculture.
Dustin Mulvaney. The politics of genetic pollution: state-level regulation of transgenic salmon in the US.
Jennifer Jacquet. Why consumers alone cannot save our fish.
- 3e. Food systems and farmers' markets on the edge.** Organized and moderated by Garry Stephenson. Strong C112. Garry Stephenson, Kim Gossen, Katie Murray.
- 3f. Teaching Food: Pedagogies, practices, and pitfalls.** Organized by Neva Hasanein. MacLaurin D101. Moderated by Jack R. Kloppenburg. Neva Hasanein, Jack R. Kloppenburg, and Marcy Ostrom.
- 3g. Methods of Liberation: Food Studies, Methodologies, and Social Change.** Organized and Moderated by Alice Julier. MacLaurin D110. Alice Julier, J. Sushil Saini, Harriet Kuhlein, and Nancy Turner.
- 3h. International intersections of ecology & agriculture.** MacLaurin D111.
Kathryn Teigen De Master. Speculation on speculation: The intersection of ecological farming, subsidy structures, and land accumulation in a Polish post-accession rural landscape.

Sonja Brodt, Karen Klonsky, Louise Jackson, Steven Brush, and Sean Smukler.
Opportunities and obstacles in adoption of biodiversity-enhancing features on California farms.

Sáez, Héctor. Cooperatives, small farmers in Cuba: Institutions, technology and environmental damage.

Ebru Kayaalp. Dispossessed citizens: The case of tobacco farmers in Southeastern Turkey.

3i. Plains and grains: Post-structural associations. MacL A144 (Lam Auditorium).

Theresa Selfa. Agricultural restructuring in the American Great Plains.

Jolene Smythe. Grain, cattle and gender? The products of family farming and ranching in Washington State.

Leland Glenna and Raymond A. Jussaume Jr. Can wheat growers be characterized according to their association with wheat varieties?

SESSION FOUR: THURSDAY 3:30 - 5PM

4a. Social transformation through food education. Cornett A120.

Elaine A. Hills. Food citizenship in higher education.

Sally S. Booth. Enriching education with food: Teaching students the anthropology and history of food, and the preparation of food in the farm, in the kitchen, and in the classroom.

Dorothy Blair. Defining the components of successful school gardening: a case study of the Schaeffer elementary school.

4b. Sharing food, ideas and concepts - Declaration for Indigenous Food Systems in the province of B.C. Organized and moderated by Dawn Morrison and Nancy Turner. Cornett A121. Chief Wayne Christian (Secwepemc; co-Chairperson Shuswap Nation Tribal Council, Chief Spallumcheen Indian Band) and Tirso Gonzales (Aymara).

4c. BC4: The value of biodiversity on British Columbia's farms and ranches. Session organized and moderated by Ramona Scott. Strong C108. Tim Ennis, Wanda Gorsuch, Rainer Krumsiek, Paula Hesje, and Nathalie Chambers.

4d. Sustainable Agriculture: Changing business models, changing the ways we think of public goods. Session organized and moderated by Alan Hunt. Cornett A229. Alan Hunt, Gil Gillespie, Melissa J. Schafer.

4e. GMOs all over. Moderated by Kate Painter. Strong C112.

Cheng-Hui Lucy Chen. The construction of Taiwan's mandatory labeling policy for genetically modified foods.

Kelly D. Horton. Genetically modified crop policy: a case study of food security implications for Zambia.

Dan Badulescu. Governance and GMO – global citizenship or apartheid.

4f. Nutrition policy all over. MacLaurin D101.

Heather Yeatman. Australian food and nutrition policy at the local level: do national agendas shape local policy?

Aleck Ostry. Nutrition policy in Canada to the Second World War.

Jennifer K. Feng. Health and nutrition policies within the American Evangelical churches.

4g. *Gastronomica delecta*. Moderated by Beth Forrest. MacLaurin D110.

Lani Raider. The chef-farm connection as an avenue into gastronomic delight and a sustainable future.

Tim August. Gourmands and gastronomes: The creation of culinary consciousness through gastronomic literature.

Michelle Szabo. “Bitter-blockers” in the mainstream print media: The discursive construction of “beneficial” food additives.

4h. Food, Gender and Labour. Organized and moderated by Netta Davis. MacLaurin D111.

Kristina Nies. Cheesemaking: A Woman’s Business.

Netta Davis. Hoosier Cabinets: Domesticated Desks in A Tidy Woman’s Kitchen.

Diana Ambrozias. Men who cook: Domestic labour and compensatory masculinity among foodies.

4i. Film, community art and food: is there room for activism? Organized and moderated by Karen Hurley. MacL A144 (Lam Auditorium). Paula Jardine, John De Graaf, and Mandy Leith.

FRIDAY

SESSION FIVE: FRIDAY 8:30 - 10AM

5a. Sustaining local food systems in a globalizing environment: lessons learned.

Organized and moderated by Elizabeth Barham. Cornett A120. Jim Bingen, Kate Clancy, David Conner, Gail Feenstra, Clare Hinrichs, Helene Murray, Marcie Ostrom, Steve Stevenson, Joan Thomson, Jennifer Wilkins.

5b. Poverty, justice, and food choices. Cornett A121.

Daniel E. O’Leary, Leah Greden Mathews. The farmland values project: voices of consequence.

Paula B. Ford and David Dzewaltowski. Geographic, racial, ethnic and socioeconomic disparities in obesity prevalence are due to the retail food environment: three testable hypotheses

5c. The coproduction of local food systems I. Cornett A229.

Christian Melo and Gail Hollander. Arriba as a protected denomination of origin: capturing the aroma of Ecuadorian cocoa?

Mecca Jackson Lowe and Alison Harmon. Montana made: A comprehensive approach to engaging a Land Grant University in the local agricultural economy.

Stephenie J. M. McGarvey and Isabel Steichhahn-Demers. Food values in Unity, Maine, area: Unity bread marketing report.

Nancy J. Ross. The Unity bread project: A community-campus research project to identify local food values.

5d. Towards a Food Secure Campus: A Food System Assessment of the University of Victoria. Organized and moderated by Megan Thom. Strong C108. Megan Thom, John Volpe, Sushil Saini.

5e. New gatherings. Strong C112.

Betty T. Izumi and Michael W. Hamm. Farm-to-school: Motivations among farmers and food service directors.

Anne C. Bellows. Oaxacan women in urban New Jersey: Family health in the context of migration and changing food environments.

5f. Land & life. Moderated by Kate Painter. MacLaurin D101.

G. Cornelis van Kooten, Tracy Stobbe, and Alison Eagle. Protecting agricultural land in the rural-urban fringe: a case study of British Columbia's agricultural land reserve.

Arion Thiboumery. Land use, landscape, and other unhelpful distinctions in our story of Iowa: Towards the considerations of all lands as common-pool resources.

Emily Sinclair. Farmland or growth boundary: planning perspectives on the protection of agricultural land.

5g. Never far from home: Food, race and gender in diasporic literature. Organized and moderated by Alice Julier. MacLaurin D110.

Laura Lindenfedl Sher. Traveling South: The performance of nationhood through food in *Mostly Martha*.

Psyche Williams-Forson. Cooking for father: food as silence and communication in Chimamanda Adichie's *Purple Hibiscus*.

Arlene Voski Avakian. Baklava as home: Exiles and Middle Eastern cooking in Diana Abu-Jaber's novel *Crescent*.

5h. Culture and crisis in agrofood systems. Moderated by Lori Barkeley. MacLaurin D111.

Dana Jackson. Foods and the river: Changing development directions in the St. Croix River Valley.

Chong-Ae Yu. Ground Zero of Agriculture? The Agricultural Collapse in North Korea in the 1990s. Winner AFHVS graduate student paper competition!

Tirso Gonzales. Food, place, indigenous knowledge, cultural affirmation and decolonization in Latin America: the case of the Andes.

5i. Cultural representations of food. MacL A144 (Lam Auditorium).

Carrie Herzog. Bringing Museums to the Table: Furthering the Discussion on Culinary Tourism

Christin Geall. The Art of Food Writing

Danielle McVie, Heather Yeatman and Sandra C. Jones. Talking about food and nutrition: Australian women's magazines

SESSION SIX: FRIDAY 10:30AM - NOON

6a. What manner of agency for agrofood justice? Moderated by Molly Anderson.

Cornett A120.

Christina Getz. Certifying social justice in agriculture? Thoughts from the field.

Jack R. Kloppenburg. If you serve it, will they come? Farm-to-school lessons from the Wisconsin homegrown lunch project.

Clare Hinrichs and Patricia Allen. Selective patronage and social justice: local food campaigns in comparative-historical context.

6b. Thirsty Perspectives: Water, nutrition and culture. Organized and moderated by Rachel Black. Cornett A121.

Karol Chandler-Ezell. Bottled or tap? Student beliefs about purity, source, and healthiness of water

Daniel Sellen. Health and social implications of cross-cultural variation in introduction of water to infants (read by Rachel Black).

Sol Katz. Water in the human food chain.

Janet Long. Water and status in 21st-century Mexico City.

Rachel Black. Finding a place at the table: The rise of the Italian bottled water industry.

6c. Local Food Policy and Action. Organized and moderated by Kezia Cowtan.

Cornett A229. Lifecycles Project Society and Capital Regional Food and Agriculture Roundtable (CRFAIR)

6d. BC5: Victoria farmers' panel: Selling more than food - direct marketing and farmers coops and questions about the cultural and natural products being produced. Organized and moderated by Martha McMahon. Strong C108. Panel members: Barb Johnstone-Grimmer, Robin Tunnicliffe, Heather Stretch.

6e. Sustainable Livelihoods and Community Capitals Frameworks – Application and Implications. Organized and moderated by Robert Mazur. Strong C112.

Hannah Lewis. *Hacia el Ranchito: Latino Immigrants, Farming, and Sustainable Rural Livelihoods in Iowa.*

Mary Nyasimi-Ruigu and Lorna Michael Butler. *Unlocking the Dynamic Ecology of Capitals and Livelihoods in Western Kenya.*

Arion Thiboumery and Cornelia Butler Flora. *Lemons and Lemonade: A Community Capitals Analysis of Natural Resource Negotiation in Two Rural North Dakota Towns.*

Haroon Sseguya, Robert E. Mazur and Dorothy Masinde. *Improving Community Nutrition Security through Asset Enhancement: Lessons and Challenges from a Sustainable Livelihoods Program in Rural Uganda.*

6f. Weighty food. Moderated by Elise Lake. MacLaurin D101.

Charlotte Biltekoff. *Wartime collusions: Obesity and terror in post-9/11 US life.*

Catherine A. Womack. *The individualistic fallacy in weight loss programs: Toward a more socially integrative account of how and why we eat.*

Jeffery Sobal, Karla Hanson, and Edward Fongilo. *Body weight, marital status, marital trajectories, and marital duration.*

6g. Organic: What is it? Where is it going? Moderated by Kathy De Master. MacLaurin D112.

Brian Baker. *Defining organic agriculture.*

Mary Richardson. *Cultivating an organic ethos: human and non-human agency in the organic farming network in Quebec.*

Jennifer Sumner and E. Ann Clark. *Size Matters: Scale as the fork in the road of organic culinary evolution.*

6h. Intimate interactions. MacLaurin D111. Alan R. Hunt. *Direct sales – direct interactions: The importance of social interactions at farmer’s markets.*

David J. Connell, John Smithers, and Alun Joseph. *Farmers markets and the “good food” value chain.*

Michael LaCombe. *Commensality and competition in Early America: Manners and status at Anglo-Indian meals, pre-1640* in *Early America: Manners and status at Anglo-Indian meals, pre-1640.*

6i. Food safety: problems and policies. MacL A144 (Lam Auditorium).

Sara Korzen-Bohr and Jesper Lassen. *Meat quality and safety: The need for a contextual and dynamic understanding.*

Diana Stuart. *Food safety and the environment: current conflicts between food safety guidelines and environmental practices in California’s Central Coast.*

Craig Harris and Valerie J. Gunther. Food safety advocacy and the policy process.

SESSION SEVEN: FRIDAY 1:30 – 3PM

7a. Ethical farmers and a good farm bill. Moderated by Doug Constance. Cornett A120.

Harvey James and Mary Hendrickson. Economic Conditions and the Ethical Attitudes of Farmers.

Nadine Lehrer. Political Opportunities and the 2007 Farm Bill.

Keith Douglass Warner and Nicholas Jordan. Toward an integrated theory of agrofood system change: The Green Lands, Blue Waters project.

7b. Glocal consumers. Moderated by Jessica Busch Sipos. Cornett A121.

Phil Howard and Patricia Allen. Will consumers support a domestic version of Fair Trade? Evidence from the United States.

Madeleine Fairbairn and Jack Kloppenburg. The Food Sovereignty Movement: Building Networks and Creating Frames

Héctor Sáez. The Limits of Fair Trade in Costa Rica: Failing Coffee Cooperatives and Responses

7c. The coproduction of local food systems III. Cornett A229.

Kathleen Painter. Consumer demand for differentiated farm commodities: help for mid-sized US farmers?

Sal Johnston. The “eat local challenge” as a community of practice.

Heidi Leitner, Paul Axmann and Julia Kaliwoda. Producer values and strategies in Austrian rural regions.

Wynne Wright, Mike Score, and David Connor. Stakeholder frames in community food systems: cooperation and resistance.

7d. University Local Food Projects: Policies, Procurement and Education. Organized

and moderated by Candace Bonfield. Strong C108. Candace Bonfield, Liska Richer, Christiana Miewald, and Meghan Thom.

7e. Can guidelines reshape the value and importance of food and diet in our lives?

Organized and moderated by Hugh Joseph. Strong C112. Hugh Joseph, Dorothy Blair, Julia Lapp.

7f. Not in my body: the personal and cultural. Moderated by Jessica Busch Sipos.

MacLaurin D101.

Jessica Ling. We don't eat that here: The American horse slaughter act and the protection of America.

Wayne Smeltz. They eat horses don't they?

David Holt. Competing animal welfare product claims in the American retail landscape.

Michaela DeSoucey. Foie gras fairy tales: Culturally anchoring a contested food object.

7g. Education across the agrofood system. MacLaurin D110.

Alison Harmon. Sustainable Food Systems: An Assessment of Needs and Opportunities to Inform Development of an Interdisciplinary Curriculum.

Joan Gross. Eating habits of college students in Quito, Ecuador, and Corvallis, Oregon: Course assignments as research data.

Charles A. Francis. Andrea Lawseth, Alexandra English, Paula Hesje, Andrew McCann, Julia Jamieson, Geir Lieblein, Tor Arvid Breland. Experiential Education in Nordic Agroecology: Adding Values to Agriculture & Food Systems.

7h. Food policy and practice. MacLaurin D111.

Christy Shields-Argeles. A marriage of medical and gastronomic discourse? An analysis of France's first set of nutritional guidelines.

Brian Thomas. Food retailer choice: A comparison of perceptions and behaviors of food secure and insecure households.

Jason Konefal. Unresponsive governments and social change: Reforming salmon farming in British Columbia.

7i. Spirituality and ritual. Moderated by Sushil Saini. MacL A144 (Lam Auditorium).

Nancy Lasher and Charles Feldman. The spirituality of wellbeing: Student perceptions of traditional food and wellness in Tuscany.

Sushil Saini. Food, art, spirituality: Feedback loops and food policy.

SESSION EIGHT: FRIDAY 3:30 - 5PM

8a. Feminine Fluids: Drinks and Identity in the Female Life Cycle. Organized and moderated by Janet Chrzan. Cornett A120.

Penny Van Esterik. Vintage Breastmilk: Exploring the Discursive Limits of Feminine Fluids

Andrea S. Wiley. From mother's milk to cow's milk: young children's consumption of cow's milk, growth, and identity in the United States

Janet Chrzan. Girls Gone Wild: Beer, Booze, and Boys in College Life

Geraldine Moreno-Black. Slippery Nipples, Cosmopolitans and Pink Martinis: Alcohol and Contemporary Images of the Modern Woman

Amanda Rappak. Drinks and Identity: Designing Tea Nutrition for Postmenopausal Women

- 8b. Ecological public health and food security: Are we bridging the gap?** Organized and moderated by Anna Kirbyson. Cornett A121. Anna Kirbyson, Barbara Seed, Aleck Ostry, and Brent Warner.
- 8c. From the ground up: opportunities and challenges for alternative food initiatives.** Organized and moderated by Jack Kloppenburg. Cornett A229. Jack Kloppenburg, Neva Hassanein, and Dan Jaffee.
- 8d. Making modern food memories: On the farm, as a local movement, and through technology.** Organized and moderated by Jessica Muldry. Strong C108. Jessica Muldry, Naomi Guttman, and Sarah Musgrave.
- 8e. Big Ag.** Moderated by Nadine Lehrer. Strong C112.
 Troy M. Wilson. Growth, scale and sustainability in global food systems: The case of Washington apples.
 Douglas Constance. The broiler contract and agro-industrial globalization: Don and Bo on the "GO."
 Amy A. Quark. Fashioning a seamless market: Neoliberalism and hegemony along the global cotton commodity chain.
- 8f. (En)gendering agriculture.** MacLaurin D101.
 Amy Trauger. Putting sustainability on the table: Women farmers, food and community in Pennsylvania.
 Lori Barkley. Storied fields: Family farmers in Southern Alberta, Canada.
 David A. McMurray. The market of Zumbagua, Ecuador, twenty years later: A re-study of Mary Weismantel's *Food, Gender, and Poverty in the Ecuadorian Andes*.
- 8g. Seeds of change: Farmers, biotechnology & the new face of agriculture.** Film session. Organized by Ian J. Mauro, with co-authors S.M. McLachlan and J. Sanders. MacLaurin D111.
- 8h. In everyone's best interest? Food regulations, scale and legitimation.** Organized and moderated by Phil Howard. MacL A144 (Lam Auditorium). Phil Howard, Dru Montri, Victoria Campbell-Arvai, Taylor Reid, Jim Bingen, Laura Delind.
- 8i. Producing agro-food knowledge.** Moderated by Amy Guptill. MacLaurin D111.
 Molly Anderson. Resilience and agricultural knowledge.
 Anne E. McBride and Damian M. Mosley. The interdisciplinary within the interdisciplinary: chasing cohesion in food studies.

SATURDAY

SESSION NINE: SATURDAY 8:30 – 10 AM**9a. Greening the cow: Continuing the work of Thomas Lyson I.** Moderated by Ardyth Gillespie. Cornett A120.

Amy Guptil. Trust among actors in organic commodity systems: the case of milk in New York State.

Michael Hamm and Marty Heller. Land use: An alternative strategy for considering dairy production systems.

Rick Welsh, Gilbert Gillespie Jr. and Megan Gremelspacher. New York dairy farmer rationales for installing anaerobic digesters.

9b. The disruptive modern diet. Cornett A121.

Jajji Anna Bas. The impact of fad diets on monoculture economies: The case of the Atkins Diet and the PEI potato economy.

Timothy Dow Adams. "A troubled relationship to food": Betsy Lerner's *Food and Loathing: A Lament*.

Anthony Winson. Social and economic origins of the high sugar/fat diet: Issues of diversity and efficiency in the 1850-1950 period.

9c. Local knowledge and participation of rural and urban communities in risk assessment. Organized and moderated by Ryan K. Brook. Cornett A229. Ryan K. Brook, S.M. McLachlan, Karen Lind, Ian J. Mauro, and Melissa Yestrau.**9d. Food as pilgrim.** Strong C108.

Peter G. Modin. Some particular properties of food: implications for food-related risk management.

Tanya MacLaurin and Don MacLaurin. The impact of perceived food safety on travel destination selection.

Kimberly Kuborn. Food safety: An international cultural perspective.

9e. Farmers, Scientists, and Participation: New Directions in Public Plant Breeding.

Organized and moderated by Jessica Goldberger. Strong C112. Jessica Goldberger, Stephen Jones, Jack Kloppenburg, Katrina Becker, and Julie Dawson.

9f. What is good food? Moderated by Sara Korzen-Bohr. MacLaurin D101.

Jennifer Sumner. False dichotomy: Diversity and efficiency as the road to sustainable agro-cultural evolution.

Raymond D. Boisvert. Convivialism: A philosophical manifesto.

Jennifer Feng. How American Evangelical Churches use food to work toward social justice.

9g. ASFS at 20 Years, Food Studies at 10 Years: A Roundtable Assessment. Organized and moderated by Amy Bentley. MacLaurin D110. Amy Bentley, Warren Belasco, Netta Davis, William Alex McIntosh.

9h. The coproduction of local food systems IV. Moderated by Thomas Gray.

MacLaurin D111.

Peter Andrée. Farmer participation in alternative food supply chains in Australia: Lessons for advocates of agri-food system sustainability.

Nicole Anderson. Achieving food security in low-income communities: A community-based food system approach.

Beth Neely. The role of producer cooperatives in emerging local food systems: A case study of the Western Montana Growers Cooperative.

SESSION TEN: SATURDAY 10:30 - NOON**10a. Civic agriculture today: Continuing the work of Thomas A. Lyson II.** Moderated by Neva Hassanein. Cornett A120.

Paul Hubbard and Neva Hassanein. Putting the farm into community food security: integrated strategies for building local food systems.

Amy Hallman. Revolting food: revolutionary thinking and agri-food politics in Canada.

Rebecca Schiff. Contribution of food policy councils to governance for alternative food movements.

10b. Carrots and sticks for middle ag I. Moderated by Kate Clancy. Cornett A121.

Daniel O'Connell. "Fallout" positioning the failure of the family farm and framing industrialization.

Kate Clancy. Pasture production of animal foods: multiple benefits, barriers.

Julia Smith. Farmers in a changing market: promises and disappointments of fair trade coffee in Southern Costa Rica.

Murray, Helene. Green Routes: Eating and Vacationing in Minnesota to Support Sustainable Agriculture

10c. Quantifying the local foodshed. Moderated by Alice Julier. Cornett A229.

Andrea Davis. Nutritional analysis of a local and seasonal diet in the Pioneer Valley.

Kimberly Spielman. Experienced traveler? A food miles case study of Missoula, Montana, comparing conventional, industrial organic, and local organic products.

John Smithers. "Farming" new Canadians: exploring prospects for localizing ethno-cultural food.

10d. How are we "doing" in food studies? A cross-disciplinary conversation about food studies methodology & future publications. Organized by Melissa Salazar. Strong C108. Moderated by Melissa Salazar, Annie Hauck-Lawson, Jeffrey Miller, and Jonathan Deutsch.

10e. The Biopharming Imaginary: conflicting visions of research scientists, funders, and farmers on the frontiers of agriculture. Organized by Joanna Goven. Moderated by Michael Burgess. Strong C112. Joanna Goven, David Shamy, Lesley Hunt, Janet Grice, and Hugh Campbell.

10f. Cultivating food & fuel. MacLaurin D101.

Kathleen Painter and Kent Madison. Region-grown biodiesel case study: engaging consumers, helping farmers.

Taylor Reid, Wynne Wright, and Jim Bingen. Ethanol: A threat to small farms, local food, and agricultural diversity.

Jason Evans. Food vs. energy? Language, ethics, and context in the U.S. ethanol debate.

10g. Finding food: maps, stories, and analysis from three foodscapes. Organized and moderated by Daniel Block. MacLaurin D110. Daniel Block, Noel Chávez, Nancy Bates, Maxine Jacobson, Chris Rugeley, Christiana Miewald, Herb Barbolet, Vijay Cuddeford, and Jennifer Hampton.

10h. The coproduction of local food systems V. Moderated by Thomas Gray.

MacLaurin D111.

Richter, Kurt. So How Did They Do it? The Story of Apple Hill, CA and Their Leap from Commodity to Value Added Agriculture

Lisa Markowitz. Access, activism, and innovation: building a local food economy in Louisville, Kentucky.

Brynne, Abra, Holly Dolan,. Localized food systems: Security from the ground up.

SESSION ELEVEN: SATURDAY 1:30 - 3PM

11a. Civic food and nutrition systems: Continuing the work of Thomas A. Lyson III.

Organized and moderated by Jeffrey Sobal. Cornett A120. Jeffery Sobal, Gilbert Gillespie Jr., Ardyth Gillespie, and Jennifer Wilkins.

11b. Sustainable agro-economies. Cornett A121.

J. Sushil Saini. Sustainable gastronomy: a new model for food system assessment.

Jessica Busch Sipos. Gardening and gathering: practices of longevity among agrarian elderly in rural Japan.

Anthony Brunetti. Intersecting local issues: Shaping a juxtaposition between the integrity of British Columbia's agricultural land reserve and Vancouver's evolving local food economy.

11c. Alternative Tenure Models: A Farmland Trust for British Columbia. Organized and moderated by Jason Found. Cornett A229. Jason Found, Heather Pritchard,

Ramona Scott, Brandy Gallagher-McPherson, Deborah Curran, and Alan Carpenter.

- 11d. A place at the table: food and nationality in contemporary scholarship.** Organized and moderated by Megan Elias. Strong C108. Megan Elias, Anne McBride, and Yael Raviv.
- 11e. Community vitality: values, politics, and cultures in place.** Organized and moderated by Jim Bingen. Strong C112. Jim Bingen, Laura B. DeLind, Paul Thompson, Denis Sautier, Elizabeth Barham.
- 11f. Conducting Chocolate History: Tools Available to the 21st Century Food Historian.** Organized and moderated by Louis Grivetti. MacLaurin D101.
 Louis Grivetti. Documenting Chocolate: The Organization, Structure, and Management of a Large Food History Project and Salient Findings.
 Deanna Pucciarelli. Chocolate History: Eighteenth Century Material Culture Unveils the Voice of 'Other' .
 Kurt Richter. Ship Wrecks, the Internet, and Boston Cocoa Prices: Use of Electronic Data Bases in Historical Research.
 Bert Gordon. Researching Chocolate History in France.
- 11g. Technology, people, and power in the agrofood system.** MacLaurin D110.
 Raymond Anthony. Animal ethics as virtue: why we will not achieve animal welfare by present means and exploring the next foundation for animal welfare.
 Heather Williams. Ordinary people, extraordinary science: the role of community organizations in generated data and managing watersheds around the world.
 Stacy Lockerbie. Corporate chicken: Towards understanding avian influenza through narratives of food in Vietnam.
- 11h. Localism and international food security.** Moderated by Nadine Lehrer. MacLaurin D111.
 Molly Anderson. Sovereignty and security in an uncertain world.
 Olivia Hall. Slow food, big cheese: Poland in the Europe of Regions.
 Maki Hatanaka. Third-party certification in transnational alternative agrifood networks.
- 11i. Carrots and sticks for middle ag II.** MacL A144 (Lam Auditorium).
 Thomas W. Gray. rBGH, Monsanto and the Tillamook Dairy Cooperative (and Swiss Valley Farms, and Oakhurst Dairies, and Pure Milk and Ice Cream Company, and the State of Maine).

Stu Crawford. Breaking into the beef commodity chain: experiences from the
frontline.

Andrea L. Craig. Porchlight products: the three-legged stool.

Abstracts

Adams, Timothy Dow

"A Troubled Relationship to Food": Betsy Lerner's *Food and Loathing: A Lament*

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For this presentation, I would like to apply Kim Chernin's assertion, from *The Hungry Self: Women, Eating and Identity*—a trouble relation to food is one of the principal ways the problems of female being come to expression in women's lives (xi)—to *Food and Loathing: A Lament*, the recent memoir by Betsy Lerner. *Food and Loathing* takes its place as an especially effective entry in a particular genre, autobiography in which food, hunger (physical and intellectual), eating, craving and cooking are central. From such recent examples as Sara Suleri's *Meatless Days*, Ruth Reichl's *Tender at the Bone*, Elizabeth Ehrlich's *Miriam's Kitchen*, Lori Gottlieb's *Stick Figure*, Betty Fussell's *My Kitchen Wars*, and perhaps the most celebrated of all, M.F.K. Fisher's *The Gastronomical Me*, examples of this subgenre appear weekly. Lerner's book also falls into an interrelated genre of life writing—the mental illness memoir. Some readers have seen this combination as producing an insufficient level of harrowing difficulty for the Lerner, who seems to some critics to be not really that overweight and to others as not really that mentally ill. My argument, however, is the opposite: the combination of a life long membership in *Overeaters Anonymous* and a diagnosis of manic depression, although treated as merely a "lament," is an important and affecting entry in both genres. When Lerner writes of herself, "I am powerless over Hostess cakes, and my life has become unmanageable," she is referring both to her tendency to overeat and the effects of lithium, prescribed for her mental problems, an effective medication with the unfortunate side effect of weight gain.

Albala, Ken

The Practice of Culinary History as Research Methodology

University of the Pacific

As with the study of all fine arts, deep understanding of the daily experience of producers and consumers of the past proceeds partly from the analysis of written sources both theoretical and practical, but this rarely yields complete comprehension without a measure of hands-on experience. Arguably, mixing colors from original ingredients may be necessary for a grasp of the technical difficulties which painters have faced; using historic instruments is equally important for understanding not only composers' original intentions but to gain insight into the experience of the audience. Modern tools and techniques often yield results entirely different than those produced in the past. It is no different with culinary history, and while complete authenticity is impossible given that ingredients and technologies have changed over time, actually cooking historic recipes is a valuable, and indispensable part of any research project in culinary history. The prejudice against practice as a research tool is of course deeply imbedded in Western culture, where value is attached to disembodied and presumably objective analysis. Subjects like food and cooking are normally studied, if at all, as a means of revealing patterns of trade or commerce, nutrition and health, the history of publishing or other topics ultimately disconnected from food itself. But if a great proportion of most people's daily experience involved procuring and processing food, then cookery must be an integral part of any history of daily life, material culture and of the body itself. And what better way to investigate this topic than by following the instructions laid out in historic recipes as closely as possible, using authentic fuel sources and implements, to discover out exactly what values and preferences informed culinary decisions made years ago and exactly what people in the past tasted. This paper will focus on Renaissance culinary literature and my own experience in its reconstruction. Contrary to many culinary historians' assumptions, directions in the past were not imprecise or haphazard, nor always intended for well-seasoned professionals. They are often remarkably lucid and exacting. It is only when trying to interpret historic recipes through the lens of modern preferences and with the prejudice of modern culinary conveniences, that researchers are lead astray, or recipes apparently make no sense. My research reveals that what often appears to be bizarre or incomprehensible, works when one follows instructions literally, without shortcuts and without any so-called adaptation. Renaissance cuisine thereafter becomes remarkably accessible, with its own internal logic, but no less fascinating than any other art form of the period, and equally resplendent. Moreover, to

gain a full understanding of the physical experience and esthetic reception of food in the past, one must be willing to both cook and taste recipes in exactly the same way we are willing to observe objects of art. Comprehending historic sources and in particular how the meaning of good taste has changed over time is impossible without the direct physical sensation of eating.

Using several concrete examples of 16th century dishes drawn from Italian cookbooks by authors such as Scappi and Messisbugo as well as lesser known works in France, England and Spain, I will describe the practice of following period recipes, using visual sources for clues, and ultimately I will advocate cookery as an important research tool. I will also relate the practical difficulties of using archaic fuel sources and technologies such as turnspits and earthenware vessels, as well as procuring now obscure ingredients, all of which I argue are a necessary for understanding and properly reconstructing the daily experience of our forbears.

Ambrozas, Diana

Men who cook: Domestic labour and compensatory masculinity among foodies.

Despite changing attitudes to gender roles, sociologists agree that men perform only a fraction of domestic labour today; their contribution having peaked at around xx% in the 1980s (Bianchi et al. 2000). Men perform the most domestic labour when their wives are earning a competitive salary (Warde & Heatherington 1994). I examine this phenomenon among middle class foodies, a subculture renowned for its enjoyment of food and cooking. Based on semi-structured interviews with seventeen (heterosexual) foodies in Vancouver, I found that men took responsibility for cooking in four households where they had more culinary expertise and/or interest than their spouses. In other words, male foodies chose subcultural affiliations over gender identities when these come into conflict. This was also true for women who described themselves as "just gadgety," while men enthused about making bread from scratch.

Anderson, Molly

Resilience and Agricultural Knowledge

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The resilience of social-ecological systems may well determine their ability to survive looming global threats, such as climate change, financial collapse, and water scarcity, and their local manifestations. By resilience, I mean the capacity to absorb shocks and still maintain function (in the ways that C.S. Holling introduced the term) but also the capacities for renewal, re-organization, restoration of lost functions and ecosystem services, and development. Food systems are classic linked social-ecological systems, in which production and consumption are inextricably connected with environmental quality and human well-being. This paper explores the association between the resilience of food systems and the resilience of agricultural knowledge generation and adoption. Processes of knowledge generation, adoption and continued use can range from resilient to brittle; but far more attention has been given to the content of that knowledge with respect to resilience than its attributes. Hypothesized characteristics that determine the resilience of food systems knowledge generation, adoption and continued use include its site of production, adaptability, ownership, contextuality, incorporation of feedback loops, and mediated support. Combining these hypotheses about the brittleness of food systems knowledge with the costs and trends of different kinds of knowledge may help to identify places to focus for increased investment, as we attempt to increase the resilience and adaptability of food systems

Anderson, Molly

Sovereignty and Security in an Uncertain World

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"Food sovereignty" has become a rallying cry for farmers from developing countries and, more recently, in the United States. It has elements that echo of protectionism, however; and it elicits criticism from enthusiasts of trade as a pathway out of poverty for developing countries. It has been criticized as well for pitting farmers' interests in realizing higher sales prices for their crops against consumers' interests in food affordability. What is needed to make food sovereignty a broad-based movement that can join

farmers with consumers, environmentalists, public health advocates, and others to decentralize control within food and farming systems and promote greater equity? And how will its application differ in industrialized countries with high capacity for developing local food systems, and in developing countries characterized by weak governance, lack of marketing infrastructure, and environmental degradation? These questions can be transcended within a “rights-based food systems” framework, with the right to food at its center. Wider recognition of food rights in a world of rising population, climate change, and water scarcity requires negotiation about managing commons (including agricultural resources) so that food security, sustainable livelihoods, and environmental health are perceived as compatible rather than conflicting goals.

Anderson, Nicole

Achieving Food Security in Low-Income Communities: A Community-Based Food Systems Approach

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Over the last several decades, global integration, economic consolidation and environmental degradation have drastically distorted the American food system. As a result, excess food is often being produced for export while a plethora of food insecurity issues persist the nation’s poorest communities. Although there has been considerable growth in per capita food availability and food prices have lowered, hunger and malnutrition remain widespread in low-income communities. One study shows that poor and minority communities have less access to supermarkets and other food sources, ensuring that such communities do not have equal access to healthy food (Morland et al., 2002). Village Gardens, a small grassroots organization in Portland, Oregon, has implemented an innovative community-based model that seeks to increase access to safe and healthy food sources while improving economic opportunity and empowering low –income residents in two public housing communities. Youth and adult residents are engaged in entrepreneurship, service and participate in all aspects of program design, implementation and evaluation. This approach has initiated an alternative method to address food insecurity through empowering a community to develop a local organic food system that is economically viable and environmentally sustainable. Such an approach has resulted in residents having increased access to safe and healthy food, economic opportunity and educational development. This, and other cooperative models, have the potential to re-localize our food economy and increase food security amongst disenfranchised communities.

Andrée, Peter

Farmer participation in alternative food supply chains in Australia: Lessons for advocates of agri-food system sustainability.

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Although a relatively new phenomenon in Australia, “short” or “alternative” food supply chains (AFSCs) – which include farm markets and food box schemes as well as supply chains that differentiate products based on the social or ecological values associated with their production and distribution – have experienced rapid growth in recent years. Many advocates for more sustainable food systems see these types of supply chains as the way forward. For farmers, it is argued, AFSCs enable the recapturing of value in the supply chain, thereby providing a means of getting off the productivist treadmill of industrial agriculture. It is also widely assumed that these supply chains contribute to the environmental and social sustainability of the food system, by supporting less intensive land uses, reducing food miles, stimulating rural employment, and building new relationships between city and countryside. This paper examines whether alternative food supply chains are actually living up to these expectations, to what extent they could grow to encompass a larger share of the food system, and how that growth might affect their structure. It is based on interviews with over thirty farmers who participate in alternative supply chains throughout the state of Victoria.

Anthony, Raymond

Animal Ethics as Virtue: Why We will not Achieve Animal Welfare by Present Means and Exploring the Next Foundation for Animal Welfare

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I argue that our farmed animal ethics requires a new relationship to technology. Our present philosophy of technology, exemplified by current industrial farming practices, consumer habits, and housing designs, promote farmed animals as "absent referents" and commodities, and an unfettered human-centricism; thus jeopardizing the well-being of animals and obscuring our responsibilities towards them. After arguing that a new philosophy of technology must be located in its full moral and political context, I give an account of these contexts and of what will be required to change them, namely, according an ethic of care a central place in our relationship to technology. In turn, this ethic of care should be properly understood from the metaethical position framed in terms of virtue. Next, I discuss the merits of environmental virtue theory (EVT) as a foundation for our philosophy of technology vis a vis animal welfare and the ethic of care. EVT is guided by criteria that lead us to value and promote flourishing communities. Arguably, it is more successful than punitive regulation and economic incentives in influencing change in agricultural policy and consumer behavior. EVT enjoins us to value the environment and its constituents for their own sake and for the sake of becoming better persons. EVT's pragmatic and bottom-up orientation is also an attractive alternative to those frustrated with utilitarian and deontological approaches. I end by outlining particular virtues important in successfully inculcating an ethic of care; one commensurate with the mental and social capabilities and teli of farmed animals.

Audant, Babette

Urban Grazing: The politics of food, identity and public space

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Urban parks are both constitutive of and constituted by their users and producers, dynamic landscapes that reflect social relations outside their bounds; they also provide spaces in which those relations can be redefined, however temporarily. This multi-sited ethnography focuses on two sites in New York City: the Red Hook Park food stalls, and the Union Square Greenmarket. These sites are regularly occurring, seasonal event at which food plays either a central, or a strongly supportive role. Food draws lines between outsiders and insiders; the ability and willingness to traverse those bounds is often steeped in neo-colonialist adventuring and a search for the "authentic." It also provides opportunities for the "other" to translate --or not-- their cultural practices. Various city agencies regulate and define these public spaces--how are they institutionalized, formalized, valued and protected? Although each space has at least three decades' history, only the Greenmarket has achieved iconic status. In contrast, the Red Hook food stalls were "discovered" by the mainstream press several years ago, spurring the issuing of permits - a turn that appears to have been welcomed by vendors weary of operating informally. Whether gentrification will challenge the Latino claim to the park as an extension of their neighborhood remains to be seen. Early research suggests that the scale of identity produced in these spaces ranges from the local (neighborhood) to the national (inscribing a rural-to-urban narrative at the Greenmarket) to the international (a pan-Latino identity in Red Hook).

August, Tim

Gourmands and Gastronomes: The Creation of Culinary Consciousness through Gastronomic Literature

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In this paper I will examine how gastronomy came to be used and rationalized to construct both communal and national identities. It is my belief that gastronomy, with its reflective attitude towards food and desire for an aesthetic consensus, provides the template for the political discussion of culinary difference and identity that follow throughout the 19th century. To demonstrate this, I will produce a close reading of Brillat-Savarin's *Physiology of Taste* and situate it within a tradition of enlightenment writers who seek to categorize and organize subjects and bodies. An ambitious, and quite humorous, attempt to uncover man's relationship to food, the book reads as both a culinary reference and a how-to-

guide for one interested in fully appreciating food as a “Gourmand.” When reading the book closely it is clear what Brillat-Savarin provides is not merely run of the mill snobbery. He is providing the reader with necessary surveillance techniques to uphold the physiological science of gastronomy. The how-to techniques describe the steps to becoming a Gourmand, yet, importantly, also provide guidelines for spotting who does and who does not qualify to be a Gourmand. These surveillance techniques are not coached in a difficult or complicated language, but rather, a friendly conversational tone – inviting the amateur to become the learned policeman. Finally, he provides both social and physical guidelines in determining who can become a Gourmand, and thus we can observe the crystallization of a community that is both biologically ordained and socially achieved.

Badulescu, Dan

Governance and GMO - Global Citizenship or Apartheid

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Baker, Brian

Defining Organic Agriculture

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As organic agriculture has grown as a movement and an industry, its identity has become the subject of debate. Organic agriculture is defined in various ways: as a philosophical ideal, as a legalistic marketing claim, and as a natural system in a scientific context. Some definitions are so abstract as to have limited meaning; others too narrow and specific to have broad application. Various definitions are self-referential or are negative in that they state what organic agriculture is not. The paper concludes with an approach is to concisely define organic agriculture based on principles and some preliminary results of that effort.

Barkley, Lori

Storied Fields: Family Farmers and Ranchers in Southern Alberta, Canada

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Drawing upon identity narratives of family farmers and ranchers in Southern Alberta, Canada, this paper examines the complex intersections between identity, occupation, and home that serve to propel one generation after the next into a life of hard work, minimal returns, and a strong sense of identity as men of the land. Their stories represent multiple understandings of themselves, the work, the land, and the increasingly complex values of farming, ranching and land within the larger context of the Alberta oil boom. How do farmers mediate the economic forces in agriculture and the far-reaching tentacles of the Alberta oil economy, which is replacing agriculture in defining the province’s identity? While the idea of the farmer and rancher is still celebrated (e.g., the Calgary Stampede: “the Greatest Outdoor Show on Earth”) how is the changing sense of what defines Alberta affecting the ability of family farmers and ranchers to survive. How are former urban dwellers benefiting from the booming oil economy, yet desiring the romantic ideals of the “Western” farm or ranch, impacting the way of life of the very people who’s lifestyle they seek to emulate? What is the future of the family farm or ranch and the land which has supported so many people? Will romanticizing this way of life contribute to its downfall or be its salvation?

Bas, Japji Anna

The Impact of Fad Diets on Monoculture Economies: The Case of the Atkins Diet and the PEI Potato Economy

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As the largest producer of potatoes in Canada, Prince Edward Island (PEI) produces 25 percent of Canada’s potatoes. This small island is heavily dependent on the export of this monoculture crop as a key component of the economy. In 2004, as the Atkins diet – a diet promoting a low-carbohydrate, high-protein path to weight loss – gained enormous popularity throughout North America, PEI potato farmers faced a massive oversupply of potatoes and a debilitating drop in potato prices. With prices below the

cost of production, some farmers were forced out of the business while others were forced to reduce their acreage. This paper explores the socio-economic impact of this downturn in PEI potato market with an eye to implications in other similar cases. Indeed, with the massification of agriculture and regional specialization in particular crops, it is not 'just' a question of farmers suffering when diet trends change—entire communities are at risk.

Baughman, Ilona

Greek-American church fundraising cookbooks and the construction of identity
Boston University

Mid-20th century Greek American women emulated the American tradition of compiling fundraising cookbooks in support of their churches. Beyond their intrinsic interest as an invaluable way to learn something about Greek-American foodways, these cookbooks served to cement an idealized notion of a Greek heritage. An analysis of compiled cookbooks from the mid-20th century to the present reveals an evolving picture of how Greeks wanted to be perceived, and how they chose to see themselves. In particular, two cookbooks from the same church, published decades apart, highlight both change and continuity in the construction and representation of ethnic identity, both in and outside of the Greek community.

Bellows, Anne C.

Oaxacan Women in Urban New Jersey: Family Health in the Context of Migration and Changing Food Environments

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This paper conceptualizes food system engagement as a function of community health. Im/migrants learn to negotiate unfamiliar food systems and to adjust family food needs and expectations to new social realities and geo-physical and geo-biological spaces: Where to shop? How to get there? What is in season? What alternatives to traditional foods? The paper reports on US-Mexican cross-border linkages between mobility, health, and nutrition based on: a) surveys and interviews with 30 Oaxacan-born New Brunswick, New Jersey resident women and 30 of their Oaxacan-born and residing female family members; b) observations of and participation with a Oaxacan marigold growing project for entrepreneurial development, civic organization, and cultural preparations for Day of the Dead celebrations. Results are analyzed in the context of cultural attachments to space and the integration of communities, knowledges, and practices of cooking, eating, and sharing. This community-based participatory research pilot includes New Brunswick, New Jersey community activists and members of the Rutgers community.

Biltekoff, Charlotte

Wartime Collusions: Obesity and Terror in Post 9/11 US Life

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Just months after the September 11th 2001 attacks on the Pentagon and the World Trade Center, Secretary of Health and Human Services Tommy G. Thompson urged all Americans to lose ten pounds "as a patriotic gesture." In the following years, the nation would engage in two wars, one against terror and another against what Surgeon General Richard Carmona would come to refer to as "the terror within;" obesity. This paper argues that these wars are not merely simultaneous, but instead are interrelated in significant ways. Based on the premise that all biological sites are also cultural sites, this essay asks what role obesity plays in constituting the post 9/11 social order. It explores the campaign to combat obesity in the U.S. in relation to the ongoing cultural construction and legitimization of the war on terror. It argues that the discourse of the obesity epidemic contributes to the production of a pervasive culture of fear in the United States. The war against obesity also provides a focus for national unity and communal effort that the war on terror lacks. Finally, the campaign's particular focus on Blacks, Latinos displaces the threat to domestic life, and particularly to the health and welfare of minority populations,

from irresponsible government policy to irresponsible behaviors in minority communities, thus obscuring the real toll that the war on terror is taking on the lives of the American underclass.

Black, Rachel

Finding a place at the table: The rise of the Italian bottled water industry
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Bottled water is commonly featured at most Italian tables and it would be nearly unthinkable to not provide bottled water at a meal; tap water is generally considered unacceptable. How did bottled water claim such an important place at the table and what are the cultural perceptions concerning the safety and nutritional benefits of bottled water? Based on archival research, this paper uses the case of the San Gemini spring in Umbria, Italy to explore the changing discourses surrounding water consumption from the mid-nineteenth century to the late twentieth century. Initially, bottled was prescribed by doctors to cure ailments ranging from urinary disorders to rheumatism; bottled water was expensive and was distributed mainly through pharmacies. As scientific water analysis gained sophistication and accuracy and doctors began to understand the transmission of water-borne diseases such as Cholera and Typhoid, bottled water was seen as a healthy everyday alternative to well water and acqua vinata (water with wine). The expanding Italian middle class proved a perfect market for this product. In addition, the development of railways in the late nineteenth century facilitated the distribution of bottled water to a larger number of consumers throughout the newly formed Italian republic. In the twentieth century, the growing mechanisation of water bottling plants made bottled water an affordable everyday beverage for Italians. This paper traces bottled water's move from a medicinal product to an everyday beverage that became a standard item at most Italian tables by the late twentieth century.

Blair, Dorothy

Defining the Components of Successful School Gardening: A
Case Study of Schaeffer Elementary School

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Children frequently lack significant positive interactions with the natural world or their food supply, and thus the first-hand natural experiences giving science relevancy. School gardens enliven grass or asphalt playground monocultures and have the potential to significantly enhance children's relationships to their food and ecosystems. Gardening improves the learning environment through experiential learning, physical activity, and informality. Quantitative research on gardening often narrowly delimits school gardening success, studying one outcome of gardening at a time, such as change in food behavior, school behavior, environmental attitudes or science achievement. Qualitative studies of school gardens are uniformly enthusiastic. They catalogue a wide variety of positive impressions reported by teachers, students, and parents, but rarely systematically examine the components of success. What are the attributes of a successful school gardening project as defined by the users of that garden? What components of success are most salient and likely to keep the garden in production year after year? Are these congruent with the outcomes measured in the literature on school gardening? Answers to these questions are examined, using a case study of Schaefer Elementary School, in the Lancaster, PA area that provides a recognized successful school gardening experience for children. Qualitative techniques are used to define components of success: interviews with administration, teachers, parents, and children, curricular materials, reports, and analysis of materials produced by students around gardening experiences. Particular foci are how the different actors define success, and what garden elements-- design, management, and integration with the curricula – enhance garden usefulness.

Boisvert, Raymond D.

Convivialism: A Philosophical Manifesto

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“Autonomy,” although capturing a major direction of Modern European philosophy, is incompatible with an approach which takes food seriously. Here, terms signifying “living with” (symbiosis and convivialism), are more suitable. The little preposition “with” provides the pivot around which an

alternative philosophical position can be developed. William James (1842-1910) emphasized “grammatical particles,” Heidegger spoke of *mitsein*, and Michel Serres (1930-) has actually suggested a “philosophy of prepositions.” My presentation examines what a philosophy built around the preposition “with” would look like. Four areas are examined: (1) Metaphysics. Acknowledging “with” would lead to this fundamental formulation: to be is to be with. Autonomy would be devalued, replaced by neediness and interdependency. (2) Philosophical Anthropology. Convivialism thinks of humans as “convives.” As such, philosophy grasps humans as not so much “rational” as tasting animals. (3) Epistemology. Convivialism allows us to redescribe the human situation in terms of interactions rather than as subjects standing over against objects. The issue of skepticism is dissolved and formulas like “it’s all social construction” make little sense. (4) Nature-Cultures. Finally an emphasis on “con-vivialism” occasions another important shift. Rather than speak of “society,” a label that indicates only humans, we need to switch, in Serres’ terminology, to speaking of a “collective.” As a corollary, the nature/culture split, which encourages phrases like raw food is more “natural” than cooked food, can also no longer be upheld. Michael Pollan’s *The Omnivore’s Dilemma* offers a source of examples for my analyses.

Booth, Sally S.

Enriching Education with Food; Teaching students the anthropology and history of food, and the preparation of food in the farm, in the kitchen, and in the classroom

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Importantly, diet and nutrition are now discussed in terms of educational experience. The Ross School, a K-12 lab school in eastern Long Island, prides itself as the forefront of the movement to change children’s eating habits with an organic cafeteria, locally grown foods, and a trained staff of chefs to head up this effort. Food and nutrition are woven into the global curriculum of cultural history; in each unit, students approach the agriculture, nutrition, and foodways of different cultures on the farm, in the classroom, in the kitchen, and at the dining tables in a daily communal dining experience. When studying the ancient Maya, students approach the food of Central America in multidisciplinary, integrated ways. In science they study agricultural methods practiced in Central America. The historian discusses land use, nutrition, and the politics of hunger of the contemporary Maya. The head chef presents a lesson in changing nutrition and special techniques of food production and distribution. Students gather tomatillo, peppers, and corn at the local organic farm; they create soup, tortillas, quinoa and cacao in the kitchen; and then serve a five-dish meal of indigenous products in the awesome cafe to all 380 students. After lunch, in the recycling room, students learn about midden piles and waste disposal. Some of the other units utilizing the farm, classroom, and café in this integrated and holistic way include Chinese cookery during the Silk Road; Indian food during the Buddhism unit; Andalusian cuisine during the *convivenza* of Christian and Muslim cultures; and, the development of French Haute Cuisine during the Enlightenment. Beautiful photos accompany this paper showing students of all ages farming, cooking, and serving the meals. Handouts include outlines of integrated lessons, menus, and reading materials.

Brock, Caroline

Decision making and satisfaction levels associated with alternative dairy farm strategies in Wisconsin.

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Although consolidation and specialization of large confinement operations is one major structural trend in Wisconsin dairy farming since the 1990s, a second has been the significant emergence of moderate-sized dairy farms using alternative management strategies: management intensive rotational grazing (MIRG), organic production, and Amish farm production practices. This paper examines the emergence of these alternative farms using data from recent surveys and semi-structured interviews. The primary focus will be on the vitality of these sectors and adoption decisions associated with sector choice. Vitality is examined comparatively with a focus on structural trends, farmer satisfaction with earnings and overall quality of life, expectations of the farm’s future, and farmer reflections on the strengths and weaknesses of farm management strategies. For example, survey results indicate higher levels of current

and future satisfaction with some of these alternative strategies. The decision to adopt alternative farm management is also examined to identify how economic, social, spiritual and ecological dimensions shape farmer choices. Innovation (or adoption) decision theory (as depicted through the stages of information gathering, evaluation/adaptation, and implementation) is emphasized with special attention to the distinct roles that social and religious networks may play. Two Amish settlements are included to facilitate exploration as to how sector choice and viability assessment may be connected to church network influences and spiritual beliefs. This research is aimed to inform farmers' choices of farming systems and agricultural professionals and agencies as they support the decision making process and choices of farmers.

Brodt, Sonja, Steven Brush, Louise Jackson, Karen Klonsky, Sean Smukler

Opportunities and Obstacles in Adoption of Biodiversity-Enhancing Features on California Farms

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Research suggests that on-farm biodiversity can benefit both the farm and natural ecosystems. However, while farm edges, comprising non-cropped field edges and corners, stream and pond banks, provide opportunities for increasing on-farm biodiversity, relatively few U.S. farmers have adopted biodiversity-enhancing edge features. This study investigates the range of methods used to manage farm edges in Yolo County, California and farmers' perceptions about biodiversity-enhancing features such as planted hedgerows, native grass strips, vegetated stream banks, and tailwater ponds. In order to collect as many insights as possible about the benefits and drawbacks of biodiversity-enhancing practices, we chose a case study area known for its concentration of farmers actively promoting and maintaining biodiverse edges on their own and in conjunction with public- and private-sector outreach programs. Interviews revealed that tillage (discing and scraping), herbicide use, and mowing are the most commonly used edge management practices. Half of the farmers have planted hedgerows, windbreaks, individual trees, and/or native grass strips somewhere on their farms, but these constitute only a small fraction of the total available edge length. The most common objectives in edge management are to control weeds, rodents, and other pests. Farmers with biodiverse features such as hedgerows are interested in attracting beneficial insects and wildlife, protecting water quality, and providing esthetic enjoyment. High establishment and maintenance costs, time requirements, and space constraints are considered drawbacks to planted features. Better information on cost-benefit tradeoffs, utility in pest control, and enhanced cost-share programs might increase interest in installing biodiverse features.

Brunetti, Anthony J.

Intersecting Local Issues: Shaping a Juxtaposition Between the Integrity of British Columbia's Agricultural Land Reserve and Vancouver's Evolving Local Food Economy
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On the west coast of Canada, British Columbia's (B.C.) annual loss of an estimated 6,000 hectares per year of prime agricultural land by the late 1960s and early 1970s led to the creation of the Agricultural Land Reserve (ALR) and the Agricultural Land Commission (ALC) in 1973 to preserve agricultural land for farm use and to encourage agriculture. Less than five percent of B.C.'s land base has been designated ALR, but this land supports 35,200 primary agriculture jobs and generated nearly \$2.5 billion in farm gate receipts (FGR) in 2005. The Lower Mainland and Okanagan regions of B.C. earned more than 75-percent of these FGRs. However, these regions receive a significant proportion of the province's population growth, urbanization and economic development. For example, B.C. has realized a 122-percent increase in urban land development over the past thirty years, and its population is expected to increase to more than six million by 2026, representing an increased housing demand of approximately 1.1 million additional dwelling units. In juxtaposition, there is a growing demand for a food system with an identity that takes advantage of the synergies of local agriculture and food product development endeavors for

local market opportunities, and small-scale processing. Thus, the future of the ALR may be determined not by demographics, but by the marketing and branding of values. The challenge in preserving B.C.'s farmland for future generations and in supporting increased local agriculture will likely involve convincing people to pay for and remain committed to such a vision.

Brynne, Abra, Dolan, Holly,

Localized Food Systems: Security from the Ground Up

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Environmental changes, including climate change, are threatening food systems around the world and here in Canada. Some argue that industrial agriculture supported by all levels of government is increasing (not decreasing) food system vulnerabilities to global climate change (for example, reducing ecological diversity, diminishing ecosystem services, deteriorating rural economies). Four of the top ten killers of North American adults is food related, suggesting that our industrialized food system, in addition to being vulnerable to climate change, is not fostering health amongst our citizens. Across North America, academics, consumers, and activists, are articulating their diverse values, from environmental to social justice, from economic to cultural to health, and commonly agree: community food security must be based on foodshed revitalization and a localized food system where the values and priorities of those who produce for and are fed by the food system are those that guide and inform that food system. In this paper, we present a localized food systems approach, which utilizes foodsheds that, like watersheds, denote a geographical and environmental context for the provision of food; they also add a social and cultural component. Foodsheds are not exclusionary, but rather support the concept and the reality of producing as much food as possible within a reasonable distance, and in doing so address the insecurity threatened, and at times realized, by the challenges to the industrial food system from climate and other stressors. Localized food security is an adaptation to climate change and should become part of dominant agricultural policy and health policy discourses and part of larger discussions on social rights and citizenry.

Busch Sipos, Jessica

Gardening and Gathering: Practices of longevity among agrarian elderly in rural Japan

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Japan has the longest living population in the world. Many attribute the healthy longevity of Japanese to a traditional low-calorie, high-nutrient diet. In recent years, lifestyles and epidemiologic patterns similar to those in the West have increased, prompting a concerted return to traditional foods and diets that are more appropriate for "Japanese bodies." Many of the long-living elders reside in the countryside, which carries a romanticized image as a place of clean air and traditional food, strengthening the association between traditional diet and longevity. This paper presents findings from research with healthy elders in a rural community in southern Japan. Many elders tend large vegetable gardens, gather wild plants and animals, prepare much of their own food, and expound an ethic of "grow it oneself, consume it oneself." Neither the gardens nor the wild foods are essential in industrialized Japan, where fresh produce is available at supermarkets year round. Growing and gathering food is less about sustenance than it is about tradition, pride in the superior healthfulness of local foods, a strong value on freshness and self-sufficiency. Many elders live alone or in couples, and younger generations express little interest in farming, gardening, or even food preparation. The values and lifestyles of these elderly provide links to understanding the unprecedented longevity of agricultural elderly living in industrial societies.

Carson, Diane E.

Influence of an after-school nutrition intervention on food choices of children and their parents

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Childhood obesity is on the rise and there is no indication that the trend is reversing. This calls for a better understanding of behavioral and environmental factors that affect the food preferences of children.

One opportunity to provide nutrition education is in before- and after-school settings. These settings are uniquely situated to embed health promotion and prevention programs within a structure that is viewed as fun, accessible, and safe. The Food and Fitness Fun Education Program © (FFFEP) created for kindergarteners through fifth graders was developed in response to this need.

Past research shows that parents give in to a child's food purchase request 45% to 65% of the time. The objective of this research was to examine the effect an after-school nutrition program intervention had on a child's request to a parent to purchase a particular food as a result of tasting that food. During the 17-week intervention, children were introduced to eighteen specific snacks. These included dried fruits, nuts and seeds, soy products, and fresh produce. Parent surveys (N=755) were completed at the end of five data collection points over three years. Mean results showed that 64% of children asked their parent to purchase a specific snack and in response, 70% of parents complied. These results show that children who participate in nutrition education interventions in which particular foods are tasted can influence parental shopping behavior, thereby effecting positive behavior change in the home.

Chandler-Ezell, Karol

Bottled or tap? Student beliefs about purity, source, and healthiness of water
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Though college students are drinking more water, a positive nutritional step, their use patterns show decided preferences and largely unfounded beliefs about water from different sources. Students drink bottled water more than any other type, and the packaging on the bottle influences their choices and beliefs about the characteristics of that water. Bottled water labeled or displaying images of springs and glaciers is believed to be of higher quality and possess more "natural" health benefit. Tap water, including water from campus water fountains and dispensers in school cafeterias, is believed to be much less healthy, tasteful, or pure, and is only drunk when students lack other options. Water provided in restaurants, though ultimately from public water taps, is believed to be "cleaner" than water students draw from the tap themselves. Water safety studies show that despite student perceptions, bottled water often carries more contaminants than local municipal tap water or water filtered in the home. Water bottles that are used for several days after being opened are also believed to still be "clean" despite contamination from saliva. This study shows that students prefer bottled water because they believe it is more convenient, healthier, and better tasting, despite their perception that it is too expensive and evidence that it may actually be less safe than tap water.

Chen, Lucy Cheng-Hui

The Construction of Taiwan's Mandatory Labeling Policy for Genetically Modified Foods
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In recent years, the debate surrounding genetically modified organism (GMO) crops has begun to focus on the labeling of GM grains and GM foods. GMO labeling – as a mode of regulation – has become an arena for considerable global struggle over biotechnology regulation. Compared to other countries, the Taiwanese government was relatively slow in confronting the GMO issues, not dealing with it until the late 1990s. Given the low public awareness of GM foods, limited opposition from NGOs, lack of media coverage, and its centralized regulatory system, it is curious why the government elected to establish a mandatory GMO labeling policy. Through document analysis and in-depth interviews of government officials, scholars, legislators, and NGO as well as industry representatives, I argue that Taiwan's GMO labeling policy is largely influenced by similar legislation in neighboring countries, particularly Japan and South Korea. Because of the novelty and global significance of the GMO issue, the Taiwanese government faced substantial challenges in learning how to regulate such a controversial technology. The experiences of other Asian countries in terms of labeling GMOs have thus become critical for Taiwan. The implications of a developing country's GMO regulatory capacity are also noted here.

Chrzan, Janet

Girls Gone Wild: Beer, Booze, and Boys in College Life

University of Pennsylvania

During the college years, university students often define their social lives and identities through use of alcoholic beverages; even those who don't drink find self-definition through participation in college party behavior. In fact, on many campuses almost all social life revolves around events meant to encourage alcohol intake because alcohol provides a primary impetus for peer interactions. Over the last six years, students at the University of Pennsylvania enrolled in a course titled "Absolute Anthropology: the Medical Anthropology of Alcohol Use" have been required to attend, totally sober, a party or social event where alcohol is served and to write about their observations of student interactions, events during the party, and their own perceptions and sensitivity about being sober in an environment where everyone else is intoxicated. Much of the students' thematic analysis focuses on types of drinks consumed, 'drunken comportment', and romantic and peer-to-peer interactions witnessed. Their papers reveal that drinks, as items of consumptive choice and performance, construct and make possible potential interactions while simultaneously signaling messages about the self to possible partners, and that students intentionally manipulate projections of the self through alcohol choice and usage behavior. This paper will examine students' papers to explore female identities in relation to drinking events during college years, paying particular attention to how activities involving alcohol construct gendered social identities.

Clancy, Kate

Pasture Production of Animal Foods: Multiple Benefits, Multiple Barriers
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Research reports on the benefits of grass-fed or pasture raised animal foods continue to emerge. Improvements in air and water quality, public health, animal welfare, nutrition, and producer incomes are touted in both peer-reviewed and gray literature with great frequency. Yet demand far exceeds supply for almost all grass fed meat and dairy products, and much of the US supply is coming from overseas. The major reasons for the lag will be discussed, including producers' lack of knowledge, land-use issues, competing labels, and others. The presentation will conclude with recommendations for research and actions that can begin to enhance the ability of US producers to meet consumer demand for these foods.

Connell, David J., Alun Joseph, John Smithers

Farmers Markets and the "Good Food" Value Chain
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A study of farmers market customers in British Columbia, Canada provides insights into where farmers markets fit among the broadening values associated with food choices. We discuss how food choices are bundled into a 'good food' value chain, i.e., food choices replete with values about how society produces, processes, distributes, and consumes food. Results from the B.C. study suggest that farmers market customers who shop more often at markets have concepts of 'good food' different from people who shop less often at markets. Further, the results also suggest that the importance of shopping at farmers markets varies among customers. These differences indicate that shopping at farmers markets is a medium to both frame and act upon value-based food choices, thus linking farmers markets with other local food system ideas and processes.

Constance, Douglas H.

The Broiler Contract and Agro-Industrial Globalization: Don and Bo on the "GO"
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The poultry industry was the first of the livestock sectors to industrialize in the United States. While the industry first emerged in the DelMarVa region in the 1930s, by the 1950s the locus of activity had shifted to the South. It was in the South that the vertically-integrate firm based on production contracts became the norm for the industry that persists today. The turkey industry followed this model in the 1970s; the hog industry in the 1980s and 1990s. This innovation, vertically-integrated firms based on contract

production, is now also spreading into other commodity sectors both nationally and globally. In fact, it can be argued that the poultry model developed in the US South is “the model of agricultural globalization”. This paper traces the development of this model in the US South and then its expansion into Mexico and other parts of Latin America. The paper focuses on the activities of Tyson Foods, Inc. and Pilgrim’s Pride, Inc. to illustrate this phenomenon.

Craig, Andrea L.

Porchlight Products, the three-legged stool
 Porchlight Products is an enterprise to manage and coordinate the manufacture and sale of artisan and commissary food products for area restaurants. The products are inspired by and created from local ingredients. The artisan producer is Porchlight, Inc., a non-profit agency in Madison, Wisconsin, which aims to meet the needs of homeless households in the region. With an under-utilized kitchen and the desire to offer employment and skill training to its participants, Porchlight created a business which partners with local farmers and restaurants in a self-contained supply chain. The project is enriched by its objectives to align with Madison’s intent to grow its local food economy by supporting working farms and by its inclusion of people with disabilities in its work force. The 2007 growing season is the enterprise’s first. The enterprise and the model have been funded by gifts and grants from the community. The presenter will discuss the development of the model for Porchlight Products, a sturdy three-legged stool, which was inspired in part by the work of Agriculture of the Middle and its values supply chain.

Cranfield, John, Spencer Henson, James Holliday

What Motivates the Transition to Organic Farming? Analysis of Canadian Vegetable and Dairy Producer Experiences

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The organic food sector is one of the most dynamic sectors in the modern agri-food system. Throughout much of the world, demand for organic foods, while modest in absolute terms, continues to experience double-digit growth rates. In some countries, however, the agricultural production sector has encountered limited success in meeting demand. Canada is no exception, where, for example, sales of imported organic produce account for about 80 percent of total organic produce sales in 2003. But why might domestic organic production not be able to meet demand? Some argue that the smaller scale of organic production limits supply, while others argue that scale is not the issue, but that the small number of organic producers is limiting. In reality, both factors are likely at play. The broader question is, however, what motivates a producer to convert to organic. This paper seeks to identify, measure, and understand the factors which motivate transition from conventional to organic production using Canadian vegetable and dairy farms as examples. It reports the results of a pan-Canadian survey of organic producers. Analysis of the survey data suggests that health and safety concerns and environmental issues are the predominant motives for conversion. Problems experienced during transition relate to lack of governmental and institutional support, the power of major food retailers, and competition from imports.

Crawford, Stu

Breaking into the beef commodity chain: Experiences from the frontline

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The beef industry has many individuals – from the cow-calf producer to the restaurateur – who want to supply meat that is healthier and tastier, and produced with more respect for the animals, people, and environment. Unfortunately, these individuals face many constraints, including a packing plant oligopoly, counterproductive government regulations, unrealistic demands from urban consumers, a cattle market that penalizes deviance, and no mechanism for constructive feedback between the consumer and cattle producer. As a result, beef producers no longer have adequate control over their own operations. This loss of food sovereignty is made even more obvious by the drastic impact of

American protectionism on the Canadian beef industry since May 2003. Overcoming these problems requires vertical integration and/or cooperation within the commodity chain, which is difficult to implement and expand beyond a specialty market. The individuals striving to do this have a plethora of experiences with the challenges they face, and intimate ideas about the changes necessary to help them overcome these obstacles. These experiences of ranchers, feeders, butchers, marketers, and restaurateurs in Alberta are used to identify problems and shed light on solutions in our beef industry.

Davis, Andrea

Nutritional Analysis of a Local and Seasonal Diet in the Pioneer Valley

The current food system in the United States is a global food system, dependent on the importation of products from around the world to feed United States residents. This global food system is not sustainable for the environment, local economies, or residents. Currently, many people assume that the Northeast region of the country needs food imported from other regions, especially warmer regions, to provide residents with a nutritionally balanced and interesting year round diet. I examined how people in the Pioneer Valley of Western Massachusetts can achieve a nutritionally balanced diet year round, while consuming only locally produced foods. I investigated historical eating patterns of the region to see how diets composed of mainly local food changed with the seasons. For each season I developed seven days of recipes; each day contained one course for breakfast, lunch, dinner, and dessert. The purpose of the study is to determine if recipes comprised of only local Pioneer Valley ingredients could provide daily nutritional needs for an adult. I tested the nutritional value of the recipes by using a computer nutrition program to analyze if the nutritional recommendations of the USDA were fulfilled. Most recommended nutrients levels were met for each season, showing a balanced year round diet is likely, when the daily diet is composed of only ingredients that can be produced in the Pioneer Valley. This study supports the thesis that a local food system is capable of providing the nutritional needs of Pioneer Valley residents.

Davis, Jennifer and Alex McIntosh

The Body in the Ad Revisited

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Human bodies are frequently found in advertisements for food, nutrition, and related products. Dietetics and public health researchers have conducted some research on the portrayal of slim bodies that consume high fat, high calorie foods during prime time television programs. Others have commented on the possible negative impacts that slim bodies in ads might have on women's self image and risk of eating disorders. Little attention has been given the reasons why ads for certain products and product themes differ from other products and product themes in their use of the body in the ad. This research looks at the results from a content analysis of 125 magazine ads in magazines targeting women. These are ads that deal with food, nutrition, and nutrition related products from randomly selected magazines. In making predictions, theories are drawn from consumer behavior as well as symbolic interactionism. The sample food advertisements are classified by the type of product, theme of the ad, as well as the presence or absence of a human body. The bodies which are present in the ads are then classified by age, gender, ethnicity, and body type. Body classifications, which were made using body type silhouettes, are classified as underweight, normal weight, or overweight.

Davis, Netta

Hoosier Cabinets: Domesticated Desks in A Tidy Woman's Kitchen
Boston University

The Hoosier Cabinet was close cousin to the Prairie Schooner kitchen, offspring of the military mess kit, kin to the ship's mess and child of both the Domestic Science movement and the Cult of True Womanhood. This convertible, clever and convenient descendant of the humble kitchen cupboard and dresser, the "hoosier" was a compendium of culinary work and storage space that could include anything from a fold-out table to tilt-out scooping bins with built-in sifters and often sported such trappings as slatted roll-tops, coin-holders and ant-proof casters. The symbolic and material role of this "innovation"

in the early 20th century kitchen likewise combined aspects of the office desk, domestic altar, craftsman's workbench and hiding place, all of which spoke volumes about and to the women who owned them.

De la Peña, Carolyn T.

Sweeten My Life A Little: Self, Voice, and Risk in the Saccharin Revolt
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When people talk about food, what are they really talking about? Much work in food studies today suggests that food occupies a symbolic space far larger in American lives than its nutritional or material elements warrant. With all of the attention at this moment on "food fights" (Pollan, Nestle), this is the right moment for ASFS scholars to sit back and demand some historic, geographic, and/or social specificity as to just what we might really be fighting about. This paper uses the 1977 "saccharin revolt," when a hundred thousand Americans wrote the FDA to insist that saccharin (an artificial sweetener) be kept on the market in spite of evidence suggesting it was carcinogenic, as a close case study of what can be accomplished by the "food voice." This is part of a book-length cultural history of artificial sweetener. For ASFS, however, I want to look specifically at the way that working-class and middle-class white women used the threat of saccharin's removal to speak, obliquely, about the very real risks they faced that were beyond their control. I divide this into three "risks": the risk of environmental toxins, the risk of political invisibility, and the risk of uncontrollable material desires. When writing to argue for saccharin, my analysis suggests, many of these women used the occasion to instruct the FDA about what danger really looked like (toxic air and water, unemployment and high taxes). In doing so, the food became a means to vent anger over the non-food. Arguably, the fact that this was a "food issue," and therefore something familiar to their everyday experiences, enabled these women to articulate such frustrations. The solidity of food, it suggests, enables people—particularly those removed from the center of political power—to address less tangible and more troubling social concerns beyond it.

De Master, Katheryn Teigen

Speculation on Speculation: The Intersection of Ecological Farming, Subsidy Structures, and Land Accumulation in a Polish Post-Accession Rural Landscape

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Since Poland joined the European Union in 2004, Polish agriculture has faced enormous and, in some respects, unprecedented transitions. Shifts in agricultural policy regulations to accord with the European Union Common Agriculture Policy, changes in subsidy structures, and new market incentives and disincentives changed the social and physical landscape for Polish farmers. Indeed, in spite of GDP rises in many economic sectors and an increase in direct foreign investment, most of the agriculture sector in Poland is contracting. Yet not all subsectors within the Polish agriculture are diminishing, as ecological farming has experienced tremendous gains in post-accession growth. Motivated in part by subsidies encouraging ecologically beneficial farming, increasing numbers of farmers are turning to ecological farming as one strategy to both mitigate the deleterious impacts of changing agricultural regulations and embrace new market possibilities. EU programs encouraging ecological farming appear, at the outset, phenomenally successful, as growth in certified ecological farm numbers has more than doubled since the 2004 accession. Yet behind this growth, local experts and leaders point to social, economic, and environmental problems not addressed by new EU policies. Drawing upon preliminary data gleaned from a dissertation research project on Polish ecological farming that includes 140 in-depth qualitative interviews with farmers and local experts, this paper explores possible social, environmental, and economic problems associated with new policies. It also explores the implications of these policies on Poland's contemporary physical and social landscapes and concludes with a concise analysis and preliminary recommendations for Polish agricultural policy makers.

DeSoucey, Michaela

Foie Gras Fairytales: Culturally Anchoring a Contested Food Object
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This paper examines narratives about the role and status of foie gras in French culture and cuisine, what I call foie gras fairytales. I argue that these elaborate stories validate foie gras's production and consumption, aim to reinforce its scientific soundness and central place in world history and French identity, and assist comprehension of its contested terrain in the U.S. Foie gras fairytales highlight differing ideas about the social construction of nature and understandings of man's relationship to animals. Moreover, I argue that these stories are a product of the perceived threat of a loss of 'French' identity due to globalizing markets and the specter of an increasingly powerful European Union. These tales provide a means for thinking about foie gras's construction as a social and moral problem in other national contexts, yet are slippery constructions open to interpretation. Efforts to ban foie gras in the United States (and elsewhere) on the grounds that it is cruel to animals inherently raise larger questions about food and morality, the role of consumer choice, and food production priorities. Furthermore, support for foie gras exists in the United States and opposition exists in France, making the comparative cases heterogeneous in nature and substantiating the need for inquiry. My analysis is based on qualitative data collected for my dissertation in France and the U.S.: content analysis of books, promotional publications, news articles, and archival documents, and interviews with chefs, social movement activists, foie gras producers, distributors and salespeople, consumers, and media figures.

Erickson, Britt

Regional Food Systems Planning
York University; britte@yorku.ca

A food system is composed of and shaped by a multitude of actors, processes, policies, and relationships. The research paper will analyze what it means to conceptualize and operationalize a food system from a regional planning perspective. Conventional planning methodologies do not explicitly look at food even though food and planning intersect in many ways. The research explores this intersection between food and planning on a regional scale. The research paper will address the question: What is the role for planners and government in planning a sustainable food system? Using a case study to illustrate these broader theoretical questions, the paper will present findings from an ongoing research project taking place in Southeastern Ontario. The project uses a regional food assessment approach as a planning tool to evaluate local production and processing capacity in the research area. The objectives of the research project are to encourage regional production, processing and consumption of sustainable agriculture products by identifying potential areas for capacity expansion. The research paper will build on the current discourse of food planning, and link the academic theory and discourse with a regional food assessment project resulting in useful information for community organizations, planners, government agencies, farmers, and other food actors such as processors and distributors.

Evans, Jason

Food vs. Energy? Language, Ethics, and Context in the U.S. Ethanol Debate
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Ethanol derived from corn is being widely promoted and increasingly developed as an alternative motor fuel in the United States. Many proponents claim that ethanol represents an important step away from a transportation economy based upon non-renewable fossil fuels toward one based upon renewable energy sources that reduce greenhouse gas emissions and increase U.S. energy independence. While government subsidies for ethanol producers often are justified through evocation of such consensual socio-economic goals, scientific studies indicate that, due to the intensity of current agricultural and manufacturing processes, utilization of ethanol as a substitute for gasoline may not result in significant reductions of either overall fossil fuel consumption or greenhouse gas emissions. Furthermore, straightforward calculations reveal that converting the totality of the current U.S. corn crop (i.e., leaving none for food) into ethanol would only displace a small fraction of current U.S. gasoline consumption, indicating the large disparity between the rhetoric of energy independence and the reality of agricultural potential. Although research directed at the further development and improvement of a wide variety of biofuel technologies is necessary and justified, I argue that the ambiguous (at best) net energy benefits provided

by corn ethanol do not justify the risk of severe social, economic, and ecological disruptions that may be caused by an accelerated, subsidy-driven diversion of food into fuel.

Fairbairn, Madeline, Jack Kloppenburg

The Food Sovereignty Movement: Building Networks and Creating Frames
 Department of Rural Sociology, University of Wisconsin; Department of Rural Sociology,
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Over the last decade, the “food sovereignty” movement has emerged onto the global scene as a challenge to the current neoliberal structuring of food and agricultural markets. Like other branches of the anti-corporate globalization movement, it consists of many, overlapping networks of local and regional grassroots organizations located in both the global North and the global South. Despite its growing prominence and influence on major governing institutions such as the FAO, relatively little analysis of the movement and its possible impacts has yet been undertaken. This paper documents the origins of the concept of “food sovereignty” and provides a history of the movement’s genesis. We then describe the organizational structure of the movement, examining the composition of its constituent networks and uncovering the division of roles among the organizations of which the networks are comprised. We are especially interested in how the movement’s objectives have been and continue to be framed by the organizations providing leadership to the networks, and in how consistent the discourse used by global-scale actors is with that of their local-scale member organizations. We consider the extent to which leadership, participation, and discourse in the food sovereignty movement is truly global in distribution, or whether it is shaped principally by either Northern or Southern sensibilities and organizations. Finally, we assess the movement’s potential to affect change in the global agro-food system.

Feng, Jennifer K.

Health and Nutrition Policies within American Evangelical Churches Department of
 Gastronomy, Boston University; wu12@post.harvard.edu

The diet craze has affected all corners of American society, churches notwithstanding. Every church that serves food affects the health of its congregants. Evangelical churches in particular are a growing force in American culture and politics, and the subjects of this paper. Besides deciding on the nutrition and sanitation levels of food to be served during communion and at other church functions, Evangelicals have been involved in starting diet programs such as Curves, First Place and the Weigh Down Workshop. Evangelicals who value health do so because they believe the Bible teaches them to treat their bodies as God’s, and because they recall Biblical teachings against gluttony and for discipline. These Christians use popular science to dictate what is good for their health, and often absorb popular culture’s definition of what healthy people should look like. Other Evangelicals, however, assert that their current bodies are merely temporary and therefore should not be prioritized over other values such as historical authenticity in communion practices, building community using popular but unhealthful foods and activities, and spending time and money on other things besides nutrition. However, Evangelicals who value Scripture and, increasingly, the leadings of the Holy Spirit may find it useful to study the subject of health in the Bible more explicitly, or use prayer more often in diets. The data for this paper comes from literature concerning the American Evangelical church from the 1960s to the present, and includes illustrations from several currently active churches in the Boston, Massachusetts area.

Feng, Jennifer K.

How American Evangelical Churches Use Food to Work towards Social Justice Department of
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Churches have long been known for providing charity to poor, hungry or otherwise marginalized people in the form of food or money for food. Evangelical churches in particular are a growing force in American culture and politics, and the subjects of this paper. In addition to providing food directly to the hungry via soup kitchens, food pantries and the like, churches raise money and awareness about hunger, and create dedicated organizations such as CROP and Bread for the World. Evangelicals work against hunger and other forms of injustice because they believe the Bible tells them to, and because it provides

an opportunity for evangelism. Their decisions about exactly how to do this work, however, include considerations of cost, convenience, and cultural values. Although Evangelical churches clearly claim to value Scripture and evangelism, they are not as clear about their values regarding money, time, culture and politics. On the other hand, some churches do claim to also value nutrition, fellowship, hospitality, and 'openness' to the Holy Spirit. These churches may be able to use food more effectively towards social justice by incorporating more of these values into their decisions of how and what foods to serve for social justice-related purposes. The data for this paper comes from literature concerning the American church from the late 1800s to the present, and uses illustrations from the early Salvation Army and several currently active churches in the Boston, Massachusetts area.

Feng, Jennifer K.

Stewardship of the Earth as a Factor in American Evangelical Churches' Food Decisions
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As consumers of food, churches consciously or subconsciously participate in politics and policies pertaining to environmental health. Evangelical churches in particular are a growing force in American culture and politics, and the subjects of this paper. Although many Evangelical churches do not consciously prioritize environmental health when making food-related decisions, some have chosen to recycle waste from food events, purchase organic foods, participate in community-supported agriculture, or otherwise regulate their food-related purchases with attempts to be environmentally conscious. Evangelicals have also created organizations such as the Au Sable Institute for Environmental Studies and the Evangelical Environmental Network. Evangelicals who value the environment do so because they believe the Bible tells them to take care of the Earth and the life on it, and because they value science and its accompanying ecological theories. Others, however, explain that the Bible teaches that people are the most important beings on the earth, the present earth is temporary anyway, and therefore they should focus on evangelism and other activities with more permanence. Capitalism and scientific advances also affect the general culture against valuing the environment. Since all Evangelical churches do value Scripture and evangelism, however, they may wish someday to more consciously study Scripture on the topic of the environment, or evangelize the small but growing number of environmental activists. The data for this paper comes from literature concerning the American church from the past century, and includes illustrations from several currently active churches in the Boston, Massachusetts area.

Fonseca, Marcelo Traldi, Ana Marta de Brito Borges

The Cup-Noodles Society: the individualization of being and eating
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The metropolitan routine, the pressure for results, and to be plugged in through technological resources incessantly, such as so many other variables, have created an individualization cycle of life, that not only reflects on the way we eat, but also in the food products development. To have TV dining, alone because you have just finished an essay due tomorrow morning, while all the rest of the family sleeps is not an isolated situation experienced by many, and that each day becomes more ordinary. So is becoming food. The food products found in the supermarket shelves in greater number and variety are ready and easy; practical; adding water is sufficient and have a full meal instantly; perfectly calculated to be big enough to one have a meal just as fast as it was prepared. Doesn't it reflect the present way of life lived around the world? How frequent is to someone to eat alone in front of the television? Or have a snack at lunchtime by themselves while still stay in the computer? How much time of our days is set aside to lonely tasks, chores and even hobbies instead of making plans of executing them with someone we nurture some care? Eating alone is possible even with some people around us, but is it an individual decision and related with the expression of your own choice. Are we eating alone? Aren't those little packs of Cup-Noodles turning into more than instant, practical meals to a portrait of nowadays society?

Fonseca, Marcelo Traldi, Ana Marta de Brito Borges, Paulo Ferretti

Outsourced cooking: if cooking is not my core-business than that is somebody else's job
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In an exploratory research about the impacts of the routines in the great urban centers, the pressure for results, to be plugged in through technological resources, among much other variables, have created a life cycle where we all must be efficient, our time has to be productive, after all "time is money". It's a known fact that to cook has become more rare habit, if the focus of my career is the stock market, to outsource whatever I do not have time or pleasure to make. Lunch has been outsourced a long time ago, since stopping a work in progress to drive home and eat "wastes" too much time. And why not do the same thing with dinner, if after the work you still have to go to school? After all, we do need to "fill in the tank". By observing the supermarket shelves it is possible to perceive that restaurants not only outsource the food preparation, but also the food industry facilitates more each day the life of those who don't want to cook. Therefore, restaurants are - not only - interacting and coexisting spaces, but mainly facilitating ones. Which the impacts negative and positives does this context exerts on the society? Is the chain of the food traditions being break? Because if the parents don't show the food related to their cultures, histories and past to their children who is going to do that, the food industries? So we are outsourcing our food identity?

Ford, Paula B., David A. Dzewaltowski

Geographic, racial, ethnic and socioeconomic disparities in obesity prevalence are due to differences in the retail food environment: Three testable hypotheses

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Although the overall U.S. population has experienced a dramatic increase in obesity in the past 25 years, ethnic and racial minorities, and socio-economically disadvantaged populations are at greater risk for overweight and obesity. Dramatic population-level increases in obesity are unlikely to be predominantly due to changes at the individual level, suggesting that the environment may play a critical role. This paper reviews literature on retail food environments to test three hypotheses that link disparities in the prevalence of obesity to disparities in the retail food environment. These hypotheses include: 1) Disparities in retail food environments contribute to geographic differences in the access and availability of retail foods; 2) Neighborhoods with limited accessibility and availability of healthy foods (poor quality food environments) have populations with higher percentages of individuals of low socioeconomic status, and higher concentrations of ethnic and racial minorities; and 3) Individuals exposed to poor quality food environments are more likely to have diets that include foods of low nutritional quality, high caloric density, and higher rates of obesity, as compared to individuals exposed to high quality food environments. To provide preliminary evidence for these hypotheses, this paper selectively reviews literature on: 1) conceptual models of food environments; 2) the relationship between neighborhood composition and food environments; and 3) epidemiological research examining the association between food environments and eating outcomes. The paper will conclude with a neighborhood retail food environment model that can be used as a framework for future multilevel studies exploring the relationship between neighborhood context, food environment and obesity.

Forrest, Beth Marie

Montezuma's Revenge?: Chocolate and Identity in Early Modern Spain
Boston University

Over the course of the 16th and 17th centuries, a heated public debate arose among Catholic theologians focusing on the question of whether consuming chocolate constituted breaking the ecclesiastical fast, as the authors were unsure if it should be classified as a food or a drink. Yet Spaniards, both in New Spain and the Patria, readily took to "taking chocolate," despite the controversy that surrounded it. For the Spaniards who drank it, chocolate became a social marker, or identifier, of a cosmopolitan group who could afford chocolate and its accoutrements. Moreover, it symbolized conquest, and reflected the superiority of Europeans over the "savage" Indians of the new world. I will discuss the integration of chocolate into Spanish society, and show how its consumption remained for centuries an example of the exotic and luxurious, making it a powerful symbol for those who consumed it both as an indication of national and cultural superiority, but also as a source of fantasy and exoticism.

Francis, Charles A., Andrea Lawseth, Alexandra English, Paula Hesje, Andrew McCann, Julia Jamieson, Geir Lieblein, Tor Arvid Breland

Experiential Education in Nordic Agroecology: Adding Values to Agriculture & Food Systems
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Experiential learning builds on the strong conceptual foundation established in the last century by John Dewey, Jean Piaget, and Paolo Friere. The process includes such building blocks as high expectations of students, recognition that there are many ways of knowing, reflection and evaluation of learning, and making education relevant to past experience and real world challenges. Agroecology is an integrative discipline that explores the ecology of farming and food systems. Focus of an 8-week farming systems course at the Norwegian University of Life Sciences is on developing a farm plan that meets the long-term goals of a farm family. A subsequent 8-week food systems course has student teams developing a comprehensive food system plan for one country in Norway. Relevance for Canadian students in the Nordic Agroecology Programme is especially strong due to similarities in crop and livestock species, cultural heritage, and interdisciplinary education. Undergraduate students in Canada often have a rich background in group dynamics and team projects, and the Nordic programme adds ethics and values to the production, economic, and environmental emphasis found in their prior courses. Students who have found the courses enriching have come from a diverse range of backgrounds, including animal science and agronomy, environmental science, history, sociology and geography. Testimonials from Canadian students in the Nordic programme provide a rich picture of the relevance of this education to their growth as scholars and preparation to enter the professional world as agroecologists.

Geall, Christin

The Art of Food Writing
University of Southern Maine; cgrg@mac.com

Food writing has become almost more popular than cooking, but how can writing be a sensual act? In this presentation I will explore the tools food writers use to bring the foods they eat onto the page. I will begin with a brief exploration of the history of food writing from the late 1800's through to the present day, showing how food writing has become increasingly personalized in modern society. Through examples in literary nonfiction, the essay and memoir, we will then identify the specific techniques food writers use such as voice, style, poetics, tone and rhythm. We will also explore how food writing evokes the sensual and emotional landscapes writers inhabit. Participants will learn to look at food writing as platform for expressing opinions, instigating change, telling stories or recording memories.

Getz, Christy, Sandy Brown

Certifying social justice in agriculture? Thoughts from the field
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This paper assesses the possibilities and limits of efforts to incorporate social accountability into California agriculture through voluntary certification and labeling. Unlike more traditional forms of social justice organizing, which have historically sought to alter power relations among labor, capital, and the state, social certification assumes that production conditions can be regulated through voluntary standards and monitoring. As such, it embraces two key neoliberal principles: 1) the primacy of the market as a mechanism for addressing environmental and social ills and 2) the privatization of regulatory functions previously reserved for the public sphere. Based on a survey of organic farmers in California, both authors' participation in two pilot social audits on a California farm, participant observation in sustainable agriculture meetings, and interviews conducted with actors in the social justice in agriculture arena, we explore the contradictory motivations of actors involved in the social certification "movement" in the agricultural arena. We demonstrate how the specific histories of California's farm labor movement and sustainable agriculture movement set the stage for and nuance how social certification actors' view their opportunities and avenues for creating change. Significantly, many of the activists we interviewed suggested that collective bargaining and state regulatory campaigns were "polarizing," citing a preference

for consumption-based approaches to social change. We argue that the conservative agrarianism of the sustainable agriculture movement pervades discourse and practice within certification initiatives and thus creates conditions that can undermine farm worker representation in the governance of agricultural labor practices.

Gilbert, Ame

Feeding Absence

New York University Food Studies; amenyc@earthlink.net

Apart from its nutritive value and use in celebration, food is also a powerful barometer of the experience of loss. Indicated by loss of appetite or taste, a circumscribed diet, an increase in nostalgic longings or insatiable desire: the foods we prepare and share are at times meant to cushion the impact of death, illness, or loss of position. These expressions through food, manifest privately in daily life by small food narratives: a mother eats a bowl of buttered noodles, tasting through a favorite food her recently buried child... an organic pear procured with difficulty is carried to a cancer-ridden sister as she's infused with poisonous chemotherapy... a daughter cooks soup for an aged mother who can no longer cut her own meat-- are stories about feeding absence, rather than bountiful presence. In more public, ritualized arenas, ancient myths of earthly barrenness illuminated gods' unhappiness with man. Funerary rituals have included picnics at gravesites, or place settings by vacant chairs at family tables, and elaborate spreads at wakes. Poetic evocations in heirloom recipes are embedded with symbolic ingredients that serve as palliative nourishments for the grieving or ill. This paper gathers narratives culled from folklore and memoir, and uses them as illuminations of foods symbolic, memorializing and idiosyncratically ameliorative meanings. Foods mnemonic value serves the creation of memory, which in turn hinders loss. As living tradition, folkloric storytelling blends past with present, and collecting and sharing culinary stories highlights foods talismanic power against future loss.

Gillespie, Ardyth, Milagros Querubin, Kathleen Dischner, LaVon Eblen, Laura Smith, Melanie V. Ruiz.

Engaging Communities in Food Decision-making Research: Building on 20 Years of Scholarship. Cornell University; University of the Philippines; Cornell Cooperative Extension of Ondondaga County; Harrisdale Homestead; Cornell University; and University of the Philippines; ahg2@cornell.edu.

By engaging community stakeholders in the research process, we have deepened our understanding of the multiple perspectives about food decision-making in families and communities. This collaborative grounded theory methodology incorporates local knowledge and wisdom and builds community leadership capacity through engaging community-based professionals and para-professionals in the research process. In addition to building community capacity, this approach can increase the validity and value of the research and facilitate its application in community led programs. In our cross-cultural study of the role of food insecurity in family food decision-making, we have interviewed families and community decision-makers in the U.S., the Philippines, and Kenya. Qualitative in-depth interviews have been complimented by observations and community conversations. By engaging community leaders in the process of interviewing and analysis, we are developing an integrated picture of the survival strategies of poor families, their interdependence within the community, and the connections within their community food system. The research process has been customized for each community based on our principles of asset-focused engagement by building trust, seeking shared meaning and understanding, and responding to community needs. The interviewers were either already engaged with the community or they developed a strong relationship with families and informal community leaders. Data analysis and interpretation was a shared process among interviewers, university researchers, and community informants. Samples of the customization of the research methodology to particular community social structures will be described.

Glenn, Leland L., Raymond A. Jussaume Jr.

Can Wheat Growers be Characterized According to their Association with Wheat Varieties

Penn State University, Washington State University

Research in the social studies of science have led to the development of theoretically informed hypotheses that contend that technologies can take on “social characteristics” that are associated with the social contexts within which technologies are created and utilized. When applied to the specific context of agricultural modernization in the United States, this program of research has emphasized how the development of new agricultural technologies have frequently enabled agribusinesses to appropriate elements of the farm production process through a process that enhances capital accumulation and deskills the farm labor process. However, this research has primarily utilized structural approaches that analyze the political-economic context of technology development and dissemination. The ways in which farmers interact with this process, and interpret it, have been comparatively understudied. The goal of the research presented in this paper is to address this issue by investigating whether farmers can be differentiated by the ways in which they perceive, and make, technological choices. Our ability to conduct this analysis is aided by the recent development of three different trajectories in wheat breeding and varietal development. These are Genetically Modified wheat varieties for glyphosphate tolerance (the release of which has been suspended), wheat varieties that are targeted with specific markets/end users in mind, and emerging research on perennial wheat varieties. Using data obtained during a survey of 553 wheat growers in Washington State, we seek to determine whether farmer attitudes towards, and interest in, these three clusters of wheat varieties is associated with distinct individual characteristics and attitudes.

Goto, Keiko

Addressing issues related to sustainable food systems in a food culture course for future nutrition professionals.

California State University, Chico; Cornell University;

Nutrition professionals play important roles in the prevention of obesity, which has become a nationwide public health issue in the United States. While nutrition professionals encourage their ethnically diverse clients to consume locally grown foods for healthy eating through community and school-based nutrition programs, such as school/community gardens and Farmer’s Markets, the link between sustainable food systems and healthy eating has not been thoroughly addressed. At present, nutrition and food science students have limited exposure to the issues of sustainable food systems within their school curriculums. The author reflects on a food culture course taught at California State University, Chico and explores specific strategies for addressing issues of sustainable food systems in the food course for future nutrition professionals. The course has been designed to provide students with knowledge of food culture, including cultural values, health beliefs and nutrition practices among various ethnic groups. Surveys consisting of questions regarding sustainable food systems, globalization and cultural food practices have been conducted to examine students’ perspectives on these issues and class discussions/activities related to these issues. Based on the results of the surveys conducted in class, as well as the author’s reflection journals of the class discussions and activities related to sustainable food systems, the author discusses possible pedagogical strategies for addressing globalization, sustainable food systems and healthy eating in cultural contexts with future nutrition professionals.

Gray, Thomas

“rBGH, Monsanto and the Tillamook Dairy Cooperative (and Swiss Valley Farms, and Oakhurst Dairies, and Pure Milk and Ice Cream Company, and the State of Maine)

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Historically, agricultural cooperatives have been formed – in-part-- to oppose local, regional, and national monopoly/monopsony, and oligopoly/oligopsony power. With the advent of such organizational innovations as joint ventures, strategic alliances, outsourcing, mergers, consolidations, some question the continued relevancy, and ability of agricultural cooperatives to serve as countervailing agents in the

market place. However when examining the rBGH use controversy, re: Monsanto versus Tillamook Dairy Cooperative, Tillamook prevailed in being able to withdraw rBGH use from among its members. This was done in spite of Monsanto's attempts to derail its removal. By highlighting the various discursive logics used by Monsanto and Tillamook, in the spheres of production and consumption, the paper details the hormone's history within Tillamook, from initial introduction to its final removal in 2005.

Griffin, Marcus

Reciprocity, Social Bonds, and Urban Food Foraging in Comparative Perspective

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The nature of food redistribution and the social bonds that result from long-term generalized reciprocity among a sample of suburban American food foragers parallels that of tropical foragers in the Philippines. Preliminary data, based on ten months of participant observation among people that salvage food from grocery store waste bins, indicate that a pervasive ideology of generalized reciprocity exists. Food sharing, considered by many anthropologists to be a universal behavior among primates, seems to be a defining characteristic of a growing number of urban and suburban dwellers who salvage food by choice and not out of financial need. These individuals display the typical appearances of "modernity" and participate in commodity-driven lifestyles while also regularly "dumpster diving," redistributing their "scores," and communally preparing meals. Foraging in loose teams seems to be a particular characteristic among those foragers under the age of 30, who also tend to socially snack on the food obtained as if at the end of a group "hunt." This is remarkably similar in pattern to hunting and food sharing practices among the Agta foragers of northeastern Luzon, the Philippines and suggests that food sharing remains a primary means of creating and maintaining strong social bonds among humans of diverse social circumstances.

Gross, Joan

Eating habits of college students in Quito, Ecuador and Corvallis, Oregon: Course assignments as research data

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The data for this paper come from two food-related classes that I co-taught in Ecuador and in Oregon in 2006. In particular, I analyze 30 week-long food journals from each country, drawing out both the similarities and differences that they exhibit. Also discussed is the folklore surrounding food as reported by a subsection of these students. While the original food-journal assignment was crafted to elicit what was being eaten and when, issues such as residence patterns, social class and race, regional affiliations, time management, sociability and the global food industry came up in class discussions of the journals. Not to be ignored either was the wider political/economic context within which both classes took place. This included massive popular protests against the Free Trade Agreement in Ecuador and a nascent farm to college movement in Oregon. The experience of analyzing these class assignments made me think further about the crafting of such assignments that are destined to become research data.

Guptill, Amy

Trust among actors in organic commodity systems: the case of milk in New York State

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Organics, like other values-based labeling schemes, depends on gaining and maintaining the trust of producers and consumers alike in order to function as a means of communication and co-action. The need for consumer confidence in the organic label is frequently invoked in current debates about the organic standards governing the fast-growing organic milk sector. A close look at those debates reveals that the issue of trust suffuses the entire organic milk commodity system, as all actors -- farmers, certifiers, processors, farm-input suppliers, and consumers, among others -- must maintain a shared perception of the integrity of the system in order to continually reproduce it through their coordinated action. This study examines the foundation of trust in the organic milk commodity system in order to highlight the shifting social relationships that constitute it. It first reviews issues of trust in recent debates

about organic standards for milk with comparison to patterns of trust identified by sociologists studying similar post-industrial production networks in the agro-food system and other sectors, and then uses those insights to analyze interview and observation data about the growing organic milk commodity system in New York State.

Hall, Olivia

Slow Food, Big Cheese: Poland in the Europe of Regions
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Food and agriculture have from the beginning been highly visible and hotly contested issues in the European Union (EU). The increasing importance of traditional and artisanal food products in particular is evidenced by the growth of such movements as Slow Food and the introduction by the EU and its member states of protective labels for regional and traditional foods. Thus I use these as a lens onto EU citizens' perception and creation of regional identities and their relationship to the nation(-state) and the EU. Can a regional product with a strong profile contribute not only to regional economic development and upholding traditional landscapes and skills but also to a stronger regional identity? To what extent does the EU thereby provide not only the motivation (e.g. perceived bureaucracy, democracy deficit) but also the means (protective food labels) for increased regionalism? Poland - redefining itself as a nation-state after the fall of socialism and having recently joined the EU - is a fruitful site for studying the impact of EU policies and the possible re-emergence of regional identities. My dissertation fieldwork will examine the case of oscypek, a traditional cheese from the Tatra Mountains that recently received an EU label. I explore how its producers and regional inhabitants relate to the EU and national legal frameworks, institutions and organizations that try to promote the products and its region, and oscypek as a symbolic focus of a regional identity.

Hallman, Amy

Revolt Food: revolutionary thinking and agri-food politics in Canada
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Revolution is a highly charged word - it means a complete change in a way of thinking or governing, and yet it also refers to a cyclical movement (meaning that we may eventually come back to where we started!). A further implication links this word to the 'people' or an oppressed group that seeks to overthrow the powers that be. We have heard the word revolution in agri-food politics as in the terms, Industrial Revolution and Green Revolution, both major influences upon agriculture as we know it, but no-one would ever call these 'revolutions' popular ones. In this paper I will explore some of the meanings of revolution in the context of food politics and food security in Canada. Are our current responses enough to change the power dynamics in the food system, or is something more radical needed? I will argue that the paradigms of 'top-down' food policy making and sustainable development are too restrictive (and prescriptive) in their origins and scope in order to achieve deep-seated change. An example of a more potentially revolutionary undertaking is the People's Food Commission which crossed the country in 1978-79, gathering depositions from concerned farmers, labourers, waitresses, consumers etc. about the state of the nation's food system at that very crucial time in history. What was the impact of this event? The commission will serve here as a case study of popular-driven, 'bottom-up' efforts to challenge the dominant system (and its underlying logic), and as a forum for transmission of 'trans-local' knowledge.

Hamm, Michael, Marty Heller

Land Use: An Alternative Strategy for Considering Dairy Production Systems
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Efficiency of milk production in the modern dairy industry is typically analyzed by pounds of milk produced per cow. However, does this best measure "success?" From vantage points of "feeding the world" and "ecological integrity" it may be more productive to utilize pounds of milk produced per acre of land; using this as a starting point for developing sustainable land use practices. With this in mind we have utilized the Integrated Farm System Model (IFSM), developed by the USDA Pasture Systems and

Watershed Management Research Unit to estimate dairy herd feed budgets under various production strategies. In particular we modeled pasture-based, seasonal systems and grain-based, year-round systems to investigate their relative production efficiency. With this model, the pasture-based system produces 4,880 pounds of milk per acre while the grain-based system produces 5,460 pounds. By these estimates, grain-based feeding systems require 10.7% less acreage than pasture-based systems to produce an equivalent amount of milk. At the maximum spread from standard deviation values, grain-based feeding systems require 28% less acreage. Further studies conducted with reference to dairy budgets created by the MSU Dept. of Agricultural Economics demonstrated a 16,000 milk-pound cow average grazing dairy produces 4,130 pounds of milk per acre while a 22,000 pound cow average grain-based dairy produces 3,584 pounds. This, and a more complete dataset, will be discussed within the framework of developing a more diverse agricultural system and a more diverse research portfolio within the land grant university system.

Harmon, Alison

Sustainable Food Systems: An Assessment of Needs and Opportunities to Inform

Development of an Interdisciplinary Curriculum

Health and Human Development, Montana State University; harmon@montana.edu

Existing curricula in the areas of agriculture, foods and nutrition at Montana State University do a poor job of preparing graduates to address food system issues such as food insecurity, obesity, food safety, food biosecurity, rural economic decline, or loss of indigenous food knowledge. The author conducted an assessment of needs and opportunities in the state of Montana to inform the development of a Sustainable Food Systems Curriculum. The purpose of the assessment was to gather input from both key informants and stakeholders to determine answers to the following questions: 1.) What current societal food-related issues or problems might be addressed by an interdisciplinary degree in sustainable food systems? 2.) What content areas should be addressed in a sustainable food systems curriculum and what existing coursework could make a contribution? 3.) What field experiences or internships would complement such a curriculum? 4.) What skills should sustainable food systems graduates develop? 5.) What career and entrepreneurial opportunities exist for Sustainable Food Systems graduates? Focus groups and interviews were conducted with representatives of non-profit organizations, government officials, operators of food business, community development organizations, farmers, university faculty, administrators, and students. The resulting proposed curriculum draws from a variety of physical and social science disciplines represented at the university including food and nutrition, agriculture, political science, economics, business, Native American studies, and biology among others, and will include field experiences that provide training in the areas of community organizing, food processing and marketing, and agriculture cooperative management.

Harris, Craig, Valerie J. Gunter

Food safety advocacy and the policy process

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In a complex market economy such as the U.S., an entire range of industry groups – from farmers to feed lots to processing plants to freight transporters to grocery stores to restaurants – play a role in making food available to the consuming public. What we eat has profound public health implications, from the positive ones of promoting good health to the negative ones of food pathogens. Additionally, there is some overlap between environmental and public health ramifications of food production, such as pesticide use and large hog confinement facilities. Everyone has a stake in food safety policy. Even if this does not translate into active policy involvement on the part of most of the public, the diverse and diffuse nature of the food production/consumption enterprise creates the potential for a diverse, and contentious, policy arena. In the present paper we examine the “lay of the land” of food safety advocacy in the contemporary U.S. Advocate groups range from Safe Tables Our Priority (STOP), an organization dedicated solely to food safety issues, and even more specifically to pathogenic micro-organisms (like E. coli 0157:H7) to groups such as the AARP, whose main organizational goals lie in other policy arenas but do, on occasion, address food safety concerns. In the paper we identify the major policy battles in the

food safety arena (such as the creation of a single oversight federal agency or food irradiation), and document which clusters of advocacy groups are active in each of these policy areas.

Hatanaka, Maki

Third-Party Certification in Transnational Alternative Agrifood Networks
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As third-party certification (TPC) is an increasingly prominent governance mechanism, many actors have begun to use it strategically. The strategic use of TPC by activist non-governmental organizations (NGOs) in alternative agrifood networks is receiving increasing attention as a potential solution to unjust and unsustainable production and trade practices in conventional agrifood networks. This paper examines a transnational alternative agrifood network (TAAFN) that uses TPC from the perspective of actors in the global South, who are supposed to be among the primary beneficiaries of such networks. Specifically, this paper presents an organic shrimp certification project in Indonesia as a case study. My analysis centers on the question: What does it mean for actors in the South to produce ‘sustainable shrimp’? Through this question, I seek to unpack the meanings and power relationships imbued in the idea of “alternative shrimp,” and the “alternative shrimp network” more generally. I argue that it is in the construction of knowledge that the power is located in TAAFNs. Thus, I examine who has power, and who does not, in the alternative shrimp network, and how the distribution of power affects the development opportunities presented by the organic project.

Hauck-Lawson Annie

Panel: The Food Voice: Perspectives...In Practice
Brooklyn College of the City University of New York; ahlawson@brooklyn.cuny.edu

Audant, Babette and Jonathan Deutsch

Voices from the Line: Hearing the Worker in Workforce Development
Kingsborough Community College, City University of New York

Over the past year the authors have been engaged in a US Department of Labor-funded workforce development grant in food and hospitality. Discussions of industry sectors and Alssid and Jenkins’s career pathways in hospitality management assume a clear career ladder or trajectory. These studies are based on published research on average wages and the specific qualifications required for various job orders. But a closer look tells a different story. The industry is broad, fluid, and skills are portable. From an economic development perspective framed by the federal government’s industry definitions, a cook may actually work in healthcare, education, manufacturing, retail and hospitality over the course of a career, doing similar tasks and using similar skills in each setting. The lived experience of the worker does not jibe with the industry data. Using Hauck-Lawson’s concept of the food voice, this study seeks to merge economic and workforce development research with the very human stories – food voices – that define the act of cooking and feeding others. Through in-depth interviews with cooks, we explore the individual food voices and personal career pathways of cooks and other food workers in comparison to published data. In this presentation, results from a pilot study and plans for further research are shared. Such an understanding can have profound impact on how training is funded and administered and how individual workers are supported as they move through their careers.

Hauck-Lawson Annie

Rollicking and tender road maps to the self: food voice narratives
Brooklyn College of the City University of New York; ahlawson@brooklyn.cuny.edu

Like our language, the food we eat is an important part of our culture and identity. It has the ability to communicate messages about identity and meaning. The concept of the food voice informs these processes through an innovative network of foodways research approaches. This paper focuses on the food voice narrative; food-focused stories of events and experiences that engage the consumer (reader or listener) through use of the common language of food and simultaneously reveal aspects of the identity

of the narrator. This paper will present select examples of food voice narratives that illustrate the ability of food to foster special dialogue between narrator and recipient.

Heasman, Michael

The Manitoba Food Charter: merging localism with provincial community food security?
 Department of Rural Economy, University of Alberta, Edmonton, Canada
 Kreesta Doucette, Project Coordinator, Manitoba Food Charter,
 Winnipeg, Manitoba, Canada. Michael.Heasman@ualberta.ca

The Manitoba Food Charter was the first province-wide food charter in Canada and was publicly launched in April 2006. The Manitoba Food Charter is a one page document which emerged from Manitoba's common vision for a just and sustainable food system in the province following 71 community-based consultations between February 2005 and March 2006. This paper presents analysis from the 28 organizations and community groups that had signed the Food Charter by the end of February 2007 and the 'action steps' they have committed to towards local food security within Manitoba. The paper considers some of the practical challenges of taking a Food Charter out into communities for signatory, particularly in addressing local needs with a provincial-wide Charter that seeks to connect distinct urban, rural and northern community needs with respect to food security issues. This paper argues that the Food Charter has been a tool to help empower local communities to identify specific local food security issues and facilitate local food security action. Finally, the policy and political implications of the Food Charter signatory process are discussed.

Herzog, Carrie

Bringing Museums to the Table: Furthering the Discussion on Culinary Tourism
 University of Guelph; cherzog@uoguelph.ca

Folklorist Lucy Long (2004) defines culinary tourism as "the intentional, exploratory participation in the foodways of an other." One of the five ways to experience the other is through a separation of time, and she cites food samples in living history demonstrations as an example of culinary Otherness (Long, 2004). Long's seminal work does not explicitly specify museums as places for culinary otherness, and the existing discussion about culinary tourism has largely ignored the contribution of museums. Nonetheless, living history museums have continued to use food as an educational tool for learning about the past, and, due to government cutbacks, are learning to market themselves and their food-related activities more because of increasing competition from other tourist attractions. This paper uses primary research from Ontario museums to both illustrate and explore how museums can participate in the discussion on the practice of culinary tourism. It argues that museums should have a recognized voice and a designated place at the table to further the discussion and definition of culinary tourism and the culinary tourist.

Hills, Elaine A.

Food citizenship in higher education
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 anthroehills@yahoo.com

An active movement is afoot among educators in the United States (US) to foster various aspects of food citizenship, particularly through school gardening efforts. These efforts have primarily been focused on primary and middle school settings. Food citizenship is fostered less often in American higher education institutions, which a sizeable portion of the US population attends. Higher education institutions house some of the world's leading experts on the varied aspects of food citizenry and offer an important resource for helping germinate an effective food citizen movement at multiple levels of society.. Concurrently, the US is at the epicenter of a public health nutritional crisis and is a leading contributor to global ecological calamities that our largely unengaged food citizenry may be unknowingly abetting. This paper calls for higher education institutions to proactively engage in the food citizenship movement by expanding the charge of campus wellness campaigns to build food citizenship on college campuses. Higher education institutions can fulfill a critical and essential service obligation for their constituency

and positively shape the planet's well-being by proactively creating an engaged food citizenry on their campuses.

Hinrichs, Clare, Patricia Allen

Selective Patronage and Social Justice: Local Food Campaigns in Comparative-Historical Context
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In the early 2000s, the development of local food systems in advanced industrial countries has expanded beyond creation and support of farmers' markets and community supported agriculture farms and projects to include focused local food campaigns. Non-governmental groups in many places and regions have launched such campaigns with the hope of motivating and directing consumers toward more local food purchasing in general. This paper explores the contours of social justice concerns in local food campaigns, by considering them within the more general category of "selective patronage" campaigns. Historical examples of selective patronage campaigns, such as Buy Union, Buy American and Buy Black campaigns, offer instructive comparisons to contemporary campaigns urging people to Buy Local Food. Through examining the construction of threats, intended beneficiaries, which products are to be avoided and which are to be preferentially selected, the paper argues that selective patronage campaigns tend to exhibit unevenness in their social justice priorities, with some social justice processes and outcomes being emphasized, while other social justice concerns are minimized or absent. The paper concludes by reflecting on the challenges and prospects for commitments to social justice in local food consumer campaigns.

Holt, David

Competing Animal Welfare Product Claims in the American Retail Landscape
Michigan State University

In recent decades farm animal welfare has become an increasingly contested topic. In particular, there is a dramatic difference in the approach to dealing with animal welfare standards between the European Union and the United States. Unlike in EU agriculture, where there is a concerted effort under the Welfare Quality Project to establish regulated standards of farm animal welfare, the US government has left the issue almost entirely up to the market. The result in the United States has been a plethora of competing claims by firms, industry associations, and civic organizations. These claims represent different product attributes and convey varying levels of meaning; they are by no means uniform. They represent deliberate presentations of the organization making the claim to potential constituents of that organization. While some organizations make highly specific claims, others differ to other entities or make no claims at all. This paper will be a sociological examination of animal welfare claims made on business websites in an attempt to quantify and classify various types of claims in a systematic fashion, and the types of businesses most likely to make such claims. Through a series of methodical website searches, relevant organizations have been identified that either make claims or fail to do so. Demographic characteristics of each organization have been analyzed to determine if there are patterns to the types of claims being made and the organizations making them. Lastly, this paper will evaluate the role that these claims play in the marketing of products to an increasingly selective consumer public.

Horton, Kelly D.

Genetically Modified Crop Policy: A Case Study of Food Security Implications for Zambia
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In the fall of 2002 Zambia rejected genetically modified (GM) maize food aid donated by the U.S. Government. This rejection, along with Zambia's continued opposition to using GM biotechnology as a solution to solve its malnutrition and hunger problems, sparked an ongoing debate around the globe. This paper asks, "Can GM biotechnology help alleviate food insecurity in Zambia, and therefore other developing countries?" The impact of GM crops on food security cannot be evaluated in terms of the global hunger and malnutrition crisis; rather each developing country has its own unique set of considerations when determining the use of GM crops as a tool to decrease food insecurity. There are

numerous arguments for and against the employment of GM biotechnologies in eradicating food security and malnutrition problems, which will be discussed in detail. Zambia's state of affairs is similar to many of its neighboring nations such as lack of infrastructure, policies and regulations for the research and monitoring of GM biotechnologies. Zambia, along with most of Africa, suffers from political conflict, recurrence of natural disasters (such as drought and flooding) and heavy dependence on trade with the European Union (E.U.) and Australia. On the other hand, Zambia is unique in that it may actually produce enough food for its people, but lacks adequate distribution of that food to the people who need it most. GM biotechnology is only one tool among many with potential to battle against hunger and malnutrition in Zambia and other developing countries.

Howard, Phil, Patricia Allen

Will consumers support a domestic version of Fair Trade? Evidence from the United States

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The success of Fair Trade labels for food products imported from the Global South has attracted interest from producers and activists in the Global North. Efforts are underway to develop 'domestic' versions of Fair Trade in regions that include the United States, Canada and the United Kingdom. However, little is known about the level of support for these initiatives. Although Fair Trade has enjoyed tremendous sales growth (such as an average 75% annual increase for coffee since its US introduction in 1999), will consumers pay more to support farmers and farmworkers in their own political regions? To address this question, a national survey in the United States assessed willingness to pay for produce with a label that represents a living wage and safe working conditions. The question involved a discrete choice (yes/no) response to one of four randomly selected price premiums, as applied to a hypothetical example of a pint of strawberries. The median additional amount that respondents were willing to pay, and demographic/psychographic predictors of increased willingness to pay will be discussed in relation to the potential market opportunities for domestic fair trade.

Hubbard, Kristina J.

Protecting the integrity of organic food in the face of genetic engineering: The case of Roundup Ready alfalfa

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Genetically engineered (GE) seeds are central to the debates around agricultural biotechnology, and continue to be rapidly adopted across the globe. At the same time that GE crops increase in acreage, the organic market has become one of the fastest growing sectors of the American food industry. While biotechnology companies claim there is a successful "coexistence" of GE crop technologies and organic crops, many organic producers are already challenged by keeping unwanted GE traits out of their fields. Still, little attention has been given to the role of regulations in the face of organic contamination by genetically engineered material. This paper looks at the National Organic Program (NOP) and Coordinated Framework for the Regulation of Biotechnology, and analyzes whether they are adequate for protecting the integrity of organic food in the face of genetic engineering, using a relatively new GE crop, Roundup Ready (RR) alfalfa, as a case study. Alfalfa is an essential component to the organic livestock industry, especially to organic dairy, where the demand has grown faster than the supply. This paper reveals that the organic alfalfa industry is at risk of contamination by RR alfalfa, and that part of the risk can be attributed to the inadequacy of the two regulatory frameworks, as both do not go far enough to keep GE crops contained and the integrity of organic products protected. These findings resulted from an extensive review of the pertinent laws and regulations, a review of the U.S.'s experience with GE crop technology, and research into the potential implications of introducing RR alfalfa.

Hubbard, Paul, Neva Hassanein

Putting the Farm into Community Food Security: Integrated Strategies for Building Local Food Systems

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Practitioners and scholars around North America are working to rebuild local food systems and ensure community food security. Despite the rising number of initiatives, advocates of community-based food systems often give only minimal attention to the essential components of agricultural land protection, farm and ranch transfer issues, and the economic viability of agriculture. For their part, many farmland protection advocates often focus specifically on protecting the land base without sufficient attention to the larger structural changes in agriculture. In Missoula County, Montana, these issues have loomed large. In this paper, we describe and analyze the relevant challenges, opportunities, and strategies pursued in western Montana. Findings from a community food assessment (2004) document the structural changes in agriculture here, and illustrate the current struggle to keep land in production, emerging from low economic returns and strong development pressure due to in-migration. Building on the assessment, community members formed a food policy council in 2005, which has pursued a multi-pronged strategy for keeping agricultural land in production and improving the economic viability of agriculture through local markets. These strategies include the development of a “land link” program, exploration of incubator farms, enlargement of institutional markets, and implementation of an electronic benefits transfer program (food stamps) at farmers’ markets. While development pressure poses genuine threats to western Montana’s food security, our experiences suggest that population growth might present new opportunities for agriculture. Our success, however, depends on the extent to which an integrated, systemic approach is taken.

Hunt, Alan R

Direct Sales – Direct Interactions: The Importance of Social Interactions at Farmers’ Markets
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The direct interactions between vendors and consumers at farmers’ markets allow for greater transparency and customer feedback than are provided through other market types. Information gained through these interactions – the consumer questioning the vendor, and the vendor learning quickly about consumer preferences and tastes – has significant influences on farmer production decisions. By virtue of this type of retailing – selling directly to consumers – there are different incentives for producers than in other types of retailing based upon long supply chains. These social experiences were found to significantly influence consumer spending, community interactions, and production practices (e.g., more environmentally friendly). Social interactions at the farmers’ markets also have significant influences on the vendors’ financial returns. The importance of social interactions varies according to consumer attitudes and preferences. Three groups of consumers were identified each with varying levels of interaction and knowledge about food production, through cluster analysis. Data about these interactions were obtained through a survey of 216 consumers and 81 vendors (of which 65 were farmers) at eight different farmer’s markets in Maine during the summer of 2004. The results from this survey suggest that the direct retail market structure has the potential to contribute to social and environmental goods.

Hunt, Lesley

The moral economy of growing: orchardist’s interaction with their orchard
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Producing food from ‘nature’ is a moral process not only associated with the taming and domestication of wild plants and animals and related environmental and agricultural practices, but also with the way people make meaning of it. In this paper the way in which kiwifruit orchardists make their orchard practices meaningful is described and placed within Bourdieu’s theory of practice. An ‘explanation’ is developed of how an orchard gets to be like it is. Drawing on data collected in interviews with orchardists it was observed that they respond to their orchard, feeling their orchard wants them to behave in certain ways towards it. Their response is therefore a moral one – it is how they ‘have to’ behave. Several different types of ‘active’ orchard s emerged from the analysis - the wild orchard, the challenging orchard, the needy orchard, and the invisible orchard. Manifestations of these responses can be observed through the senses – the look of vines, understorey, shelter; the smell of soil, flowers; touch – how soil feels between the fingers, to walk on; hearing – birdsong, insect s, wind; taste – the

fruit/product. It can also be discerned in how people talk about their orchards and how they use their knowing about their orchard and their work, to interpret what they obtain through their senses. As reward for their response, they gain livelihoods, life styles, creation of 'safe places' etc. Understanding the 'morality' involved in orchardists' interaction with their land assists in understanding the responses of growers/farmers to pressure for more sustainable environmental practices.

Izumi, Betty T., David Conner, Michael W. Hamm

Farm-to-school: Motivations among farmers and school food service directors
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Farm-to-school programs are often promoted as an antidote to childhood obesity, the loss of farmers and farmland across the country, and other negative trends. Economic aspects of farm-to-school programs have been touched upon in the literature, but remain elusive. The purpose of this paper is to explore, from the perspective of farmers and school food service directors, motivations for participating in farm-to-school programs. In-depth interviews were conducted with farmers and school food service directors participating in one of seven programs in Michigan and in New York. Interviewees expressed diverse motivations for participating in farm-to-school programs. Our findings suggest that economic factors largely drive their decision-making process. From the perspective of farmers, farm-to-school represents a potentially profitable market as well as an opportunity to grow future customers. School food service directors interviewed in this study were motivated to participate in farm-to-school programs by lower and/or competitively priced food. This finding runs counter to one of the most frequently cited concerns – higher cost of locally grown foods – expressed by school food service directors surveyed in the Michigan School Food Service Directors' Farm to School Survey. These economic dimensions of farm-to-school will be elaborated by drawing on the concepts of marketness and instrumentalism. Understanding how diverse motivations influence participation in farm to school is critical for accurately illustrating its potential for farmers and school food service.

Jacquet, Jennifer

Why consumers can't save our fish.

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The human appetite for seafood has intensified and so has overfishing and damage to marine ecosystems. Recently, the response to the fisheries crisis has included a considerable effort directed toward raising awareness of consumers in North America and Europe. The resulting campaigns aim to effect the seafood demand and lead to a sustainable seafood supply. Though there are indications of some regional successes, lack of support by the Asian market and the proliferation of self-serving labels are but two of the many significant limitations of these campaigns. This talk will present the many difficulties and some successes of seafood awareness campaigns, as well as the need for measures of campaign effectiveness.

James, Harvey, and Mary Hendrickson.

Economic Conditions and the Ethical Attitudes of Farmers.

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A study of farmer ethics is timely because rapid technological and organizational changes place pressures on farmers who may believe it is necessary to engage in unethical behavior in order to survive. We examine the relationship between the economic pressures farmers face and their ethical attitudes. Our hypothesis is that farmers facing economic pressures will be more willing to rationalize unethical conduct than farmers not experiencing economic pressures. We conducted a stratified (by size) random sample of Missouri farmers with farm sales in excess of \$10,000 in 2005, receiving 692 responses (23.5% response rate). We asked farmers about their economic circumstances and outlook on life and to assess the appropriateness of various ethical scenarios. Using principal component analysis we identified three types of ethical problems: Harmful, Unlawful, and Bad Form. We find the more control and free choice a farmer feels he has, the less likely he will be tolerant of unethical problems that are harmful or unlawful.

We also find that satisfaction with one's finances is correlated with ethical attitudes that are bad form. Interestingly, we find a negative correlation between perceptions of how frequently farmers believe unethical problems occur and their ethical attitudes. Overall, we find some, though not overwhelming, evidence that perceived economic pressures impact farmer ethics. This suggests that rules placing constraints on farmers might not produce socially desirable results if farmers respond to these rules by being increasingly tolerant of, or worse, more likely to engage in, unethical practices that are harmful and unlawful.

Janer, Zilkia

Cooking Otherwise: Shifting the Geo-graphy of Culinary Knowledge
Hofstra University

Culinary history has tended to follow the grand narrative of progress and modernity in which Europe presents its own development as a model for the rest of the world. Differences in taste ideals and in culinary knowledge are often framed in a lineal narrative in which they are condescendingly explained as remnants of an earlier stage of development. This situation is slowly changing as "ethnic" cuisines have become an ever-growing addendum to the established canon of professional culinary training and restaurant menus. However, such cuisines face numerous transformations before joining the establishment. They have to be adapted to make up for the lack of availability of ingredients, equipment and skills, and to suit hegemonic taste paradigms. To further expand the limits of taste imposed by Western modernity, we need to learn to understand and appreciate the culinary knowledge of the rest of the world in its own terms before any process of adaptation. This kind of knowledge cannot be found in written records since many cultures have not depended on writing as a tool to ensure their continuity. Cooking and watching experts cook in the context in which a cuisine originated, and where it is widely practiced, is a good supplementary research strategy to understand different contemporary cuisines with less mediation of cultural translations and substitutions. I tried this research approach cooking in India and Thailand under the guidance of professional and home cooks. In this paper I will share my insights and conclusions from this experience.

Johnston, Sal

The "Eat Local Challenge" as a Community of Practice
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It has been widely noted that individuals are increasingly reflexive about their everyday activities, thereby construing these practices as potentially significant social action. Contemporary consumer-driven food politics offers many examples of both self-reflexive social action and the politicization of mundane daily life. My paper investigates the "eat local movement," and more specifically the "Eat Local Challenge (ELC)," as a case study to explore the construction of the values, meanings and practices of "eating local." The eat local challenge arose in the online food community and asked participants to only purchase food grown and processed within a 100 mile radius of their home. The challenges have ranged from a single meal – Thanksgiving – to a month. The paper explores the discourses of the ELC participants, highlighting the motivations for participation; the meanings attributed to being a "locavore"; the social, economic and ecological significance of eating local; the types of social practices that are advocated; the elements of the wider food politics discourses that are refracted in the discussions of ELC participants and advocates; and finally, the ways in which ELC functions as a community of practice.

Jordi, Nathalie

Haute Barnyard: Local, Sustainable and Organic Foods In High-End New York Restaurants
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Working at The Tasting Room, a high-end New York restaurant committed to serving fresh, local food from sustainable farms, and also as a blogger for seriouseats.com, puts me at the center of a vibrant nexus of farmers, chefs, journalists, and consumers – categories that, in New York City, often overlap. I am interested by the farmer-veneration movement that began during Alice Waters' generation of New

American cooks and has now gone mainstream. In this paper, I will explore ways in which farmers have been construed as food heroes, how the food media has supported this movement, and how chefs have successfully used these catchphrases as marketing tools to their own ends. What does terroir mean to Americans, and how is it used to sell food or talk about it? Is the preparation of artisanal, handmade foods actually sustainable, or just expensive and haughty? How have Americans used technology and media to tweak an idea that most of the world considers old-fashioned into a cutting-edge, best-selling conceit? This paper will combine academic research with fieldwork to examine the interplay between the farm and the restaurant in New York's haute dining scene.

Kayaalp, Ebru

Dispossessed Citizens: The Case of Tobacco Farmers in Southeastern Turkey
 Anthropology Department, Rice University; ebru@rice.edu

This paper is an ethnographic investigation of the process of agricultural transition in Turkey. Specifically, I explore how local tobacco farmers in Turkey are influenced by recent escalation of market liberalization policies. As the Turkish agricultural sector adjusts to free market conditions, tobacco production provides an exemplar for understanding the contemporary impacts, and unintended consequences, that liberalization policies have on local people in developing countries.

In the framework of commitments made to the IMF, on January 3, 2002, the Turkish Parliament ratified the Tobacco Reform Law to deregulate the tobacco industry. Tobacco Reform Law replaced the price support system with one based on competitive auctions and contract farming. It envisaged limiting the areas where tobacco could be grown, and also mandated the incremental privatization of state-run tobacco monopoly. This law has immensely transformed the lives of tobacco farmers, especially the ones producing Oriental tobacco for the state-run monopoly.

Drawing on my fieldwork in the villages of Adiyaman in Southeastern Turkey, I will discuss the impacts of neo-liberal agricultural reforms on tobacco farmers. I will propose that the coming of the free market economy has dispossessed many farmers of their property and led them to look for other alternatives other than farming.

Kloppenborg, Jack

Teaching Our Eaters, Eating Our Teachers: Practical Food Pedagogy for Undergraduate Instruction
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I teach two undergraduate courses that centrally involve the study of food and food systems. The two courses are quite different in structure and attract different types of students. One is a large (240 student) lecture course, "Introduction to Environmental Studies: The Social Perspective," which attracts students with environmental interests. The other is a seminar (20 students), "Food Culture and Society," populated by students with an existing interest in culinary topics. I have found that three pedagogical techniques are especially effective vehicles for providing students in both classes with effective, experientially based learning. This paper describes my use of this trio of techniques: a commodity analysis exercise, a lunch laboratory, and a work day on a community supported agriculture (CSA) farm. I outline how each technique is structured, the kinds of learning students engage in, and the practical considerations involved in deploying each technique in a university setting. The paper also examines the special advantages of using food to teach about environmental issues.

Kloppenborg, Jack

If You Serve It, Will They Come?: Farm-to-school Lessons from the Wisconsin Homegrown Lunch Project

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The last decade has seen rapid growth in the number of farm-to-school (FTS) initiatives in the United States. Despite the proliferation of FTS programs and the significant quantities of energy and resources that have gone into their implementation, there have been few systematic assessments of FTS initiatives themselves. This paper uses the experience of a FTS project in Madison, Wisconsin, as a lens through

which to identify structural challenges faced by all FTS initiatives and to examine a variety of key tactical issues that are likely to be confronted during the implementation of many such projects. It is possible to facilitate the acceptance and consumption of fresh vegetables by elementary school children. However, the possibilities for connecting the land and the lunchroom are seriously constrained by a variety of structural features, including the overarching food culture, the quasi-privatized character of most school food services, the degree of industrialization of many school food services, issues of price/procurement/supply, and the need for processing facilities. We find that enthusiastic leadership from the food service director is critical to success, that a cooperative approach with food service staff needs to be complemented by judicious application of external pressures, that there are promising opportunities for students to consume fresh foods in places other than the cafeteria, and that an educational component is as important a part of an FTS program as the farmer/food service connection.

Konefal, Jason

Unresponsive Governments and Social Change: Reforming Salmon Farming in British Columbia
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Historically, environmental movement organizations have sought to protect the environment and curb polluting and destructive practice through pressuring the state to enact legislation. Similarly, theoretical frameworks in environmental sociology tend to view pressure on the state as the primary mechanism for bringing about environmental change. However, what happens when states are continually unresponsive, captured, or no longer are capable of regulating? Focusing on the movement to reform salmon farming in British Columbia, this paper examines how movement organizations have turned largely to market-based strategies in response to government inaction. Through the marketplace the movement has sought to (1) force the salmon industry to change its practices, (2) educate consumers/public, and (3) indirectly pressure the government to take action. This paper examines the efficacy of such an approach. In concluding, I suggest the state needs to be de-centered in environmental sociological theorization, and "alternative" paths of environmental change have to be incorporated into sociological theories of the environment.

Korzen-Bohr, Sara, Jesper Lassen

Meat Quality and Safety – the need for a contextual and dynamic understanding
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The significant interest in food over the last couple of decades within the social sciences is an expression of the fact that food is important culturally, socially, economically and politically. These different implications of food are expressed in the constant struggle among actors involved in food production and consumption. In this struggle one of the key themes is the definition of quality and safety. Within the food industry - as well as within food related natural sciences and marketing studies - safety and quality are by and large viewed as static and production oriented concepts. We will suggest a sociology based alternative to this conception of food quality and safety which is currently dominating the food sector. Using meat as a case, the paper will outline a concept of quality and safety which stresses contextual as well as dynamic dimensions.

Within a theoretical frame, we will discuss how quality and safety is conceptualized in the construction of meat. First, we outline how meat is defined focusing on the link between animals and meat, the question of edibility, meat as a food category, and the process of de-animalisation. Secondly, we discuss meat quality and safety as dynamic concepts. Our argument is that the concepts are dynamic in the sense that they are subject to an ongoing development of both definition and content, reflecting shifts in societal concerns as well as the different understandings and perceptions. Thirdly, we discuss the relationship between quality and safety and how safety strategies and technologies within the meat production influence and interact with meat quality.

Kuborn, Kimberly

Food Safety: An International Cultural Perspective

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While the dangers of food contamination are universal, the way that food is handled is culturally constructed. Looking specifically at research on street vended food, and through interviews with international students, this paper seeks to place the cultural safety and sanitation practices of people in the USA in context with the traditional knowledge and practices of various other cultures. Interviews with students originally from Taiwan, Nepal, and the USA will serve as the basis for domestic handling practices, which will be compared with street vended food from various countries. Representations of street food in other countries through sociological and economic studies form the backbone of the public aspect of food safety. Together, the diversity and the reality of food handling practices, give us new ways of thinking about, teaching, and living our own cultures' prescriptions for safety and sanitation. A comparison of actual food serving techniques of different cultures will help clarify the realities of food safety dangers.

LaCombe, Michael

Commensality and Competition in Early America: Manners and Status at Anglo- Indian Meals, pre-1640

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Although the early modern English were conscious of the many differences between their social norms and those of the native groups they encountered, first-hand travel accounts did not describe Indians as fundamentally different or irredeemably savage. Indians and English often interacted on equal terms in the early period, especially since native groups were an important source of food supplies for many settlements. In the course of these interactions, shared meals were especially important sites for negotiation, commensality, and contest.. Early English travel accounts and ethnographies assumed that both sides shared a symbolic language of status that was manifested through conduct on formal occasions. At meals shared between English and native leaders, both sides conducted themselves with great care in order to manifest their own claims to status and to gauge the reception of those claims. Further, English accounts of the period before 1640 demonstrate that on many such occasions English leaders took their cues from their Indian counterparts. This paper will focus on examples drawn from across the Atlantic world to show not only that each side saw status at stake during meals but that they recognized these assumptions in their counterparts and struggled to assert their own claims in a language both sides would recognize and accept.

Lake, Elise S.

Dieting Through the Pages: A Century of Weight-Control Advice in Good Housekeeping
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A recent study of teenage girls' dieting behaviors (van den Berg et al., Pediatrics, January 2007) showed that girls who read magazine articles about weight loss are significantly more likely than others to engage in potentially dangerous weight-control behaviors. But media messages to women about diet and weight control are hardly recent; women's magazines have dispensed dietary advice for decades, frequently juxtaposing such advice with recipes and advertising for luscious desserts and other indulgences. In this study I examine the pages of one of the oldest and still active women's magazines, Good Housekeeping, to track trends and changes in dietary advice dispensed over the last century to their audience of homemakers. Such advice reveals changing notions regarding women's roles, as well as shifts in attitudes toward health and nutrition, physical appearance, fashion, and the role of "experts" in nutritional and weight prescriptions.

Lasher, Nancy, Charles Feldman

The spirituality of wellbeing: Student perceptions of traditional food and wellness in Tuscany
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This study considers how partaking in a traditional foodway affects students' perceptions of wellness. Food and General Studies students taking an International Cuisine Class at Montclair State University were taken to Tuscany Italy during the spring break of 2007. Students were required to research, then

purchase, prepare and eat traditional Tuscan foods. Experiential feelings about doing these tasks were recorded for the purpose of understanding presumed changes in students' perceptions of "wellbeing;" defined here as "both the positive and negative interactions that can exist between food and environmental connections with the mind and body." Researchers asked qualitative, open-ended questions, before and after the excursion to document transformative developments. Student journals were also evaluated for context. Research questions considered include: Does the consumption of traditional food elicit overall perceived feelings of wellbeing (aside from sustenance or nutritive qualities)? Do traditional varieties of food, or the context of eating from a particular foodway, ignite one's senses? What contemporary symbolic food associations can be rooted in culture or traditions? Can traditional foods help bridge the gap between oneself (the student) and integrative environment of wellbeing. The implications of this study may have bearing on how health care providers can use traditional foods to help impart an integrative treatment strategy for patients recovering from various maladies.

Lehrer, Nadine

Political opportunities and the 2007 farm bill.

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As the current Farm Bill approaches its 2007 expiration, Congress is working on its reauthorization. The Farm Bill provides the basis for many land use programs, including commodity subsidies for production agriculture and conservation reserves for environmental protection. Because it is broad and far-reaching, many different stakeholders have a position on the bill. And these stakeholders frame their policy positions and arguments to Congress and the public in particular ways. Many invoke "hot button" issues that are seen as current, pressing, or trendy - for example, promoting ethanol production for its contribution to "energy independence." These discursive choices in turn affect the kinds of policy alternatives that can be considered and the kinds of financial and political support that can be garnered. This research seeks to identify and analyze salient hot button issues in the debates around the 2007 Farm Bill, and discuss their implications for current drivers of agricultural policy. Based on interviews, participant observation, and document analysis, this paper will provide insight on the role of situational and political drivers and corresponding group strategies in the 2007 Farm Bill debates, and will speculate on the implications of these drivers, discourses, and debates for policy and corresponding patterns of land use.

Leitner, Heidi, Paul Axmann, Julia Kaliwoda

Producer values and strategies in Austrian rural regions

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Recently, regional products have met broad public interest from consumers, politicians, marketing experts and the media. Especially in the case of organic products, surveys show that "regional commitment" which becomes manifest in regional financial and material flows, social relations and assumed producer attitudes, is more or less claimed by consumers and promised by marketing experts. Consumers' needs thus/consequently have been satisfied with a huge variety of brands that spring up like mushrooms. Regional products are promoted with "back to the roots" slogans and their traditional and natural backgrounds promising them to be healthier, socially and ecologically sustainable, and traded fairly. But how do consumers' anticipations and marketing promises meet producers' needs and capacities in Austrian regional food systems? Qualitative research in Austrian rural regions shows that regional actors often hesitate to act exclusively regional. In a cycle of interviews and workshops with farmers, bakers, millers and marketers who are regarded as leading forces in an artisan and regionally oriented organic food system, huge disbeliefs in regional business strategies and their potentials were uncovered. Even "regional prime actors" who are successfully implementing their regional business ideas and strategies show huge anxieties and uncertainties regarding the future development of their enterprises and regional food systems in general. A discrepancy between value-based regional

orientation and behavior is emerging, leading to double-tracked business strategies that cause even bigger burdens on regional actors. The analysis shows reasons for the emerging discrepancies, e.g. in producers' anticipations of consumers' attitudes, market development, or industrial production methods as well as their strategies for success.

Létourneau, Lyne

Vegetarianism and Genetically Modified Foods: Does Vegetarianism Preclude Eating GM Foods?
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Vegetarian dietary practices are becoming ever more prevalent in industrialised countries. However, with the improvement of DNA technologies, the sequencing of ever more genomes, increasing knowledge in genomics and proteomics, the international expansion of bio-prospecting, and the development of the ability to manipulate complex genetic traits through the advent of artificial chromosomes, the door will open up to the engineering of plants destined for human consumption with added DNA from animal origin. If such food products were to reach market, would they be acceptable to vegetarians? Or would the restrictions imposed by vegetarianism be violated by genetically modified plants containing either one or many trans-genes coming from animal sources? These are important questions because the rapid adoption of new commercially valuable transgenic plant breeds might hinder access to plant-based food products which satisfy the requirements of vegetarian dietary practices. In this paper, I will examine how adherence to vegetarianism affects the acceptance of otherwise suitable food products containing trans-genes from animal origin. First, I will present a broad outline of the vegetarian ideology, which provides both a critique of meat eating and the vision of a vegetarian world. Second, arguing on the backdrop of the vegetarian worldview, I will circumscribe the extent of the menace posed to vegetarianism by genetically modified plants containing added DNA from animal sources. In the course of my discussion, I will draw from both existing literature and data gathered from two focus groups on vegetarianism and genetically modified foods.

Ling, Jessica

"We Don't Eat That Here: The American Horse Slaughter Prevention Act and the Protection of America"

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H.R. 503, or the American Horse Slaughter Prevention Act, prohibits any action associated with the slaughter of American horses for human consumption. The legislation was passed by the House of Representatives in 2006 and will stand for review by the Senate in 2007. If approved, the American government will effectively outlaw the production of a food source that is already avoided by the mainstream American public. The eating of horses has long been a cultural taboo, and one that is largely self-enforcing. By positioning this bill within its broader socio-political context, this paper argues that in these times of increased anxiety about national security and patriotism, the American Horse Slaughter Prevention Act protects American borders by defining who we are by what we do not do, or more specifically, what we do not eat. The horse is an important symbol of American masculinity and industriousness. The literal consumption of this cultural icon by other nations has deep implications, especially given today's political climate. The increase of xenophobia in the wake of 9/11 pervades the horse protection movement. Through the use of propaganda, horse advocates create a distinct separation between what we eat and what they eat and transform the horse from a nutritive food product to the site of moral confrontation. ²⁴This paper examines the ways in which 'othering' through regulation of food practice affects American culture's understanding of itself, particularly when most insecure.

Lockerbie, Stacy

Following Fish from the Local to the Global
Department of Anthropology, McMaster University

Based on fieldwork in central Vietnam, this paper will explore the shifting landscape of food and eating in Vietnam. Recent development projects aimed at poverty alleviation and boosting the economy advocate the intensification of agricultural practices and the movement of food into the global market.

My research is situated in a fishing community at the Tam Giang lagoon where many local residents have been introduced to new aquaculture technology. Large quantities of shrimp are reared and sold to consumers outside of the village confines; in the nearby city, Hue, or across the world. This paper explores the delocalization of food in Vietnam with particular attention to the meaning of fish as it moves outside the village boundaries and fishers become separated from its consumers.

Long-Solís, Janet

Water and social status in XXI Mexico City

Instituto de Investigaciones Históricas, Universidad Nacional Autónoma de México

There are many problems surrounding the water supply in modern Mexico City, including the fact that tap water is not considered safe, due to poor maintenance of the water mains. This paper will concentrate on how the population copes with this delicate problem in XXI century Mexico. While the general population attempts to solve this problem by boiling water in their kitchens for home consumption, many choose to substitute water with soft drinks, which are not likely to be contaminated and drink them at all meals, including breakfast. The transnational soft-drink industry has established a strong foot-hold on the preferences of the urban population during the last half century. This has forced Mexico into the unfortunate position of the second largest consumer of soft drinks in the world and has played an important role in the increase of obesity and diabetes, the most serious health problems affecting the Mexican population today. In accepting this new American custom, Mexicans are turning their backs on their own tradition of drinking fruit-flavored drinks, which has formed part of their food tradition since they were introduced by the Spaniards, after the conquest of Mexico. Although young people find it considerably less prestigious to order a lemonade, rather than a Cola, the health benefits from this clearly outweigh the momentary increase in their social status among their peers.

Lowe, Mecca Jackson, Alison Harmon

“Montana Made”: A Comprehensive Approach to Engaging a Land Grant University in the Local Agricultural Economy

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As public universities strive to maintain their long-standing institutions, the food service must look for more enduring ways to obtain quality food products that contribute to the sustainability of the local ecology and economy. By sourcing more foods locally, universities can support agriculture related jobs, preserve open lands, promote food security, and reduce dependence on fossil fuels by minimizing food transportation. With the support of the Grow Montana Coalition and the work of an Americorps VISTA volunteer, the faculty, administrators, staff, and students at Montana State University are taking a comprehensive approach to bringing local food onto campus. The purposes of the project include building connections among supportive university organizations, academic programs, and community groups; raising awareness on campus and in the surrounding community; and developing a plan for incorporating local foods into student meal plans, campus eatery offerings, and university catered events. Progress thus far includes the formation of a new student organization representing a mixture of academic majors, a community food system forum and the first annual Local Food Bazaar in the student union building, and the development of new curricula, courses, and class activities that support student interest in sustainable food systems. Finally, an electronic survey has been developed to gather input from the university community. Survey results will reveal levels of concern and awareness among participants, whether participants will pay more for locally produced foods, and preferences for which foods should be purchased from local producers and where they should be available on campus.

MacLaurin, Tanya, Don MacLaurin

Changing Consumer Food Trends in Canada: It's All in the Demographics

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The Conference Board of Canada predicts that four major trends will shape the attitudes of Canadians in 2010: the evolution of Canadians values from materialist to post-materialist, the impact of changing demographics, increased North American economic integration, and changing technologies. Customers

are moving from finding fulfillment in things to finding fulfillment in experiences. Every individual eating decision is a result of the consumer balancing variables that fall into two major categories – functional and emotional. Things like external resources (income), time, and options fall under the functional umbrella. Choices like whether to sustain a cultural tradition or to try something new go back to the emotional. But whatever the variables, taste is always a factor that must be maximized within the situation and balance with the other variables. Canadian Consumers are looking for healthier food and beverage options that suit their hectic lifestyles. Many families have gone from three square meals a day to four-to-six "on-the-go" meals. What were once family mealtimes have become individual meal times. This is the result of adults arriving home from work ready to eat but with children who are away at different practices or different events or hobbies. This paper will profile how changing demographics and lifestyles in Canada are profoundly changing the foods that Canadians are eating, when they are eaten, where they are eaten, and with whom they are eaten.

MacLaurin, Tanya, Don MacLaurin

Developing a Regional Culinary Tourism Strategy: The Ontario Experience

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Many regions in North America and throughout the world are seeking to expand their capability as potential culinary tourism destinations. Research results indicate agreement that culinary tourism is about local food, produce, food festivals, and food-related products but less agreement about the role of wineries, casual dining and fine dining. Prior research indicates that the uniqueness of Canadian cuisine and food products appears to lack recognition as being high quality and worthy of being a culinary tourism product. The Canadian province of Ontario found consensus that culinary tourism is driven by individuals at the grass roots level. These findings would indicate that there is a need to develop a clear strategy for culinary tourism starting at the grass roots level that is clearly understood and provides opportunities for development and economic growth.

Culinary Tourism is experiential and includes many activities and experiences that are closely associated with food. To project an image to potential visitors, it is important to include some of the vast riches of each region including arts and culture, sport and leisure, history and heritage, shopping or sightseeing. This paper will profile some of the key research findings that the province of Ontario used to become one of the first jurisdictions in North America to strategically plan for the future growth and development of culinary tourism.

MacLaurin, Tanya, Don MacLaurin

The Impact of Perceived Food Safety on Travel Destination Selection

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This study investigated the strength of the relationship between the destination choice of n=714 Singaporeans and the perceived risk of food-borne illnesses. The study also profiled where the sample obtained information regarding food safety prior to traveling. Two-thirds (64%) of respondents who had experienced food poisoning overseas agreed that food safety was important in their travel decisions. However, only 43% of overseas food poisoning victims agreed that the possibility of food poisoning would discourage them from traveling. Food poisoning victims would just take more precautions against food poisoning by including food safety considerations in their travel decisions. Respondents who had experienced food poisoning before in a country would generally not allow the negative food poisoning experiences to influence their decision to visit that particular country. Sixty-one percent of overseas food poisoning victims indicated that they would not let their food poisoning experiences in a country influence their decision to visit that particular country. Similarly, 57% of food poisoning victims indicated that their travel decisions would not be affected by other people's negative experiences with food safety. Results indicated that food safety was of secondary importance to Singaporeans with more frequent travellers willing to discount the use of food safety in their travel decisions. Friends and relatives, tour agents, and magazines and newspapers were the most common sources that Singaporeans turned to for health and food safety information.

MacLaurin, Tanya

Sensorial Food Mapping: Enhancing the Experiential Impact of Food

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Without food, humans can not survive. Our bodies physiologically cry out to be nourished with the macro and micro nutrients that are needed to sustain and promote proper functionality for health. Surely that's not all there is to the food - human relationship. A 'foodie' would also say that our bodies cry out to be connected to our food in an experiential context. The chain of sensory perception provides a sensorial food map detailing the impact of each human sense on the food based experience. Learn how Sensorial Food Mapping can enhance the experiential impact of food.

Markowitz, Lisa

Access, Activism, and Innovation: Building a Local Food Economy in Louisville, KY

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In the United State, the increasing availability of hormone, anti-biotic, pesticide, and preservative-free food is largely limited, by price and proximity to the upper and middle-classes. Similarly, the burgeoning of urban farmers markets and other direct marketing venues have tended to benefit primarily those who can pay the premium often attached to locally grown food. In this paper I describe attempts to rectify this disparity underway in the movement to link small farmers with residents of low-income neighborhoods in Louisville, Kentucky's largest city. Incipient commercialization and processing channels are intended to aid area farmers as they make the difficult transition out of dependency on tobacco as a cash crop, and simultaneously to provide people living in Louisville's food deserts with affordable, locally produced foods. Efforts to expand access involve the energies and engagement of community activists and urban entrepreneurs. They also require the collaboration of small farmers, who, like the entrepreneurs, are often themselves economically marginally, to experiment with innovative marketing strategies.

Marin, Floriana, Lucia Martinelli

Innovation in food processing versus tradition in consumption behavior: a Discrete Choice

Analysis of GM yoghurt purchase intentions in Trentino, Italy

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After GMOs first introduction in the global market, the application of gene transfer in agriculture has been rapidly increasing over the last decades. Despite the prospective contribution of agrobiotech in improving yields and quality of crops, GMOs release in the markets still raises a whole range of collective fears. European consumers, in particular, seem to be strongly persuaded of the need that GMO commercialization should wait for more extensive knowledge on their risks and benefits. This work has the main purpose of investigating public attitudes toward the GM food consumption by observing purchase behaviors. We administered 532 phone interviews to consumers living in Trentino, a region in the North of Italy where agriculture is strongly based on sustainable development principles. Consumer stated choices were investigated by means of Multinomial Logit, Random Parameter and Error Component models. Results of the study confirm a general and homogeneous dislike for food obtained from GM ingredients in Trentino, even when GM attributes are linked to sensitive advantages like price discounts, environment or health benefits. Local context seems to play a major role in defining preferences for the typical products, viewed as very far away from the imaginary of extensive processes embodied by GM products. Nevertheless, GM dislike tends to differ on the basis of the promised advantages and opposition is mitigated by the presence of health properties associated to GM attribute. A better and deeper knowledge on the matter, by means of scientific research, seems to be unanimously required to support choices.

Mayo, Amanda

Can Commensal Eating be Eating Alone?

Boston University

As cultures and societies evolve, food behaviors change with them. Food sharing helped early humans improve their nutrition, but in resource-abundant, complex modern societies, food sharing is no longer

vital for survival. Commensal eating, (eating with other people) is a behavior that has persisted over time across many diverse societies, perhaps because it has served a key role in socialization and the transmission of culture. There is a growing concern about the shrinking number of people engaging in group meals. By analyzing behaviors that people engage in while eating alone, and looking at how modern technologies such as television, instant messaging and surfing the Web transmit culture, I find that perhaps people who eat alone, are in fact, not alone.

McBride, Anne E., Damian M. Mosley

The Interdisciplinary Within the Interdisciplinary: Chasing Cohesion in Food Studies
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anne.mcbride@nyu.edu

To many, in academic or social settings, the possibility of academic studies leading to a doctoral degree in food studies, inspires feelings that range from awe and envy to disbelief and doubt. Those working on such degrees have to justify their scholarly choices perhaps more often than students of better understood disciplines. This is further complicated by the fact that as a department, we may be as yet unbound by method, epistemology, or even pedagogy. This paper offers the perspective of two food studies doctoral students who have to discuss and defend these questions in interactions with other departments. More generally, and thus perhaps even more relevantly for the broad audience of this conference, it will also address the ways in which the study of food is intrinsically interdisciplinary, and how this inner interdisciplinarity can be reconciled with the outer one. That is to say that the interdisciplinarity manifests itself both in terms of content and of methodology. By asking questions about common approaches, theoretical orientations, language, and scholarly agendas, we look for ways to achieve greater methodological cohesion, with the hope that it will lead to a recognizable, shared vocabulary for the “doing” of food studies.

McGarvey, Stephenie J. M., Isabel Streichhahn-Demers

Food Values in Unity, Maine, Area: Unity Bread Marketing Report
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To determine the feasibility of selling locally baked bread made from locally grown grain in the Unity, Maine, Area, a marketing study was conducted. Focus groups and tasting surveys were the methods used to evaluate the food values of potential customers. These were conducted in the community and on the Unity College campus. The research questions investigated included: What are the physical attributes of the product that will get customers to pay a premium for Unity Bread? What are the attributes of a promotional campaign that will get customers to pay a premium for Unity Bread? What communication channels work best to deliver the messages that will get customers to pay a premium for Unity Bread? We determined what types of breads were preferred and most likely to sell. We determined where breads were likely to be purchased from. The price points for breads were compared with the price people were willing to pay for Unity Bread. Values of people were determined to find focus for advertising Unity Bread effectively. Values included the importance of having homemade bread and bread made from local grain, knowing that local farmers are supported, keeping money in the community, and knowing that the bread is transported a shorter distance. These values, and the bread types and buying locations, were compared with the price points to find correlations. In this way we determined what breads, what locations, and what values would need to be met in order to get the a price as close as possible to the price points. A local community non-profit group will be using this report to create and sell Unity Bread.

McLean, Alice

From Slow Food to Molecular Gastronomy

The philosophies that drive culinary artists in the West inevitably reflect the tension between the local and the global as well as the natural and the technological that atomizes contemporary culture at large. My paper will examine the divide between the Slow Food philosophy and molecular gastronomy, a divide that eloquently voices this tension. On one end are chefs such as Alice Waters and Paul Bertolli who buy produce from purveyors who follow sustainable practices and encourage their ingredients to

speak for themselves with as little manipulation as possible. On the other, lie chefs such as Wylie Dufresne from the United States and Ferran Adrià from Spain, who practice molecular gastronomy in their kitchens and laud innovation, experimentation, and technology. Using menus, cookbooks, culinary memoir, and gastronomic manifestos, I will work to define the key terms around which the two philosophies revolve in order to delineate the most striking differences between the two approaches toward high end cookery, approaches that voice the ideals as well as the anxieties that structure the contemporary culinary arts.

McMahon, Martha, Barbara Grimmer

Local Food: Why consumer focus on the local won't change the food system: The case of the BC new meat regulations

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Food and agriculture related social movements such as Slow Food or food security groups increasingly look to the local to address what they see as the pernicious consequences of a globalizing food system. They work to politicize the consumer about food issues looking to enlist the consumer dollar in the service of social transformation. Decisions that structure the conditions of possibility for local food, however, farmers will tell you, are being made elsewhere. "Meat Inspection Regulations threaten small farmers" announce the headlines of the front page of *The Island Tides* (2005), a small local rural newspaper from the South Coast of Vancouver Island, British Columbia, Canada. The newspaper tells us that small farmers who have been supplying local residents (and even the Queen on one occasion) with lamb and beef and who were hitherto exempt from Provincial meat production regulations will, in the name of food safety and public health, shortly have to conform to the same standards and rules as apply to major slaughterhouses. The consumer needs to be protected, it is reported. The cost of meeting the new specifications will be prohibitive and will put most small-scale livestock farmers and local processors out of business, the news article explains. What the news report does not say is that small scale women farmers in particular will bear the brunt of the new rules. How is one to understand the turn to the local and the extension of regulatory regimes designed for the global? The paper also discusses the contradictory role of the consumer in local activists pursuit of social change and the invisibility but centrality of gender issues embedded in issue of small scale agriculture in and around Victoria.

McMullen, Taralyn, Brent Berry

Nutritional Exploitation and Protection in a Modern "Foodscape": Visual Communication to Children in the Supermarket Context

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In light of growing concerns about obesity, Winson (2004) calls for research into the supermarket foodscape as a point of connection between consumers and health-harming "pseudo foods", noting that sweetened breakfast cereals constitute a important part of the pseudo food threat. The supermarket cereal aisle context is an understudied visual collage of competing brands, colors, spokescharacters, and incentives aimed at influencing food choices. We systematically observe this important foodscape from a child's vantage to test whether the structure of visual communication in the breakfast cereal aisle is health exploitative or protective in terms of the nutritional qualities of choices. Supporting a health exploitive hypothesis, our data shows that cereals with child-oriented incentives, spokescharacters, and child-themed shapes have higher sugar content, are more likely to be refined-grain based, and are more likely to contain trans-fats than other choices. Supporting the health protective hypothesis, cereals on shelves within reach of young children have, on average, healthier nutritional content than cereals that are out of reach. These findings provide an important glimpse into the political economy of the highly contested marketing spaces of typical Canadian grocery aisles. The health exploitive aspects of visual communication shape health behaviors through a vertical range of targeted marketing exposures aimed at the social identity of consumers, in this case, children. Conversely, the health protective shelf placement acts solely as a local barrier, and is not focused on long-term health lifestyle habits.

McMurray, David A.

The Market of Zumbagua, Ecuador, Twenty Years Later: A Re-study of Mary Weismantel's Food, Gender, and Poverty in the Ecuadorian Andes

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The market of Zumbagua, Ecuador, was a crucial site of Mary Weismantel's original fieldwork in the early 1980s which led to her publication of *Food, Gender and Poverty in the Ecuadorian Andes*. The book was an investigation into the nature of highland Quichua foodways and their relation to household, gender and race relations. This re-study seeks to investigate what has changed in the interim, particularly in reference to infrastructural and demographic developments, changes in the nature of race and gender relations, and especially to changes in the commodity mix present in the weekly market. This re-study suggests that most of the changes can be attributed to the greater penetration of capitalist production relations into the region, as predicted by Weismantel.

McVie, Danielle, Heather Yeatman, Sandra C. Jones

Talking about food and nutrition: Australian women's magazines

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This paper analyses the food and nutrition messages presented to teenage girls, young women and older women in eight popular Australian women's magazines. Content analysis over a 12 month period of eight popular Australian women's magazines targeted at teenage girls, young women and older women. Magazines were analysed for the food and nutrition content of advertisements, editorial items and cover headlines. Overall the issues covered by the magazines were very narrow in focus. The food and nutrition advertisements were most commonly for non-core food items and when nutrition messages were used they more often related to general health and nutrition rather than more specific issues. As the age of the target readers increased, so did the number of food and nutrition related advertisements. Editorial items and cover headlines were most frequently focused on celebrity diets, dieting and weight loss, followed by editorial items that promoted food products. The food and nutrition messages presented to women were not only inconsistent, they were very limited in range, especially considering those issues that could be considered of direct interest to women such as osteoporosis, nutrition and aging or vegetarianism. Wider issues such as food purchasing behaviours and agricultural issues, sustainability or environmental concerns did not feature. While women's magazines do provide some food and nutrition information, they are currently very limited in their capacity to broadly educate women on a wide range of food-related issues. They lacked inclusion of expert information and inconsistencies in information had the potential to confuse readers.

Melo, Cristian, Gail Hollander

"Arriba" as a Protected Denomination of Origin: Capturing the Aroma of Ecuadorian Cocoa?

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Protected denominations of origin (PDOs) have been deployed to enhance the economic prospects of agriculture embedded in unique rural landscapes, by providing customers with the option to favor the products of these locations. PDOs distinguish high quality and relatively scarce goods from bulk goods, by capitalizing the value-added by the intersection of geographically distinctive physical and biological factors, specific agricultural practices, and traditional know-how. One of such connoisseur-appreciated goods is the dark chocolate with a perfumed floral scent and fruity flavor produced using "Arriba" Cocoa beans, which come from a genetically distinctive shade-grown, low yield cocoa variety from the Arriba region of Ecuador. Due to the fact that the production of these beans has declined, a heterogeneous alliance of farmers, non-profit organizations, exporters, and local and international institutions have embraced the "Arriba" PDO as a tool for improving the fare of producers, preserving the environmental services of shaded cocoa farms, and securing a supply of these scarce beans. We use this case study to explore the potential of PDOs for the agricultural sector of developing countries, given that the local institutional framework is clearly different from the European setting in which PDOs were originally

developed. Our findings illustrate the contradictory nature of PDOs and other labeling systems, which benefit certain groups while discriminating against others. Questions on the usefulness of labeling also emerge, given that the economic benefits of PDOs can be captured by multinational economic actors higher up in the commodity chain, and therefore do not necessarily reward the farmers that are responsible for the product's unique and desirable characteristics.

Modin, Peter G.

Some particular properties of food: implications for food-related risk management
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modin@kth.se

When we eat, we expose ourselves to various risks. For instance, we may contract illnesses or ingest substances that might be placed anywhere on a scale ranging from acutely and lethally poisonous to just mildly detrimental to our physical well-being in the long run. It is suggested that due to a number of particular properties of food and how we produce and consume it, humans view food-related risks differently compared to other risks. This paper discusses some such features and differences in perception, as well as what implications they might have for food policy and risk communication. Specifically, it is argued that there are interesting issues related to uncertainties, values, choices and trust, as well as psychological and social factors, which combined distinguish food consumption significantly from other risky activities. These differences can, at least in part, explain why we respond in different ways to food-related risks compared to other risks. If paid due attention to, these findings (coupled with general theories of risk perception) may prove instrumental in achieving increased efficacy of food-related risk communication as well as improved legitimacy of risk management activities among those affected by them.

Moreno-Black, Geraldine

Slippery Nipples, Cosmopolitans and Pink Martinis: Alcohol and Contemporary Images of the Modern Woman
University of Oregon.

By focusing on alcoholic beverages and alcohol imagery as a central feature of media advertisements this paper explores a context in which to examine how gender representations of adult women are produced and reproduced in contemporary society. Although women generally drink less, and less often, than men, women's alcohol consumption is increasing. This trend is of concern since some studies have shown women drinkers are at higher risk than men for certain medical problems, including liver, brain and heart damage. Recently, researchers have begun to turn their attention to the ways alcohol is advertised and how this might influence not only consumption but other behaviors. This study emphasizes that, whether in depicting daily lives or during more unusual moments, representations of women and alcohol are rooted in and reinforce cultural norms concerning ideals of the female body and gendered behavior.

Murray, Helene

Green Routes: Eating and Vacationing in Minnesota to Support Sustainable Agriculture
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The vision behind Green Routes is to strengthen rural economies by helping communities or regions to share their assets in ways that respect the natural world, involve the local community, and protect and enhance the local quality of life. On a practical level, Green Routes – through an interactive website and easy to use take along regional maps - direct people to places where they can eat, play, shop, and learn in ways that support local food systems, arts and communities where they are visiting. The goal of this effort is to increase sales for sustainable farmers by increasing the demand for their products from restaurants and cafés in Minnesota and the wholesalers that supply them. By telling the stories of cafés and restaurants across the state that are committed to buying sustainably-produced ingredients, and by telling the stories of the farmers that supply them, we will build awareness and support of working local food systems. By conducting a strategic, multi-faceted public education campaign we are informing, encouraging and assisting individuals in eating and vacationing in ways that support sustainable

agriculture and healthy rural communities. Combining stories with recipes from local chefs, “green” tourism routes, and by implementing an aggressive public relations campaign, we are building new, committed clientele for the eating establishments and farmers showcased in this project and for sustainable farmers who enjoy marketing their products locally.

Mulvaney, Dustin

The Politics of Genetic Pollution: State-level regulation of transgenic salmon in the U.S.
University of California, Santa Cruz; dustin@ucsc.edu

How did changing discourses about transgenic salmon containment enrolled local activists, regulators, scientists, the aquaculture industry, and risky objects, into the collective that governs transgenic salmon? An application for the regulatory approval of AquaBounty’s transgenic salmon brood stock known as AquaAdvantage™ is pending approval at the Food and Drug Administration (FDA). Yet even with FDA approval, AquaAdvantage may never be grown in the US. States with wild salmon runs have taken regulatory and legislative measures to prohibit the introduction of transgenic salmon through bans and moratoria. Despite the ecological modernization and blue revolution claims about potential benefits of AquaAdvantage, the aquaculture industry has distanced itself from transgenics. Despite claims about transgenic fish being more akin to cows than invasive species, Trojan genes and genetic pollution remain powerful tropes for activists. This case demonstrates how the changing spatial and discursive dimensions of ecological risk reshaped power asymmetries and destabilized the politics of scale. Discourses about containment shifted from land-based production to using sterile (triploidy) salmon in net pens in coastal waters, enrolling state regulators. Through an analysis of the ecological risks presented by transgenic salmon and the political ecology of farmed salmon, this paper will identify the sources of social resistance to transgenic salmon contributing ongoing discussions in social movement theory, science and technology studies, and political ecology. The study will also highlight the strengths and weaknesses of the focus on transgenic salmon. This research draws on over thirty semi-structured interviews in wild and farmed salmon regions of North America.

Neely, Beth

The Role of Producer Cooperatives in Emerging Local Food Systems: A Case Study of the Western Montana Growers Cooperative
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Local food systems aiming to re-create direct links between producers and consumers are emerging in the United States and elsewhere in response to the social, economic, and environmental consequences of the globalizing food market. Despite growing consumer demand for locally produced food, small-scale producers may not have the time or capacity to meet the needs of wholesale food purchasers, such as restaurants, grocery stores, schools, or hospitals, thus limiting their markets to direct sales to consumers. Producer cooperatives, however, may provide opportunities for farmers to expand their marketing opportunities. By developing ways for wholesale buyers to order and pay through one representative, producer cooperatives could alleviate some of the logistical challenges of selling locally while ensuring an adequate and stable price for their members' products. This study examines the role of producer cooperatives in emerging local food systems through a case study of the Western Montana Growers’ Cooperative. Through in-depth interviews with a variety of customers who purchase from the Western Montana Growers’ Cooperative, this research investigates existing benefits, challenges, and potential opportunities for producer cooperatives to enhance local food systems by serving wholesale customers.

Nies, Kristina

Cheesemaking: A Woman’s Business
Boston University

In eighteenth-century America cheesemaking was a woman’s business. Managing the dairy required skill in organization, time management, delegation of tasks, as well as cooperation with their husbands to ensure a successful enterprise. Exploring the art and business of cheesemaking through the experiences of Hadley, Massachusetts farmwoman Elizabeth Porter Phelps highlights aspects of gendered industry,

independence and the interconnectedness of women and their families, laborers, slaves and trade networks that characterized dairying in pre-Industrialized New England.

Niewolny, Kim L.

Shaking the Stability of the Industrialized Paradigm: Discovering Discourses of Alternative Agriculture in Texts of the Growing New Farmers Consortium

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This paper explores agricultural discourses generated by the Growing New Farmers Consortium (GNFC), an alliance of agricultural organizations responsible for the education and advocacy of new farmers in the northeastern region of the United States. Positioned as an alternative to traditional extension education, the GNFC represents a unique social space at a time when the politics of agribusiness predominantly govern the institutions of agricultural research and extension education. Located in this context, I argue that the GNFC is a seedbed for differing value systems and struggles for power; thus, it remains uncertain how the GNFC establishes and maintains power relations that legitimate who can be a new farmer and what are agricultural practices for new farmers. By drawing upon the analytical insights of critical discourse analysis, I examine the definitions of “agriculture” and “new farmer” embedded in the GNFC’s program and policy texts produced from 2000-2005; the discourses that textually construct their meanings; and the way these discursive meanings are perpetuated, contested, and/or co-opted. While neoliberal and technical rational interests prevail throughout the texts, this paper illustrates how the stability of the industrialized paradigm is brought into question through discursive references made to agro-food sustainability and community food security. Insights are offered for agro-food advocates to develop training and policy opportunities for “new kinds” of farmers that reflect the logic and language of these agricultural alternatives to expand the boundaries of what constitutes new farmer education.

O’Connell, Daniel

“Fallout” Positioning the failure of the family farm and framing industrialization

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This paper seeks to map the trajectory of discourse within USDA and Cooperative Extension (NASULGC and ECOP) policy documents between 1948 and 1981. During this period of time, half the farmers in the country, approximately 3.5 million, were driven off of the land. Through critical discourse analysis, this paper examines how farmers and rural communities, the traditional constituency of the Cooperative Extension system, were discursively positioned as “fallout” from the industrialization of agriculture. By analyzing how power operates in the language of the policy documents, we are offered a historical vantage point from which to interrogate an early manifestation of the neoliberal economic project. This is a view into how Cooperative Extension and the USDA facilitated and helped to orchestrate the transformations within farming and rural America in the second half of the twentieth century.

O’Leary, Daniel E., Leah Greden Matthews, Art Rex

The Farmland Values Project: Voices of Consequence

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Listen to the voices of residents reflect on the ways in which they value farmland in their community. The presenter will discuss the preliminary results of focus group conversations held with a variety of residents in a defined study area. The presentation will include hearing directly from participants through their recorded reflections. This USDA sponsored research, focuses on a 4-county area in Western North Carolina (Buncombe, Haywood, Henderson and Madison). The project goals include developing an assessment tool to help rural populations in Western North Carolina better understand the forces and opportunities that affect them by identifying the multiple types of benefits that farmland provides in the region. This research is utilizing Geographic Information System (GIS), Economic non-market valuation and qualitative sociological data to understand and inform communities’ awareness of the spatial interplay among the economic, social and environmental factors in their region that impact farmland.

When completed in 2008, the project's results can be used to help direct farmland preservation and rural development efforts in a manner that is both socially desirable and economically efficient. Bring your questions, comments and ideas to this informative and interactive session.

Ostry, Aleck

Nutrition Policy in Canada to the Second World War
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This chapter focuses on six basic themes in food security and nutrition policy between the 1870s and the beginning of World War Two. In the late 19th century the safety of the food supply was the focus for nutrition policy. The inter-war years saw new developments in nutrition policy as the federal government became involved in developing breast feeding guidelines. During the inter-war years the medical profession became authoritative providers of infant feeding advice and Canada moved to develop capacity in nutrition science. This chapter demonstrates that early in Canadian history, nutrition policy was subservient to the needs of agricultural policy and that its early focus on educating mothers, rather than on mobilizing proper income supports for food insecure families, was likely unfair and ineffective. The lessons are that a joined up nutrition and food policy is required in which nutrition has a more powerful voice than it has had up until the present.

Painter, Kathleen

Consumer Demand for Differentiated Farm Commodities: Help for Mid-Sized U.S. Farmers?
Center for Sustaining Ag & Natural Resources, School of Economic Sciences, Washington State University; kpainter@wsu.edu

Growing demand for organic as well as fresh, local products show that consumers are willing to spend extra time and money to obtain what they perceive as higher quality food. Recent consumer surveys show that, first and foremost, consumers desire fresh, tasty, safe, and healthful food. They are also willing to spend more for food produced organically, sustainably, or locally, but these characteristics are typically secondary. Increasingly, consumers are demanding better quality institutional food. Given the extent to which meals are eaten away from home, the importance of institutional and restaurant meals in our diets should not be underestimated. Differentiated farm products have the potential to fill some of this demand. In fact, wholesale food suppliers worry that they will not be able to meet growing demand for items typically produced by mid-size growers. Growers who want to add value to their products need to choose products for which consumers are willing to pay growers a fair price. They also need marketing channels and labels, like the Food Alliance or FamilyFarmed, to help sell these products. Country Natural Beef provides a successful example of this strategy. More than 100 ranches raise range-fed cattle on over 2.5 million acres for this Food Alliance-certified company. Consumers seem willing to pay more for higher quality animal products, as evidenced by the rise in demand for organic milk. In this paper, recent trends in U.S. consumer demand for differentiated farm products that could be produced by mid-size growers will be presented.

Painter, Kathleen, Kent Madison

Oregon Grown Biodiesel Case Study: Engaging Consumers, Helping Farmers
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Historically, farmers are price-takers: They have little or no power to negotiate what they pay for their inputs or what they receive for their products. But a new generation of farmers is conducting business in a new way. Working together with their suppliers and customers, fair prices are determined based on transparent accounting and reasonable rates of return. In this paper, we analyze typical costs for producing oilseeds and, ultimately, biodiesel in the Pacific Northwest, based on the actual costs of building a fully automated mid-size seed crushing facility. Kent Madison is a third-generation farmer in northeastern Oregon who plans to become self-sufficient in fuel. Kent calculates he can meet his fuel needs by devoting about 5 percent of his land to fuel crops (canola). With the automated facility he built on his farm, he also plans to process and market canola from neighboring farms as well. After careful

accounting of total costs of production, Madison calculates that farmers need to receive \$0.14 per lb in order to get a decent return on their canola operation. That figure is about \$0.02 higher than the current market price. He would like to see consumers and the state government support his Oregon Grown Biodiesel product. Oregon imports all its fossil fuels, representing a new outflow to the state economy. In-state production would produce a multiplier effect for the state economy while reducing greenhouse gas production and providing an alternative crop for Oregon farmers.

Pucciarelli, Deanna

Exploring Taste through Tasting Chocolate
University of California, Davis

Many factors influence taste perception, not the least of them is technological advances in food processing. Artisan breads differ than mass produced Wonder bread; handmade Vermont cheddar has a different mouth feel than factory made Velveeta; and, stored wine plugged with corks may taste completely different than the exact wine sealed with a screw top after fifty years. At times, there is a certain amount of “years of yonder” sentiment that obfuscates historic culinary analysis. Culinary historians and academics argue original, old recipes are truer, authentic, and value-driven better than modern interpretations of the same basic ingredients. In tracing an iconic product’s processing trajectory over a century and a half we can gain an appreciation of how technology can enhance, or some might argue distract from that product’s sensory properties. Chocolate begins as a bean grown, mostly, twenty degrees north and south of the equator. The first “processing” step that effects taste, therefore, is found in terroir – place, or origin and climatic and geographical influences therein. Chocolate’s long journey to mouth follows roughly this path: harvest, ferment/dry, ship to and sample from producers, clean the beans, roast, winnow to separate the shells from the nibs, mill to produce liquor that is “batched” with extracted cocoa butter, milk may be added and sugar, the batched chocolate is refined, conched and often standardized by adding lecithin, flavoring in the form of spices, or vanillin may be added, finally the chocolate is tempered and molded. Of those steps, North American Colonists adhered to all until the milling process. It is not until the mid 19th century that the invention of extracting cocoa butter is put into practice with conching and tempering soon thereafter. This paper will explore chocolate’s North American culinary evolution from drink form to solid by citing specific recipes from the early to late 19th century when chocolate processing undergoes fundamental changes that drastically impacts mouth feel, and hence taste perception. Which product is more authentic the 19th or 21st century chocolate bar? Which product tastes better? Given that chocolate has been linked to sexual performance for centuries does current confectionary technological advancements promote, impinge, or undistinguish that connection? Are food products sensual, and if so, can a product that is rough and gritty on the tongue during the 18th and early 19th centuries and still considered morally challenging set the standard by which 21st chocolate products should be measured? These questions will be addressed and the audience will taste test both Colonial-inspired and 21st century manufactured chocolate products to determine which product is more authentic. Moreover, if the basic ingredients and proportions are essentially the same, cocoa, sugar and vanilla (for dark chocolate) and only the processing has evolved solid chocolate offers an unique opportunity to look at how environmental factors influence acceptability in regards to taste preference.

Quark, Amy A.

Fashioning a Seamless Market: Neoliberalism and Hegemony Along the Global Cotton Commodity Chain

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This paper interrogates theories of neoliberalization and hegemony in the global agro-industrial system. With the end of the Multi-Fiber Agreement in January 2005, China became the world’s largest textile producer – and the largest importer of raw cotton – as investors relocated their factories to take advantage of China’s low costs of production. With a stalemate in broader agricultural trade negotiations at the WTO, sector-specific rules of trade and of contract arbitration have emerged as key points of

contestation in the neoliberalization of cotton trade. The global sourcing and distribution regimes of transnational cotton merchants rest on sanctity of contract and trusted processes of contract arbitration. Yet domestic traders and nation-states in China, India and other developing countries are challenging a wholesale shift to Western market rules, Western rule of law, and Western judicial and arbitral bodies. Transnational merchants, whose interests are often represented by the U.S. state in international negotiations, cannot depend on the U.S., whose obligations to domestic class fractions (the farm lobby, particularly the National Cotton Council) have put them in a deadlock in WTO negotiations and thus unable to pursue the specific interests and concerns of transnational merchants. In this context, transnational merchants have launched a privately-led hegemonic project at the sectoral level to enroll other firms, nation-states, business and producer groups into an agreement on the rules of contract sanctity and arbitration that will govern – and, if successful, neoliberalize – the global cotton trade. This paper is based on ethnographic research and commodity chain analysis.

Raider, Lani

The Chef-Farm Connection as an Avenue into Gastronomic Delight and a Sustainable Future
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What are the lessons young culinarians need to be exposed to during their training? How can young chefs prepare food (truly create and reflect culture) when they are so disconnected from agriculture? Instructors and industry role models have an obligation to expose young chefs to the real tastes and flavors of the food world. It is through connecting them directly with the source of food, the farms, farmers and eco-friendly agricultural methods, that these budding culinarians can be introduced to a world beyond fast, highly processed foods. It is through this unveiling of the richness (and healthful deliciousness) of the food world that future culinarians will be able to connect with natural resources, farmers, ingredients and possibly their customers differently. Ultimately, by encouraging young chefs to utilize local, seasonal foods, they will become pioneers in creating not only tasty meals but also a sane, sustainable future.

Rappak, Amanda

Drinks and Identity: Designing Tea Nutrition for Postmenopausal Women
York University

In an effort to explore how dominant food discourses shape consumptive practices and how foods can be a conceptual mechanism through which social issues are examined, this paper will examine a selection of the cross cultural significance, gender differences and class dimensions of the history of tea consumption in postmenopausal women. Tea's traditional and colonial history makes it an obscure setting for studies on health. Yet it has received overwhelming attention recently for its potential to fight cancer, dementia, weight gain and digestive problems; not to mention its absorption by the food industry as the latest object of health-oriented marketing. Even though major gaps exist in the western scientific literature pointing to the physical health benefits of drinking tea, it is being promoted as a 'food that heals'. Is it specifically beneficial to older women, or culturally defined rules of appropriate use that are distinguished by age and gender? What are the emotional and spiritual traditions within current use as it pertains to older women's leisure, religious or health care activities? Types of tea intake vary extensively – from hot and iced black, green and oolong tea to its existence as an additive or extract in natural health food markets – and this paper will examine how this range is involved in distinctive identity formations at the level of culture, gender and health.

Reid, Taylor, Jim Bingen, Wynne Wright

Ethanol: A Threat to Small Farms, Local Food, and Agricultural Diversity
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The production of biofuels, especially ethanol from corn, has recently received increased attention from researchers, politicians, investors, and corporations. At the same time, an ageing farm population and growing reliance on food produced at great distances from existing markets have raised concerns about

food security and food system sustainability. Addressing the latter issues will require the development of new farmers, their ability to access land, and the viability of small, local farming operations. There has been significant scientific debate regarding the efficiency and environmental advantages of ethanol, but less discussion of issues related to the effect of its production on social factors such as the structure of the food system. We argue that the growing use of farmland for corn-based ethanol and other biofuels will restrict opportunities for new farmers by raising agricultural land prices and limit the viability of small-scale farms, with negative repercussions for local food security, sustainability, and agricultural diversity.

Richardson, Mary

Cultivating an organic ethos: human and non-human agency in the organic farming network in Québec

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Organic agriculture, as both a counter-cultural social movement and a burgeoning industry, increasingly involves a broad and complex range of actors bound together in a network comprised of humans and nonhumans. Although organic farming is increasingly being approached as a matter of technique, with some practical applications for other agricultural methods, it includes but goes far beyond the technical, challenging dominant epistemologies and addressing interactions between nature and society, between humans and non-human life. By dissolving the divide between nature and culture, a new view of the agency of different human and non-human entities emerges. An essential link in that network, organic farmers propose alternative ways of engaging with the bio-physical environment in providing sustenance, as well as a philosophical revisioning of the place of humans in the rest of the living world. Based on research conducted in Québec (Canada), this paper will examine the network of actants that comprise the organic farming movement and the processes through which they interact to create and disseminate alternative knowledges, worldviews and organic food. Using political ecology and social movement theory, enriched with the contributions of actor-network theory, it will examine the hybrid collective formed by farmers, soil, inputs, regulatory texts, animals, plants, consumers, associations, retailers, certification bodies, government entities and more. Through this constantly-shifting collective, fundamental questions are being raised regarding human and non-human agency.

Richter, Kurt R.

So How Did They Do it? The Story of Apple Hill, CA and Their Leap from Commodity to Value Added Agriculture

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The current 'local' movement between agricultural production and consumers has the potential to drastically change the current food system. For consumers, it means accessing high quality, seasonal produce from a producer who lives in close proximity and often the food is brought directly from the grower. For the grower, they have to find and maintain a marketing system that is not well defined. It is this switch from selling a commodity product to marketing a value added local good that this paper examines. For people in Sacramento, CA and in the western foothills of the Sierra Nevada mountains, the mention of Apple Hill brings to mind buying fresh apples, apple pie and Christmas trees directly from small family farms. This public image hides the amazing evolution this small group of producers, located outside of Placerville, underwent over the last 40 years to create and maintain a successful direct to consumer marketing program. This paper presents the economic geography of Apple Hill by examining how the producers, local regulatory agencies and supporting business services coevolved into the current structure that is Apple Hill today. Tools developed by economists, business scholars and economic geographers are used to map the producer network evolution and to look at how the county regulations changed in response to Apple Hill producer demand. Preliminary results show that success of Apple Hill can be traced a talented group of entrepreneurs, proactive local government and a strong self government on the part of the Apple Hill Growers.

Ross, Nancy J.

The Unity Bread Project: A Community-Campus Research Partnership to Identify Local Food Values

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In partnership with a local community improvement organization, two Unity College students worked with a professor to determine the feasibility of selling locally baked bread made from locally grown grain in the Unity, Maine area. Focus groups and tasting surveys, both in the community and on the Unity College campus, were used to evaluate the food values and preferences of potential customers. The research questions included: What are the physical attributes of the product (taste, appearance, feel, shape, etc) that will get customers to pay a premium for Unity Bread? What are the attributes of a promotional campaign (packaging, logo, storyline, tagline, etc.) that will get customers to pay a premium for Unity Bread? What communication channels work best to deliver the messages that will get customers to pay a premium for Unity Bread? The study evaluated proposed price points for various breads; identified crusts, styles, and grain mixtures of breads preferred by different market segments and demographics; developed and tested logos; evaluated locations and methods of sale for Unity bread; and identified food values by level of importance and associations with bread preferences. The students learned techniques of social science research as they carried out the research and presented a professional report to the community organization.

Rubel, William

Discovering Early Modern Breads

Independent scholar affiliated with the University of California Santa Cruz

Bread is the drone around which early modern European cuisine was centered. For the poor, the imprisoned, and the enslaved bread was the caloric center of the meal, even the meal itself. For the affluent bread was less important as a source of calories, but it was a food that always had important aesthetic, culinary, and cultural associations for the meal itself. In addition, bread had a separate role as a social marker – as it does today. To an observant early modern diner the look and taste of a loaf of bread provided information about gross and fine degrees of social standing, in certain contexts even something about the character of the host. Bread can be a subtle food. Small changes in the management of a recipe can make significant changes to the nature of the loaf in terms of its taste profile and its social standing. To gain an understanding of early modern bread one needs to make it oneself. The challenge for the historian is that there are virtually no published bread recipes from the period. My paper explores the reconstruction of early modern breads based on my experience examining disparate early modern sources including paintings, prints, dictionaries, bread laws, travel diaries, farm inventories, nutritional and medical texts, cookery books, veterinary texts, texts by agronomists, and texts by persons concerned with feeding the poor. With an emphasis on England and France, I outline basic early modern baking techniques, showing how one can use this knowledge to reliably redact recipes encountered in cookbooks. I further show how to derive plausible recipes from non-cookbook sources even if one's information about the bread is limited to an image in a painting or a list of one or another grain. Because bakery breads are the reference point for interpreting the cultural significance of breads that were baked privately, the focus of my paper is on how to derive the basic structure of a bread recipe from laws regulating the price of bread. I use the English laws known as the Assize for Bread as the basis for my analysis.

Sáez, Héctor

Cooperatives, and Small Farmers in Cuba: Institutions, Technology and Environmental Damage
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The economic crisis of the 1990s exposed the unsustainability of Cuba's modernization-at-all-costs strategy in agriculture, pursued until 1989. It was not possible to continue depending heavily on imported energy-intensive inputs. Moreover, sharp natural-resource degradation trends became apparent that might have hampered agricultural productivity. Notwithstanding the environmentally benign techniques introduced in the 1990s, concerns about environmental issues in agriculture have not translated into strong environmental protection. Government strategies to deal with the crisis included

changes in property regimes and in the organization of production. Worker cooperatives (UBPCs) were formed in places where state farms existed, and lands were granted to individuals in permanent usufruct. These institutional developments stemmed from the higher productivity and incomes generated by peasant cooperatives (CPAs) and by individual peasant producers. Yet collectives and private farmers deploy different production technologies, resulting in different environmental impacts. This paper looks at the relationship between institutions, technologies and the management of natural resources in CPAs and private farms in Cuba. It argues that given local conditions, institutional differences enable private farmers to deploy techniques that are more appropriate to maintaining long-run productivity than those in CPAs. While CPAs rely on resource degrading industrial agroecosystem designs, private farmers tend to deploy agroforestry techniques, which are more sustainable. Everything else being equal, these technological differences arise from the diverging incentives and entitlements created by the government. The data reported here was generated as part of a case study during repeated visits to the municipality of Santo Domingo in the province of Villa Clara.

Sáez, Héctor

The Limits of Fair Trade in Costa Rica: Failing Coffee Cooperatives and Responses
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Fair Trade has had a positive impact on the livelihoods of thousands of the most marginalized coffee farmers in Costa Rica. Since 1982, fair trade has led to higher incomes, supported farmers' access to inputs, and technical services, and it has often strengthened cooperative organizations. The success of fair trade producer organizations has been predicated on the commitment and solidarity of cooperative members, on the vision and strength of their leadership, the development of the social capital, the availability of external support, their institutional capacity, and on large investments. Where some of these conditions are lacking, cooperative producer groups struggle to stay afloat. Many cooperatives have diversified into hardware stores, appliance and inputs stores, and started automotive and gas stations. Some have created their own commercial credit facilities. But despite these strategies and the support received through their participation in fair trade networks, some cooperatives in Costa Rica have gone bankrupt, while others are de-capitalized or struggle under the burden of heavy debt. As a result, Coocafé, the fair-trade consortium of coffee-producing cooperatives, has been in financial and organizational disarray. This article analyzes the reasons behind the difficulties that plagued Coocafé's consortium and its producer cooperatives and proposes institutional changes aimed at building cooperatives' organizational capacity and the strengthening of incentives against opportunistic behavior. Areas of work include members' identification with their cooperatives, property rights, the development of social capital (including linkages with development NGOs), organizational innovation, incentives aimed at farm-level improvements, and the development of participatory mechanisms.

Saini, J. Sushil

Food, Art, Spirituality: Feedback Loops and Food Policy
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At first the human experiences of food, art and spirituality may appear unrelated or have only peripheral overlaps. However, the shared histories and internal logics of food, art and spirituality indicate that the three components actually create a triangle which acts as a self reinforcing feedback loop whereby each angle echoes and reinforces the others. The health of this feedback loop depends on a balance between all three components of the triangle; so it follows that a healthy food supply system requires a balanced food, art, spirituality trine. In the case of imbalance, it can be argued that the insights provided by the triangulation of food, art and spirituality can be used to develop effective food system interventions. This paper begins by exploring the spiritual roots of the human relationship to food. It continues by exploring human artistic endeavors as a means of expressing the human experience of the sacred. This paper then completes the loop by exploring the role of spiritual beliefs in the development of several cuisines and fasting practices around the world. This paper then considers the consequences of imbalance within the triangle on human systems of food production. This paper argues that balance can be restored by using

the art and spirituality elements of the triangle to develop sustainable food policy recommendations. Examples of how this has already begun in current food security movements and an exploration of emerging theories of development policy support this argument.

Saini, J. Sushil

Sustainable Gastronomy: A New Model of Food System Assessment
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The economic and ecological health of modern food systems are reaching a crisis point and require intervention. However, states and global institutions face a detrimental knowledge gap between the desire to develop sustainable food systems and the ability to identify and measure the requirements for such a system. Essentially, the history of food policy over the last several hundred years has been an exercise in how little policy makers know about the human relationship to food. This paper is an introduction to Sustainable Gastronomy, an emerging theoretical model that identifies critical personal, cultural, ecological, economic and political components that significantly contribute to food system sustainability and resilience. In the Sustainable Gastronomy model, components and component interactions are identified using an anthropological approach and mixed methodologies. To date, the results indicate a non-traditional blend of components required for sustainable food systems. Components and component interactions are then mapped into a quantitative index. From this, policy can be focused, developed, and evaluated along two streams: cultural culinary restoration and policy development. Theoretically, these two streams will compliment and support each other thereby providing bi-level support for sustainable food system development. The rationale underlying Sustainable Gastronomy is that policy approaches towards food security must radically redefine the parameters of what constitutes food policy. This model hopes to provide the comprehensive map of those parameters. Sustainable Gastronomy can be applied to broad regional scales or be city or town specific. This will facilitate its efficacy for municipal, regional and national level policy development.

Schiff, Rebecca

Contribution of Food Policy Councils to Governance for Alternative Food Movements
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Over the course of several centuries, the conventional Western food system developed from a rather simplistic, sustainable structure, of local small-scale production, to one of an increasingly diverse and fragmented character. While a broad range of theory thoroughly supports more coordinated planning for the development of sustainable food systems, conventional food-related programme and policy development conventionally ignores food systems theory, employing a disconnected and disengaged approach in which various private organisations, government departments and industry sectors create separate, potentially conflicting policy and planning mechanisms. To mediate the problems associated with this fragmentation of food policy, several public and private organisations have fostered the creation of cross-sectoral “food policy councils” to engage and educate among a broad range of public, private, and academic institutions on theory and components necessary to the development of more sustainable food systems. While the past decade has seen substantial growth in the presence of and interest in food policy councils, there still exist discrepancies concerning definition of the role and function of food policy councils. Previous research shows that these organizations network, educate, and communicate on issues of food systems and sustainable development. This research explores the relationship of food policy councils to alternative food movements, governance of food issues and sustainable development, and their contribution through private and public organizations to food policy, planning, or program coordination.

Selfa, Theresa

Agricultural Restructuring in the American Great Plains: A Critique of Post-Productivism
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Many scholars have noted the emergence of post-productivist agriculture in advanced industrialized nations, manifested in the turn to quality-driven production, on-farm diversification and pluriactivity, and the adoption of more sustainable farming practices. This paper joins others who have critiqued post-productivism, and argues instead that agricultural restructuring has multidimensional impacts in “production hotspots” like the American Great Plains. Western Kansas has been experiencing an economic boom over the last twenty years due to the location of new agricultural production and processing plants, particularly related to the livestock industry. The location of feedlots and meat processing plants have not only brought economic dynamism, but also tremendous social and ethnic change to what were previously fairly homogenous, rural counties in southwestern Kansas. Population growth in several southwestern Kansas counties has accelerated in the last ten years, with over 20% increases in some counties, during the time that other parts of Kansas and the Central Plains have experienced dramatic declines. The composition of several counties in western Kansas have been transformed by the influx of mostly Latinos for meatpacking jobs, with some counties becoming “majority minority” populations. A new wave of economic growth is being brought to the region with the movement of the dairy industry into western Kansas. As competition for farm land and enforcement of more stringent environmental regulations have escalated in dairy producing states like California and Pennsylvania, farmers are moving from these states to relatively arid western Kansas because of the availability of relatively low cost land, the available labor force, the proximity and lower cost of cattle feed crops, and the possibility for expansion offered by the Great Plains. The western Kansas economy continues to be very dependent on agriculture, and therefore on water resources, despite recognizing that water resources are diminishing. How communities in western Kansas manage competing productivist demands for economic growth with diminishing water resources is the focus of this paper.

Sher, Laura Lindenfeld

Traveling South: The Performance of Nationhood through Food in Mostly Martha
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The 2001 German film, *Mostly Martha* (Nettlebeck), depicts a radical change in the life of rigid, star chef Martha Gedeck. The film portrays Martha’s struggle to connect her deceased sister’s child with the niece’s Italian father. In the course of the film, Martha undertakes an *Italienreise*, a journey to Italy that replicates and provides commentary on the German literary trope made famous by Goethe of traveling to the warm, passionate south to escape the rigidity of German culture and find oneself. This essay argues that the film produces narratives of contemporary German identity and culture specifically through representations of food and cooking that cite this well-known tradition. In doing so, the film attempts to enact a criticism of political and cultural shifts in post-wall Germany and question fixed concepts of nationhood and gender. Ultimately, the film reaffirms these selfsame constructs and thereby avoids a deeper engagement with the relationship among food culture, nationhood, and identity.

Shields-Argeles, Christy

A Marriage of Medical and Gastronomic Discourse? An Analysis of France’s First Set of
Nutritional Guidelines

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When it comes to talking about food in France, questions of health have, since at least the 17th century, been relegated to the proverbial backburner, while questions of good taste have reigned supreme. For this reason, recent developments in France are quite surprising. In 2001, in large part in response to the reported rise in childhood obesity in France, the Programme national nutrition-santé (PNNS) was formed by the Ministry of Health with the express intent of improving the diet of the French through the intervention of the nutritional sciences. Needless to say, these developments are perceived as near revolutionary for many in France and the PNNS and its reforms remain highly controversial. In this paper, I propose a textual analysis of France’s first set of nutritional guidelines for the general public, distributed in booklet form by the PNNS in 2002 and entitled « La santé vient en mangeant » (Health comes through eating). This guide represents the collective effort of a team of nutritionists, social

scientists and chefs, among others. In comparison to the American dietary guidelines, the French guidelines are quite unique in that they accent throughout questions of cuisine, sociability, taste and pleasure. However, they also introduce nutritional concepts (i.e. food groups, number of servings, etc.) that were virtually inexistent in public discourse prior to this time.

Short, Frances

Kitchen angel, gourmet artiste, too-busy-to-bother convenience cook...or something else? Finding the voices of home cooking

In popular commentary, as well as much academic and policy discussion, home cooks are regularly bestowed with gender-related identities. Women who cook are either earth mothers who find boundless joy in nurturing and comforting or else clueless or recalcitrant users of convenience food for whom cooking is another household chore to be avoided. Men on the other hand are rarely presented as competent everyday cooks. Their skills in the kitchen scarcely ever associated with an ability to understand and provide, to organise and feed a family. Male home cooks are far more likely to be constructed as creative hobby-ists, food tyrants who insist someone else does the washing-up, if they are not bungling and inept understudies that is, more trouble in the kitchen than they are a help. Based on recent research that provides insight into different ways of knowing, approaching and practising domestic cooking and its meaning in everyday life, this paper will explore the many and varied cooking identifications that people have. It will argue that although they do not fit these often found 'types', the identifications of both men and women do draw on their respective popular images and social constructions. Further, male and female approaches to cooking can be seen as clearly distinct and as gender oriented. The paper will also look at more methodological issues and examine the different ways the 'people who cook' who took part in the study use the space of the interview to 'voice' their image of themselves as a 'a cook'.

Sinclair, Emily

Farmland or Growth Boundary: Planning Perspectives on the Protection of Agricultural Land
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Recent provincial planning activity in Ontario, Canada has focused extensively on the need to protect agricultural land from urban sprawl. However, very little attention is given to enabling or ensuring the agricultural productivity of these lands. This paper explores the apparent disconnect between agricultural and environmental protection as articulated through regional land-use planning. The case of farmers affected by new planning legislation in a protected greenbelt around the Greater Toronto Area (GTA) provides a way to assess how the appropriate uses of agricultural land are constructed by regional land use planning. I analyze the language contained in the provincial planning process and examine whether it is compatible with provincial agricultural policy to determine how the plans define land use value in the greenbelt. Land use is predominantly defined in terms of its value as an environmental resource over its value as a commodity – a necessary input in terms of agricultural production. While both land uses contribute to collective social benefits, these plans do not ensure the economic and social viability of farming in the greenbelt. In other words, the focus on land use in the plans replaces more in-depth agricultural planning at the regional level. This research is particularly significant in relation to the growing demand for locally-produced food: The plans do not adequately protect farmland – or ensure access to local food – in agricultural terms. These plans raise significant concern about the viability of agricultural planning in a land use planning system that privileges growth management over concrete farmland protection strategies.

Smeltz, Wayne

They eat horses, don't they?

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One food choice that has caused divergent, emotional and legal responses has been the human consumption of horsemeat. While in the United States, we abhor and find repulsive the consumption of horsemeat, countries such as Belgium, France, Japan and others do not share this view and find

horsemeat a perfectly suitable and desirable food choice. If each country produced and consumed within their own borders there would be probably little room for cultural conflict; however, the slaughter of horses for human consumption has been done within our borders and exported to these other countries. This has been a source of contention for many domestic animal welfare and rights groups who have successfully lobbied for restrictions. What makes this situation intriguing is that the welfare groups have been joined by another interest group that has often been targeted as the enemy of animal welfare groups: thoroughbred horse owners and breeders. Their interest was aroused by the apparent slaughter of Ferdinand, a Kentucky Derby winner, in Japan who had been shipped there for stud duty and was an unproductive sire. This slaughter has never been officially confirmed by Japanese authorities but caused a furor in the close knit thoroughbred community. The purpose of this presentation will be first to investigate the attitudes of different nations toward the human consumption of horsemeat and how these practices were historically derived. The paper will then delve into the specific situation of the exportation of horsemeat for human consumption from the United States and the movement afoot to halt this practice. Supporters were hoping for passage by Congress of a bill prohibiting horse slaughter that recently passed the House but never came to a vote in the recently completed Senate term. Finally the presentation will seek to determine if the practices of one country such as the United States has impacted the attitudes of other countries particularly in France whose population is ironically more avidly interested in horseracing than we are.

Smith, Julia

Farmers in a Changing Market: The Promises and Disappointments of Fair Trade Coffee in Southern Costa Rica

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Over the last two decades the world coffee market has splintered, with the bulk of coffee sold at low prices, but an increasing amount of coffee passing through higher priced specialty markets. Small producers have had to alter their systems of production to navigate this changing market system, but technical, logistical, and cultural barriers have made this difficult. The Fair Trade movement offers small producers a route into these markets. However, as the promise of Fair Trade, and its ideology of transforming production and marketing, hits the reality of the still quite limited market, how does it fare? This paper examines the efforts of one Costa Rican cooperative to enter into Fair Trade and other alternative markets. These small-scale coffee farmers have worked to identify and pursue these new markets, but their success has been limited by the relatively small size of these alternative markets and the number of producers seeking to take advantage of them. The promise of these markets has profoundly affected the ways that some farmers think about their production and their relationship to the environment. Yet, in the face of limited success, they are finding it difficult to maintain their enthusiasm for the project. From their point of view, the promise of Fair Trade has led to as many disappointments as successes.

Smithers, John, and Christie Young

'Farming' New Canadians: Exploring Prospects for Localizing Ethno-cultural Food.

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On the basis of the current demographic profile of the farm population in Ontario, and across Canada, agriculture faces difficult succession / intergeneration transfer issues in the coming decade(s). The loss of existing farmers and the low rate of entrance into agriculture by young people may soon become a very real problem for domestic food supply – at least for that portion of total supply that has come historically from small and medium scale enterprises. At the same time, in communities across Ontario there are growing numbers of New Canadians from other cultural backgrounds, with training and experience in agriculture, who would welcome an opportunity to engage in farming – especially to grow culturally appropriate fresh produce; preferred foods, herbs and flowers. Presently, the distinctive food needs of growing ethno-cultural communities are being met daily by imported products from Asia, South America and the Caribbean, if they are met at all. We propose that immigrants can provide innovation and new

market development in this context. This paper reports on the early stages of a recently initiated empirical investigation of challenges and prospects for farm incubation in ethno-cultural communities of producers and eaters in the Greater Toronto area. The paper provides a demographic context for ethno-cultural farming possibilities and frames several immediate research needs. Some comment will be provided on the nature of the intended research with comment on the role of community embedded actors and networks as catalysts for food-related action. Particular attention is given to the role of the recently formed body “FarmStart” as a catalyst for partnership development and land procurement.

Smyth, Jolene D.

Grain, Cattle, and Gender? The products of Family Farming and Ranching in Washington State
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Research on gender in farm families has focused quite extensively on what tasks men and women do on the farm, but has not yet explored the processes underlying the production of gender itself in farm families or the implications of those processes. Using a “doing gender” perspective I explore how involvement in family farming and ranching challenges and supports the production of femininity and masculinity in farm/ranch families. In particular, I explore how the type and level of women’s involvement in farm/ranch, family, and off-farm employment activities affects their view of themselves and their spouses as feminine and/or masculine. The data used in the paper come from 55 interviews conducted in the Summer and Fall of 2006 with men and women from cattle and wheat farm families in Eastern Washington (USA) and from a Fall 2006 random sample survey of women from cattle and wheat family farm operations across the state of Washington (Response rate: 490/1,475 = 33.2%). The findings have the potential to help us better understand the division of labor in family farming and ranching as well as some of the new challenges faced by farm family members as society’s expectations for men and women continue to change.

Sobal, Jeffrey, Edward Frongillo, Karla Hanson

Body weight, marital status, marital trajectories, and marital duration
Nutritional Sciences, Cornell University; js57@cornell.edu

Incumbency in social roles like marital status may be associated with characteristics like body weight. Life course thinking extends static role incumbency analysis to include dynamic analysis of role trajectories (prior role sequences) and role duration (role exposure). This study of 2759 adults in the 1995 U.S. national MIDUS survey examined associations between marital status (never married, cohabiting, married, separated, divorced, widowed), marital trajectories (first, second, and third+ marriages, and first and second terminated marriages) in relationship to weight (Body Mass Index), overweight, and obesity among men and women, adjusting for age and other demographics. Regression analyses compared marital status and trajectory categories to never-married individuals. Marital status results found that married men were more often obese, while divorced and widowed women were less often obese. Marital trajectory results found both married and remarried men were more likely to be obese, and women who were never married were more likely to be obese than all but one other marital trajectory category. Marital duration results found no duration patterns among men, while married women's weight increased with the number of years married. Overall, these results suggest that men have a more static marriage-weight relationship, but for women the type of analysis influences results--never married women were heaviest, while married women's weights varied according to marital exposure. Static role incumbency analysis may be supplemented with temporal life course analysis of trajectories and duration to confirm and add to our understanding of associations between social roles and personal characteristics.

Spielman, Kimberly

Experienced Traveler? A Food Miles Case Study of Missoula, Montana Comparing
Conventional, Industrial Organic and Local Organic Products
Geography Program, University of Montana; kjspielman@msn.com

Food production and distribution represents an intense relationship between people and the environment—a relationship that is evident and constantly changing in the United States. One challenge

is to develop a food system that limits the amount of environmental impact and is economically feasible. Consolidation along all points of the food supply chain, from the farm to retail, has created changes on the United State's landscape. One factor of this change, as documented by several scholars, is an increase in food-miles. However, each locality is different from the amount of local food available to the distribution centers that serve the grocery retailers and other food vendors. Missoula, Montana offers a good case study in order to compare food miles of different products due to the numerous groups and organizations that are vested in sustainable agriculture and local food, the wide range of local food available as well as the demand for certified organic and conventional foods. The products were chosen from a list of the top ten highest selling food items for retail grocers and broken down into three categories for comparison: conventional, industrial organic and local organic. Retail grocery stores in Missoula and distributors that serve the area were contacted to trace specific products back to their point of processing. By quantifying food miles, this study can compare the external costs such as carbon dioxide emissions between the three categories.

Stonich, Susan C.

Global Aquaculture and Human Food Security: Lessons from the Green Revolution and the Commercialization of Agriculture

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Aquaculture often is promoted as the "Blue Revolution" – a critical source of high-quality animal protein to meet growing demand in light of stagnating or declining marine stocks. In many ways, the Blue Revolution is analogous to the Green Revolution in agriculture. Both emerged from a fundamental foundation in Western empirical science, a strong pro-technology bias, and evaluation criteria based almost entirely on gains in production. Both have been promoted as a means to increase incomes and the available supply of affordable food (i.e., food security) for poor nations and poor people. Moreover, as the Green Revolution was necessary to the establishment of the global agro-food system, the Blue Revolution is an essential part of integrating many important aquatic species and ecosystems into that same global system. However, critiques of the Blue Revolution challenge the claims of proponents - maintaining that in some cases aquaculture may actually reduce fish supplies for human consumption. This paper argues that while the aquaculture sector (research, policy, and industry) has begun to address these criticisms, much more needs to be accomplished before the Blue Revolution significantly advances food security – due in part to the aquaculture sector's failure to apply lessons from more than 50 years of experience with the Green Revolution to aquaculture. This paper demonstrates these vital linkages, by examining some of the most important conclusions learned from the Green Revolution, especially from the commoditization of food systems, and their implications for aquaculture policy and human food security.

Stuart, Diana

Food Safety and the Environment: Current Conflicts between Food Safety Guidelines and Environmental Practices in California's Central Coast

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The Central Coast represents one of the most productive and high value agricultural regions in California. Two significant problems currently trouble Central Coast agriculture: food safety and environmental quality. At least nine out of twenty outbreaks of E. coli 0157:H7 from lettuce and leafy greens in the past decade were traced back to the Central Coast, including the most recent outbreak from spinach in September 2006. Regarding environmental quality, the region suffers from severe water pollution and ecosystem degradation associated with intensive agricultural activities. Current methods to address each of these issues directly conflict. Industry-led food safety guidelines and audits pressure growers to remove or downsize environmental practices. If growers do not follow these guidelines they may be unable to sell their crops. Stricter and possibly mandatory food safety standards are now being considered by industry and government agencies. In the mean time, environmental and conservation

organizations are scrabbling to convince policy-makers to consider environmental quality when designing standards. My paper will look at how this conflict has evolved, the science behind food safety and environmental best management practices, and power dynamics influencing regional practices. I will also explore how growers might be forced to compromise their environmental values due to food safety fears, as well as how this conflict is linked to larger issues within the current food system.

Sumner, Jennifer

False Dichotomy: Diversity and Efficiency As the Road to Sustainable Agro-Culinary Evolution
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jsummer@oise.utoronto.ca

The entrenched dichotomy between eco-social diversity and economic efficiency has long challenged the meaning and implementation of sustainability. This dichotomy, however, is based on a misunderstanding of the real meaning of efficiency. Narrowed down to represent individual interests, efficiency has lost touch with collective human needs, becoming a slave of neoliberal economics and a life-blind vehicle for private profit extraction. We only have to ask whether it is 'efficient' to bankrupt local businesses, eliminate family farms, depopulate rural communities, adulterate food and compromise the viability of the environment – all in favour of generating private wealth accumulation for corporate managers and stockholders – to understand the dead-end thinking involved in using efficiency in such a narrow fashion. This paper will align the meaning of economic efficiency with the concept of the civil commons – co-operative human constructions that protect and/or enable universal access to life goods. From this perspective, economic efficiency measures public wealth accumulation that benefits more than just the lucky few. Broadening the meaning of economic efficiency to encompass long-term increases in human and environmental well-being not only exposes the false dichotomy as a cover story for continuing unsustainable activities, but also opens up the opportunity for more sustainable ways of living.

Sumner, Jennifer, E. Ann Clark

Size Matters: Scale as the Fork in the Road of Organic Agro-Culinary Evolution
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Department of Plant Agriculture, University of Guelph; jsummer@oise.utoronto.ca

The original vision of the organic pioneers embraced ecologically sound production practices enriched by human values. The excision of these values from contemporary organic standards reduced the 'organic' label to a suite of management practices. Corporate concentration propelled the extreme make-over of so-called Little Organic into Big Organic. While Big Organic has been able to capitalize on consumer perceptions that originated in the heyday of Little Organic, the scale-dependent paradigm that led to the industrialization of conventional food is yielding the same scenario of winners and losers. But the ultimate effects of scale on the future of organics may depend on two additional, mutually contradictory forces: consumer confidence and peak oil. On the one hand, can consumer confidence in the superiority of organic foods be sustained in the face of 5000-cow 'organic' dairies and outbreaks of food-borne illnesses that necessarily accompany mega-scale processing? On the other hand, the economic advantage of bigness is predicated on cheap transportation. The impact of peak oil will expose the real costs of well-traveled food. The fate of organics hangs in the balance. Will consumer awareness of the destructive distortions introduced by Big Organic coalesce in time to save the remaining small-to-medium-sized organic farms? Who will produce local and regional food if these farmers are gone before peak oil impacts are felt? With its crippling dependence on fossil fuels, Big Organic represents an evolutionary dead end. But if we can stimulate local innovation, reconnect producers and consumers, select for small-scale organic, and refocus on regional food security, we can choose an evolutionary path that preserves eco-social diversity as well as real economic efficiencies.

Szabo, Michelle

"Bitter-blockers" in the mainstream print media: the discursive construction of a group of
"beneficial" food additives

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Linguagen, an American flavour firm, received approval by the FDA in 2004 for the use of the compound “adenosine monophosphate” (AMP) in foods and pharmaceuticals. AMP is termed a “bitter-blocker” in the food industry as it acts not to mask bitterness as traditional additives often do but instead to alter the chemical reactions in the body such that the brain is prevented from recognizing the presence of bitterness in an ingested food or drug. Although AMP is the only compound approved as a bitter-blocker to date, a number of flavour firms are looking for other compounds that can be used as bitter-blockers. This paper presents the results of a Critical Discourse Analysis of mainstream English newspaper reporting in Canada, the U.S. and England from 2000-2006 on the subject of bitter-blockers. The author examines the structure of the articles (including headlines, order of information, sources used and methods of reporting source information) and their linguistic details (such as grammatical structure, lexical choice and intertextuality [reference to other texts]), to examine the ways in which bitter-blockers are represented to readers. Findings suggest that, overall, bitter-blocker articles in this sample assign legitimacy to the views of food industry representatives while glossing over or neglecting issues important for the public interest. The author also suggests that, while the discovery of AMP as a bitter-blocker has been hailed by the food industry as an indication of a significant and positive change in the way we experience foods and pharmaceuticals, the benefits for the public have not been firmly established.

Thibourmery, Arion

Land use, landscape, and other unhelpful distinctions in our story of Iowa: Towards the Consideration of All Lands as Common-Pool Resources

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This land is too good not to farm.” This is the story we tell ourselves in Iowa. This is the story that justifies a landscape 88% in agriculture. This presentation deconstructs the mythology of landscape use in Iowa to reveal a strong undercurrent of hegemony. Data were collected using case studies, qualitative interviews, and focused discussions with non-farming rural positional leaders from community organizations, businesses (both ag and non-ag sectors), and public administrators of towns, hospitals, and schools in two Western Iowa counties. A Common Pool Resource (CPR) framework is proposed and discussed as an alternative means for conceptualizing and empowering the overwhelmingly more numerous non-farming rural people to affect landscape use decision-making. This presentation questions narratives of the righteousness of agriculture, private property, the necessary good of family farmers, politics, and bureaucratic efficiency.

Thom, Megan

Cultivating Connections: The Urban Agriculture Movement

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The people and practices involved in urban agriculture constitute a social movement that is actively reclaiming local control over food production and consumption. They are doing this by creating connections on three fundamental levels -- between people and the environment, people and people, and people within themselves. These connections have been severed by the linked processes of urbanization, industrialization, and the globalization of trade that distance us from the consequences of our consumption choices both individually and collectively. I argue that these connections must be revitalized if we are to achieve long-term food security that is both sustainable and equitable. To see how these connections function, I examine three examples urban agriculture projects: the City of Montreal’s community gardens network in Quebec, the Rooftop Gardens Project in Montreal, Quebec, and guerilla gardening by the Toronto Public Space Committee in Ontario. This paper will argue that the urban agriculture movement is part of a broader politics of resistance that is reclaiming connections with the people and places that sustain us.

Thomas, Brian

Food retailer choice: a comparison of perceptions and behaviors of food secure and food insecure households

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In this study, I examine the issue of consumer agency in the context of food security. Food security represents a useful lens through which to examine agency since food, while a necessary part of life, is difficult for many people to access. By examining two classes of households, food secure and food insecure, I will shed light on factors that lead to the relative ability and inability of households to reliably obtain food. I will focus on the perception and behavior of consumers as they relate to the decision to shop, or not to shop, at available food retailers. Some theories of consumer behavior tend to focus either on class related cultural elements which determine taste while other theories focus on structural elements of the food system which force a limited selection onto different social groups. While certainly class culture influences taste, results from this study suggest that structural elements of the food system and economic differences between food secure and food insecure households has a larger influence on store choice than cultural preferences. Both food secure and insecure individuals indicated similar sets of criteria used in determining store choices. However, in examination of actual shopping behaviors, I found food insecure households more likely to shop at deep discounters and more likely to travel farther to obtain food. These results suggest that structural elements such as food retailer locations limit the range of shopping options of food insecure households relative to food secure households.

Trauger, Amy, Mary Barbercheck, Kathy Brasier, Jill Findeis Nancy Ellen Kiernan and Carolyn Sachs;

Putting Sustainability on the Table: Women Farmers, Food and Community in Pennsylvania

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Women farmers comprise the only growing demographic in contemporary American agriculture. Their successful entry into a male-dominated occupation in a time of widespread decline in the viability of commodity farming and during an unparalleled exodus of farmers from rural communities, and especially from small to medium sized farms, suggests a shift in thinking about and way of practicing agriculture. Researchers working with the Pennsylvania Women's Agricultural Network conducted a series of intensive interviews with twenty exceptionally successful women farmers operating small to medium sized farms in Pennsylvania to understand the business and livelihood strategies that made them successful and sustainable. A common theme that emerged from all the interviews was an emphasis on building community through their businesses. These strategies ranged from donations of food to the local food bank to transforming the farm into a community center for at-risk children. For all the women farmers, the discourse informing the practice was "what is good for the community is good for business". This paper reports on the ways in which cultural values focusing on social justice intersect with economic imperatives for women farmers, and allows them to practice sustainable, successful farming and to (re)build community in both rural and urban places through the production of food.

Van Esterik, Penny

Vintage Breastmilk: Exploring the Discursive Limits of Feminine Fluids

York University

What are feminine fluids - fluids that enter female bodies or fluids that exit female bodies? Breastmilk is clearly a fluid that leaves the body. No fluid is more feminine than breastmilk. No fluid carries with it as much complex symbolic baggage surrounding what it means to be female. This paper explores the material and symbolic dimensions of breastmilk in North America, building on the work of a Toronto performance artist whose work re/placed breastmilk as a fluid to be consumed by women and others. The Lactation Station Breast Milk Bar, performed in Toronto, July 2006, blurred the distinction between fluids produced and fluids consumed. Her work raises important questions about the development of analogies to products like breastmilk that are incommensurate. Tea is quite like coffee; fruit juices can be compared with fruit-based carbonated drinks. But what is a suitable analogy for breastmilk? Through this piece of performance art, the artist forced a discourse shift from barnyard or bathroom analogies to

vintage wine tasting. The paper argues that the reception of the art revealed vestiges of the other discourses as well.

van Kooten, G. Cornelis, Tracy Stobbe, and Alison Eagle.

Protecting Agricultural Land in the Rural-Urban Fringe: A Case Study of British Columbia's Agricultural Land Reserve

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Agricultural land in British Columbia is under immense development pressure near urban areas. The Agricultural Land Reserve (ALR) is a zoning policy established in 1973 to preserve agricultural land. Despite the supposedly permanent status of land in the ALR, its value is widely believed to have been driven up by speculation and the process for obtaining ALR variances (removals) is controversial. In this paper, we examine economic issues related to land values and agricultural land preservation. We begin by looking at the ALR and how economic theory predicts land prices and expectations will change in response to policy changes. For farmers, being near a city brings both positive and negative externalities, such as access to a major market (positive) and nuisance complaints from neighbors in the encroaching suburbs (negative). Real-estate speculation can also be a negative (pecuniary) externality, as it can increase farmland prices near urban areas and subsequently increase costs of agricultural activities. In addition to examining these considerations from a 'theoretical' standpoint, we highlight some empirical data gathered on one of the areas under pressure - the Saanich peninsula north of Victoria. Using GIS spatial modeling data from the Ministry of Agriculture, land values from BC Assessment and data from other sources, we are able to distinguish in nearly exact fashion the contributions that various characteristics make to land values. Finally, we briefly examine a few case studies of exclusions from the ALR. These examples demonstrate some of the issues facing farmers as they struggle to survive on the urban fringe.

Volpe, John

Sustainable Seafood: Realities, Myths and Challenges

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The majority of the world's commercial capture fisheries are being harvested at or beyond sustainable levels while consumer demand continues to rise annually. Application of technical and political instruments aimed at increasing production and narrowing the supply - demand gap have become common and controversial. Competing claims as to the sustainability of these new production regimes has led to wide scale confusion on the part of the contentious consumer. In this interactive session some of the major issues will be addressed at various scales - from local to global. Emphasis will be placed on separating realities of seafood production from myths in an effort to clearly define the underlying fundamental challenges to the development of a "sustainable seafood" sector.

Voski Avakian, Arlene

Baklava as Home: Exiles and Middle Eastern Cooking in Diana Abu-Jaber's Novel Crescent

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Much of Diana Abu-Jaber's novel Crescent takes place in Nadia's Café where Sirine, an Arab American woman, reigns as chef creating food from home for the clientele of exiles and immigrants from a variety of countries in the Middle East. This paper will look at the ways Abu-Jaber positions the Café and the food Sirine creates as a kind of community center for a disparate group of people. Interplaying the public with the private, Abu-Jaber makes cooking and eating central to the relationship between Sirine and Hanif, an Iraqi exile. Both erotic and a balm for the yearning for a now unattainable home, cooking and eating are also deployed to explore conflicted and intersecting identities of race, nation, ethnicity, and gender.

Warner, Keith Douglass, Nicholas Jordan

Developing an Integrated Theory of Change: The Green Lands, Blue Waters Project as Vision and Roadmap for a New Agrofood System

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Agricultural biomass production is attracting economic investment and political interest because it offers a major avenue toward energy independence and a more sustainable economy. At the same time, explicit discussions of the status of and prospects for multifunctional agriculture in the US are beginning to appear. We see a “new agriculture” over the horizon, in which agriculture gains social utility well beyond the traditional domains of food and fiber production. We perceive a considerable array of forces are now aligning to destabilize current annual crop, industrialized agriculture model in the American Midwest, but that an integrated theoretical approach is needed to coordinate the multiple alternative initiatives so as to increase the likelihood of positive socio-ecological outcomes. Our integrated theory of change draws from the diverse intellectual streams within the Agriculture, Food and Human Values Society, clustering them at three conceptual scales. The first level is the “circulatory system of agroecological science”: multifunctionality requires an alternative approach to the generation and extension of science, to recognizing the central role of ecological knowledge in designing sustainable agrofood systems. The second is the “virtuous cycle of enterprise development”: a re-conceptualization of the integrated character of economic and ecological resource flows in farming and agricultural landscapes. Third is “re-thinking the agro-social metabolism,” in other words, solving what Wes Jackson calls “the problem of agriculture.” Ultimately, this is a moral project, and we want to foster a sustainable agro-environmental imaginary in our culture.

Welsh, Rick, Gilbert W. Gillespie Jr., Megan Gremelspacher

New York Dairy Farmer Rationales for Installing Anaerobic Digesters

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Development Sociology, Cornell University; welshjr@clarkson.edu

Recent structural change in the New York dairy industry has been characterized by increasing numbers of larger farms (i.e., 500 cows or more). The resulting concentrations of animals and their manure in relatively small geographic areas have led to concerns about air and water pollution and odor. Concurrently, rising energy costs have fueled interest in on-farm of energy producing technologies, such as anaerobic digesters that use on-farm resources like manure as a feedstock. Adoption of anaerobic digester technology simultaneously addresses the concerns of both environmental impacts and energy costs, and has been promoted through government subsidies. Anaerobic digesters ferment the manure to produce methane (a greenhouse gas) which is then captured to be burned, typically to provide heat or to power an engine-powered electrical generator. The electricity generated can be used for on-farm needs or sold through the grid. Similarly, the solids produced through the anaerobic digester can be separated and used on-farm for fertilizer or sold off-farm for income. Another benefit particularly important in populated areas is that the digestion process reduces the odor of the manure. To gain an understanding of New York dairy farmers’ motivations for adopting the technology and their experiences with it, we interviewed six farmers with installed anaerobic digesters. In addition we attempted to discern if adoption of this technology is related to propensity to adopt other technologies, such as transgenic crops, rBST, organic dairy production or management intensive rotational grazing.

Wiley, Andrea S.

From mother’s milk to cow’s milk: young children’s consumption of cow’s milk, growth, and identity in the United States

James Madison University

In the United States, biomedical recommendations for infant feeding encourage breastfeeding, with introduction of supplementary solid foods in the latter part of first year of life. Parents are told that at one year of age, their toddlers can switch to whole cow’s milk as their primary beverage. This transition to cow’s milk is considered a natural progression in the dietary maturation of young children, and it appears to be ubiquitous. Data from National Health and Examination Survey 1999-2002 show that over almost ninety percent of American children age 12-59 months are drinking cow’s milk daily. The

introduction of cow's milk consumption appears to be a natural segue from breastmilk or formula, both a continuation of consumption of "feminine fluids" and a change to the more common form of milk drunk by children and adults alike. Surveys conducted about milk confirm a close association of young children with cow's milk drinking. This linkage between children and cow's milk is widespread in American culture, and hence introducing children to cow's milk is an essential part of the construction of their identity as American children. Preschool children are "supposed" to drink cow's milk. While the issues pertaining to breast vs. bottle-feeding are widely discussed, relatively little is known about the effects of cow's milk consumption on the growth of preschool children. This paper reviews data on patterns of cow's milk consumption among young children, the association of cow's milk intake with growth, and discusses these in light of American cultural ideals about milk and children.

Williams, Heather

Ordinary People, Extraordinary Science: The Role of Community Organizations in Generating Data and Managing Watersheds around the World
Politics Department, Pomona College; hwilliams@pomona.edu

In the last three decades, citizens in thousands of communities worldwide have organized to investigate the causes of declining fisheries, putrid drinking water, waterborne toxins, and compromised recreational areas and to propose remedial measures for serious sources of pollution. This paper will compare the strategies and organization of watershed associations and grassroots conservation groups in rehabilitating and protecting streams, rivers, lakes, wells, and marine shorelines. Contrary to assumptions that conservation is a value associated strongly with well-do communities, this paper argues that campaigns around clean water emerged have often paired the energies of wealthier urban environmentalists with modest and low-income urban and rural communities where individuals depend on fisheries, wells, and farmland as a store of wealth and source of income. Battles over surface waters then may pair the concerns of conservation actors focused primarily on wildlife and open space with the concerns of rural or urban actors focusing primarily on human health and economic justice. What is particularly notable about citizen-based campaigns for clean water is the use of watershed science and management at grassroots levels. Ordinary people with little or no background in the natural sciences or in environmental laws, using systematic monitoring techniques, now constitute the principal source of government data about the state of surface waters in the United States. Now, with new watershed associations emerging in countries such as India, Mexico, Canada, Australia, and Colombia, this is likely to become a worldwide trend. This paper argues that such monitoring regimes are important because they reinforce ideas of public ownership and stewardship of watershed commons, and also prevent major polluters from deceiving citizens about the scope and impact of their operations.

Williams-Forson, Psyche

Cooking for Father: Food as Silence and Communication in Chimamanda Adichie's Purple Hibiscus
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Adichie's Purple Hibiscus is a provocative narrative of conflicts and silences permeated with stark images and violent episodes that jar readers. Food, as part of the language of everyday life, becomes a tool of resistance and an accomplice to oppression. This paper places Adichie's narrative in a trajectory of African women's writings and critical approaches to them. It also offers specific strategies for considering the issues of food, politics, and power in a narrative that blurs the lines between agency and compliance, triumph and tragedy. Consequently, while this discussion encourages a reading of Africa that is sensitive to its history of colonization it is simultaneously responsive to its present multi-racial and multi-cultural condition. In particular, this text will be presented as one of many novels that offers issues of feminism/womanism, agency and power in an African female context.

Wilson, Troy M.

Growth, Scale and Sustainability in Global Food Systems: The Case of Washington Apples
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Water shortages, increased prices of all fuels, and the effects of global warming particularly threaten the sustainability of the global agri-food system. Using Washington State's apple industry as a regional example, this paper relates the scale of food distribution to overall food system sustainability. It specifically focuses on the connection between three interrelated trends of large-scale food systems: 1) the concentration of economic power; 2) the mounting social-ecological consequences of global-scale transport; and 3) the various ideologies promoting, supporting, and challenging a particular food industry's growth. How and why have Washington's apples 'gone global'? In conclusion, it is argued that food system sustainability is not primarily a technological or production problem, but one of social organization, perception, decision-making, and distribution.

Winson, Anthony

Social and Economic Origins of the High Sugar/ Fat Diet: Issues of Diversity and Efficiency in the 1850-1950 Period

Department of Sociology and Anthropology, University of Guelph; twinson@uoguelph.ca

The proposed paper attempts to explore the factors that can be seen to have played a pivotal role in establishing the foundation for the rapid diffusion of the high fat, sugar and salt food environment that comes to the forefront in North America and later elsewhere in the latter part of the 20th century. It begins with the social transformations set in motion with the transition to industrial capitalism, and with the early evolution of the food processing industry. The role of concentration and centralization of food processing capital in the early twentieth century is examined as far as it has implications for diets in North America. Social and technical developments, including the breakdown of the unified production and consumption unit constituted by the family farm, and the spread of the automobile and related infrastructure are considered as enabling developments for the dramatic transformation of food environments in the post WWII era.

Womack, Catherine A.

The Individualistic Fallacy in Weight Loss Programs: Toward a More Socially Integrative Account of How and Why We Eat

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We used to think that we eat because we are hungry or because the food tastes good. However, many factors, including boredom, fatigue, anxiety and depression can trigger overeating, often with adverse health effects. Virtually all medical, psychological and even public health approaches to weight loss, maintenance and nutrition focus on educating, motivating, cajoling, and threatening individuals into changing their eating habits. This picture is deceptively simple: some program will offer information on nutrition, exercise, calorie and fat content of foods, dieting tips (e.g. eat a meal before going to a party), etc. Then it is up to individuals to adopt the program of their choice and they will lose weight. Failure to meet the goal of sustained weight loss is the responsibility of the individual – either she did not have enough information, or she lacked sufficient motivation, will or discipline to complete the prescribed program. The description above is a bit of a caricature; like caricatures, though, it uncomfortably resembles the current state of approaches to weight loss, maintenance and healthy eating. In this paper I challenge individualistic approaches using arguments citing empirical research on external influences on eating patterns. I conclude that interventions emphasizing personal responsibility are misdirected; a more socially informed account of cause-effect patterns for eating behaviors reveals complex but identifiable links between social, psychological and biological causal factors. This more integrative causal picture will point the way to less individualistic but more effective public health policies for addressing obesity, nutrition and weight management.

Wright, Wynne, Mike Score, David Connor

Stakeholder Frames in Community Food Systems: Cooperation and Resistance

Department of Community, Agriculture, Recreation, and Resource Studies, Michigan State University; wrightwy@anr.msu.edu

Multi-stakeholder partnerships are becoming critical in the tool kit of community economic developers. In this paper, we examine the role of multi-stakeholder collaboration as a tool for renewing agriculture by using evidence from the Food System Economic Partnership (FSEP) in Michigan. FSEP represents a unique partnership of diverse - and in many cases, historically antagonistic - stakeholders from local government and universities, agri-business, and civil society. We present individual motivations of actors involved in this diverse collaboration and their aspirations for agriculture as well as the collaborative experience. Using interview data from the partnership's board of directors and leadership team, we examine the ways in which stakeholders frame their support for and involvement in food system collaboration. We identify two frames that explain motivation for participation in FSEP: agrarian fundamentalism and civic agriculture. These frames provide a look at how meaning is constructed around food system collaboration and informs future opportunities for sustainable community and economic development through cooperation.

Yeatman, Heather

Australian food and nutrition policy action at the local level – do national agendas shape local policy?

School of Health Sciences, University of Wollongong; hyeatman@uow.edu.au

National food and nutrition policy agendas have traditionally focused on supporting agri-food industries, food safety, nutrition and chronic disease, with some flow-on effect for local policy work. It is important to examine how changes in national policy agendas, such as foci on childhood obesity, food production and the environment and globalization of the food supply, influence local health policy and program action. A national postal survey of all local governments in Australia (N = 742) was undertaken in 1995 and repeated in January 2007, to determine their (changing) involvement in 29 aspects of the agri-food system. The aim was to determine how local food and nutrition action had changed and whose concerns dominated the agendas. In 1995, high levels of activity reflected legislation requirements of local governments, eg regulation of food hygiene standards (98%). Low levels of activity included areas now considered core food policy concerns, eg food access programs (19%) and food retail planning (8%). Legislative and statutory requirements were found to direct local government actions, while structural and personal factors significantly influenced areas of discretionary involvement. The 2007 data will be reported and compared with the 1995 findings. The results will illustrate the interaction between national and local policy agendas, the capacity of local governments to reflect local agri-food system issues and the role of local level health professionals in shaping food policy agendas.

Zagozewski, Tim

Bread Breaking: Industrial Technologies and the Degradation of Bakery Work

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Bread is central to our culture, there is something about it that appeals to people. Grocers now design their stores so that the first part of the store we encounter is the bakery, enticing our senses and playing on our memories (or fantasies) of a homemade loaf emerging from the oven. The research focuses on the baking industry and the interplay between baking technologies, bakery work, and the skills of workers. Industrial technologies play central roles in the reorganization of production processes in the agri-food sector. Drawing on literatures dealing with skills and technology, the investigation focuses on several research sites, including a retail bakery and its management chain, industrial bakeries, and a purveyor of industrial baking mixes and dough for retail bakeries. Using organizational ethnographies and in-depth interviews, the intent is to understand the logics and processes underlying technological innovation, the design of training programs, and the redesign of labor processes. Focusing on key actors in the baking sector, the research will also consider the skills required by workers, labor deskilling and upgrading, and how participants perceive skills-related issues. Further, examination is given to the cultural implications of the loss of skill and knowledge in baking. The powerful and well-integrated corporate food chain has already drastically altered the diet and culture of millions of North Americans. The loss of bread knowledge is an important reason to be critically aware of current food production methods.

ORGANIZED SESSIONS

Sustaining Local Food Systems in a Globalizing Environment: Lessons Learned

Organized and moderated by **Elizabeth Barham**, BarhamE@missouri.edu

Jim Bingen; Kate Clancy; David Conner; Gail Feenstra; Clare Hinrichs; Helene Murray; Marcie Ostrom; Steve Stevenson; Joan Thomson; Jennifer Wilkins.

Since 2002, a group of approximately 20 researchers have been networking and collaborating through a United States Department of Agriculture (USDA-CSREES) multi-state research project (NE-1012) entitled: "Sustaining Local Foods Systems in a Globalizing Environment: Forces, Responses, Impacts."

Participants have worked individually and collaboratively to assess how local food systems initiatives start, function and ultimately falter or succeed. Two major questions have been the focus of our work: (1) How do sustainable local food systems emerge and endure in different places? and, (2) What are the key challenges in this process? The research team has identified a diversity of responses by communities, and a variety of social, economic and environmental impacts of their food system interventions. In this panel discussion, panel members will provide brief overviews of the insights gained while studying these community-based actions. Our work together led us to several observations about the process itself of working in a comparative, multidisciplinary research format and we will devote some time to this aspect. Ample question and answer time will also be included.

ASFS at 20 Years, Food Studies at 10 Years: A Roundtable Assessment

Organized and moderated by **Amy Bentley**, Department of Nutrition, Food Studies and Public Health, New York University, amy.bentley@nyu.edu

Warren Belasco, American Studies Department, University of Maryland

Netta Davis, School of Education, Harvard University/ American Studies, Boston University

William Alex McIntosh, Department of Sociology, Texas A & M University

Since 1987, the Association for the Study of Food and Society (ASFS), has been devoted to the interdisciplinary study of food, primarily focused on issues of consumption. Participants in this session will examine ASFS as an organization after two decades, as well as discuss "food studies" as a formalized interdisciplinary field of study in existence for approximately ten years. Each participant will speak on a specific aspect for about 5 minutes, after which the rest of the session will be devoted to audience participation. Questions to be examined include: What is the genesis and history of ASFS as an organization? What were the conditions that led to its organization? What are its strengths and weaknesses? How has ASFS changed during the last two decades? What does the future hold for ASFS? How does the formalization of food studies as an interdisciplinary field of study contribute to (or detract from) ASFS?

Community Vitality: Values, Politics and Cultures in Place

Organized and moderated by **Jim Bingen**, Department of Community, Agriculture, Recreation & Resource Studies (CARRS), Michigan State University, bingen@msu.edu

Laura B. DeLind, Department of Anthropology, Michigan State University

Paul Thompson, Philosophy/CARRS/Agricultural Economics, Michigan State University

Elizabeth Barham, Sociology, University of Missouri

Denis Sautier, CIRAD, France

Around the country, rural planners, policy makers, and residents are searching for successful strategies to preserve the unique features of rural places and rural life, as well as to replace the "old rural economy." To this end they seek new approaches to rural development policy that are sensitive to global market forces, yet will replace cheap, competitive commodity-based production and resource consumption with economic and cultural projects that reinforce regional identity and vitality. This panel explores some of the key assumptions underlying, and questions raised by these new approaches. What role should place-based values play in these strategies? How can these strategies move beyond value-added, and become more value-centered? How can rural people and institutions come together to make decisions grounded in collective responsibility (i.e., citizenship) rather than individual rights? How can these strategies move

away from market-based and quantitative interpretations of value toward notions of worth, merit, or trust that reside in relationships, in people, in the environment, as well as in things?

A place for urban agriculture in Vancouver, Canada?

Organized and moderated by **Rachel Black**, Department of History, University of British Columbia, reblack@gmail.com

Mark Holland, Holland Barrs Planning Group Inc

Michael Levenston, City Farmer

Devorah Kahn, City of Vancouver, Food Policy Coordinator

Christina Beaudoins, Slow Food Vancouver, School Yard Garden Project

Susan Kurbis, Environmental Youth Alliance

The city of Vancouver has a long history of urban farming and, recently, urban gardens have come into the media and urban planning spotlight. In particular, with the approach of the 2010 Olympics, the municipality of Vancouver is developing projects that will create a positive image of the city. "2010 more food producing garden plots for 2010" is one initiative that seeks to promote a green city, while raising awareness about food, farming and health, as well as sustainable urban food supply. 1 It is widely agreed that urban gardens are an excellent way of developing a sense of community while putting urban dwellers back in touch with the environment and their food supply, not to mention the benefits of local food to urban food security. For these reasons, gardens are truly ripe for further analysis from both theoretical and applied perspectives. This panel will explore the past, present and future of food producing gardens (community, school, guerrilla, backyard gardens, etc.) in Vancouver. What roles have gardens played in creating a sense of community in Vancouver? How do urban gardens raise people's awareness of their natural environment in the urban context? Can community gardens contribute to a safe and sustainable food supply? In what ways are gardens an expression of local political views? What is the role of urban gardens in Vancouver's future? These are just some of the possible points of departure for this panel. Academics, urban planners, community activists, gardeners and municipal officials are encouraged to contribute to this discussion on urban farming. This is an opportunity to exchange ideas about important issues such as urban ecology, land use and urban planning, food safety, public health, environmental conservation in cities and local food production.

University Local Food Projects: Policies, Procurement and Education

Organized and moderated by **Candace Bonfield**, Simon Fraser University, sustain@sfu.ca

Liska Richer, UBC Food System Project

Christiana Miewald, SFU Local Food Project

Megan Thom, UVIC Sustainability Project's Local Foods Initiatives

This interactive session describes three unique BC university projects aimed at making transitions towards sustainable campus wide food systems. Our collaboration has involved to varying levels working with campus food providers, waste managers, planners, producers, students, faculty, staff and others in working towards this vision. These projects emerged from the recognition that our food system faces increasing threats to its sustainability and security, at global, national and local levels. In this session we will describe the processes that led to the emergence of the UBC Food System Project, the SFU Local Food Project and the UVIC Sustainability Project's Local Foods Initiatives. We will share the pedagogical and methodological experiences, achievements, challenges, our future plans, and will also engage the participants in an interactive food system "world cafe" session following the presentation to allow the participants to contribute to the development of solutions and future strategies.

Local knowledge and participation of rural and urban communities in risk assessment

Organized and moderated by **Ryan K. Brook**, Environmental Conservation Lab, University of Manitoba, ryan_brook@umanitoba.ca

S.M. McLachlan, Environmental Conservation Lab, University of Manitoba

Karen Lind, Environmental Conservation Lab, University of Manitoba

Ian J. Mauro, Environmental Conservation Lab, University of Manitoba

Melissa Yestrau, Environmental Conservation Lab, University of Manitoba

Agricultural communities are increasingly marginalized and vulnerable. However, their meaningful input and holistic knowledge regarding place-specific environments is also recognized as key in decision-making and in resolving conflict over resource use in both rural and urban environments. We invite conference participants to actively join a lively discussion where we critically review the state of interdisciplinary and social science research related to these issues. The session will provide an overview of current approaches to this research and will focus on the work of the Environmental Conservation Lab (ECL) at University of Manitoba and the communities that we collaborate with for our research. Our panel will review the role that local knowledge plays in risk assessment across western Canada. The successes and challenges of this research approach will be explored for genetically modified (GM) crops (Ian Mauro), bovine tuberculosis in livestock and wildlife (Ryan Brook, bovine spongiform encephalopathy (BSE) (Melissa Yestrau), and food insecurity (Karen Lind) . These four case studies will demonstrate diverse approaches to community-based and action research including surveys, focus groups, interviews, and video. The final component of the workshop will incorporate a round-table discussion (moderated by Ryan Brook) with workshop participants. Issues related to conducting community-based, inter-disciplinary research will focus on the following questions: Why is local knowledge research important? What constitutes meaningful participation by local residents? Is local knowledge compatible with scientific research? How does gender affect local knowledge and associated research? Why is local knowledge research so often controversial?

Revitalizing Traditional Root Vegetables of the Northwest Coast

Organized by **Severn Cullis-Suzuki**, School of Environmental Studies, University of Victoria, severncs@uvic.ca

Nancy J. Turner, Environmental Studies, University of Victoria

Jen Pukonen, School of Environmental Studies, University of Victoria

Root vegetables were an important source of carbohydrates and minerals in traditional diets in British Columbia. Knowledge, harvesting practices, and management of different types of root resources vary throughout the province. They were primarily harvested by women, which may be a reason these practices have not been as prominent in the anthropological literature as other food practices. In recent decades, with changes in lifestyle and diet, the harvesting and consumption of many plant foods has declined. However, today a new interest in these food traditions and local food systems is returning with the hopes of revitalizing cultural traditions, healthier diets, reconnection to the land as well as investigation of sustainable resource management. We will discuss the importance, some uses and management strategies for root vegetables in three different locations on the coast and in the interior. In addition, we consider roots in light of cultural and social changes, the benefits and challenges of interdisciplinary sharing, and opportunity and hopes for keeping traditional knowledge living.

Updating food regime analysis for the 21st century

Organized and moderated by **Jane Dixon**. National Centre for Epidemiology and Population Health, Australian National University, Jane.dixon@anu.edu.au

Farshad Araghi, Florida Atlantic University

David Burch, Griffith University

Geoff Lawrence, University of Queensland

Hugh Campbell, University of Otago

Harriet Friedmann, University of Toronto

Philip McMichael, Cornell University

Bill Pritchard, University of Sydney

Almost 20 years ago, Friedmann and McMichael (1989) injected theoretical excitement into agro-food studies with their food regimes concept: a far-reaching schema that enabled forward progress out of some the emerging theoretical problems within the 'New Rural Sociology'. The FR approach provided an explanation for the symbiotic relationship between capitalism, state development and food systems restructuring within very specific periods of global capitalist history and identified a set of key

(transforming) relationships at the centre of global agro-food systems. Since then the approach has encountered both critique and also numerous attempts to extend its applicability beyond the 1980s. This panel will include presentations from the two proponents of the FR approach, one of its key critics and five scholars who continue to wrestle with its explanatory power. From different theoretical starting points, the panelists will discuss the merits of the approach as well as their attempts to discern the contours of a third food regime (s).

Organizational Principles of Place-Based Labeling Programs and Implications for Practice

Organized by **Gail Feenstra**, UC Sustainable Agriculture Research and Education Program, University of California Davis, gwfeenstra@ucdavis.edu

Elizabeth Barham, Department of Rural Sociology, University of Missouri-Columbia

Clare Hinrichs, Department of Agricultural Economics and Rural Sociology, Pennsylvania State University

Place of origin or “place-based” labeling for food and agricultural products is gaining the attention of producers, local businesses and community development agencies across the U.S., for its potential to differentiate products and provide new economic opportunities to rural communities. Programs featuring such labeling operate at a variety of scales, from state-identity marketing programs (e.g., Jersey Fresh, California Grown, Pennsylvania Preferred) to labels of origin associated with distinct ecological regions (Missouri Regional Cuisines Project) to countywide agricultural marketing programs (e.g., PlacerGROWN, Lake County Farmers Finest, San Diego Grown). These programs all promote food and agricultural products by valorizing presumed quality attributes of a geographical area and highlighting unique tastes and experiences that area offers. They differ in the extent to which they emerge from and work within existing institutional and political-jurisdictional arrangements. Such differences have important, but little discussed implications for cooperation, regulation and power in the development, practice and outcomes of these programs. This panel will highlight recent place-based labeling research focusing at the level of the sub-national state, the ecological region, and county. It includes a recent national study of state identity marketing programs in the U.S., and case studies of regional and county place-based labeling programs in California and Missouri. The presentations will compare and contrast patterns of operation, governance, funding structures, successes and challenges facing programs. With participation from Session participants, we will situate our findings within the broader debates about how place of origin labeling fits within efforts to build more sustainable agrifood systems.

Uncovering new dimensions in farm-to-institution markets

Organized and moderated by **Gail Feenstra**, UC Sustainable Agriculture Research and Education Program, University of California Davis, gwfeenstra@ucdavis.edu

Patricia Allen, Center for Agroecology and Sustainable Food Systems, UC Santa Cruz

Shermain Hardesty, Dept. of Agricultural and Resource Economics, UC Davis

Anya Fernald, Community Alliance with Family Farmers

The institutional food sector serves millions of meals each day – meals that are often comprised of foods that are highly processed and have traveled long distances. The emerging farm-to-institution movement is working to improve these meals and enhance rural economies by sourcing produce from local, small and medium-scale farmers. Diners can benefit from fresher, healthier food; local farmers can benefit from increased sales; and workers and the environment can benefit from a more sustainable food system. Many farm-to-institution programs have been established around the country to meet these goals. However, we know very little about which types of programs are most effective or about the potential for the further development of farm-to-institution programs.

This panel brings together colleagues from the University of California and the Community Alliance with Family Farmers to analyze different farm-to-institution distribution models, assess the institutional demand and costs for such programs, analyze consumer interest in buying food grown in an environmentally and socially sustainable manner on small and medium-sized farms, and facilitate connections among purveyors and purchasers in this emerging movement. Preliminary results of

surveys, interviews and initial outreach strategies will be described in this multi-pronged research/extension project.

Alternative Tenure Models; A Farmland Trust for BC

Organized and moderated by **Jason Found**, FarmFolk/CityFolk Society, Vancouver Island Coordinator, jason@sustainabilitysolutions.ca

Heather Pritchard, Executive Director, FarmFolk/CityFolk Society

Ramona Scott, Manager of Agricultural Programs, The Land Conservancy of BC

Brandy Gallagher-McPherson, Executive Director, OUR EcoVillage

Deborah Curran

Alan Carpenter

In Canada, governments and conservancies have ecologically sensitive areas but have not yet set aside significant land for agriculture. In BC we have an Agricultural Land Reserve (ALR), a zoning designation for privately held land that is meant to preserve the use of this land for agricultural purposes. The erosion of the ALR regulations has led some to see it as a development reserve for land speculators, and as a reserve for those retiring to country estates without serious agricultural intentions. As such, the price of farmland is escalating beyond what new farmers can afford. At the same time, populations are increasing worldwide, declining oil reserves threaten cheap transportation and artificial fertilizers, and climate change all suggest that local sustainable agriculture will become increasingly important.

Our panel discussion responds to the questions: How do we support retiring farmers to keep their land in production? How do we get more land into sustainable production? How do we train and support new farmers?

Panelists will draw upon case studies, ongoing research, and on-the-ground projects that highlight co-operatives, eco-villages, and land trusts as methods to access long-term tenure to farmland. Alternative models of land tenure will be proposed along with a mechanism being developed to pull all of these pieces together to actively get more land into sustainable production. Join us for a practical examination of alternative models that blends theory and action.

The Biopharming Imaginary: conflicting visions of research scientists, funders, and farmers on the frontiers of agriculture

Organized by **Joanna Goven**, School of Political Science and Communication, University of Canterbury, joanna.goven@canterbury.ac.nz

Michael Burgess, University of British Columbia

David Shamy, University of Canterbury

Lesley Hunt, AERU, Lincoln University

Janet Grice, CSAFE, University of Otago

Hugh Campbell, CSAFE, University of Otago

Biopharming is the production (growing, raising) of plants or animals genetically modified to produce pharmaceutical substances. Biopharming has been promoted as, among other things, a way to: increase farmers' incomes; add value to agricultural commodity-based economies; facilitate access to needed drugs by lowering production costs; increase drug-producer profits through more flexible production processes; and win over public opinion to genetic modification technologies. Through interviews with a wide range of actors in the biopharming field—including policy makers, research funders, research managers, regulators, scientists, agro-industry managers, farmers, and farm-workers—the researchers on this panel have mapped the current biopharming imaginary in New Zealand. We examine the sources and implications of the fault lines running through this imaginary through a series of case studies of the pastoral sector, aquaculture, the arable sector, and horticulture. The biopharming spectrum is interpreted here as also encompassing genetically modified “functional” food.

Teaching Food: Pedagogies, Practices, and Pitfalls

Organized by **Neva Hassanein**, Environmental Studies Program, University of Montana, Missoula, neva.hassanein@umontana.edu

Jack R. Kloppenburg, Jr., Professor, Department of Rural Sociology, University of Wisconsin – Madison

Marcy Ostrom, Associate Professor, Department of Rural Sociology, and Director of the Small Farms Center, Washington State University

What contributions can higher education make to citizen-based efforts to transform the food system? What innovative practices can educators effectively use to expand students' understanding of contemporary food issues? How can educators inspire and train people to engage meaningfully and constructively in this work, both as students and as future leaders? This panel will explore these and related questions as the presenters describe their own pedagogies, as well as the novel practices they have employed and the challenges of using such practices in university settings. Hassanein will share lessons from community-based action research on the impact of the University of Montana's Farm to College program on the state, which was conducted through a course with ten graduate students and in partnership with Grow Montana, a coalition dedicated to local food systems as a form of community economic development. Kloppenburg will describe how he has incorporated a commodity analysis exercise, a lunch laboratory, and a work day on a community supported agriculture (CSA) farm into his courses. He will outline how each of these experiential learning techniques is structured, the kinds of learning students engage in, the practical considerations involved, and the advantages of using food to teach about environmental issues more generally. Ostrom will share an innovative immersion field course model where students work in interdisciplinary teams to research contrasting food chains. On a van trip during spring break, students explore production, processing, and retail sites in specific segments of the food system through field observations, key informant interviews, and structured discussion. The panelists' experiences illustrate how the study of contemporary food issues lends itself to interdisciplinary inquiry, experiential learning, collaborative research, and the development of problem-solving and critical-thinking skills.

In everyone's best interest? Food regulations, scale and legitimation

Organized and moderated by **Phil Howard**, Michigan State University, howardp@msu.edu

Dru Montri, Michigan State University

Victoria Campbell-Arvai, Michigan State University

Taylor Reid, Michigan State University

Jim Bingen, Michigan State University

Laura Delind, Michigan State University

Compared with large-scale producers, medium and small-scale producers may generate a greater number of positive social outcomes in the communities in which they are located, with fewer negative environmental consequences. However, one significant barrier for smaller-scale producers is the disproportionate burden of food regulations. Ironically (or perhaps intentionally), the regulations that are officially proposed and/or enacted to address problems created by industrial food production often have the net effect of discouraging, or even outlawing, production and processing at scales that are more sustainable.

Panelists will illustrate these barriers and these ironies through the cases of raw milk, meat and spinach. Using the framework of the state's contradictory imperatives of accumulation and legitimation, we will examine current proposals to change food regulations, including the National Uniformity for Food Act and the National Animal Identification System. We will also consider whose interests they are most likely to serve -- the public's or those of transnational corporations.

Sustainable Agriculture: Changing business models, changing the ways we think of public goods

Organized and moderated by **Alan Hunt**, Policy Analyst, Northeast Midwest Institute, ahunt@nemw.org

Gil Gillespie, Department of Rural Sociology, Cornell University

Melissa J. Schafer, Tech. Univ. Munchen, Germany

Sustainable agriculture's niche, and contribution to the business world, is its intensive use of knowledge in production systems. Often rooted in agro-ecological production methods and cultural knowledge, and relying on social marketing, more sustainable agriculture systems typically are *de facto* information

management systems. Knowledge used in production is often an important source of value in marketing the final product to a consumer, chef, distributor, or institution. Increasingly, product histories play a key role in providing accurate nutritional information, maintaining food safety assurance, and making visible environmental stewardship. Business models that rely on these types of information have needs different from more conventional agricultural business models. Support for more sustainable production systems often come from the communities served, as in the case of CSAs or the more traditional market exchanges at farmers' markets. These allow for direct producer to consumer information exchanges, which enhance and contribute value to the products, can contribute to farmer income, and generate community-building relationships. New, higher-volume business models are adapting these direct exchanges to reach more consumers, but barriers include a lack of sustainable farmers, uncertainties and costs to switching production and marketing practices, and lacks of physical infrastructure and affordable capital. Yet, at larger scales, there is a greater opportunity for the provision of public goods that these privately managed farms provide. The benefits of biodiversity, erosion control, reduced off-farm inputs, as well as increased nutritional quality of the foods produced, make a case for a different approach to agricultural policies.

Film, Community Art and Food: is there room for activism?

Organized and moderated by **Karen Hurley**, School of Environmental Studies, University of Victoria, kghurley@uvic.ca

Paula Jardine, Community Artist

John De Graaf, Filmmaker (PBS)

Mandy Leith, film editor and founder of Open Cinema

What are the opportunities for food/food activists to be a part of our cultural landscape? Through a panel made up of a community artist, filmmakers and a PhD student we will explore the ability of food to be an integrative and defining element in cultural works – in this case community arts and film -- and the opportunities for activism in support of sustainable food systems within the arts. Three artists will discuss the connections of food in their work and whether or not they consider themselves food activists. Using examples from community arts events in the Victoria and Vancouver area, Paula Jardine, will explore notions of living culture and art as integral to daily life. Filmmaker, John de Graaf will share his commitment to sustainable food systems and his experiences in making *Silent Killer* and *Buyer Be Fair* and as the founder of the *Take Back Your Time* movement. Mandy Leith, film editor and founder of *Open Cinema*, will share her vision and experiences in creating *OPEN CINEMA* to screen socially relevant films (many of which are food centred), inspire community conversation and grassroots action, and to further the role of filmmaking as a tool for social innovation, where food and drink are a vital part of the screening. Through images of food and agriculture in science fiction film, PhD candidate Karen Hurley, will explore how filmmaking can contribute to sustainable and just futures.

Can guidelines reshape the value and importance of food and diet in our lives?

Organized and moderated by **Hugh Joseph**, Friedman School of Nutrition Science & Policy; Program on Agriculture, Food & Environment Tufts University, hughjoseph@comcast.net

Dorothy Blair, Department of Nutritional Sciences and the Science, Technology and Society Program, Pennsylvania State University

Julia Lapp, R.D. Department of Health Promotion and Physical Education, Ithaca College

Multiple factors influence dietary choices and food consumption patterns, but current dietary guidelines focus primarily on nutrition. This session challenges us to consider dietary guidance for food consumers and for the food system to help rebuild the value and importance of food and diet in our lives, based on cultural factors, ethnic and religious traditions, and/or values around home life, good food, and celebration. Three brief presentations will address (a) eating as primarily a cultural and social activity, a fundamental ritual of daily social life. This ritualization of eating as a necessary step in reestablishing the understanding that food is a powerful force in our lives; (b) the production, acquisition, and preparation of food as an essential, honorable activity necessary for family life; (c) taking time to eat in a mindful way in a pleasant environment so that this process of nourishing our bodies can be enjoyed and considered an important activity; (d) food has been "nutritionalized", commodified, and depersonalized in our highly

industrial food system; it has become cheap food, with quality often being overlooked; and (e) multiple food system factors that contribute to reducing the social meaning of the food experience. Following the panel will be an open discussion of the issue presented. Recognizing that the consumer is a powerful force, we will examine how these ideas might be translated into guidelines that could potentially promote the expansive pleasures of eating. Participants will be able to suggest guidelines they see as relevant, to be posted and sorted on a “sticky wall”. We wrap up with a suggestion of possible follow-up steps.

Methods of Liberation: Food Studies, Methodologies, and Social Change

Organized and Moderated by **Alice Julier**, Department of Sociology, Duquesne University, juliera@duq.edu

J. Sushil Saini, Sustainable Gastronomy, School of Environmental Studies, University of Victoria, jssaini@uvic.ca

Harriet Kuhnlein, Centre for Indigenous Peoples' Nutrition and Environment, McGill University harriet.kuhnlein@mcgill.ca

Nancy Turner School of Environmental Studies, University of Victoria, nturner@uvic.edu

The interdisciplinary nature of food studies has created a vibrant nexus where methodologies have been shaped, expanded, and critiqued. Research in food studies crosses boundaries of science, humanities, and social sciences, often challenging accepted strategies and approaches. The participants in this roundtable all study agriculture, food, and eating using a variety of methods. In particular, the methods employed by participants all focus on developing modes of inquiry and substantive knowledge with the goal of social change and empowerment for communities at risk or in need. We will discuss topics including the merits of mixed methodologies in developing more relevant and effective food policy - in particular, the use of narrative methods in comparative case studies followed by taking the qualitative results and using hard science methods to develop a quantitative index. Two participants have developed cross-disciplinary and participatory methods for documenting Indigenous Peoples' traditional food systems. We will also talk about the uses of Dorothy Smith's Institutional Ethnography for the development of food-related knowledge for and by people in specific communities.

Keep farming: a regional model for global food systems organizing and leadership

Organized by **Virginia Kasinki**, Glynwood Center Director, vk@glynwood.org

Mary Gail Biebel, Chair, Keep Farming Chatham, Adjunct Professor of Management, Carnegie Mellon University

Keecha Harris, Consultant, Keep Farming Program, Adjunct Professor of Public Health, University of Alabama of Birmingham

Glynwood Center will present its *Keep Farming* program work in a panel format. In this session, our approach to organizing will be detailed including evaluation data on the economic contribution of agriculture, health related indicators, and types and levels of citizen participation.

Glynwood Center is a non-profit organization based in the New York State Hudson River Valley. Glynwood Center's evolution has drawn from a strong will to promote local food systems, preserve farmland and strengthen community leadership. *Keep Farming: Connecting Communities, Farmers and Food* is designed to help communities gain a deeper understanding of the forces impacting sustainable countryside development. Keep Farming has played a pivotal role in convening communities to protect farmland in the Hudson River Valley and in expanding regional food systems. Our work amplifies the concerns and priorities of a region faced with overwhelming threats to land ownership and local food procurement.

Keep Farming is regarded as an international solution to local organizing. Our approach is characterized by a process that guides communities in collecting information in four critical domains of community food systems organizing: economics, local food, aesthetics and natural resources. Communities capture a detailed image of key issues in each of these domains, prioritize how they will use the information to affect change and bring together informal and formal leadership to implement an action plan.

From the Ground Up: Opportunities and Challenges for Alternative Food Initiatives

Organized and moderated by **Jack Kloppenburg**, Professor, Department of Rural Sociology, University of Wisconsin – Madison, jrkloppe@wisc.edu

Neva Hassanein, Associate Professor, Environmental Studies Program, University of Montana

Dan Jaffee, Assistant Professor, Department of Sociology, Michigan State University

Alternative agrifood initiatives – such as the development of local food systems and the expansion of fair trade certification – offer much promise for social, economic, and environmental change from the local to the global levels. In the course of implementation, however, actors involved in these initiatives often encounter a variety of practical challenges (e.g., added costs, poor local distribution networks). And, increasingly, some scholars have raised theoretical questions about the extent to which these kinds of initiatives reach stated goals, with some even arguing that movement actors are inadvertently reproducing the systems they purport to want to change. In this panel, we seek to promote further conversation about the achievements and potentials of alternative agrifood initiatives, as well as the practical and theoretical challenges that have emerged. We draw upon our experiences in particular projects and those we have studied empirically. Kloppenburg will present a conceptual overview, analyzing broader themes that have emerged in contemporary debates about the transformative potential of alternative agrifood initiatives. Hassanein will focus on lessons learned from her involvement in and study of efforts to rebuild local food systems in Montana, including community food assessment, farm-to-cafeteria programs, and policy changes. Jaffee will present findings from research on the extent to which participation in fair trade markets improves social and environmental conditions for those on the production end of the coffee commodity chain in Oaxaca, Mexico. All of the panelists will share their observations on the broader transformative potential of particular initiatives, and suggest ways for moving forward.

Food Systems and Indigenous Knowledge

Organized by **Audrey N. Maretzki**, Professor of Food Science and Nutrition, The Pennsylvania State University, anm1@psu.edu

Harriet V. Kuhnlein, Professor of Human Nutrition, Founding Director Centre for Indigenous Peoples' Nutrition and Environment, McGill University's Macdonald Campus, harriet.kuhnlein@mcgill.ca

Craig Hassel, Associate Professor, Department of Food Science & Nutrition, University of Minnesota, chassel@umn.edu

Paul Schultz

Thelma Harvey

This panel, through presentations by both academic researchers and indigenous scholars, will address the importance of traditional, place-based knowledge about local food systems to the maintenance of cultural identity and the promotion of healthful dietary practices. The building of mutually supportive relationships between indigenous communities and academic institutions requires Western-trained scientists to confront the limitations of the “scientific method” in providing an adequate basis for traditional, place-based knowledge. Efforts by scientists in various countries to develop a research tool for documenting information about their indigenous foods, and selected results from that documentation from 10 indigenous areas, will be described. A strategy for enabling women farmers in Africa to process indigenous foods into marketable food products for individuals with special nutritional needs will be discussed. Other panelists to be invited are involved with the preservation of indigenous food systems of Alaska, Hawaii and the US Southwest. Wild rice (manoomin) offers a case study for navigating different worldviews within reservation communities and a research university about what constitutes appropriate and beneficial research, and for whom. Participants will hear lessons learned as paths toward partnership are explored.

British Columbia's Agricultural Land Reserve: Thirty Years of Planning for Agriculture

Organized and moderated by **Derek Masselink**, ecological design/planner, dmasselink@cablelan.net

Deborah Curran, Victoria-based land use lawyer

Erik Karlsen, Chair, BC Agricultural Land Commission

Jim LeMaistre, Land Use Planner, Strengthening Farming Program, BC Ministry of Agriculture and Lands

In British Columbia less than 3% of the land in the province can support a range of agricultural activities - less than 1% is considered prime farmland. This small, productive agricultural land base is concentrated in the most populated areas where population growth and pressure to convert farmland to urban uses is highest. Before 1972 local governments approved the conversion of approximately 5000 hectares of agricultural land to urban uses each year. In 1973 this situation motivated the provincial government to establish the Agricultural Land Reserve (ALR) and Agricultural Land Commission to preserve farmland. In doing so the provincial government took a long-term approach to provincial food security, recognizing that British Columbia required a secure agricultural land base to provide for local needs. The ALR has withstood the test of time and changing political interests. The reasons that lead to its establishment 34 years ago are even more acute today. The purpose of this workshop is to use the experience of BC's Agricultural Land Reserve program to initiate a larger discussion about the challenges and opportunities that currently exist for the protection of farmland and long-term the long-term sustainability of food production in North America. The resulting dialogue will allow for the sharing of experiences in farmland protection and provide an opportunity for connection and sharing between professionals and academics involved with the challenge of protecting farmland in different jurisdictions and geographies.

Seeds of Change: Farmers, biotechnology & the new face of agriculture

Organized by **Ian J. Mauro**, Environment & Geography, University of Manitoba,
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S.M. McLachlan, Environment & Geography, University of Manitoba

J. Sanders, Dada World Data

Please join us for a screening and discussion regarding the controversial research film *Seeds of Change: Farmers, Biotechnology and the New Face of Agriculture*. This farmer-focused documentary delves into the complex biological and social benefits and risks associated with the introduction of genetically modified (GM) crops, particularly herbicide-tolerant (HT) wheat and canola, in prairie agriculture. This 70-minute video was developed using a participatory approach and brings the important voice of farmers and rural communities to the forefront of the GM debate, a debate which is otherwise dominated by industry and activists. The thoughtful and rich perspectives of farmers provide critical insight into the wide range of environmental, socioeconomic, political, and legal implications of HT crops. The film was ready for release in late 2002, but was then blocked by the University of Manitoba for nearly three years, while they simultaneously negotiated the relocation of a major agbiotechnology company's headquarters to our university industrial park. In the fall of 2005, we launched the 'Free the Film' campaign, with the support of the Canadian Association of University Teachers (CAUT) and various farm and student groups. This case is now recognized as one of the most important academic freedom struggles in the country. The film was finally released to wide and popular acclaim. It has now been screened worldwide, has been used to raise funds for farm organizations, and is available for free download on the internet at www.seedsofchange.org

Victoria farmers' panel: Is the turn to local food a kind of identity politics for the middle classes?

Organized and moderated by **Martha McMahon**, University of Victoria, mcmahon@uvic.ca

Barb Johnstone-Grimmer - local sheep farmer

Robin Tunnicliffe - local organic farmer

Heather Stretch - local organic farmer

A panel of full-time farmers engage academics and food activist on the contradictions of contradictions of farming in the Victoria area. While rhetorical and ideological support for local food increases in the academy and community in the Victoria region, regulatory, economic and institutional arrangements are restructuring the possibilities for small scale local farming in contradictory ways. Without claiming epistemic privilege, this panel centers farmers' experience and highlights the limitations of the focus on

the standpoint of consumers and consumption rather than the standpoint of diversely situated producers in contemporary food politics.

Indigenous Food Sovereignty – Current situations, concerns and strategies in B.C. Communities

Organized and moderated by **Dawn Morrison**, B.C. Food Systems Network, Working Group on Indigenous Food Sovereignty, dawnm@cablelan.net and **Nancy Turner**, Professor, School of Environmental Studies, University of Victoria, nturner@uvic.ca

Thomas Child, School of Environmental Studies, University of Victoria

Nick Claxton, School of Environmental Studies, University of Victoria

Cheryl Bryce, Lands Manager, Victoria

Pakki Chips, Faculty of Education, University of Victoria

Increasing awareness around the issues that are threatening Indigenous food sovereignty is a vital piece of strengthening the longstanding interdependent relationships between Indigenous peoples and the plants and animals that provide us with our food. This panel will explore some of the current situations, concerns and strategies related to increasing food sovereignty in various Indigenous communities in the province of B.C. The panelists will articulate and explore topics such as the erosion of Indigenous food systems through environmental contamination and the breakdown of traditional cultural strategies and practices in Indigenous communities.

The presentations will highlight various projects and work being done in a range of communities and will promote the protection, conservation and restoration of Indigenous food systems at the community level. Panelists will share their work and experiences in various different case studies or model projects that will assist Indigenous peoples who are in the process of organizing and implementing community based research, education, and restoration projects.

Examination and articulation of Indigenous food production activities in a traditional and contemporary framework, will promote the “decolonization” of commoditized diets in the mainstream culture and economy, and will encourage conference participants to examine Indigenous hunting, fishing and gathering activities in a broader agro-ecological and cultural framework than that applied in mainstream agriculture and food production.

Sharing food, ideas and concepts - Declaration for Indigenous Food Systems in the province of B.C.

Organized and moderated by **Dawn Morrison**, B.C. Food Systems Network, Working Group on Indigenous Food Sovereignty, dawnm@cablelan.net and **Nancy Turner**, Professor, School of Environmental Studies, University of Victoria, nturner@uvic.ca

Chief Wayne Christian, Co-Chairperson Shuswap Nation Tribal Council, Chief Spallumcheen Indian Band

Tirso Gonzales, P.h. D. Indigenous Studies Irving K. Barber School of Arts and Sciences, University of British Columbia Okanagan

This workshop will begin by providing an opportunity to demonstrate the value of sharing and eating B.C. Indigenous foods that will provide a symbolic framework for sharing ideas and concepts in the working group discussions that will follow. Relevant written materials will also be shared including the: 1st Annual Interior of B.C. Indigenous Food Sovereignty Conference Report and the Call to Participate Letter for the newly designated B.C. Food Systems Network – Working Group on Indigenous Food Sovereignty. Following the purpose outlined by the Working Group which is to: increase awareness and identify and advocate for specific changes to policies that can help increase Indigenous peoples’ access to adequate amounts of healthy Indigenous foods in B.C.; the working groups will build on the information provided by the presenters who will lead participants into the process of developing a declaration on Indigenous food sovereignty. The presenter will refer to various laws, policies and legal instruments that will provide a framework for discussing and developing the declaration following five central themes.

The five central themes by which the working group discussions will be organized are:

1. Concepts of Food, Land and Culture
2. Health and Nutritional Values of Indigenous Foods

3. Generations and Youth Perspectives in the Protection, Conservation and Restoration of Indigenous Food Systems
4. Strategies for the protection, conservation and restoration of Indigenous foods
5. Indigenous food economies and trade

How are we “doing” in food studies? A cross-disciplinary conversation about food studies methodology & future publications.

Organized by **Melissa Salazar**, School of Education, UC Davis, mlsalazar@ucdavis.edu

Annie Hauck-Lawson, Dept. of Health & Nutrition Science, Brooklyn College

Jonathan Deutsch, Culinary Management Center, Kingsborough Community College

Jeffrey P. Miller, Dept. of Food Science and Human Nutrition, Colorado State University

The field of food studies continues to grow both within the academy and in popular journalism, bringing together scholars from diverse disciplines who each use food and eating as a lens through which to examine social life, history, literature, technology, film and much more. This interdisciplinary communication is productive but also brings up complex questions about how food research is (and ought to be) approached.

At the upcoming ASFS/AHVS meeting, we will facilitate an informal conversation among audience participants that focuses on the central question: *how do we do food studies?* Some focal points for discussion could be (1) how food scholars handle the methodological tensions between the interdisciplinary nature of food studies vs. the disciplinary constraints of academia, and/or (2) identifying innovative and developing methods in food studies (e.g. feminist food-centered narratives & the food voice, material and cultural analyses, media studies, historiographies, literary critiques) and what each of these perspectives brings to the food studies table. An additional goal of this conversation will also be to identify future food methodology publishing projects (as well as discuss current ones) that would be useful to not only emerging food scholars but also to those of us that teach food studies classes in a range of disciplines. By surveying and foregrounding our methods—including the rationale behind them and their benefits and drawbacks—we can all gain insight into the diversity of our field and start some cross-disciplinary conversations about the future of food not merely as a topic of research but also as a practice in academic knowledge.

Imaging/imagining food: visualizing food, place and identity

Organized and moderated by **Melissa Salazar**, School of Education, UC Davis, mlsalazar@ucdavis.edu

Lidia Marte, University of Texas at Austin

Edye Kuyper, Department of Health Services, State of California

Polly Adema, Independent Scholar

Lucy Long, Bowling Green State University

This interdisciplinary panel explores connections between image (real or imagined), food and place. Papers represent a wide range of disciplinary perspectives including folklore, cultural geography, anthropology and nutrition and demonstrate a wide range of image-related food work including photo-voice projects and the creation of cultural and geographic food ‘maps’. Discussion will center around two themes: (1) how food (and photographs of food events) acts as a visible material expression and performance of place-based identity; and (2) how visually-based projects can uncover tensions between participants’ memory and reality.

The Value of Biodiversity on BC’s Farms and Ranches

Organized and moderated by **Ramona Scott**, Manager of Agricultural Programs, *TLC The Land Conservancy of BC*, rscott@conservancy.bc.ca

Tom Ennis, Director of Conservation (BC), Nature Conservancy of Canada

Wanda Gorsuch, Environment and Management, Royal Roads University, Victoria BC

Rainer Krumsiek, Dip. Landscape Architecture, BC Environmental Farm (EFP) Planning Advisor, and Owner/Operator of Big Bear Ranch, Horsefly, BC

Paula Hesje, Coordinator, *TLC Conservation Partners Program*, Victoria, BC, Agro-ecology, University of Life Sciences, Norway

Nathalie Chambers, Dip. Restoration of Natural Systems Program, University of Victoria, Operator at Madrona Farm, Blenkinsop Valley, Saanich

Agricultural systems are globally important--environmentally, socially and economically. Agricultural systems, as well as other related social and economic systems rely on healthy ecosystems. Canada's challenge is to create a sustainable agricultural system in the face of political and geographic fragmentation and the negative impact agricultural activities can have on ecosystems.

Agricultural land plays an integral role in the conservation of biodiversity in BC, especially with respect to protection of functioning ecosystems. We have not yet clearly defined all the key roles biodiversity plays in sustainable agriculture. What we do know is that biodiversity is important for the sustainability of agricultural systems, including rural communities, in BC.

Panelists will discuss tools and incentives, both current and future, coming from public land trusts, agricultural associations, governments and communities which may be used to assist farmers and ranchers to conserve and manage for biodiversity on their lands. Examples include Environmental Farm Planning Program (EFP), Alternative Land Use Services (ALUS), 'biodiversity' ranching, and labeling programs to encourage protection of wildlife habitat (e.g. TLC's 'butterfly label' program and Local Flavours Plus label program).

Ecological Public Health and Food Security: Are We Bridging the Gap?

Organized and moderated by **Barbara Seed**, PhD Student, City University, bseed@telus.net

Anna Kirbyson, Provincial Coordinator, Community Food Action Initiative, British Columbia, Canada

Aleck Ostry, Associate Professor, University of Victoria, British Columbia, Canada

Brent Warner, BCMAL Industry Specialist, AgriTourism Direct Marketing, British Columbia Ministry of Agriculture and Lands, Canada

Public Health has re-emerged as a key player in food security in "developed" countries. And in theory, emerging Public Health models are moving closer toward themes and values of the food security movement. A new interest in "ecological public health" acknowledges the link between the environment and human health. The population health model focuses on the broader determinants of health, on an "upstream" prevention focus, on the population as a whole, and on the involvement of civil society. However, does this theory translate to practice? The ongoing case study of the integration of food security into government public health policies and programs in British Columbia will be examined by pursuing this question. Strategic partnerships, evidence, lobbying and activities have helped to persuade the Ministry of Health to undertake the unique path of making food security a policy directive in British Columbia, Canada. Food security is now a designated Public Health core program, resulting in regional Health Authorities plans and staff allocations toward food security; in addition, provincial resources have been provided to food security initiatives via the Community Food Action Initiative. In BC government agencies are now starting to work with Public Health to address food issues. As few other government departments have dedicated resources in food security, Public Health assumes a significant role at the community level. The opportunities and challenges of this role in bringing together food security and public health - both in theory and in practice - will be examined.

Civic Food and Nutrition Systems: Continuing the Work of Thomas A. Lyson

Organized and moderated by **Jeffery Sobal**, Nutritional Sciences, Cornell University, js57@cornell.edu

Gilbert Gillespie, Development Sociology, Cornell University

Ardyth Gillespie, Nutritional Sciences, Cornell University

Jennifer Wilkins, Nutritional Sciences, Cornell University

Tom Lyson coined and developed the concept of Civic Agriculture in his work at Cornell University. He and his collaborators analyzed and promoted local, community-based food systems as alternatives to consolidated, concentrated, industrialized, globalized corporate agriculture, food manufacturing, and mass retail distribution. This panel session includes four presentations that build upon Tom Lyson's

thinking to enlarge, expand, extend, and elaborate civic perspectives. First, Jeffery Sobal enlarges ways a civic perspectives applies across the full scope of the food and nutrition system, considering the flow of foods through from civic agriculture to civic health work. Second, Gilbert Gillespie, reflecting on the work of the former Community, Food, and Agriculture Program, considers civic agriculture in relation to food and agriculture-based community development. Third, Ardyth Gillespie applies the concept of civic agriculture to food decision-making in families and communities for building capacity for thoughtful food decisions. Fourth, Jennifer Wilkins elaborates ways the civic agriculture concept may be applied to dietetic practice, recent civic developments with professional dietetic associations, and how civic dietetics can help spur civic agriculture. These analyses and applications help to continue the passionate and pioneering work of Tom Lyson to connect farming, food, and communities using the concept of civic agriculture.

Food Systems and Farmers' Markets on the Edge

Organized and moderated by Garry Stephenson, Department of Crop & Soil Science, Oregon State University, garry.stephenson@oregonstate.edu

Kim Gossen, Department of Anthropology, Oregon State University

Katie Murray, Department of Anthropology, Oregon State University

With the rapid increase in popularity of more localized food systems, it is seldom recognized that not all local sectors are booming. This session presents research from Oregon that examines aspects of localizing food systems that do not come easy. One paper probes for solutions to a local food puzzle in a moderately remote community. Despite potential direct market opportunities, farmers in this community are challenged by environmental limitations to crop production and market access competition from a corporate distribution structure. Next, as keystones of local food systems, the success of individual farmers' markets is closely tied to farmer income, food security and the social life of communities. Two papers concentrate on enhancing the success of farmers' markets by understanding their failure. This topic is a little known and rarely examined aspect of the ongoing growth of farmers' markets. Aggregate data for Oregon show high failure rates for markets. Factors associated with farmers' market failure are offered. Following this theme, a case study of an individual farmers' market that suffered a near collapse examines and draws insights from the process of downturn and actions by market organizers to improve conditions.

Towards a Food Secure Campus: A Food System Assessment of the University of Victoria

Organized and moderated by **Megan Thom**, Regional Campaigner, University of Victoria Sustainability Project (UVSP), thom.megan@gmail.com

John Volpe, Assistant Professor, University of Victoria School of Environmental Studies

Sushil Saini, PhD Candidate, University of Victoria School of Environmental Studies

What does a sustainable campus food system look like? This session will present the results of a food system assessment of the University of Victoria (UVic) that was carried out by students in the School of Environmental Studies. We will use this baseline assessment to evaluate the sustainability of UVic's food system, highlighting both areas in which UVic excels and those which require improvement. This interactive event will use UVic as a case study in envisioning and enacting sustainable food systems in institutional settings. We will examine collaborative approaches to food system planning and create the foundations for a food security planning process at UVic.

An Agenda for Action: Disability Rights, Community Food Security, and the Challenge to the Charity Model

Organized by **Abby Wilkerson**, University Writing Program, George Washington University, alw@gwu.edu

Alice Julier, Department of Sociology, Duquesne University

Lisa Heldke, Department of Philosophy, Gustavus Adolphus College

This panel investigates the significance of the disability rights and community food security movements for one another, using the notion of access to explore parallel ways these movements challenge the

charity model. This reigning social paradigm understands both disability and “hunger” as personal problems. Regardless of their cause, the charity model emphasizes that solutions to these problems are also individual, not structural or social.

By identifying commonalities and differences in how the charity model is applied to these two cases, we hope to develop a deeper analysis of problems with charity thinking, and more effective ways to build empowering alternative movements. We will draw from the following lines of exploration: Disabled people require access to a range of institutions and services to survive and participate in society. Poor people need food access to survive. Are there other parallels with disability access regarding social participation, inclusion, exclusion? How important is food access IN disability access? What does food access mean for disabled people? How important is disability access in poor people’s access to food? Food and other access issues are conceptualized differently for fat, disabled, or poor people respectively; what are the implications of these specificities for conceptualizing access? The community food security movement emphasizes consumer access to decent food; people being able to make a living producing that food; and community through strong producer-consumer relationships. How does access relate to producers? How does access relate to broader social transformation? To what extent will pursuing access for everyone require or facilitate social transformation, of what kinds?

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