

CONFERENCE PROGRAM

Thursday, June 9

Registration (8:00-10:00; 1:00-2:30; 4:00-7:00) Main lobby of hotel

Preconference Tours (Depart from The Benson Hotel, meet at the registration table)

Organizers: Debra Lippoldt, Growing Gardens, Portland, OR; Lucy Norris, Portland, OR

Farming in the City (9:00-12:30)

Tour leaders: Wisteria Loeffler, Friends of Zenger Farm, Portland, OR; Marc Colbert-Boucher, Portland State University

Who says you need to go out to the country to find agriculture? Portland has a rich bounty of gardens and small-scale farms, providing eating and learning. Participants will look for eggs in an "almost Craftsman-style" backyard chicken coop, get a morning science lesson from the kids at the Edwards Elementary School garden, visit one of Growing Gardens' Home Gardens, and harvest produce at the Zenger Urban Agricultural Park (a non-profit, educational urban farm). They will also get a cooking lesson from the chefs at the nationally renowned Higgins restaurant. So come on down to the farm... in the city!

The Politics of Food and Farm: Exploring Oregon's Farmland Preservation (9:00-2:00)

Tour leaders: Marcus Simantel, Portland/Multnomah Food Policy Council; Tom Harvey and Paul Rosenbloom, Portland State University

Urban growth boundaries (UGBs), Exclusive Farm Use zones (EFUs), SB100, Measure 37....join this bus tour through some of the nation's most productive farmland and see firsthand the results of over thirty years of statewide planning, Oregon's unique effort to preserve and protect farmland. We will stop and talk with some Oregon farmers with divergent views, and hopefully pick and eat some tasty Oregon strawberries at the peak of their season!

The Global and Local of Wheat (9:00-3:00)

Tour Leaders: Dave Yudkin, Hot Lips Pizza; Dianne Stefani-Ruff, Portland Farmers Market with Farmers from the Columbia Plateau Producers; Chef Greene Lawson, Hot Lips Pizza; Carol and Anthony Boutard, Ayers Creek Farm

This tour is an opportunity to glimpse a sector of the global food system and the nascent use of wheat in a local food system. The tour participants will visit the Wheat Marketing Center and a wheat export terminal to examine the wheat industry, the wheat growing regions upstream, and the physical assets that make Portland a leader in wheat export. In contrast they will also visit Hot Lips Pizza, a major user of local wheat, where they will tour this firm's new commissary and pick up box lunches. Finally, they will explore local, small scale niche wheat growing/processing at the innovative Ayers Creek Farm west of Portland (where berries are also a specialty!).

Willamette Valley Wine Tour (9:00-5:00)

Tour leaders: Martha Works, Portland State University; Lucy Norris, Portland, OR

Participants will travel to the heart of Oregon's wine country where critical success with Pinot Noir in the 1970s led to the blossoming of a food and wine region. Pinot Noir thrives in the cooler, mild temperatures and unique soil characteristics of the northern Willamette Valley, a short drive from the Portland metro area. Participants will enjoy tastings at a series of wineries showcasing the classic Oregon Pinot style, sustainable viticulture, and the cultural landscapes of wine production and illustrating phases in the evolution of the industry, including some of the earliest producers, highly capitalized international investments, and small boutique operations.

Farmers' Market Assessment Workshop (2:00-8:00)

Tour Leaders: Larry Lev, Garry Stephenson and Linda Brewer, Oregon State University

A Participatory Learning workshop consisting of two short "classroom" segments coupled with site visits and abbreviated research studies of two Portland area farmers' markets (Eastbank Farmers' Market and Portland [Thursday] Farmers' Market). Participants will use Rapid Market Assessments (RMA) techniques developed at Oregon State University and a newly developed environmental model for assisting markets with strategic planning. Participants will gain a better appreciation of the multi-dimensional impacts of farmers' markets and receive toolkits for working with markets in their own regions.

Opening Reception (Nibbles & cash bar) (6:00-7:00) Fireside Lounge

Film Festival (7:00-11:00) Guild Theatre (downtown Portland)

Organizer: Deborah J. Kane, Food and Agriculture Consulting, Portland, OR

The Food and Farms Film Festival is in the historic Guild Theatre in the heart of downtown Portland and a nice walk from The Benson. Organized by our local hosts and designed to complement both the field trip and conference sessions, it brings food and farming issues to life on the big screen. From a documentary film about the best hamburgers in America, to an emotionally charged tale about the use and misuse of technology on American farms, the Food and Farms Film Festival offers something for everyone.

Friday, June 10

Registration (7:30-5:00) Main lobby of hotel

Book & Video Display (9:30-5:30) Kent Room

Ethnographic Tools: Oral History and Photography in the Digital Age (Cynthia Vagnetti)
Publishers' Book Exhibits
Authors' Book Exhibits

Sessions 8:00-9:30

- 1: Local Food, Oxford*
- 2: Visualizations: Cannibals, Bodies, Food, and Farms, Cambridge*
- 3: Food Cultures and Traditions, Brighton*
- 4: Assessing Direct Marketing Options for Small Farms in the Pacific Northwest: Results of a Four-Year, Tri-State USDA Study, Windsor*
- 5: Food Symbolism, Mayfair*
- 6: Images and Voices of Minnesota Farm Women, Parliament 3*
- 7: Organic Agriculture: Mini-workshop on Principles and Papers on Issues, Parliament 4*

Sessions 9:45-11:15

- 8: Mapping Community Food Access, Oxford*
- 9: Reconstructing the Past: Food, Nation, Region, Race, Cambridge*
- 10: Visualizations of Food and Farming, Brighton*
- 11: Big Issues of Agriculture in the Early 21st Century, Windsor*
- 12: What is the Fat Epidemic? A Roundtable Discussion, Mayfair*
- 13: Animal Ethics: Should We Replace Pigs with Micro-encephalic Pork Organisms?, Parliament 3*
- 14: Assessing the Multifunctional Benefits of Organic Agriculture Methods and Policy Implications, Parliament 4*

Sessions 11:30-1:00

- 15: *Food-Related Social Movements and Action*, Oxford
- 16: *Incubating Foodways Scholarship and Teaching at the City University of New York*, Cambridge
- 17: *Visible Communities: Landscapes, Values, Traditions in Local Food Production*, Brighton
- 18: *Reflections on Patricia Allen's Together at the Table: Insights and Applications*, Windsor
- 19: *Biotechnology: Frames, Knowledge, and Attitudes*, Mayfair
- 20: *Food and Philosophy*, Parliament 3
- 21: *Organic Foods: Conceptions and Perceptions*, Parliament 4

Sessions 1:45-3:15

- 22: *Food Security: Global to Local*, Oxford
- 23: *Small Eaters, Big Questions: Food, Culture, and Childhood*, Cambridge
- 24: *Biotechnologies: Attitudes, Actions, and Alternatives*, Brighton
- 25: *Visualizing and Actualizing Alternative Food Systems*, Windsor
- 26: *Visualizing Local Food Systems*, Mayfair
- 27: *Moral Economy Revisited, a Case Study in Beef Production*, Parliament 3
- 28: *Teaching About Farming to Non-Farmers*, Parliament 4

Sessions 3:30-5:00

- 29: *Exploring Concentration and Control in the Modern Food Web: An Examination of Relationships, Networks, and Externalities*, Oxford
- 30: *Envisioning Consumption: Kitchens, Commercials, and Cafeterias*, Cambridge
- 31: *Gendered Constructions: Food and Flowers*, Brighton
- 32: *Issues Shaping Agriculture in Change*, Windsor
- 33: "Food and Fiction," Mayfair
- 34: *Philosophical Perspectives on Issues of Food and Agriculture*, Parliament 3
- 35: *Food Security: Understandings and Actions*, Parliament 4

Presidential Reception--Association presidents speak followed by a reception (6:00-8:00) Mayfair (session 36)

Seeing the Countryside – An Archaeology of Knowledge

Jane Adams, Southern Illinois University Carbondale

Graphic Descriptions: Food, Politics, and Humor

Alice Julier, Smith College

Local wines and beer (coupon and cash bar) as well as hors d'oeuvres will be served at the conclusion of the presidential presentations. Local Portland artists have created a unique work of art to celebrate this year's theme "Visualizing Food and Farm" and will be on hand during the reception. After the reception attendees can adjourn to enjoy the final films of the festival or to explore Portland by night.

Film Festival (7:00-11:00) Guild Theatre (downtown Portland)

Saturday, June 11

Registration (7:30-11:30; 1:30-5:00) Main lobby of hotel

Book & Video Display (8:00-5:00) Kent Room

Ethnographic Tools: Oral History and Photography in the Digital Age (Cynthia Vagnetti)

Publishers' Book Exhibits

Authors' Book Exhibits

Sessions 8:00-9:30

- 37: *Visual Appetite*, Oxford
- 38: *The Politics of Food and Drink in Wartime*, Cambridge
- 39: *Sustainability in Food Systems I*, Brighton
- 40: *Food and Agriculture Based Community Development*, Windsor
- 41: *Teaching Exercises that Work*, Mayfair
- 42: *Theorizing Food and Race*, Parliament 1-2
- 43: *Changing Foods*, Parliament 3

Sessions 9:45-11:15

- 44: *Incorporating Ethics and Social Values into Animal Sciences*, Oxford
- 45: *Nationalism and Culinary Narratives*, Cambridge
- 46: *Local Food Systems*, Brighton
- 47: *Visioning and Social Action in Food System-Related Change*, Windsor
- 48: *Researching and Writing about Food and Culture*, Mayfair
- 49: *Consumers, Food, and Agriculture*, Parliament 1-2
- 50: *Agriculture, Access & Advertising: The Devils and the Dietary Guidelines*, Parliament 3

Portland Farmers' Market Tour (11:15-1:30) meet at Mezzanine (session 51)

Tour Leaders: Dianne Stefani-Ruff, Portland Farmers Market; Janne Stark, Hot Lips Pizza

A walking tour to and of the Portland Farmers Market, one of the country's premier markets. There in the peak season a community of shoppers and about 200 vendors, including farmers, meat producers, dairies, bakers, and specialty food vendors, convenes three times a week on the Portland State University campus near downtown Portland. Vendors grow or produce nearly all that they sell. Because streets and transit shut down during the Rose Parade, participants will walk the half mile to the market, passing the Performing Arts Center, Portland Art Museum and Oregon Historical Society. At the market, Market Director Dianne Stefani-Ruff will welcome participants and provide a guided tour with plenty of time for wandering and purchasing the bounty of the market.

AFHVS Business Meeting (11:15-12:30) Mayfair (open to all) (session 52)

Presider: Jane Adams, Southern Illinois University Carbondale

ASFS Business Meeting (11:15-12:30) Windsor (open to all) (session 53)

Presider: Alice Julier, Smith College

WERA204 USDA Regional Research Project Meeting (11:15-1:15) Parliament 1-2

Organizer: Miriam Weber Nielsen, Michigan State University

Presider: Candace Croney, Oregon State University

Joint AFHVS-ASFS Business Meeting (12:30-1:30) Mayfair (open to all) (session 54)

Presider: Lorna Michael Butler, Iowa State University, Incoming AFHVS president

Sessions 1:45-3:15

- 55: *Creating a Vivid Picture of a Sustainable Food System*, Oxford
- 56: *Food Studies Methods*, Cambridge
- 57: *Food-Related Identity Formation*, Brighton
- 58: *Strategies for Agri-Food Enterprises-of-the-Middle: Values-Based Supply Chains in the Pacific Northwest*, Windsor
- 59: *Crossing the Divide: Perspectives on Production and Consumption*, Mayfair
- 60: *Food System Health Issues*, Parliament 1-2
- 61: *Food Cults and Communities*, Parliament 3

Sessions 3:30-5:00

62: *Food Security*, Oxford

63: *Integrating Education and Practice*, Cambridge

64: *Visualizing School Lunch Plates: Do Farm-to-School Programs Make a Difference?*, Brighton

65: *Sustainability in Food Systems II*, Windsor

66: *Nutrition and Health*, Mayfair

67: *Ideal & Practice: Representations of Food, Culture & Natural Ways, 1800-2000*, Parliament 3

68: *Comestible Thoughts: New Theoretical Approaches to Recurring Themes*, Parliament 4

Banquet (5:15-9:00) University of Portland campus (session 69)

Busses make first pickup at Benson 5:00

Reception: Wine/Beer Bar (hosted) 5:15

Grazing Dinner 6:00 to 7:30 (*From local wine and microbrews to the final dessert course featuring fresh Oregon berries, attendees will savor some of the region's best food prepared by chefs from Bon Appetit Management Company (www.bamco.com), a company committed to eating locally, seasonally, and sustainably. Bon Appetit: "Our kitchen philosophy is simple. We cook from scratch using fresh, authentic ingredients. We start with food in its simplest, most natural form. We purchase local and seasonal products. We make our food alive with flavor and nutrition. Our freezers are small and our intention to serve great food is big." Producers who have grown some of the food will also be on hand.*)

Dessert and Awards 7:30-8:00

Keynote address 8:00 to 9:00

"Photographic Tales of Family Foodworlds: A Case Study from Northern Italy

Douglas Harper, Duquesne University

Buses make first return trip 8:30, last pickup 9:30

Sunday, June 12

Registration (8:15-10:15) Main lobby of hotel

Sessions 8:30-10:00

70: *Research and Education to Support the Renewal of an Agriculture-of-the-Middle: Informal Meeting and Information Session Regarding the New Multi-State Research Coordinating Committee NCDC207*, Oxford

71: *Empowering Communities within the Food System through Popular Education*, Cambridge

72: *Learning Gardens: Case studies of THE FEED PROJECT: Food-based Ecological Education Design (FEED) for 4th and 5th Grade Children in Oregon's Portland Public Schools*, Brighton

73: *Future Food Producers: How Do We "Grow" New Farmers?*, Windsor

Sessions 10:15-11:45

74: *Peaceable Kingdom: What is Our Responsibility Towards Animals Raised for Food?*, Oxford

75: *Sustainability: From Field to Store to Customer*, Cambridge

76: *Institutionalizing Ethical Analysis in Agriculture*, Windsor

Papers, Panels and Special Sessions:

Session 1 Friday, June 10 8:00 - 9:30 Oxford Paper session

Local Food

Presider: Linda Aleci, Franklin and Marshall College

Saturday Morning Market: Provisioning and Sociability in Lyon, France

Rachel Eden Black, Università degli Studi di Torino

Courthouse Catering, 'a Pilot Project: Jump Starting the 'Demand' for Sustainable Agriculture

Andrea L. Craig, Christy & Craig Associates

Sight of Abundance, Site of Loss: The Central Market in Lancaster, PA

Linda Aleci, Franklin and Marshall College

Sarah L. Dolan, Frederick, MD

Session 2 Friday, June 10 8:00 - 9:30 Cambridge Paper session

Visualizations: Cannibals, Bodies, Food, and Farms

Presider: Gwen Curtis, Cornell University

Kitchen Salivations: Vancouver Foodies Read Cooking Magazines

Diana Ambrozias, Simon Fraser University

Radical Embodiment, Disordered Eating and Women: A Feminist Pedagogical Approach

Annahid Dashtgard, University of Toronto

Representations of the Cannibal in the New World: A Rhetorical Recipe for Genocide

Lynn Marie Houston, California State University, Chico

La Brebis Moderne: the Sheep, the Image, and the Theory of Seeing

Valerie Wheeler, California State University, Sacramento

Jessica Einhorn, Lake Tahoe Community College

Peter Esainko, Independent Scholar, Sacramento, CA

Session 3 Friday, June 10 8:00 - 9:30 Brighton Paper session

Food Cultures and Traditions

Presider: Ruth M. Mendum, The Pennsylvania State University

McDonaldized, Conspicuous Consumption or the Recapturing of Community: An Ethnography of a Nonprofit Internet-Based College Tailgating League

Marcus Aldredge, Texas A&M University

The Ringing Cedars: Exploring the Values Behind Russia's Back-to-the-Earth Movement

Leonid Sharashkin, University of Missouri-Columbia

Elizabeth Barham, University of Missouri-Columbia

Against Nostalgia: Seed Saving and Tradition

Ruth M. Mendum, The Pennsylvania State University

Reclaiming the Epiphany: Puerto Rican and Mexican Food Practices on Three Kings Day

Norma Cárdenas, University of Texas, San Antonio

Session 4 Friday, June 10 8:00 - 9:30 Windsor Paper session

Assessing Direct Marketing Options for Small Farms in the Pacific Northwest: Results of a Four-Year, Tri-State USDA Study

Presider: Marcy Ostrom, Washington State University

One Market At a Time: What We Have Learned About Improving Farmers' Markets

Larry Lev, Oregon State University

Garry Stephenson and Linda Brewer, Oregon State University

Progress Toward Enhancing the Success of Oregon's Farmers' Markets

Garry Stephenson, Oregon State University

Larry Lev and Linda Brewer, Oregon State University

Evaluating the Performance of Farm Direct Marketing Strategies

Colette DePhelps, Rural Roots, Moscow, ID

Cinda Williams, University of Idaho

Identifying and Addressing Barriers to Direct-Marketing Meat Products

Leslie Zenz, Washington State Department of Agriculture

The Economic Impacts of Local Food Sourcing for Northwest Communities

David Holland, Washington State University

Marcy Ostrom, Washington State University

Session 5 Friday, June 10 8:00 - 9:30 Mayfair Paper session

Food Symbolism

Presider: Joan E. Gross, Oregon State University

If It Ain't Alberta, It Ain't Beef': Regional Identity, Food Cultures, and Social Change

Gwendolyn Blue, University of North Carolina

The Color and Flavor of Home: The Role of Nostalgia in Maintaining Local Specialty Foods

Angela Gordon, Washington University in St. Louis

Globalization and Change of the Government Perception: The Case of Some Rural Communities around Saltillo Coahuila

Francisco Martinez-Gómez, Centro de Investigaciones Socioeconómicas de la Universidad Autónoma de Coahuila, Mexico

Visualizing the Past in Present Day Food Systems: An Ethnographic Inquiry into Back to the Land Farmers and Freegans

Joan E. Gross, Oregon State University

Session 6 Friday, June 10 8:00 - 9:30 Parliament 3 Panel session

Images and Voices of Minnesota Farm Women

Organizer, Presider and Panelist: Dana L. Jackson, Land Stewardship Project, White Bear Lake, MN

Panelist: Cynthia Vagnetti, Documentary Photographer and Film Producer

Session 7 Friday, June 10 8:00 - 9:30 Parliament 4 Paper session

Organic Agriculture: Mini-workshop on Principles and Papers on Issues

Presider: Melissa Schafer, Technical University of Munich-Weihenstephan, Germany

Principles of Organic Agriculture

Brian Baker, Organic Materials Review Institute

Hugo Alrøe, Danish Institute for Agricultural Sciences, Tjele, Denmark

Bassoum Souleymane, Agrécol Afrique, Thiès, Senegal

Liz Clay, BioScape, Noojee, Australia

Guy Rilov, Makura Farm, Zichron Yaacov, Israel

Roberto Ugas, University of Lima, Lima, Peru

K. Vijayalakshmi, Centre for Indian Knowledge Systems, Chennai, India
Lawrence Woodward, O.B.E., Elm Farm Research Centre, Berkshire, UK
Louise Luttkholt, IFOAM, Bonn, Germany

The Organic Vision: How Far Do the USDA Regulations Take Us?

Karen Klonsky, University of California, Davis
Cathy Greene, USDA Economic Research Service

Organic Food and Local Food: How Can the Two Become One?

Melissa Schafer, Technical University of Munich –Weihenstephan, Germany

Session 8	Friday, June 10	9:45 – 11:15	Oxford	Panel session
------------------	------------------------	---------------------	---------------	----------------------

Mapping Community Food Access

Organizer, Presider, and Panelist: Janet Hammer, Portland State University and Community Food Matters

Panelists: Kenneth Radin, Portland State University
Gerry Kasten, Tricities Public Health Preventive Services, Vancouver, BC
Jill Fuglister, Coalition for a Livable Future, Portland, OR
Christiana Miewald, Simon Fraser University

Session 9	Friday, June 10	9:45 – 11:15	Cambridge	Paper session
------------------	------------------------	---------------------	------------------	----------------------

Reconstructing the Past: Food, Nation, Region, Race

Presider: Trudy A. Eden, University of Northern Iowa

Food and Status: Reinventing Jewishness Through Egg Creams and Smoked Fish

Jennifer Berg, New York University

Foodways as Theory and Method: The Meanings of Chili in the American Midwest

Lucy M. Long, Bowling Green State University.

Food and Mexican Nationalism

Janet Long-Solis, Mexico University

Session 10	Friday, June 10	9:45 – 11:15	Brighton	Paper session
-------------------	------------------------	---------------------	-----------------	----------------------

Visualizations of Food and Farming

Presider: Carolyn Morris, University of Canterbury

The Farmer Comes to Town: Urban Dreams of Rural Realities

Jenny Johnsson, Linköping University

Men, Food and Bodies: Popular Visual Images and Implications

Gun Roos, SIFO – National Institute for Consumer Research, Norway

Farming The Pelennor Fields: Mythologised Landscapes and Farmer Subjectivity in the South Island of New Zealand

Carolyn Morris, University of Canterbury

Session 11	Friday, June 10	9:45 – 11:15	Windsor	Paper session
-------------------	------------------------	---------------------	----------------	----------------------

Big Issues of Agriculture in the Early 21st Century

Presider: Robert T. Gronski, National Catholic Rural Life Conference

Does the World Need U.S. Farmers Even if Americans Don't?

Mary K. Hendrickson, University of Missouri

Harvey S. James Jr., University of Missouri
 William D. Heffernan, University of Missouri
Agricultural Biotechnology and the Land Grant University Research Mission
 Dina Biscotti, University of California, Davis
 William B. Lacy, University of California, Davis
 Leland Glenna, Washington State University
 Rick Welsh, Clarkson University
Catalysts for Change: The Rise and Impact of Public Interest Coalitions on Sustainable Agriculture Research and Education at the University of California 1977-1989
 Emmett P. Fiske, Washington State University
Seaboard Farms and Texas: The State and Corporations in the Global Era
 Alessandro Bonanno, Sam Houston State University
 Douglas H. Constance, Sam Houston State University

Session 12	Friday, June 10	9:45 – 11:15	Mayfair	Roundtable session
-------------------	------------------------	---------------------	----------------	---------------------------

What is the Fat Epidemic? A Roundtable Discussion

Presider: Charlotte Biltekoff, Brown University
Panelists: Charlotte Biltekoff, Brown University
 Mimi Martin, New York University
 Marilyn Wann, author of the book FAT!SO? and weight diversity activist/speaker

Session 13	Friday, June 10	9:45 – 11:15	Parliament 3	Panel session
-------------------	------------------------	---------------------	---------------------	----------------------

Animal Ethics: Should We Replace Pigs with Micro-encephalic Pork Organisms?

Organizer and Presider: Gary Comstock, North Carolina State University
Panelists: Robert Streiffer, University of Wisconsin-Madison
 Gary Varner, Texas A&M University

Session 14	Friday, June 10	9:45 – 11:15	Parliament 4	Panel session
-------------------	------------------------	---------------------	---------------------	----------------------

Assessing the Multifunctional Benefits of Organic Agriculture Methods and Policy Implications

Presider and Panelist: Mark Lipson, Organic Farming Research Foundation (OFRF)
Panelists: Cornelia Butler Flora, Iowa State University and North Central Regional Center for Rural Development
 George Boody, The Land Stewardship Project

Session 15	Friday, June 10	11:30-1:00	Oxford	Paper session
-------------------	------------------------	-------------------	---------------	----------------------

Food-Related Social Movements and Action

Presider: Tom Kelly, University of New Hampshire
Unsatisfactory Democracy: Genetically-Modified Wheat in Canada
 Peter Andree, Trent University
Biosecurity, Indigenous Rights, and the Geographical Imagination in Mexico
 William D. Smith, Western Oregon University
The Fights for an Alternative Farmer Project and Recuperating of Agriculture Tradition
 Gilberto Aboites, Centro de Investigaciones Socioeconómicas de la Universidad Autónoma de Coahuila, Mexico

Francisco Martinez-Gómez, Centro de Investigaciones Socioeconómicas de la Universidad Autónoma de Coahuila

Community Food and Nutrition Profile: Building Civic Agriculture Through Community Indicators Linking Agriculture, Foodways and Nutrition

Tom Kelly, University of New Hampshire

Joanne Burke, University of New Hampshire

Session 16	Friday, June 10	11:30-1:00	Cambridge	Paper session
<u>Incubating Foodways Scholarship and Teaching at the City University of New York</u>				
Organizers: Annie Hauck-Lawson and Jonathan Deutsch				
Presider: Jonathan Deutsch, Kingsborough Community College				
<i>Ruminating Realness: The Arrival of Organic Arugula in Cow-Country</i>				
Babette Audant, Kingsborough Community College				
<i>Incubating Foodways Scholarship and Teaching at the City University of New York</i>				
Jonathan Deutsch, Kingsborough Community College				
<i>Is Nutritious Delicious? Home Economics and the Question of Taste</i>				
Megan Elias, Queensborough Community College				
<i>Neighborhood Food Voices</i>				
Annie Hauck-Lawson, Brooklyn College				

Session 17	Friday, June 10	11:30-1:00	Brighton	Paper session
<u>Visible Communities: Landscapes, Values, Traditions in Local Food Production</u>				
Presider: Minna Mikkola, University of Helsinki				
<i>Making Urban Homegardens Visible: The ProHuerta Experience, Buenos Aires</i>				
Kate E. Casale, University of California, Davis				
<i>If You Get Your Soil Healthy: Narrative Practice and Community Building in Central Illinois</i>				
Celeste R. LeCompte, Celilo Group Media, Portland, OR				
<i>Visualizing Food Chains: Hierarchical, Market, Partnership and Social Relations in Allocation of Food Flows</i>				
Minna Mikkola, University of Helsinki				
Laura Seppänen, University of Helsinki				

Session 18	Friday, June 10	11:30-1:00	Windsor	Panel session
<u>Reflections on Patricia Allen's Together at the Table: Insights and Applications</u>				
Presider: Clare Hinrichs, Penn State University				
<u>Panelists:</u> Gail Feenstra, SAREP, University of California, Davis				
Laura B. DeLind, Michigan State University				
Carolyn Sachs, Penn State University				
Patricia Allen, University of California, Santa Cruz				

Session 19	Friday, June 10	11:30-1:00	Mayfair	Paper session
<u>Biotechnology: Frames, Knowledge, and Attitudes</u>				
Presider: Leland Glenna, Washington State University				
<i>The Effects of Framing Print Media Messages About Genetic Modification of Food on Readers' Perceptions</i>				

Laura Dininni, Penn State University

Joan S. Thomson, Penn State University

Ways National Newsprint Editorials Portray Agricultural Biotechnology Sources

Victoria L. Kramer, The Pennsylvania State University

Joan S. Thomson, The Pennsylvania State University

Characteristics of Organic Farmers in Washington State Who Are Willing to Use GMOs

Leland Glenna, Washington State University

Ray Jussaume, Washington State University

Session 20	Friday, June 10	11:30-1:00	Parliament 3	Paper session
-------------------	------------------------	-------------------	---------------------	----------------------

Food and Philosophy

President: Annahid Dashtgard, University of Toronto

Shopping for Justice: Ethical Consumerism and the Case of Whole Foods Market

Josée Johnston, University of Toronto;

Room for Manoeuvre for Ethics and Technology on the Farm

M. Korthals, Wageningen University

Sound Science and Practical Reason: Evaluating Alternatives in the Genetically Modified Organisms Debate

Dane Scott, Western Carolina University

The Five Flavors and Taoism: Lao-Tzu's Verse Twelve

S. K. Wertz, Texas Christian University

Session 21	Friday, June 10	11:30-1:00	Parliament 4	Paper session
-------------------	------------------------	-------------------	---------------------	----------------------

Organic Foods: Conceptions and Perceptions

President: Jeff S. Sharp, Ohio State University

Consumers, Decision Makers and Local or Organic Food in Finland

Johanna Mäkelä, National Consumer Research Centre

Anne Arvola, VTT Biotechnology, Finland

Sari Forsman-Hugg, MTT Agrifood Research Finland, Economic Research, Finland

Merja Isoniemi, National Consumer Research Centre, Finland

Liisa Lähteenmäki, VTT Biotechnology, Finland

Jaana Paananen, MTT Agrifood Research Finland, Economic Research, Finland

Katariina Roininen, VTT Biotechnology, Finland

On Organic Certification: The Views of Organic Producers and Consumers in Texas

Douglas H. Constance, Sam Houston State University

Characterizing Ohio Local and Organic Food Consumers

Jeff S. Sharp, Ohio State University

Molly Bean Smith, Ohio State University

Session 22	Friday, June 10	1:45-3:15	Oxford	Paper session
-------------------	------------------------	------------------	---------------	----------------------

Food Security: Global to Local

President: Andrea Roufs, Cornell University

The Food Flow Conundrum: Food and Nutrition Security in a Globalized Food System

Karen Rideout, University of British Columbia

Socially Constructed Scarcity: Examples from Industrialized Food Systems

Dorothy Blair, The Pennsylvania State University

Lakshman Yapa, Penn State University

Planners and the Food System in the Early Twentieth Century

Greg Donofrio, Cornell University

Supermarkets, Ethnic Markets, and Corner Stores in Chicago: Geographic Patterns, Ties to Community, and Provision of Fresh Foods

Daniel Block, Chicago State University

Session 23 Friday, June 10 1:45-3:15 Cambridge Paper session

Small Eaters, Big Questions: Food, Culture, and Childhood

Organizer: Alice Julier, Smith College

Presider: Treena Delormier, Université de Montréal & The Kahnawake Schools Diabetes Prevention Project

Feeding Future Consumer-Citizens: Boundary Anxiety and Children's Health in the Discourse of the 'Obesity Epidemic'

Elaine Power, Queen's University

'At First I Didn't like It, but I Got Used to It': How Immigrant Children Negotiate Cultural Identity and Food in American School Cafeterias

Melissa Salazar, University of California, Davis

Linking Context to Dietary Practices: Methodology for Studying Dietary Practices of Families with Young Children

Treena Delormier, Université de Montréal & The Kahnawake Schools Diabetes Prevention Project

Session 24 Friday, June 10 1:45-3:15 Brighton Paper session

Biotechnologies: Attitudes, Actions, and Alternatives

Presider: Craig K. Harris, Michigan State University

Who's Winning the Genetic Revolution? An Ethnographic Comparison of Two North Texas Farming Communities' Experiences with Transgenic Cotton

Monica Wilkinson, University of Oklahoma

Farmaceuticals as Cyborgs: Opening Spaces for Scientist Activism

Craig K. Harris, Michigan State University

Differing Visions of GMOs Worldwide: Ethics, Values and Equity Implications

Lisa Weasel, Portland State University

Session 25 Friday, June 10 1:45-3:15 Windsor Paper session

Visualizing and Actualizing Alternative Food Systems

Presider: Kate Clancy, Consultant, University Park, MD

The Role of Worldviews in Visualizing and Actualizing Alternative Food Systems

Kate Clancy, Consultant, University Park, MD

Fighting over the Family Farmer: The Role of Rhetoric in U.S. Agricultural Subsidy Policy

Nadine Lehrer, University of Minnesota

Seeing Shades: Ecologically and Socially Just Labeling

Alison Grace Cliath, Washington State University

Farm to School Development in Michigan: A Food Service Directors Context for Implementation

Betty Izumi, Michigan State University
Ola Rostant, Michigan State University
Marla Moss, Michigan Dept. of Education
Kimberly Chung, Michigan State University
Michael W. Hamm, Michigan State University

Session 26 Friday, June 10 1:45-3:15 Mayfair Paper session

Visualizing Local Food Systems

Presider: Elizabeth Barham, University of Missouri-Columbia

Revealing the Role of the Local Food System in the Formation of Landscape Patterns

Lori S. Ball, State University of New York, College of Environmental Science and Forestry
Matthew Potteiger, State University of New York, College of Environmental Science and Forestry (presenting)

M. E. Deming, State University of New York, College of Environmental Science and Forestry

Land-use Strategies to Improve Local Food Systems: A Profile of One Locale

Raquel Bournhonesque, Community Food Security Coalition

Unpacking 'Good Food': From Conceptual Map to Analytical Framework

David J. Connell, University of Northern British Columbia

John Smithers, University of Guelph

Alun Joseph, University of Guelph

Regionally Identified Foods in the United States

Elizabeth Barham, University of Missouri-Columbia

Clare Hinrichs, The Pennsylvania State University

Session 27 Friday, June 10 1:45-3:15 Parliament 3 Panel session

Moral Economy Revisited, a Case Study in Beef Production

Organizer and Presider: Wesley R. Dean, Texas A&M University

Panelists: Wm. Alex McIntosh, Texas A&M University

Paul B. Thompson, Michigan State University

Contributions from H. Morgan Scott, Kerry Barling, Isao Takei, and Sarah MacMahon, Texas A&M University

Session 28 Friday, June 10 1:45-3:15 Parliament 4 Panel session

Teaching About Farming to Non-Farmers

Organizer and Presider: Robert M. Rakoff, Hampshire College

Panelists: Lisa Markowitz, University of Louisville

Neva Hassanein, University of Montana

Alison Harmon, Montana State University

Marcy Ostrom, Washington State University

Cathy Perillo, Washington State University

Session 29 Friday, June 10 3:30-5:00 Oxford Paper session
Exploring Concentration and Control in the Modern Food Web: An Examination of Relationships, Networks, and Externalities

Organizers: Robin P. Kreider and Rachel A. Schwartz

Presider: Rachel A. Schwartz, Cornell University

Broadening the Food Web: An Analysis of Corporate Control in Food Retailing

Rachel A. Schwartz, Cornell University

Ownership and Control in the Organic Retail Sector: A Critical Examination

Mindi L. Schneider, Cornell University

'Agricultural Racism' and the Externalities of the Modern Agro-Food System

Robin P. Kreider, Cornell University

Resisting the System

Ronald Jager, Independent Scholar, Washington, NH

Session 30 Friday, June 10 3:30-5:00 Cambridge Paper session
Envisioning Consumption: Kitchens, Commercials, and Cafeterias

Organizer: Alice Julier

Presider: Trudy A. Eden, University of Northern Iowa

Industrial Films and the Visualization of Industrial Food: Promotional Movies and Corporate Food Marketing, 1920-1965

Jeffrey Charles, California State University, San Marcos

Feeding the Little Masses: A Visual History of American School Cafeterias, 1900-2005

Melissa Salazar, University of California, Davis

Visualizing Cultural Effects on Home Kitchen Design and Family Meal Management: An Historical Perspective of the Role of Females in the Kitchen in the 20th Century

Michelle L. Vineyard, University of Tennessee at Chattanooga

Dana Moody, University of Tennessee at Chattanooga

Session 31 Friday, June 10 3:30-5:00 Brighton Paper session
Gendered Constructions: Food and Flowers

Presider: Elaine Power, Queen's University

Body Politics: Gender Contradictions and Food

Carolyn Sachs, Penn State University

Patricia Allen, University of California, Santa Cruz

A Queer Taste in My Mouth: Food Choices by Gay Men

Gerry Kasten, University of British Columbia

Gwen Chapman, University of British Columbia

Toward Queering Food Studies: Lesbian Hunger in Contemporary Chicana Literature and Queer Theory "

Julia Ehrhardt, University of Oklahoma

One Woman's Present, Another Woman's Poison

Gwen Curtis, Cornell University

Session 32	Friday, June 10	3:30-5:00	Windsor	Paper session
<u>Issues Shaping Agriculture in Change</u>				
President: Robert T. Gronski, National Catholic Rural Life Conference				
<i>American Idle: The Effects of Urbanization on Farmland and Farm Structure in the United States.</i>				
Eric Brandon Jensen, Utah State University				
Douglas Jackson-Smith, Utah State University				
<i>Farmers of the Middle and Agricultural Cooperative Structure</i>				
Thomas W. Gray, Rural Business-Cooperative Service, USDA				
<i>Reshaping Public Policy in the Next Farm Bill</i>				
Robert Gronski, National Catholic Rural Life Conference				
<i>Corn Subsidies: A Report from the Corn Industries' Conference</i>				
David McIntyre, New York University				

Session 33	Friday, June 10	3:30-5:00	Mayfair	Panel session
<u>Food and Fiction</u>				
Organizer, President, and Panelist: Beth Kalikoff, University of Washington, Tacoma				
<u>Panelist:</u> Alice McLean, University of California, Davis				

Session 34	Friday, June 10	3:30-5:00	Parliament 3	Paper session
<u>Philosophical Perspectives on Issues of Food and Agriculture</u>				
President: Richard P. Haynes, University of Florida				
<i>Rethinking Vegetarianism</i>				
Jon Jensen, Luther College				
<i>Eating Animal Cruelty</i>				
Karla Iverson, Portland State University				
<i>Building Bodies Not Beings: The Construction of Farmed Animals in National News</i>				
Carrie Packwood Freeman, University of Oregon				
<i>Variations on an Instrumentalist Theme: Sustainable Swine Farmers and Their Pigs</i>				
Clare Hinrichs, Penn State University				
Ann Finan, Iowa State University				

Session 35	Friday, June 10	3:30-5:00	Parliament 4	Paper session
<u>Food Security: Understandings and Actions</u>				
President: Cathleen Kneen, BC Food Systems Network, Canada				
<i>Personal Food Policy: The Development of a Grass-roots Based Food Security Policy Movement in British Columbia</i>				
Cathleen Kneen, BC Food Systems Network, Canada				
<i>The Emergence of Food Security in British Columbia Public Health</i>				
Barbara Seed, City University, London, UK				
Aleck Ostry, University of British Columbia				

Session 37	Saturday, June 11	8:00-9:30	Oxford	Paper session
<u>Visual Appetite</u>				
Organizer and Presider: Wesley R. Dean, Texas A&M University				
<i>Gustatory Pleasure and Narrative Cinema: Desire and Its Rewards in Food Films</i>				
Sean Chadwell, Texas A&M International University				
<i>Food and Death: The "Last Supper" Photographs of Celia Shapiro</i>				
Karen Engle, University of Alberta				
<i>Give Me More Meat: Eating like a Warrior in Japanese Anime and Manga</i>				
Wesley R. Dean, Texas A&M University				
Isao Takei, Texas A&M University				
Session 38	Saturday, June 11	8:00-9:30	Cambridge	Paper session
<u>The Politics of Food and Drink in Wartime</u>				
Organizers: Rose Hayden-Smith, Deborah Fitzgerald and Lisa Jacobson				
Presider: Lisa Jacobson, University of California, Santa Barbara				
<i>Soldiers Of The Soil: The Work Of The US School Garden Army In World War I</i>				
Rose Hayden-Smith, University of California Cooperative Extension and University of California, Santa Barbara				
<i>Feeding Soldiers, Creating Markets: World War II and the Food Industry</i>				
Deborah Fitzgerald, Massachusetts Institute of Technology				
<i>The Cultural Politics of Beer: Beer Industry Advertising and Public Relations in World War II</i>				
Lisa Jacobson, University of California, Santa Barbara				
Session 39	Saturday, June 11	8:00-9:30	Brighton	Paper session
<u>Sustainability in Food Systems I</u>				
Presider: Elaine Power, Queen's University				
<i>Prisms of Justice: Reflections of Consumers and Food-Systems Activists</i>				
Patricia Allen, University of California - Santa Cruz				
Jan Perez, Center for Agroecology & Sustainable Food Systems, UCSC				
<i>Research as Pedagogy: Rethinking the Role of Participatory Research in Sustainable Agriculture</i>				
Katrina Becker, University of Wisconsin-Madison				
<i>Reframing Farmers' Views of Environmental Regulations: The Impact of Livestock Environmental Management Systems Education</i>				
Brooke Bushman, University of Wisconsin-Madison				
Elizabeth Ann R. Bird, University of Wisconsin-Madison				
<i>For a Sustainable Agriculture, We Need More Adam Smith, Not Less</i>				
Harvey S. James, Jr., University of Missouri				
Session 40	Saturday, June 11	8:00-9:30	Windsor	Paper session
<u>Food and Agriculture Based Community Development</u>				
Presider: Matthew Potteiger, State University of New York, College of Environmental Science and Forestry				
<i>Alternative Agriculture as a Rural Development Strategy for Puerto Rico's Central Region: An Evaluation</i>				
Amy Guptill, SUNY College at Brockport				
Richard Pluke, University of Florida				

Farming in Suburbia: A Community Approach to Agricultural Sustainability

John Krist, Ag Futures Alliance

Expanding Urban Agriculture and Citizen Participation in Portland, Oregon

Paul Rosenbloom, Portland State University

Amanda Rhodes, Heather Kaplinger, James Gill, Teak Wall, Joe Miller, Kevin Balmer, &

Melissa Peterson, Portland State University

Produce Auctions and Local Food Systems: Reinventing Distribution Networks

Mark A. Swanson, University of Kentucky

Session 41 Saturday, June 11 8:00-9:30 Mayfair Paper session

Teaching Exercises that Work

Organizer and President: William C. Whit, Grand Valley State University

Central Market Assignment

Carole M. Counihan, Millersville University

Tracing the History of Food: A Class Assignment in HECO 333 Food & Culture

Michelle L. Vineyard, University of Tennessee at Chattanooga

Paradigm and Variation: Identity and Personal Meaning in Food

Lucy M. Long, Bowling Green State University

Culture as Cuisine with Commensality in Experiential Involvement with Ethnic Food

William C. Whit, Grand Valley State University

Session 42 Saturday, June 11 8:00-9:30 Parliament 1-2 Panel session

Theorizing Food and Race

Organizer: Kyla Wazana Tompkins

President: Alice Julier, Smith College

Panelists: Jeffrey Pilcher, The Citadel

Krishnendu Ray, The Culinary Institute of America

Kyla Wazana Tompkins, Pomona College

Psyche Williams-Forsen, University of Maryland College Park

Session 43 Saturday, June 11 8:00-9:30 Parliament 3 Paper session

Changing Foods

President: Trudy A. Eden, University of Northern Iowa

English Food in the British American Colonies: Motivations, Meanings, and Adaptations

James E. McWilliams, Texas State University--San Marcos

Children's Menus at Restaurants in Selected San Diego Areas

Elizabeth L. A. Quintana, San Diego State University

Audrey A. Spindler, San Diego State University (presenting)

How Do Gender Roles Play out in Food Decision-Making Processes in African Canadian, Punjabi Canadian and Euro-Canadian Families?

Gwen Chapman, University of British Columbia

Brenda Beagan, Dalhousie University

A Cuisine of Renewal: Restaurants, Community and New American Cuisine in Chicago's Gentrifying Neighborhoods

Andrew Rodriguez, University of Michigan

Session 44	Saturday, June 11	9:45-11:15	Oxford	Panel session
<i>Incorporating Ethics and Social Values into Animal Sciences</i>				
Organizer: Miriam Weber Nielsen, Michigan State University				
Presider: Steve Davis, Oregon State University				
Panelists: Debbie Cherney, Cornell University				
Candace Croney, Oregon State University				
Ed Pajor, Purdue University				
Gary Tiedeman, Oregon State University				
Session 45	Saturday, June 11	9:45-11:15	Cambridge	Paper session
<i>Nationalism and Culinary Narratives</i>				
Organizer: Alice Julier, Smith College				
Presider: Krishnendu Ray, Culinary Institute of America				
<i>The Patria and the Panza: Visualizing Languid Spain</i>				
Beth Marie Forrest, Boston University				
<i>Cooking Eurocentrism: Towards a Critical History of French Cuisine</i>				
Zilkia Janer, Hofstra University				
<i>Post Tenebras Chocolate? Consumption, Tradition and Identity in Geneva</i>				
Anne E. McBride, New York University				
<i>A Short Thematic History of American Fine Dining: Two Waves, Three Tastes</i>				
Krishnendu Ray, Culinary Institute of America				
Session 46	Saturday, June 11	9:45-11:15	Brighton	Paper session
<u>Local Food Systems</u>				
Presider: Charles A. Francis, University of Nebraska				
<i>Re-Placing Local Food and Farming</i>				
Laura B. DeLind, Michigan State University				
Jim Bingen, Michigan State University, CARRS				
<i>Methods for Designing Future Food Systems in Peri-Urban Areas</i>				
Charles A. Francis, University of Nebraska				
Mindi L. Schneider, Cornell University				
Peter Skelton, University of Nebraska				
Michele Schoeneberger, National Agroforestry Center				
Gary Bentrup, National Agroforestry Center				
<i>Food Policy Councils: A Study in Representative Food Systems</i>				
Laura Ridenour Tanaka, University of California at Santa Cruz				
<i>Teaching Local Food Advocacy: A College Class Campaigns for Food from College Gardens, Greenhouses, and Nearby Farms</i>				
Nancy J. Ross, Unity College				
Session 47	Saturday, June 11	9:45-11:15	Windsor	Paper session
<u>Visioning and Social Action in Food System-Related Change</u>				
Presider: Steven Garrett, University of Washington				
<i>Coming Back to the Foodshed: Metaphor and Social Action</i>				
Steven Garrett, University of Washington				

Envisioning a Role for Indigenous Knowledge in the Graduate Training of Food and Agricultural Scientists

Audrey N. Maretzki, Penn State University
Ladislaus Semali, Penn State University
Stephen M. Smith, Penn State University
Craig Hassel, University of Minnesota
Ray Barnhardt, University of Alaska, Fairbanks

Re-Visioning Difference as a Resource for Leaders in the Food System

Barbara Rusmore, Institute for Conservation Leadership
Peter Bloome, Oregon State University Extension Service
Pamela Mavrolas, Consultant, Helena, MT

Session 48 Saturday, June 11 9:45-11:15 Mayfair Paper session

Researching and Writing about Food and Culture

Organizers: Carole Counihan and Meredith E. Abarca
President: Meredith E. Abarca, University of Texas, El Paso

Give Because It Multiplies: 'Balancing Voices in Ethnographic Research and Writing

Carole Counihan, Millersville University

Food Studies Dissertations: Effectively Organizing and Writing for Interdisciplinary Doctoral Committees

Lynn Marie Houston, California State University, Chico

Who Dat Say Chicken... 'Researching African American Foodways

Psyche Williams-Forson, University of Maryland College Park

Charlas Culinarias, Decolonizing Methodologies and Third-Space Feminism

Meredith E. Abarca, University of Texas, El Paso

Session 49 Saturday, June 11 9:45-11:15 Parliament 1-2 Paper session

Consumers, Food, and Agriculture

President: Andrea Roufs, Cornell University

Are Local Food Consumers More Empowered?

Phil Howard, University of California, Santa Cruz
Patricia Allen, University of California, Santa Cruz

Consumer Values for Agricultural Products and Rural Amenities: Prospects for Family Farm Survival in the Agricultural Marketplace

Desmond A. Jolly, University of California, Davis
Kristin A. Reynolds, University of California, Davis

Family Food Decision-Making Within the Context of the Community Food Environment

Leigh A. Gantner, Cornell University
Ardyth H. Gillespie, Cornell University (presenting)

Using The Theory Of Planned Behaviour To Help Predict Consumer Value of Eco-Labeling Formats: A Focus On Fresh Meat

Morven G. McEachern, University of Salford, UK
Joyce Willock, Queen Margaret University College
Claire Seaman, Queen Margaret University College
David Kirk, Queen Margaret University College

Session 50 Saturday, June 11 9:45-11:15 Parliament 3 Workshop

Agriculture, Access & Advertising: The Devils and the Dietary Guidelines

Organizer, Presider and Panelist: Melinda Hemmelgarn, Nutrition Consultant and W.K. Kellogg Food and Society Policy Fellow

Panelist: Jennifer Wilkins, Cornell University and W.K. Kellogg Food and Society Policy Fellow

Session 55 Saturday, June 11 1:45-3:15 Oxford Panel session

Creating a Vivid Picture of a Sustainable Food System

Organizer, Presider and Panelist: Gail Feenstra, University of California

Panelists: Eileen Brady, Ecotrust

Mike Mertens, Ecotrust

Session 56 Saturday, June 11 1:45-3:15 Cambridge Paper session

Food Studies Methods

Presider: Anne C. Bellows, Rutgers, The State University of New Jersey

Gap Analysis: Visual Research Method for Hunger Prevention Policy

Anne C. Bellows, Rutgers, The State University of New Jersey

Information Sources for Food Studies

Nancy Duran, Texas A&M University

Want Amid Plenty: Mapping the East Harlem Foodshed

J. C. Dwyer, Hunter College

Session 57 Saturday, June 11 1:45-3:15 Brighton Paper session

Food-Related Identity Formation

Presider: Michelle R. Worosz, Michigan State University

Consumer Views on Quality and Responsibility in the Food Chain

Merja Isoniemi, National Consumer Research Centre

Sari Forsman-Hugg, MTT Agrifood Research Finland, Economic Research, Finland

Sirpa Kurppa, MTT Agrifood Research Finland, Environmental Research

Johanna Mäkelä, National Consumer Research Centre, Finland

Jaana Paananen, MTT Agrifood Research Finland, Economic Research, Finland

Inkeri Pesonen, MTT Agrifood Research Finland, Environmental Research, Finland

Constituting Agricultural Identity: An Analysis of Agricultural Resource Websites

Kim L. Niewolny, Cornell University

In the Image of a Queen

Michelle R. Worosz, Michigan State University

Session 58 **Saturday, June 11** **1:45-3:15** **Windsor** **Panel session**
Strategies for Agri-Food Enterprises-of-the-Middle: Values-Based Supply Chains in the Pacific Northwest

Organizer and Presider: Steve Stevenson, University of Wisconsin-Madison
Panelists: Doc and Connie Hatfield, Oregon Country Beef
Jack Graves, Burgerville
Brian Rohter, New Seasons Market

Session 59 **Saturday, June 11** **1:45-3:15** **Mayfair** **Rountable session**
Crossing the Divide: Perspectives on Production and Consumption

Organizer: Alice Julier, Smith College
Presider: Warren Belasco, University of Maryland, Baltimore County
Panelists: Carole Counihan, Millersville University
Georgina Holt, University of Salford, UK
Allison Lakin, The John & Mable Ringling Museum of Art, Sarasota, FL

Session 60 **Saturday, June 11** **1:45-3:15** **Parliament 1-2** **Paper session**
Food System Health Issues

Presider: Thomas A. Lyson, Cornell University
Agricultural Chemical Use, Low Birth Weight Babies and Infant Mortality: A Study of Agricultural Counties in the U.S.
Thomas A. Lyson, Cornell University
Constructing 'Accidents': Pesticide Drift, Regulatory Neglect, and Social Invisibility in California Agriculture
Jill Harrison, University of California, Santa Cruz
The Contradictory Nature of the High School Food Environment: Some Notes on Its Content, Structural Determinants, and the Role of Agency from a Canadian Case Study
Tony Winson, University of Guelph

Session 61 **Saturday, June 11** **1:45-3:15** **Parliament 3** **Paper session**
Food Cults and Communities

Organizer and Presider: Alice Julier, Smith College
The Cult of The Green Fairy: Contemporary Underground Absinthe Drinkers
Kima Cargill, University of Washington, Tacoma
Exploring Neverland: Ethnographies of Utopian Communities
Netta Davis, Boston University
Selling Spiritual Bodies: Weight Loss, Gender, and Entrepreneurship in Evangelical Communities
Kristen Lanzano, Smith College
Alice Julier, Smith College

Session 62 Saturday, June 11 3:30-5:00 Oxford Paper session

Food Security

President: Andrea Roufs, Cornell University

Ensuring Food Security in Ghana – The Role of Maize Storage Systems

Paul Armah, Arkansas State University

Felix Asante, University of Ghana

Intersecting Values and Perspectives Regarding Cash Crops, Dietary Diversity and Environmental Security: A Case Illustration from the Kolli Hills, South India

Elizabeth Finnis, McMaster University

Can the West African Cocoa Farmer Survive in a Free-Trade World?

Tom Neuhaus, California State Polytechnic University

Dietary Decision-Making: Do Nutrient Expectations in New Jersey Hospitals Match Published Standards?

Charles Feldman, Montclair State University

Goutam Chakraborty, Montclair State University

Martin Ruskin, Montclair State University

Jeffrey Toney, Montclair State University

Shahla Wunderlich, Montclair State University

Session 63 Saturday, June 11 3:30-5:00 Cambridge Paper session

Integrating Education and Practice

President: Linda Peterat, University of British Columbia

Does How You Know What You Know Matter? Engaging Stakeholder Suggestions of Knowing and Learning Sustainable Agriculture at a Land-Grant University

Damian M. Parr, University of California, Davis

Navina Khanna, University of California, Davis

Cary J. Trexler, University of California, Davis

Developing Socially Just Agriculture through Sustainable Agriculture Undergraduate Education.

Navina Khanna, University of California, Davis

Damian M. Parr, University of California, Davis

Cary J. Trexler, University of California, Davis

Intergenerational Landed-Learning on the Farm for the Environment

Linda Peterat, University of British Columbia

Jolie Mayer-Smith, University of British Columbia

Oksana Bartosh, University of British Columbia

The Community Nutrition Profile: Integrating Community Nutrition Research into the Dietetics Curriculum

Joanne Burke, University of New Hampshire

Sue Engle, University of New Hampshire

Helen E. Costello, UNH Cooperative Extension Nutrition Connections Program

Student Researchers: Ann Balthazor, Carissa Cariaga, Jennifer Dahlen, Lori DeCosta, Heather

Dufresne, Brooke Gowdy-Johnson, Hima Karnuparthi, Heather Marshall, Wendy Doherty,

Jennifer Williams, University of New Hampshire

Session 64 **Saturday, June 11** **3:30-5:00** **Brighton** **Panel session**

Visualizing School Lunch Plates: Do Farm-to-School Programs Make a Difference?

Organizer and Presider: Gail Feenstra, University of California, Davis

Panelists: Jeri Ohmart, UC Sustainable Agriculture Research & Education Program
Melissa Salazar, University of California Davis

Session 65 **Saturday, June 11** **3:30-5:00** **Windsor** **Paper session**

Sustainability in Food Systems II

Presider: Elizabeth Ann R. Bird, University of Wisconsin – Madison

Ecological and Social Resilience for Livelihood Security and Biodiversity Conservation

Stephen F. Siebert, University of Montana

Adventures in Pasture-based Agriculture: Opportunities, Obstacles and Outlook

David Conner, Michigan State University

Michael W. Hamm, Michigan State University

Evaluating Agricultural Educators' Practices and Strategies in Livestock Environmental Management System Pilots

Elizabeth Ann R. Bird, University of Wisconsin – Madison

Brooke Bushman, University of Wisconsin – Madison

Session 66 **Saturday, June 11** **3:30-5:00** **Mayfair** **Paper session**

Nutrition and Health

Presider: Elaine Power, Queen's University

A Qualitative Study Exploring Socio-economic Differences in Lay Knowledge of Food and Health

John Coveney, Flinders University, South Australia

Branded Meat Labels: Can Personality Assessment Improve Livestock Producer Groups' Understanding of Consumer Purchase Behaviour?

Morven G. McEachern, University of Salford

Joyce Willock, Queen Margaret University College

Jeryl Whitelock, University of Bradford

Roger S. Mason, University of Salford

Parental Time, Work/Family Role Strains, and Children's Diet and Nutrition

Wm. Alex McIntosh, Texas A&M University

George Davis, Texas A&M University

Rudy Nayga, Texas A&M University

Jenna Anding, Texas A&M University

Karen S. Kubena, Texas A&M University

Cruz Torres, Texas A&M University

Session 67 **Saturday, June 11** **3:30-5:00** **Parliament 3** **Paper session**

Ideal & Practice: Representations of Food, Culture and Natural Ways, 1800-2000

Organizers: Nina Kirstine Brandt, Christina Folke Ax, and Svend Skafte Overgaard

Presider: Nina Kirstine Brandt, University of Copenhagen

Visual Fictions and Verbal Facts? Representations of Livelihood and Food Practices of Peasants in 19th Century Denmark

Christina Folke Ax, University of Copenhagen

Food, Farm and Romance; the Organic Lifestyle as the Natural Way Exemplified by the Development in Dairy Packages from Denmark

Nina Kirstine Brandt, University of Copenhagen

Visualizing Food, Body and Health in Denmark c. 1900-1945: The Case of Mikkel Hindhede

Svend Skaftø Overgaard, University of Copenhagen

The Ringing Cedars: Russia's Silent Revolution in Agriculture, Food and Human Values

Leonid Sharashkin, University of Missouri-Columbia

Elizabeth Barham, University of Missouri-Columbia

Session 68	Saturday, June 11 3:30-5:00	Parliament 4	Paper session
-------------------	------------------------------------	---------------------	----------------------

Comestible Thoughts: New Theoretical Approaches to Recurring Themes

Organizer: Alice Julier

Presider: Annahid Dashtgard, University of Toronto

Poke Sallet: Reading Greens as a Southern Text

Brooke Butler, University California, Davis

'Asphalt. The Other Red Meat: 'Edible Imagery in Contemporary Automobile Advertising

Stacy M. Jameson, University of California, Davis

Quilting the Empty Body: A Lacanian Analysis of the Atkins Diet

Fabio Parasecoli, GAMBERO ROSSO (Italy)

In the Absence of Food: A Case of Rhythmic Loss and Spoiled Identity for Patients with PEG Feeding Tubes

Ashby Walker, Emory University

Session 70	Sunday, June 12	8:30-10:00	Oxford	Special session
<i>Research and Education to Support the Renewal of an Agriculture-of-the-Middle: Informal Meeting and Information Session Regarding the New Multi-State Research Coordinating Committee NCDC207</i>				
Presider: Steve Stevenson, University of Wisconsin-Madison				
Session 71	Sunday, June 12	8:30-10:00	Cambridge	Special Interactive session
<i>Empowering Communities within the Food System through Popular Education</i>				
Presider: Beehive Design Collective, Machias, ME				
Session 72	Sunday, June 12	8:30-10:00	Brighton	Panel session
<i>Learning Gardens: Case Studies of THE FEED PROJECT: Food-Based Ecological Education Design (FEED) for 4th and 5th Grade Children in Oregon's Portland Public Schools</i>				
Organizers: Pramod Parajuli and Michelle Markesteyn Ratcliffe				
Presider and Panelist: Pramod Parajuli, Portland State University				
<u>Panelists:</u> Tim Hahn, Buckman Elementary School, Portland, OR				
Linda Colwell, Parent and Food Educator/Activist, Portland, OR				
Michelle Markesteyn Ratcliffe, Tufts University				
Session 73	Sunday, June 12	8:30-10:00	Windsor	Roundtable session
<i>Future Food Producers: Growing New Farmers</i>				
Presider: Gilbert W. Gillespie Jr., Cornell University				
Session 74	Sunday, June 12	10:15-11:45	Oxford	Special session
<i>Peaceable Kingdom: What is Our Responsibility Towards Animals Raised for Food</i>				
Organizer and Presider: Gwen Curtis, Cornell University				
<u>Panelist:</u> Charley Korn, Northwest VEG (www.nwveg.org)				
Session 75	Sunday, June 12	10:15-11:45	Cambridge	Special session
<i>Sustainability: From Field to Store to Customer</i> (video and discussion)				
Presiders and Panelists: Doug Freeman and Dave Decker Arnold Creek Productions, Lake Oswego, OR				
Session 76	Sunday, June 12	10:15-11:45	Windsor	Special Roundtable session
<i>Institutionalizing Ethical Analysis in Agriculture</i>				
Organizer, Presider and Panelist: Robert Gronski, National Catholic Rural Life Conference				
<u>Discussants:</u> Leland Glenna, Washington State University				
Robert Streiffer, University of Wisconsin – Madison				

ABSTRACTS

Meredith E. Abarca, University of Texas, El Paso (*sess. 48*)

Charlas Culinarias, Decolonizing Methodologies and Third-Space Feminism

“Charlas culinarias” represent my methodology of writing and researching foodways. The “charlas,” free flowing culinary chats, provide a setting for preparing decolonizing methodologies, which Linda Tuhiwai Smith defines as methodologies “to be built in to research explicitly, to be thought about reflectively, to be declared openly as part of the research design” (1999: 15). The “charlas” create a type of third-space feminism where the activity of cooking yields epistemologies that go beyond just knowing how to cook and which validate the social, cultural, and economic significance of working class women’s culinary work. I conceive of cooking as a field of epistemology by not thinking of women in the “charlas” as informants for my research agenda, but as critical thinkers in their own right who use the language of food to formulate their theories. In my book, *Voices in the Kitchen* (forthcoming, Texas A&M University Press), I acknowledge their contribution by following the convention of using the last name of scholars to symbolize respect and acknowledgement to someone whose ideas influence our thinking. I refer to all the women who participate in the “charlas” by their last name, except in the transcriptions of the “charlas.” The shift between these two writing techniques capture the discourses of two different fields of knowledge. The “charlas culinarias” represent personal narratives, testimonial autobiography, and a form of culinary memoir. The charlas of foodways work, therefore, as a reminder that texts are not just verbal expressions inscribed in written form, but that they are actions, practices, and even silences.

Gilberto Aboites and Francisco Martinez-Gómez, Centro de Investigaciones Socioeconómicas de la Universidad Autónoma de Coahuila, Mexico (*sess. 15*)

The Fights for an Alternative Farmer Project and Recuperating of Agriculture Tradition

We show the chain facts about the construction of the sovereignty of farmer group in the southwest of Coahuila, Mexico. Particularity the weather fight and the negotiations with state Government. The analysis focus is the leadership. The Rural Development in Mexico and in this region of the land desert began in the fifth decade of the last century. With these theory and practice, the governments justified its intervention in many rural communities but not included the self determination in the social organization farmers. In the 80’s and 90’s decades, a lot of organizations farmer began its self determination process fighting for the control of their natural resources. This paper is the history of the resistance and fight for the weather and how Francisco Zamora make his leadership.

Marcus Aldredge, Texas A&M University (*sess. 3*)

McDonaldized, Conspicuous Consumption or the Recapturing of Community: An Ethnography of a Nonprofit Internet-Based College Tailgating League

Tailgating, as a social phenomenon surrounding American sporting events, has unequivocally proliferated over recent decades. In addition, online and virtual communities focusing on sports teams and college sports have increased significantly as the Internet has become a more salient element in people’s everyday lives. This ethnography focuses on a particular tailgating group, which formed on an Internet website, dedicated to the sports teams of a particular southern, urban university. The study focuses on the participant’s meanings and group structures surrounding the processes of preparation, cooking and serving of food for the participants on college football game days. Subsequently, a theoretical analysis attempts to discern a more substantive, yet grounded, understanding of the meanings for the group and its members.

Linda Aleci, Franklin and Marshall College; **Sarah L. Dolan**, Frederick, MD (*sess. 1*)

Sight of Abundance, Site of Loss: The Central Market in Lancaster, PA

Direct marketing initiatives for locally grown foods encourage us to be economic participants in networks linking urban and rural communities. In these functional exchanges, farmers’ markets are established as “territory at once mental and physical” (to quote J.C. Agnew), spatial markers that potentially give, or deny, imaginative access to notions of agriculture and food-and by extension social inclusiveness, economic agency, and civic vitality. Farmers’ markets are, in effect, “sited” in material and symbolic worlds, construed from

complex discursive relationships woven through a community's life. This paper will outline the intensely localized inflections of these worlds in Lancaster, a historic market town in southeastern Pennsylvania where I am working on a project to integrate our farmers' market, Central Market, into a community food system. As a municipal market, Central Market (built 1889) widely serves a civic image of diversity and social integration, "a place where everybody wants to shop and where everyone is welcome." Yet this notional Market belongs to a complex cultural landscape of food haves- and have-nots, some of whose inhabitants are largely indifferent, or hostile, to its presence. The paper focuses on the mirroring relationship of the Central and Southern Markets (the latter built 1888), a communal narrative I am reconstructing with oral histories, photo-documentation, and archival, ethnographic and quantitative research. I will look specifically at White Lancaster's figuration of Southern Market as the "ethnic market," its subsequent closure by the Chamber of Commerce and City government in 1986, and the implications for our community food system.

Patricia Allen, University of California - Santa Cruz; **Jan Perez**, Center for Agroecology & Sustainable Food Systems, UCSC (*sess. 39*)

Prisms of Justice: Reflections of Consumers and Food-Systems Activists

A sustainable food system is often defined as one that is economically viable, environmentally sound, and socially just. While most attention has been focused on environment and economics, recently there has been a shift toward discursive inclusion of social justice. Most organizations now include social justice in their definition of sustainability. In addition, several organizations are developing criteria for defining social justice within the food system, partly in hopes of developing a social-justice based label. These efforts would be helped by greater knowledge about how (or if) food-system participants think about social justice. It will be important to know how people are defining it, what their vision is for it, how they think about it, and what is important to them regarding social justice. This talk will discuss preliminary research on how consumers and food-system activists conceptualize social justice in the food system and explore ideas for further research.

Diana Ambrozias, Simon Fraser University (*sess. 2*)

Kitchen Salivations: Vancouver Foodies Read Cooking Magazines

Just three American magazines were devoted to cooking in the early seventies. Today the number has grown exponentially to over thirty in an expanding media context of international epicurean magazines, cookbooks, the Food Television Network and food sites on the web. Cooking magazines offer their readers a satisfying blend of visual pleasure and practical advice. They display larger-than-life images of tasty morsels in spotless kitchens alongside recipes. And then there are the ads, page after 'magically salivating' page of multi-colour ads showing 'scenes of alimentary and vestimentary festivity' (Baudrillard). This paper is based on semi-structured dissertation research interviews with Vancouver area foodies, including media reception and kitchen 'tours.' Foodies are people whose identity is partly formed by eating 'good food' and by regularly consuming a range of products from kitchen tools to cooking magazines. I found that these foodies preferred *Saveur* and *Bon Appétit*. They also shared startlingly similar fantasies of the ideal kitchen which they had realized to varying degrees. This kitchen features stainless steel appliances including a gas stove, a center island and a hanging pot rack. This aesthetic goes back to Betty Fussell's kitchen in the seventies and, according to a 1995 Frigidaire ad, is "fashioned to create that professional culinary look that speaks to your soul and says, 'Yes, I am a chef.'" I address the questions of why this aesthetic is so enduring and so uniform.

Peter Andree, Trent University (*sess. 15*)

Unsatisfactory Democracy: Genetically-Modified Wheat in Canada

In May 2004, Monsanto suspended its development of Roundup Ready (RR) Wheat, a variety of genetically engineered wheat resistant to the company's glyphosate herbicide. In Canada, this decision was heralded as a victory by the environmental and farm organizations that had been fighting the introduction of genetic engineering to agriculture since the 1980s. In fact, Monsanto's decision on RR Wheat was seen as the second major victory against this biotech transnational, with the first being Health Canada's rejection of Monsanto's genetically engineered Bovine Growth Hormone (BGH) in 1999. Still, these two cases stand in stark contrast to the prevailing trend in Canada, which has seen over fifty varieties of engineered crops commercialized since 1995, thousands more field-tested, and the absence of labeling on foods produced from these crops. This paper

explores the apparent divergence between the cases of RR Wheat and BGH and wider biotechnology trends in Canada: Why were activists successful in their attack on RR Wheat? How was this case similar, or different, from that of BGH? And, what do these case studies tell us about resistance to biotechnology in North America more generally? This paper highlights the centrality of civil society and the marketplace in the politics of risk, as well as the importance of building alliances among consumers and producers in agricultural struggles. In both of these cases, such alliances enabled outcomes that were arguably “democratic”, despite attempts by industry actors, aided by government insiders, to achieve very different results.

Paul Armah, Arkansas State University; **Felix Asante**, University of Ghana (*sess. 62*)

Ensuring Food Security in Ghana – The Role of Maize Storage Systems

Ghana is self-sufficient in the production of maize, the major staple food for many low-income Ghanaians, yet staple maize availability projections in Ghana does not include insecurity problems in the post-harvest season caused by poor storage, distribution difficulties and high prices. This study uses the concept of food “security-storage” relationship or “availability-gap” to refer to the ability of poor Ghanaians to access stored maize in the post-harvest season. This estimated “availability gap” measures available maize needed to raise food consumption of the poorest Ghanaians to the minimum nutritional requirement during the post-harvest season. However, maize price is usually highest in the post-harvest season when maize is not easily available. As a result, Ghanaians with increased poverty levels have insufficient purchasing power to access a minimally healthy maize diet in the post-harvest season. Therefore, ensuring easy availability of maize to the poor can scarcely be accomplished without sufficient maize stored in the post-harvest season to stabilize prices. This study evaluates how traditional maize storage efficiencies contribute to food security in Ghana by examining the economics of maize storage systems. There is no standard method for appraising the efficiencies of the traditional maize storage systems. As a result, This collaborative study between ASU and ISSER utilizes both direct and indirect analyses to allow cross-checking with each other. The systematic data collection phase involves interviewing and observing traditional maize farmers and traders as they handle maize in Ghana. Images of traditional maize storage and distribution systems and policy recommendations are presented using visual media and digital technologies.

Babette Audant, Kingsborough Community College, City University of New York (*sess. 16*)

Ruminating Realness: The Arrival of Organic Arugula in Cow-Country

The landscape of upstate New York is marked for preservation. Many applaud the wealthy urban idealists who buy up farmland, sign it over to a land trust, and sow their fields with organic micro greens. However, some of the dairy farmers who have lived in the region for generations aren't sold: “Until you've paid for your kids' college, and for their braces with the money you make farming, you're not a real farmer.” In the same way restaurant menus are sprinkled with token local foods, the production of micro greens and free-range goats on land that once yielded gallons upon gallons of cow's milk provides a decorative (and palatable) shield. It provides a momentary respite from the dominant food systems. What forces are contributing to the production of these new rural spaces? At what scale is this kind of production sustainable? Is this truly an alternative food system, or is this, as Guthman suggests, merely the other side of the coin? Are consumers of the alternative food movement comforted by the thought of someone farming out of love of landscape and a bucolic lifestyle...as though profit maximization and good (real) food can't go hand in hand? And yet, at least some of the new farmers/preservationists manage hedge funds while goats gambol in the field. Is this a boon for rural areas, or a threat of arrested development?

Christina Folke Ax, University of Copenhagen (*sess. 67*)

Visual Fictions and Verbal Facts? Representations of Livelihood and Food Practices of Peasants in 19th Century Denmark

The 19th century is seen as the golden age of Danish painting, and one of the most popular motifs was ordinary people and their way of life, as they were seen as the foundation of the nation. These paintings are today used as illustrations in most history books that deal with farming or peasants at this time, and thus they shape our understanding of past life. The aim of the painters was to catch the essence of life among the ordinary people at the time, but that essence was interpreted through the eyes of the painter and therefore strongly influenced by his/her cultural background. However, the 19th century was not only the age of painters, but also a century

characterized by a growing number of reports from officials to the central authorities about the lives of the same people who are found in the paintings. The documents convey an image of objectivity and detachment through their language and form, but in fact the reports also paint pictures of the peasants – only they use words and not paintbrushes. The aim of this paper is to focus on discrepancies and similarities between the image of the peasants and their lives presented by the artists on one hand and the officials on the other – and ultimately raise the question how we as historians can navigate through these muddy waters if we want to know about the lives and food practices of ordinary people in the past.

Brian Baker, Organic Materials Review Institute; **Hugo Alrøe**, Danish Institute for Agricultural Sciences, Tjele, Denmark; **Bassoum Souleymane**, Agrécol Afrique, Thiès, Senegal; **Liz Clay**, BioScape, Noojee, Australia; **Guy Rilov**, Makura Farm, Zichron Yaacov, Israel; **Roberto Ugas**, University of Lima, Lima, Peru; **K. Vijayalakshmi**, Centre for Indian Knowledge Systems, Chennai, India; **Lawrence Woodward**, O.B.E., Elm Farm Research Centre, Berkshire, UK; **Louise Lutikholt**, IFOAM, Bonn, Germany (*sess. 7*)

Principles of Organic Agriculture

Organic agriculture is a global movement that is based on a set of principles that reflect the historical, cultural, and community values embedded in the basic activities of providing life's necessities. The International Federation of Organic Agriculture Movements (IFOAM) is a non-governmental organization with a mission to lead and unite organic agriculture in its full diversity. The organizers serve on a task force assigned to revise IFOAM's principles of organic agriculture. The review process has gone through a lengthy internal and external consultation. The organizers will briefly explain the review process and why it was important for the development of principles that can be embraced by the diverse community. The Principles of Organic Agriculture concern agriculture in the broadest sense, including the way humans tend the soil and interact with the landscape, plants, and animals; what we eat and wear; how food and other vital goods are obtained, handled, prepared, and distributed; and the legacy we leave to future generations. The Principles are the roots from which Organic Agriculture grows and develops. They express the potential contribution that Organic Agriculture can make to the world, and a vision to improve all agriculture in a global context. The organizers propose that organic agriculture can be summarized by four principles: The Principle of Health; The Ecological Principle; The Principle of Fairness; The Principle of Care. Together, they are proposed as normative statements to identify organic agriculture and composed to inspire action to make their vision a reality.

Lori S. Ball, Matthew Potteiger and M. E. Deming, State University of New York, College of Environmental Science and Forestry (*sess. 26*)

Revealing the Role of the Local Food System in the Formation of Landscape Patterns

The research project is intended to reveal the landscape patterns that form out of the practices and processes that constitute a local food system. The research centers a network of small farms and food processors connected by a local delivery system and the proximity of local meat and dairy processors operating within a radius of 30 miles surrounding Hamilton, New York. The research reveals landscape patterns at the scale of the individual sites within the network as well as those that occur in connecting farms with other locations in the food system such as dairy and meat processors, markets, and other farms. The research negotiates the challenges posed in revealing these patterns by working at multiple scales in order to make these patterns apparent. Raw data is obtained through farm visit, aerial photographs, maps and other data sources. In the process of analyzing this data, new maps and compositions are created to make visible the landscape patterns and their association with the food system. In doing so, the food system is made a spatial phenomenon. Understanding the values and decisions that gave way to these patterns helps illuminate the meaning that can be assigned these patterns. The results are intended to tell the story of the local food system through spatial patterns and landscape characteristics revealed in the process of mapping and photographic analysis. The process of visualizing these patterns will be used to create a final product that links the patterns that occur at the individual farm scale . . .

Elizabeth Barham, University of Missouri-Columbia; **Clare Hinrichs**, The Pennsylvania State University (*sess. 26*)

Regionally Identified Foods in the United States

Various constructions of regionalized food exist in the United States, organized on different bases and responding in different ways to trends of industrialization and globalization in the U.S. food system. Their variability demonstrates reengagement with the particular as grounds for organizing human affairs. But the principles on which they are founded and their forms of organization have practical and political implications for how these initiatives function and their likely longer term impacts and prospects. This paper critically examines approaches to identifying food products based on their regional origins in the U.S., drawing on the experiences of other countries where labels of origin are much further developed. It compares and contrasts the social and spatial features of these approaches, and concludes by resituating U.S. local food initiatives within current theoretical discussions in the sociology of food and agriculture.

Katrina Becker, University of Wisconsin-Madison (*sess. 39*)

Research as Pedagogy: Rethinking the Role of Participatory Research in Sustainable Agriculture

Participatory research has become a buzz word in the sustainable agriculture movement representing hopes for democratization, revitalization, and redirection of public agricultural science. Participatory research is used prolifically by sustainable agriculture granting agencies as a way to ameliorate the problems of public research bodies which continue to focus on industrial agro-business as their public clientele. Thus, participatory research is assumed to be a socio-politically transformative process. This paper examines the pairing of participatory research and sustainable agriculture to offer a critical historical perspective on how the two are brought together ideologically and in practice. Using a Freirian pedagogical methodology and case studies of current U.S. participatory agricultural research projects I offer an alternative way to conceptualize and push forward the goals implicit in the participatory 'label.' If participatory research should act as a force of social reform or transformation, rather than a branch of top-down agricultural extension, it must be treated as such. Liberatory education methodologies offer a framework for conceptualizing and moving toward goals such as democratization of science; research which values different knowledge forms; critical reflection on the implications of scientific agendas, research methods, and technologies; and a reflexive socio-political co-education of agricultural researchers and farmers.

Beehive Design Collective, Machias, ME (*sess. 71*)

Empowering Communities within the Food System through Popular Education

What does the food system under NAFTA "look" like? This session introduces a methodology for creating visual educational tools about the food system informed by principles of popular education. In particular, we'll discuss and experiment with a visual mapping technique being applied by the Beehive Design Collective in their current project to map the North American food system. The mapping technique empowers communities involved at various nodes in the corn, milk, tomato and beef commodity chains through dialogue and participatory analysis. The Beehive Collective is a group of educators who "cross-pollinate" the grassroots by creating collaborative, anti-copyright images that can be used as effective tools for learning and action. The images are transferred onto mass-distributed posters and 24-foot portable murals, which are taken on tour internationally. This session is designed to be interactive and participation is encouraged.

Warren Belasco, University of Maryland, Baltimore County; **Carole Counihan**, Millersville University; **Georgina Holt**, University of Salford, UK; **Allison Lakin**, The John & Mable Ringling Museum of Art, Sarasota, FL (*sess. 59*)

Crossing the Divide: Perspectives on Production and Consumption

This roundtable explores presumptions about the analysis of food and social life as occurring in either the domain of production or consumption. Rather, the panelists will use various examples of research and experience to suggest linkages and issues emerging from a liminal space marked by both relationships to agriculture and food. Theorizing food, eating, and nutrition should involve the interplay of constructing and deconstructing models to provide multiple perspectives. New questions and different methods of analysis problematize the concept of "lifestyle" and the categorization of people as either consumers or producers.

Viewed through participant observation with a range of consumers (from shoppers at farmers' markets to lifelong farm-to-table supporters), analysts can view the ethics of product advertising and self-representation as well as the dissemination of information about production methods and the conceptions that consumers have. The space of local foods and local markets, as well as people's life histories and ethnographic descriptions provide layers of meaning about social relationships, revealing discourses that surround the production and consumption of local food in the UK, the USA, and Mexico.

Anne C. Bellows, Rutgers, The State University of New Jersey (*sess. 56*)

Gap Analysis: Visual Research Method for Hunger Prevention Policy

It is difficult to prioritize how best to direct limited resources to needy populations. We must know where concentrations of food insecure persons are not co-located with emergency food services and other food resources. Gap Analysis is a research methodology that depicts data discrepancies in sharp relief. In this New Jersey Hunger Prevention project, emergency food needs and available resources in New Jersey are identified and mapped. Gap Analysis utilizes GIS (geographical information systems) to present complex (multi-layered) data in a relatively easy-to-understand and compelling manner. The research method facilitates: a) policy decisions associated with the distribution of limited resources to underserved food-insecure persons; b) organizing and lobbying strategies for groups trying to influence public policy. Census data identifies concentrations of food insecure people. Food resources are defined by emergency food providers (EFPs), WIC services, commodity assistance programs, schools providing 50% or less of students with subsidized meals, nutrition education sites (EFNEP and FSNEP), farmers markets, gleaning programs, and plant-a-row-type programs. A statewide survey of the EFPs provides data that allows more specific mapping, e.g., in terms of size (number served); type (food pantry, soup kitchen, etc.); willingness to develop EFP partnerships to share transportation vehicles and/or storage facilities.

Jennifer Berg, New York University (*sess. 9*)

Food and Status: Reinventing Jewishness Through Egg Creams and Smoked Fish

Twentieth century New York City Jews, of Eastern European lineage, use food as their vehicle to navigate in their continual journey through the acculturation process. Exploring the relationship between Jews and pedestrian and seemingly inconsequential foods, I present a dual effect. At times, Jews manipulate these foods-their meanings and significance and at other times, these foods manipulate them- their social status and core values. Looking at this group in three stages: passive acceptance, active denial and aliyah or return, I explore their symbolic ethnicity, as framed within changing consumption patterns and cultural norms. I argue that as they themselves consciously evolve and then repackage these lost ensibly lowly ethnic foods, into chic upscale urban fare, they consequently re-create a contemporary adaptation of immigrant Jewishness.

Charlotte Biltekoff, Brown University; **Mimi Martin**, New York University; **Marilyn Wann**, author of the book *FAT!SO?* and weight diversity activist/speaker (*sess. 12*)

What is the Fat Epidemic? A Roundtable Discussion

The goal of this session is to engage participants and audience members in a creative, critical, and lively discussion about the contemporary "fat epidemic." Representing a variety of professional and intellectual backgrounds, the panelists will each offer a short presentation in which they answer the question "what is the fat epidemic?" from a cultural, rather than a medical or scientific, perspective. Charlotte Biltekoff, a cultural historian, will suggest that self-control is the central issue of the fat epidemic. Jeff Sobal, a sociologist, will consider the concern about an "obesity epidemic" as a product of social and cultural claims making and negotiations between vested interests. Marilyn Wann, a weight diversity activist/speaker, will explore skepticism about the relationship between weight and health. Amy Bentley, a professor of Food Studies, will discuss cultural phobias about eating fat and what the partial rehabilitation of fat through the Atkins diet may suggest about it. Each panelist will present informally (not reading papers) for less than ten minutes and will end their presentation with questions, topics or provocations intended to inspire a discussion among panelists and audience members. The discussion will follow, moderated by Charlotte Biltekoff.

Elizabeth Ann R. Bird and Brooke Bushman, University of Wisconsin – Madison (*sess. 65*)
Evaluating Agricultural Educators' Practices and Strategies in Livestock Environmental Management System Pilots

Globally, industries seek to meet the International Standard for Environmental Management Systems (ISO 14001). Increasingly, U.S. governmental agencies are promoting this standard to encourage firms to go beyond regulatory compliance. Interest is growing in applying the Environmental Management Systems (EMS) approach to agricultural settings, to help farmers meet rising environmental protection expectations and requirements. Over the past four years, the Partnerships for Livestock Environmental Management Systems (PLEMS project), has been testing educational strategies for helping producers establish continuous environmental improvement programs on their dairy, poultry and beef farms and ranches. The PLEMS project has established a learning community of agricultural educators led by livestock environmental specialists at UW-Madison, the Universities of Nebraska and Georgia. Collaborators in each of the nine state pilot tests included Cooperative Extension, state agencies, commodity groups, stakeholder groups and other resource conservation professionals. Nine teams tested at least 13 approaches to recruit producers' interest, engagement and commitment to a philosophical stance and set of procedures for managing the environmental aspects of their operations. Through producer surveys and interviews, and pilot project staff surveys, the evaluation team has drawn some tentative conclusions about what kinds of educational approaches worked where, and why, to achieve the goal of producer investment and improvements in environmental management. The PLEMS project intends to inform policy makers regarding appropriate uses and environmental protection value of the EMS approach in agriculture, and to inform educators about barriers, benefits and the most effective strategies to encourage and assist farmers with EMS implementation.

Dina Biscotti and William B. Lacy, University of California, Davis; **Leland Glenna**, Washington State University; **Rick Welsh**, Clarkson University (*sess. 11*)

Agricultural Biotechnology and the Land Grant University Research Mission

Many scientists who conduct research in agricultural biotechnology work in, collaborate with, and/or receive their academic training in land grant universities. University-industry research collaborations are overseen by university administrators and industry managers. How do these scientists and administrators view the land grant university mission? How do university-industry collaborations and agricultural biotechnology research fit in these actors' conceptions of the land grant university mission? Through interviews with scientists and administrators at six land grant universities and thirty agricultural biotechnology companies, we find evidence of several distinct perspectives. Many university and industry scientists and administrators believe that land grant university research should contribute to the public good. However, these actors have different perspectives on how this can best be achieved. Some feel that land grant university research should contribute to economic growth, in part by aiding industry in the development of new agricultural biotechnology products. Others believe that land grant university research should advance the frontiers of science, a mission comparable to that of non-land grant public and private universities. Others feel that the land grant university should address problems and conduct research the private sector is unlikely to undertake and develop knowledge and techniques that may not be easily commercialized. These perspectives may shape scientists' research agendas, the nature of their collaborations and the policies that govern university-industry relationships.

Rachel Eden Black, Università degli Studi di Torino (*sess. 1*)

Saturday Morning Market: Provisioning and Sociability in Lyon, France

Open-air markets are important places for provisioning in most European cities. Marketing is not the only activity that goes on at markets: these public institutions offer important spaces for sociability in cities. As public life becomes increasingly limited and people generally socialise in private spaces, markets offer some of the few public spaces where people can gather outside their homes to be together and socialise. Markets are places where strangers, neighbours and families can meet, exchange information, do business or maybe just enjoy a leisurely stroll through the market. In this paper, I will use a typical Saturday morning at the Croix-Rousse market in Lyon, France to show how markets are an important part of the urban social fabric in French cities. Using ethnographic data gathered during my fieldwork in Lyon, I will look at spontaneous gatherings, café life and commercial transactions at the market as forms of sociability. Although the fresh food, low prices and a pleasant atmosphere are the main drawing points of most markets, their social appeal should not be

overlooked. In most societies, the act of eating and sharing food is important for building social relations and bonds. I would like to suggest that the act of provisioning can also be an important element in the development of community and social ties.

Dorothy Blair, The Pennsylvania State University; **Lakshman Yapa**, Penn State University (*sess. 22*)
Socially Constructed Scarcity: Examples from Industrialized Food Systems

Poverty connotes lack of essential items of consumption. Such scarcity occurs during natural disasters, but more commonly as part of normal economic functioning, a process we call “socially constructed scarcity.” Socially induced scarcity cannot be overcome simply through personal responsibility. A focus on “social construction” shows how the larger economic society creates scarcities that impact poor people. We focus on two mechanisms of socially constructed scarcity: (1) end-use related scarcity and (2) destruction of use values. The end-use of a commodity is the use we put it to in the end. End-use related scarcity occurs when one or more of the multiple ways of satisfying an end-use is made unavailable. We describe several examples taken from modern industrialized food systems. There are many routes to dietary adequacy, but over time some of these are neglected, marginalized, de-developed, or destroyed. The declining regional and ethnic use of dried beans and peas provides an example of end-use scarcity in the context of a manipulated, commercialized food system. An example of the destruction of use values is the loss of essential vitamins, minerals, and fiber in the industrial transformation of whole grain to refined flour. These examples illustrate a larger argument on what causes poverty. In our opinion poverty cannot be solved by simply creating more jobs, increasing incomes, or demanding increased self-reliance. A more useful approach highlights situations where scarcity is socially constructed such as food systems, health, housing, and transportation, because these systems offer sites of opportunity for social change.

Daniel Block, Chicago State University (*sess. 22*)
Supermarkets, Ethnic Markets, and Corner Stores in Chicago: Geographic Patterns, Ties to Community, and Provision of Fresh Foods

Many inner-city areas in Chicago lack large national-chain supermarkets. On the other hand, many of these same neighborhoods have a plethora of corner stores that are within walking distance of most residents. Some of these areas, particularly Hispanic communities, also have a number of medium-sized ethnic markets that cater directly to the local population. This presentation describes an ongoing mapping project that concentrates on the spatial patterns of stores of various types within the Chicago area, describing the relationship between market type and neighborhood demographics. Corner stores in particular area often dismissed as possible sources of fresh foods. A focused look at one inner-city African-American neighborhood, the Austin area of Chicago’s Westside, will be presented, addressing this whether they should be. A market basket study of this area revealed that corner stores often lacked in variety and quality of fresh foods, particularly in produce. However, prices were competitive. Given their geographic proximity to consumers in an area where many households do not have cars, focus groups were held with both consumers and store owners to begin to determine interest in improving produce quality and buying products at these stores. Results were mixed, but indicated that a local distribution system may help. These projects were funded by the Chicago Community Trust and the W.K. Kellogg Foundation.

Gwendolyn Blue, University of North Carolina (*sess. 5*)
‘If It Ain’t Alberta, It Ain’t Beef’: Regional Identity, Food Cultures, and Social Change

This paper examines the Alberta Beef Producer’s ‘If It Ain’t Alberta, It Ain’t Beef’ campaign in terms of its potential and limitations for drawing new lines of political equivalence. In 2003, after the discovery of mad cow disease in an Albertan cattle herd, this campaign was resurrected to encourage Canadians to consume more beef in order to support Alberta ranchers and the broader economy made vulnerable due to international trade closures to Canadian beef. This campaign focuses on a visual of three female ranchers, posed confidently against a backdrop of the Canadian Rockies. As well, it involved promotions such as ‘I love Alberta Beef’ bumper stickers, cookbooks, community barbeques; it even garnered the support of top ranking chefs. I explore how this campaign enables innovative but complicated and potentially exclusionary ways of organizing beyond dichotomous partisan (right/left) and social (urban/rural; male/female) divides; as well as its role in constructing a sensibility for what French food activists call ‘terroir’, a taste for the region or soil.

Alessandro Bonanno and Douglas Constance, Sam Houston State University (*sess. 11*)

Seaboard Farms and Texas: The State and Corporations in the Global Era

Employing the case of the expansion and regulation of hog confined animal feeding operations (CAFO) in Texas combined with the actions of the transnational agro-food corporation Seaboard Farms, Inc., this paper probes the relationship between the state and corporations in the global era in a context in which the hyper-mobility of capital has increasingly allowed corporations to by-pass state regulations and requirements. The case study documents the expansion of Seaboard Farms' hog operations in the Panhandle Region of Texas and nearby states and its interaction with local and state governments and agencies. Dwelling on the events of the case study, the paper indicates that the relationship between transnational corporations and the state is a contradictory one. The source of this contradiction rests on the fracture between the varying postures maintained by the state and the relatively homogenous behavior of that CAFO corporation. Additionally, the case reveals that the state's limited control of corporate actions is facilitated by state strategies and that corporate actions are successful if corporations enlist the cooperation of the state and the state is able to control resistance and legitimize its actions to its constituencies. These conditions, however, do not prevent the emergence of anti-corporate resistance at the local and state levels. Local residents and their leaders should be aware of corporations' ability to affect state postures that favor corporate designs.

Raquel Bournhonesque, Community Food Security Coalition (*sess. 26*)

Land-Use Strategies to Improve Local Food Systems: A Profile of One Locale

City and County governments are making planning decisions that determine, for better or worse, the food landscapes in our communities. Housing, transportation, open space and economic development policies and plans made without an understanding of food system issues have contributed to poor food access in low-income communities losing supermarkets, having a disproportionately high concentration of fast food outlets, and lacking space for community gardening, all of which reduce access to healthy foods, and contribute to rising rates of obesity and diet-related disease. This session will provide an overview of how one food policy network, the Los Angeles Food and Justice Network, has worked with the city of Los Angeles to begin developing land-use policies to improve local food systems. Workshop presenter will also discuss the Network's research on what other municipalities are doing to insert food systems related language into city and county plans, and that have developed land-use policies.

Learning Objectives:

Provide overview of how one food policy network is utilizing local land-use strategies to improve local food systems.

Provide information from Network's research what other municipalities are doing to insert food systems related language into city and county plans, and develop land-use policies.

Inspire participants to think about how urban planning strategies can be a tool for advocates to change their food environments create more sustainable food systems.

Nina Kirstine Brandt, University of Copenhagen (*sess. 67*)

Food, Farm and Romance: The Organic Lifestyle as the Natural Way Exemplified by the Development in Dairy Packages from Denmark

The rise of an organic movement in the 1970s resulted in a division of the agricultural world. The organic farming methods opposed the conventional industrialised farming methods thus creating a gap affecting the way the consumers, politicians and producers perceived agriculture and modern farmers. This gap had existed from the beginning of the 20th century where pioneers like Rodale, Howard and Steiner argued that the industrialisation of agriculture would lead to nothing but soil-erosion and malnutrition. It was, however the organic movement of the 1970s that succeeded in gaining wider political and public attention and influence. With a daredevil attitude to their own powers to change things the modern organics threw themselves into pursuing their dream of a natural romantic life producing authentic and healthy food. When time and money forced the organic farmers to interact with society and rely on what and how much they could sell, this was how they depicted their products - as the natural and right choice. Consequentially, agricultural produce would be illustrated, both orally and picture-wise, differently according to its methodological orientation. This paper will examine the image the organic farmers had of themselves, their lifestyles and their products and how this image

was presented and sold visually as exemplified by organic dairy packages from the late 1980s till today. The aim is to gain insight into how well the image of organic farm-life/products corresponded with the picture drawn by written sources – and where does the stories differ?

Joanne Burke and Sue Engle, University of New Hampshire; **Helen E. Costello**, UNH Cooperative Extension Nutrition Connections Program; **Ann Balthazor, Carissa Cariaga, Jennifer Dahlen, Lori DeCosta, Heather Dufresne, Brooke Gowdy-Johnson, Hima Karnuparthi, Heather Marshall, Wendy Doherty, Jennifer Williams**, University of New Hampshire (*sess. 63*)

The Community Nutrition Profile: Integrating Community Nutrition Research into the Dietetics Curriculum

Background: The University of New Hampshire's Dietetic Internship of the Department of Animal and Nutritional Sciences and the Office of Sustainability Program are collaborating on a community food and nutrition project. The initiative will investigate foodways, nutrition practices and status, as well as the agricultural and health capacity of the community.

Specifics: Dietetic Interns were enrolled in the research rotation. Two separate research projects were integrated into the course. Each project was designed to help inform the development of the community nutrition profile.

Protocol: Interns

Participated in a research rotation and conducted a review of the literature

Completed on-line research modules on the use of human-subjects in research

Assisted in the development and submission of human-research protocols to the UNH institutional review board

Reviewed research practices for using focus group and survey methods

Worked collaboratively to consider goals of each research project

Research Project 1: Electronic Debit-Card Use at Farmers Markets

Four interns participated in the execution of two focus groups

Responsible for taping and writing participant responses

Participate in interpreting responses of participants

Student assessments of focus group experience will be presented

Research Project 2: Vending Product Assessment

Six interns participated in the design, execution, and documentation of products available through University vending machines

Preliminary research results will be presented on the products available

Continuing research will explore consumer behavior and vending products

Brooke Bushman and Elizabeth Bird, University of Wisconsin-Madison (*sess. 39*)

Reframing Farmers' Views of Environmental Regulations: The Impact of Livestock Environmental Management Systems Education

In light of an increasingly regulatory agricultural environment, livestock producers are subject to ever more scrutiny and feel the pressure - economically and culturally. The Partnerships for Livestock Environmental Management System (PLEMS) project sought to assist agriculturalists by offering them a structure through which they could reframe their oft-felt over-regulated position. The project hypothesized that the Environmental Management System (EMS), one component of the International Organization of Standardization's (ISO) 14001 certification, could be retrofitted to serve small to medium size livestock operations. Farmers or ranchers would be provided with the EMS's "Plan-Do-Check-Act" framework to help them organize documentation and plan for future environmental sustainability on their farms. Among the evaluation methodologies employed for the PLEMS project, case study interviews were conducted at the project's end. Interviews with beef, dairy, and poultry farmers in three states provided powerful stories about the impacts experience with EMSs have had on how the farmers view their ability to sustain the environmental resources they depend upon and the way they view their position in the regulatory environment. From these interviews, hints of the project's successes were evident. The farmers and ranchers tell of shifted worldviews where the EPA is a potential ally, ranchers are the ultimate environmentalists, and where they feel confident when environmental regulators drive up the farm driveway. Beyond supporting the PLEMS hypothesis these stories may contribute to the current discussion about

the merits of voluntary versus command-and-control based regulations and support the formation of a nation-wide farmer-to-farmer network for EMS practicing agriculturalists.

Brooke Butler, University California, Davis (*sess. 68*)

Poke Sallet: Reading Greens as a Southern Text

This paper examines poke sallet as a cultural text of the South. After establishing that poke sallet is a distinctly Southern food, I survey how poke sallet transcends the food world and appears in other areas of Southern life, including folk medicine, folk narrative, music, and food festivals. Analyzing how poke sallet goes beyond the kitchen door into myriad facets of Southern life reveals the how entrenched these greens are in Southern culture. In the paper I outline a theoretical framework, based upon foundational theories postulated by Claude Levi-Strauss, Mary Douglas, Walter Ong, Mary Louise Pratt, and Michel Foucault, which I use to “read” poke sallet as a Southern text, analyzing recipes in terms of oral, written, and autoethnographic. By examining recipes from each of the categories, I reveal how Southern foodways are transforming, continually being reinterpreted by its new peoples, who create representation of themselves in the multicultural and ever-evolving New South.

Norma Cárdenas, University of Texas, San Antonio (*sess. 3*)

Reclaiming the Epiphany: Puerto Rican and Mexican Food Practices on Three Kings Day

This paper will focus on Puerto Rican (in Puerto Rico) and Mexican American (in Texas) foodways on Three Kings Day, a cultural-religious holiday celebrated annually on January 6. The Three Kings Hispanic tradition is significant for the counter poses to the Christmas tradition in the United States. As the culminating holiday event, el Día de los Reyes is festooned with food, making it a prime topic for research on food and tradition. The tradition also encompasses song, dance, music, costume and dress, and religious rituals. While the analysis is comparative, the study uses two localities to compare both the degree of divergence and convergence of a common Latino holiday tradition. It recognizes the distinct histories of Puerto Ricans in Puerto Rico and Mexican Americans in Texas, and their desire to reclaim the epiphany through their foodways, even though the meaning and symbolism surrounding them are different. As in the epiphany they celebrate, this paper will explore the diasporic communities of Puerto Ricans and Mexican Americans and how they reveal their identity through foodways and the cultural contexts of food on Three Kings Day.

Kima Cargill, University of Washington, Tacoma (*sess. 61*)

The Cult of The Green Fairy: Contemporary Underground Absinthe Drinkers

In spite of its history and illegality, the use of absinthe, the aperitif made famous in fin de siècle Parisian cafés, appears to be on the rise again in the United States and abroad. Writers and artists like Baudelaire, Verlaine, Wilde, Van Gogh, Hemingway, Degas, Picasso, and Gauguin all prominently featured absinthe in their writing and art, often attributing their creativity, as well as emotional instability, to the effects of “la fée verte,” or the green fairy. This resurgence of absinthe drinking has created an underground community, largely brought together through the internet, comprised of individuals who distill their own absinthe or smuggle it into the United States. Understanding the ways in which people are drawn to absinthe, both as a drug and as means for joining a secret community, is central to the current research. This paper will describe ethnographic interviews grounded in psychoanalytic theory as a way of understanding intrapsychic processes, group membership, and collective experience of individuals who identify as members of the absinthe community.

Kate E. Casale, University of California, Davis (*sess. 17*)

Making Urban Homegardens Visible: The ProHuerta Experience, Buenos Aires

Though urban food production is a common practice in cities worldwide, its very presence seems to connote images and meanings antithetical to that of the urban environment. As a result, urban food production rarely receives adequate government support, nor does it comprise a visible part of the landscape. In Argentina, the Pro-Huerta (‘Pro-Garden’) program provides support for home gardens through government subsidized course offerings, seed distribution, and demonstration gardens. Community development is a primary objective for Pro-Huerta, and thus this study offered the unique opportunity to investigate household perspectives on the relationship between visible agricultural urban landscapes and productive communities. In-depth interviews with 56 gardening households and 29 non-gardening households in two urban communities were conducted to

examine how seeing and knowing about gardens relates to opinions of the gardens as a tool for community development. Specifically, the study considers the correlation between visible and non-visible (i.e., socioeconomic) variables and satisfaction with this fundamental program goal. Though gardens can communicate the notion of healthy families and communities, and garden visibility in neighborhoods serves as a powerful symbol of self-sufficiency, recognition of gardens, as well as participation in the program, will relate to how residents value the program's ability to sustain community development. Pro-Huerta's efforts to encourage gardening as a sustainable livelihood strategy for poor families will depend on its capacity, through the use of demonstration farms and ferias, to keep gardens in the visible landscape, and thus tangible realities, of the community.

Sean Chadwell, Texas A&M International University (*sess.* 37)

Gustatory Pleasure and Narrative Cinema: Desire and Its Rewards in Food Films

Among the conventions of the "food film" sub-genre is the near-requisite consummation of the relationship between diner and food; indeed, this is the defining moment in a number of films. Among these, some feature eaters responding--sometimes orgiastically--to the long-delayed moment; exemplars of this group include "Big Night" and "Babette's Feast." Other films, such as "Tampopo" build gradually, through a number of frustrating encounters, to a transcendent moment of culinary satisfaction. Still others, like "La Grande Bouffe," seem thematically to address the difficulty of the visual representation of gustatory pleasure by featuring the continually frustrated, unsatisfied, and ever-growing desires of its characters. This paper will consider a number of food films, including those mentioned above, and their unique attempts to represent and record the physical pleasures of eating by discussing parallels with conventions employed by pornographic filmmakers in representations of female orgasm. By examining food films in light of contemporary film theory concerning pornography, this paper intends to identify the techniques food filmmakers employ in order to convey gustatory pleasure. Ultimately, the paper will propose that, because eating itself represents a conflation of the signifier and the signified, the symbol and the thing, films about food attempt in formal ways to mirror this conflation through an analogous conflation of the enactment or representation of pleasure and the transcendence engendered by such pleasure.

Gwen Chapman, University of British Columbia; **Brenda Beagan**, Dalhousie University (*sess.* 43)

How Do Gender Roles Play Out in Food Decision-Making Processes in African Canadian, Punjabi Canadian and Euro-Canadian Families?

Sociological studies of family food practices indicate that what individuals eat is affected by their family setting and gender and life-stage roles within that setting. However, most research in this area has been based on families of European heritage. Little is known about how gender relations and life-stage differences play out in family food decision-making in other ethnocultural groups. We therefore conducted a qualitative study with families from three diverse groups: Punjabi British Columbians, African Nova Scotians, and European Canadians living in British Columbia and Nova Scotia. The study was designed to explore different family members' roles in making food-related decisions, the ways family members influence each other, and how food decision-making processes and outcomes are affected by gender roles and relations. Seven to 10 families in each of the three ethnocultural groups were recruited. In-depth individual interviews were conducted with at least three members of each family, including questions about what family members eat, how food decisions are made in the family, and issues influencing family food choices. In addition, data were collected through participant observation of a typical grocery shopping trip and typical family meal in each household. Data were analyzed using constant comparative analysis. Findings indicate that in all three groups, women often have the primary roles in food decision-making, including controlling what food comes into the home as well as in preparing the main meals. However, gender roles are not rigid. Different trends between ethnocultural groups will be discussed.

Jeffrey Charles, California State University, San Marcos (*sess.* 30)

Industrial Films and the Visualization of Industrial Food: Promotional Movies and Corporate Food Marketing, 1920-1965

Playing a minor part within the twentieth century advertising barrage unleashed by food corporations such as Swift, Sunkist, Calpak(Delmonte), Pillsbury, Hormel, and Beatrice were a number of short films, designed to be

shown to women's clubs, grocer's conventions, or as filler, in-between features in the movie theater. These promotional "one-reelers" invariably told "the story" of the product, and fell into a conventional narrative form, taking the product quickly from the fields, through the marvelously efficient and pristinely sanitized factory, onto heaping dishes on the consumer's table. Although the themes of these films echoed print advertisements, and were entirely predictable in their attempts to assuage consumer's fears about product freshness and safety, they are historically interesting in the way they combine scenes of technological prowess with nostalgia for a lost agrarian "yesteryear." These films provide evidence, then, of the brief period when the mass-production of food was enough of a novelty to warrant proud boasting on the part of corporations, but they also graphically illustrate how food companies themselves recognized and attempted to exploit consumer ambivalence toward industrial processing. This presentation will present and analyze clips from several of the films, in the context of a general discussion of food marketing, arguing that even our contemporary reaction against industrial food owes more to these promotional artifacts of consumer culture than we might want to admit.

Kate Clancy, Consultant, University Park, MD (*sess. 25*)

The Role of Worldviews in Visualizing and Actualizing Alternative Food Systems

Walter Lippmann wrote that the way in which the world is imagined determines at any particular moment what men will do. While our own personal and collective visions motivate the work we do to bring about alternative food systems, for the sake of policy change it may be more important to understand the picture in the heads, or the frames, of politicians and the larger public. When we do we have the basis for reframing an issue to evoke a different way of thinking and alternative policy choices. Using empirical and theoretical elements, the presentation will describe previous attempts to uncover the constructs of sustainable agriculture, and offer ideas on how to move forward utilizing more purposeful strategic analysis.

Alison Grace Cliath, Washington State University (*sess. 25*)

Seeing Shades: Ecologically and Socially Just Labeling

The process of blue-green labeling is one way social justice groups, environmental groups and consumers have been able to reward companies that are making real positive changes and represent truly more sustainable solutions to crucial environmental and social problems. How is social knowledge of food as a process visually represented to permit concerned consumers to make the right choices and push large industrial polluters to use cleaner techniques, alter sweatshop conditions, showcase and support organic agriculture, dolphin safe tuna, and sustainable harvested tropical hardwoods through consumption? The majority of blue-green labels can make a difference in protecting workers, consumers and the environment and are established by independent councils of advocates and independent watch-dog groups. However, some industries have sought to undermine truly independent labeling, through creating their own councils to create pale blue or green labels, which firms can "earn" without doing much of real environmental or social justice substance. Can one visually tell the difference among industry greenwash labels and real independent blue-green labels? This paper employs the techniques of visual sociology to capture the settings, objects, timescapes and traces of food as visually conveyed through blue-green labeling. We focus on a (geographically sourced, degree of ecological social improvement, frequency of availability) diverse sample of fruit, vegetable and coffee labels. Analyses also incorporate the original labeling context, independence of certification, time-to-shelf, in-store supporting materials, local presentation, store-type, and specific product. Future research will focus on observed and reported consumer interpretations of these visual representations guiding conscious consumption.

Gary Comstock, North Carolina State University; **Robert Streiffer**, University of Wisconsin-Madison; **Gary Varner**, Texas A&M University (*sess. 13*)

Animal Ethics: Should We Replace Pigs with Micro-encephalic Pork Organisms?

Most views defending the moral standing of animals have failed to explain (a) what is objectionable about radically altering an animal so as to prevent it from ever attaining moral standing, and (b) which species have the levels of consciousness necessary to justify attributing various kinds of moral significance to their lives. Rob Streiffer will address (a); Gary Varner will address (b). Comstock will give a brief response to each. There will be ample discussion time. Regarding (a) animal defenders presumably object to radical alterations that would prevent an animal from ever attaining moral standing. But that which never attains moral standing cannot be

wronged, and so it is unclear what could justify such an objection. Are such alterations, then, unobjectionable, or can they be objected to on other grounds? Regarding (b) The autozoetic consciousness paradigm in ethics ascribes special moral significance to the lives of animals with a robust, conscious sense of their own past and future. Several have argued that great apes, cetaceans and elephants have such a conscious sense. This paper illustrates the ways new techniques for studying animal consciousness might confirm or disconfirm that common sense assumption.

David J. Connell, University of Northern British Columbia; **John Smithers** and **Alun Joseph**, University of Guelph (*sess.* 26)

Unpacking ‘Good Food’: From Conceptual Map to Analytical Framework

Our project examines the contention that organic agriculture is ‘good food.’ For some, organic farming suggests small-scale non-intensive production with strong linkages to local food consumers through direct marketing. However, the organic sector is growing and diversifying, affecting linkages and interdependencies between farm, food, and community. As the organic food industry matures there is need for a comprehensive understanding of how organics gets bundled into a ‘local food systems’ package, wherein it is assumed that organic is good, family-scale farming is good, local is good, natural is good, and community is good. A differentiated view of organics helps to explore linkages within this segment of the agriculture industry and to interpret the social importance of local food systems. Examining the diversity of local food systems is an important step to understanding the contributions of organic food to rural sustainability. This paper presents a conceptual map of local food systems and how this map informs an analytical framework that directs our field research.

David Conner and **Michael W. Hamm**, Michigan State University (*sess.* 65)

Adventures in Pasture-Based Agriculture: Opportunities, Obstacles and Outlook

Dispersing animals on the landscape through pasture-based agriculture potentially enhances economic, social, ecological, health and aesthetic benefits to rural and urban-influenced communities. This paper examines the current state of the supply chain for pasture-based products in Michigan, with an eye towards identifying opportunities and barriers to increasing the role of pasturing in our food system. We explore this through a series of interviews with agents from various links in the supply chain, supplemented with findings from a recent conference dedicated to pasture-based agriculture. It begins with an overview of likely benefits of pasture-based agriculture, and analysis of the current situation. It continues by relating agents’ experiences; emphasizing promotional approaches, relationships with consumers and neighbors, and production and land use issues, as well as opportunities and barriers confronted. It continues with a discussion of approaches for de-commoditizing animal agriculture, highlighting private firm strategy, public policy and scholarship needs.

Douglas H. Constance, Sam Houston State University (*sess.* 21)

On Organic Certification: The Views of Organic Producers and Consumers in Texas

The sale of organic food is the fastest growing sector of the agri-food system. There has been a recent flourish of research activity related to the implications of this trend from both the production and consumption sides of the phenomenon. In 2001 the USDA created the National Organic Program standards that now regulate the use of term “organic” and have implemented a series of production requirements regarding the use of the term. This paper reports the results of a survey of organic food producers and consumers in Texas on this topic. Respondents were asked a number of questions related to their attitudes regarding the issue of organic certification. Results indicate that there are interesting respondent differences between producers and consumers on the importance of organic certification.

Carole Counihan, Millersville University (*sess.* 48)

‘Give Because It Multiplies:’ Balancing Voices in Ethnographic Research and Writing

In a variety of cultural settings, most recently in a Mexicano community in the San Luis Valley of Colorado, food-centered life histories have formed the basis of my ethnographic study of foodways. These consist of tape-recorded, semi-structured interviews with willing participants about their beliefs and behaviors surrounding the production, distribution and consumption of food. These are transcribed, organized, edited, and woven into a

narrative based on a medley of voices. Research dilemmas involve how to conduct interviews, how to edit the spoken words into a compelling written form, how to maintain the emotional intensity of the interviews without violating privacy, and how to maintain a balance between participants' voices and mine. A constant question underlying the work is whose voice speaks as I strive for balance between my authority as a professional writer and their authority as representatives of a culture I seek to know.

Carole M. Counihan, Millersville University (*sess. 41*)

Central Market Assignment

This assignment is to do a mini fieldwork project at the almost three hundred-year-old Central Market in Lancaster, PA, which is located at the very center of the city and has been operating as a public market since it was deeded in 1730. Students go to Central Market and do participant-observation and interview to addresses the question: Does central market promote a positive, sustainable, and community-building system of food production and consumption?

While visiting the market, students are asked to take notes on the following and then write up a 1-2 page response:

1. Observe the foods in market: types of foods? fresh or processed? from how many ethnic traditions? cost? quality? How many foods are locally produced? locally farmed? Talk to at least one vendor about these questions.
2. Observe the people in market: the vendors, shoppers, and others--what is their age, class, race, ethnicity?
3. Observe the social interactions in market--among and between vendors and shoppers.
4. Describe the overall atmosphere of market.
5. Be adventurous and experiment with a food you've never tried before! What is it, where did it come from, how does it taste?

Objectives of the exercise:

1. Students will learn more about their community and its food sources.
2. Students will be motivated to participate in the civic life of their community.
3. Students will think critically about taken-for granted institutions.
4. Students will learn about ethnographic fieldwork by doing it.

John Coveney, Flinders University, South Australia (*sess. 66*)

A Qualitative Study Exploring Socio-Economic Differences in Lay Knowledge of Food and Health

The role played by lay knowledge in understanding health inequalities has received increased interest recently. Very little is known, however, about how lay knowledge of food and health varies across social class. The present exploratory study compared and contrasted ways in which people from different social background draw on and use different forms of lay knowledge about food and health. Parents from 40 families were recruited from two socio-economically different suburbs (20 families from each suburb). In-depth interviews were conducted with the mother and father in each family to examine lay knowledge about food and health. All interviews were transcribed, coded for specific themes. Responses from each suburb were compared and contrasted. Different forms of lay knowledge about food and health were noted. Parents in the high-income suburb were more likely to discuss food and health in technical terms informed by contemporary nutritional or medicinal priorities. Parents in the low-income suburb did not share this discourse, but instead were more likely to discuss food in terms related to children's outward appearance or functional capacity. The research highlights differences in lay knowledge about food and health across social class. It highlights the need for public health nutrition policy makers and practitioners to pay attention to lay knowledge on its own terms, rather than attempting to educate from pre-determined assumptions, principles and standards.

Andrea L. Craig, Christy & Craig Associates (*sess. 1*)

'Courthouse Catering,' a Pilot Project: Jump Starting the 'Demand' for Sustainable Agriculture

Court House Catering is a three year pilot project which seeks to answer the question: What happens when a government entity – in this case Dane County, Wisconsin, for its new Court House in downtown Madison – deliberately creates a food service with a menu using local food for 75% of the ingredients, employs people with disabilities for 30% of its labor force, and pays all of its employees the equivalent of a living wage? State, county and city policy call for sustaining working farms. Yet the menus for the state's governmental

institutional feeders are cost-driven, with purchasing decisions favoring national agri-business, and this at a time when Dane County laments its own farm losses at the rate of one per week for the last ten years, according to its website. Although Court House Catering is not a big project in terms of capital or sales, it does have big expectations: it plans to create delicious and healthy food for the courthouse from local produce; it will utilize at least two sustainable business practices; it will document and assess the impact of the deliberate buying decision on farms in the region. This paper will describe the second phase of the pilot project and discuss the role institutional food services could play in supporting working farms in Dane County, Wisconsin, and elsewhere.

Gwen Curtis, Cornell University (*sess. 31*)

One Woman's Present, Another Woman's Poison

Cut flowers are often the final touch to a perfectly prepared meal. Their production in greenhouses, the transportation and preservation facilities, and availability where foods are sold, all have given the consumer yet another globalized commodity for the one-stop shopping cart. Differential pesticide regulation is problematic for the commingling of consumables, but this is only one of the typical issues of globalization characteristic of the industry. Through images from my own photography in Colombia, as well as the trade horticultural journals and retail advertising, I examine the international cut flower commodity chain as a paradigm of patriarchal ideology, one that doubly objectifies the female body in labor and advertising. This phenomenon is further complicated by the construction of nature as "female," and the symbolism of flowers as both nature and female. Questions are raised for women as laborers constrained by unequal capitalist relations; for women as consumers of a "feminized commodity;" and for all women who reject "female" as the embodiment of male-dominated nature. Following the commodity chain of flowers from Colombia to the United States, the social constructions of women's work and their bodies have continued to frame the more instrumental questions of labor and pesticides in the cut flower industry. I question why, in agriculture generally, concern for pesticides "travels" while labor problems "get stuck" at the borders. In a highly feminized commodity from production to consumption, I examine other issues of feminization that link this industry that is overwhelmingly male-owned.

Gwen Curtis, Cornell University; **Charley Korn**s, Northwest VEG (www.nwveg.org) (*sess. 74*)

Peaceable Kingdom: What is Our Responsibility Towards Animals Raised for Food?

This presentation will explore the evolving ethics of our relationship to farm animals. The focus of the session will be a special presentation of "Peaceable Kingdom," a 70-minute award-winning documentary by filmmakers Jenny Stein and James LaVeck. Called a masterpiece by Dr. Jane Goodall, Peaceable Kingdom highlights the personal stories of farmers who have had a change in perspective about the animals that once formed the basis of their livelihood. It has screened at 28 film festivals across the country and has led John Burton, the former president of the California State Senate, to commission a study on factory farming in his state. The emotional lives of farm animals is something that is currently being examined by scientists and is increasingly being discussed in the media, quickly becoming a new area of public discourse. For example, a recent study showed that sheep recognize more than 50 individual faces and remember them for two years. And it was recently demonstrated that cows have a complex mental life in which they bear grudges, nurture friendships and become excited by intellectual challenges. Peaceable Kingdom offers a groundbreaking examination of these issues and raises important questions about our moral obligations to the creatures with whom we share this earth. Attendees will view the film and participate in a discussion afterwards. A trailer of the film is available on Tribe of Heart's website at: <http://www.tribeofheart.org/press.htm>

Annahid Dashtgard, University of Toronto (*sess. 2*)

Radical Embodiment, Disordered Eating and Women: A Feminist Pedagogical Approach

Disembodiment is an endemic state for North American women, reflected through the fact that the majority of females struggle in some way with food and eating. According to current statistics, over 75% of Canadian women are currently on a diet, 70% of normal weight girls in high school feel fat and are on a diet, and over 25% of dieters progress to full-blown eating disorders. It is argued that approaches to working with women and food must primarily focus on facilitating connection with the body. This paper draws on three main sources: a review of the literature on feminist therapeutic approaches; participant evaluations from a female-centered course entitled "Conscious Eating: Women, Food and Power"; and the author's personal experience with an eating disorder. An embodied approach to working with women with disordered eating issues is introduced that

is radically different than most currently available. This radical embodied approach connects factors in women's individual lives with systemic oppression toward women through the development of emotional literacy. This is a feminist approach because it overcomes the patriarchal divide between mind and body, as well as between masculine cognitive approaches and feminine experiential ones. Pedagogical material is used to illustrate how radical embodiment is operationalized in working with women struggling with food issues. Radical embodiment is envisioned not only as a path to facilitating women's reclamation of their own bodies and acceptance of food, but further as a necessary step to healing the Eurocentred, mind-body, masculine-feminine dichotomies underlying North American society.

Netta Davis, Boston University (*sess. 61*)

Exploring Neverland: Ethnographies of Utopian Communities

This paper seeks to investigate the various approaches to studying utopian communities, particularly the methodologies (or lack thereof) employed to explore cults and communities. Whether framed and written from an emic, or member/insider perspective or an etic, outside observer view, sitting smugly on the periphery or making it up because no one else will ever know, studies of self-defined perfect or perfecting communities have much to contribute to the field of Food Studies. To the extent that communities tend to represent themselves as ideal, are there lessons to be learned here for exploring other subcultures and groups of affiliation? To the extent that America was conceived and represented as an ideal Promised Land, and continues to be represented as a land of ideal principles, my larger work on American Exceptionalism and Foodways is aided by this exploration. What are the distinctions between voluntary versus automatic affiliation, between being born an American, an Anabaptist or a Jew and choosing to "join" a native tribe, converting to Buddhism or affiliating with vegans? What are the implications for researchers in seeking to understand and illuminate the community? How are these groups represented from within and from without and how do members of these groups respond to these representations? Sources range from 19th century explorations of explicitly utopian groups, travelers observations of American culture, (Dickens, Burton, Trollope) but also explorations of countercultural communes, Biosphere Two and an array of "healthy food" cohorts, paying particular attention to affiliations based around self-avowed utopian ingestive principles. The . . .

Steve Davis, Oregon State University; **Debbie Cherney**, Cornell University; **Candace Cronney**, Oregon State University; **Ed Pajor**, Purdue University; **Gary Tiedeman**, Oregon State University (*sess. 44*)

Incorporating Ethics and Social Values into Animal Sciences

Issues with significant ethical implications such as animal welfare, rural community concerns, environmental management, and genetic engineering have garnered front page headlines in recent years. Ethically responsible animal production systems cannot be developed unless animal scientists join with others in society to address these issues. The social sciences and the animal sciences, although both viewed as sciences, display distinctly different literatures and research enterprises. Professional integrity and changes in social consensus relative to animal and environmental ethics virtually mandate convergence of the disciplines. Connecting the two proactively rests upon two lines of development. First, the shared claim to scientific procedure must be acknowledged. Second, this shared scientific base must become the platform for interdisciplinary collaboration on the ethical dilemmas facing animal science. This connection requires a significant increment in the incorporation of social values into research, teaching and extension. Recently, food retailers and the agricultural industry have developed animal welfare audits, assessments and educational tools to evaluate the welfare of agricultural animals. Assessments may differ because of their desired purpose or because of the role that values play in assessing animal welfare. To overcome these differences it is essential that value assumptions be acknowledged and made explicit. Traditional animal sciences curricula did not include methods to address such ethical issues, but incorporating ethics into the industry's pedagogy is now imperative. Animal science departments are now incorporating ethics classes into the curriculum, providing resources for ethics education and implementation, and developing collaborations with social scientists and philosophers.

Wesley R. Dean and Isao Takei, Texas A&M University (*sess.* 37)

Give Me More Meat: Eating like a Warrior in Japanese Anime and Manga

A North American audience familiar with the remarkable powers granted to Popeye from eating spinach might not be so surprised to discover that eating also gives many of his animated brethren enormous strength, this is especially the case in Japanese anime and manga, notable examples being Dragon Ball, One Piece, Lupin III, Cowboy Bebop and X. We will examine images of gluttony, hayameshi (fast eating), and famine in Japanese shonen (boys) and shojo (girls) manga and anime in order to explore the intersections of eating and masculinity. These representations of eating will be traced to earlier representations of eating and masculinity as well as contemporary and historical Japanese attitudes towards eating, most notably contemporary lunchtime eating habits of Japanese salarymen or the warring states era when warriors were told to eat fast or be beaten by the enemy.

Wesley R. Dean and Wm. Alex McIntosh, Texas A&M University; **Paul B. Thompson**, Michigan State University with contributions from: **H. Morgan Scott, Kerry Barling, Isao Takei and Sarah MacMahon**, Texas A&M University (*sess.* 27)

Moral Economy Revisited, a Case Study in Beef Production

E.P. Thompson identified the concept of a moral economy as central to the organization and distribution of food, specifically bread and grain, in rural English life during early modernity. A moral economy referred to a shared system of laws, customs and social norms regulating the just exchange of goods, which he contrasted to the new political economy. As a theoretical account of extra formal economic regulation, moral economy has had limited popularity among North American scholars with the notable exception of James Scott, however, recent publications by Lawrence Busch and others suggest its continued relevance. Today's presentation will provide a theoretical overview of moral economy by Paul B. Thompson, who suggests moral economy provides us with a theoretical conceptualization of economic transactions that accommodates and actually promotes our recognition of the moral ambiguities inherent in social life. Wesley Dean and Wm. Alex McIntosh will then present findings from a mixed model empirical account of antibiotic use in animal agriculture where open ended interview questionnaires and quantitative survey instruments were designed to elicit the social norms and moral obligations that guide decision making by beef cattle feedlot operators and veterinarians.

Laura B. DeLind and Jim Bingen, Michigan State University, CARRS (*sess.* 46)

Re-Placing Local Food and Farming

In the U.S., the increasingly popular local food movement is propelled along by structural arguments that highlight the inequity and unsustainability of the current agri-food system and by individually-based arguments that highlight personal health and well-being. Despite clear differences in foci, both arguments take an instrumental and largely market-based approach to local food. By privileging the rational and the economic, movement activists tend to overlook (or marginalize) the role of the sensual, the emotional, the expressive for maintaining layered sets of embodied relationships to food and to place. This paper is an attempt to introduce these cultural and nonrational elements into the local food discussion. It proceeds from the assumption that, without them as full partners, the movement can not be sustained in any felt, practices, or committed way. It offers a new set of questions and conceptual tools with which advocates and activists may "ground" and thereby revalue and restore the promise and practice of local food.

Treana Delormier, Université de Montréal & The Kahnawake Schools Diabetes Prevention Project (*sess.* 23)

Linking Context to Dietary Practices: Methodology for Studying Dietary Practices of Families with Young Children

The study of eating as a set of practices implies the study of structural elements that are inherent given the notion of practices. The concept of collective lifestyles, which uses sociological concepts of practices, structure and lifestyle, has been proposed to study health related practices and how they are intricately linked to the context in which they occur. The Collective lifestyles framework is used in this study to guide the examination of feeding practices among families with preschool children in a Kanien'keháka community in Kahnawake, Québec (Canada). The purpose of the study is to deepen the understanding of how the structural features of one

Mohawk community are linked to practices related to acquiring food for the family, family-based eating patterns and the qualitative characteristics of preschoolers' diets. A case-study design and qualitative approaches are used to address the research purpose. Families from a wide range of family conditions will be purposely selected to participate. Interviews with the person primarily responsible for feeding the family will be conducted. As well, documentation of community-level structural characteristics will be investigated as they emerge from data analysis and linked to dietary practices. The study has implications for the diabetes prevention intervention program that is ongoing in the community and which will focus directly on families with young children.

Colette DePhelps, Rural Roots, Moscow, ID; **Cinda Williams**, University of Idaho (*sess. 4*)

Evaluating the Performance of Farm Direct Marketing Strategies

Across the Northwest, farmers are employing innovative strategies to develop local markets for their products. Through interviews and in-depth whole farm case studies, the performance of farmers' markets, on-farm sales, CSA, and direct-to-retail was evaluated from the farmer perspective. Analysis of farm management records on case study farms suggests that direct market farms retain a higher share of gross sales than their conventional counterparts. In one urban county, direct sales of products such as broccoli, lettuce, and apples were resulting in prices two to four times higher than wholesale rates. At least a fifth of the farms in Washington were direct marketing some of their products.

Jonathan Deutsch, Kingsborough Community College (*sess. 16*)

Incubating Foodways Scholarship and Teaching at the City University of New York

This session will begin with a paper introducing the Foodways Faculty Development Seminar at the City University of New York (CUNY). With seed funding from the CUNY Office of Faculty Development Programs, the seminar is now in its third year and has brought scholars from disciplines as diverse as hospitality management, anthropology, biomedical engineering and English literature from fourteen CUNY campuses, community colleges through the Graduate Center, together to study the cultural and social aspects of food with three goals in mind: to incubate and improve foodways scholarship at CUNY, to incorporate foodways into pedagogy across disciplines, and to foster a faculty learning community that can collaborate both in scholarship and teaching. After sharing the origins, particulars and outcomes of the program, the papers that follow will illustrate exemplary products of the seminar—two foodways scholarly inquiry papers and one foodways pedagogy paper—collaboratively developed through this faculty development initiative, and representing the continuum from new instructor through senior faculty and community college through graduate teaching.

Laura Dininni and **Joan S. Thomson**, Penn State University (*sess. 19*)

The Effects of Framing Print Media Messages About Genetic Modification of Food on Readers' Perceptions

For most Americans, genetic modification of food through agricultural biotechnology is an unfamiliar, abstract concept lacking any real context. Therefore, when media provide the context, or frame, in which to interpret its meaning that meaning is more readily accepted than if the public already had a context in which to understand the technology. Framing defines a situation, the issues, and terms of a debate without the audience realizing it is taking place as certain aspects of a perceived reality are presented and made meaningful. Through framing, a technology's potential risk to the environment might be highlighted, while economic benefits are ignored, or vice versa. Prior research indicates that there are significant differences in level of risk perceived according to the type of risk made salient. Furthermore, framing a dilemma's outcome in terms of loss or gain affects its resolution. When a choice is framed in terms of losses, risk-seeking decisions result. This study explores readers' responses to stories about agricultural biotechnology's role in world hunger and in economics. Prior research indicates that world hunger framing will result in greater acceptance of risk than will economic framing. Furthermore, articles framed in the loss domain will be more positively related to choosing risk to avoid loss than articles framed in the gain domain. This study will increase understanding regarding how framing may influence perceptions when agricultural communicators engage the public on topics relevant to agricultural biotechnology such as world hunger, biocide use, and global economics.

Greg Donofrio, Cornell University (*sess. 22*)

Planners and the Food System in the Early Twentieth Century

Several recent articles suggest a renewed interest in the food system among urban planners. Many seek to establish the food system as a primary consideration of planners, along with traditional concerns like housing, land use, and transportation. However, access and availability of food were among the many urban necessities investigated by America's first planners. In the first two decades of the twentieth century, practitioners of the emerging discipline of city planning took a vital interest in the sources of food and the efficiency of its route to the consumer. They forged methodologies for documenting the food system with maps and statistics, leveraging this research to offer recommendations for comprehensive and constructive interventions. The modern food system planning movement currently only traces its history back to the 1970s and is largely unaware of this important earlier legacy. Food system planning in the early twentieth century is well documented by reports and articles both professional and popular written about the nation's most populous cities in 1920—New York, Chicago, and Philadelphia. These pioneering experiments in shaping the food system are a significant precedent to current efforts, and may yield important lessons for those who desire the profession to reengage with what they rightly identify as a vital community concern. In conclusion, this analysis offers insights into why efforts initiated in the teens and twenties appear to have lost momentum as the planning profession matured during the 1930s.

Nancy Duran, Texas A&M University (*sess. 56*)

Information Sources for Food Studies

Food studies is highly interdisciplinary across both science and social science fields. It can include anything pertaining to food and eating from how food is grown to when and how it is eaten to who eats it and with whom and the nutritional quality. Relevant publications are scattered throughout the literature and across academic fields for both current and historical work. In order to truly cover the literature it is necessary to search multiple indexes to the literature. Research in food habits published in the agricultural literature is often as useful as studies of food habits in anthropology or sociology studies. This paper addresses some of the major indexes across disciplines that have citations related to food studies.

J. C. Dwyer, Hunter College (*sess. 56*)

Want Amid Plenty: Mapping the East Harlem Foodshed

This paper presents a comprehensive mapping of all four food streams (Market, Green/Alternative, Charitable and Government) found in NYC's East Harlem community using quantitative, qualitative and GIS mapping data. The resulting food access, food security and nutritional data are then compared to NYC as a whole in order to identify the structural causes of malnutrition in East Harlem. These findings are examined in a discussion of community empowerment vs. broader structures, concluding with concrete recommendations for the local amelioration of malnutrition through private and public action.

Julia Ehrhardt, University of Oklahoma (*sess. 31*)

Toward Queering Food Studies: Lesbian Hunger in Contemporary Chicana Literature and Queer Theory

My presentation will analyze the dynamics of hunger, Chicano foodways, and queer sexuality, in contemporary Chicana lesbian literature and theory. My presentation will focus primarily on the lesbian coming-of-age novel *What Night Brings* (2002). In this novel, author Carla Trujillo symbolizes the desires of her female protagonist using the trope of physical hunger in ways that challenge the dominant social order. The adolescent lesbian has many desires--for relief from the beatings she receives at the hands of her father, for her mother's refusal to leave her husband, and for the pretty girl next door to fall in love with her. Accompanying these desires is her more practical quest for nourishing food throughout the novel-- but not just any food. Rather than embracing the traditional dishes that signify Mexican-American food culture, the character instead rejects rice and beans and instead craves mass-produced foodstuffs; as well, she prefers the diner fare of Woolworth's to her mother's home cooking. In my paper, I want to explore the possibilities of "queering" food studies through a critical reading of Trujillo's fiction, examining the ways in which the main character's refusal of traditional foods and her preference for mainstream American food ironically metaphorizes--and complicates-- her desire to create a new queer Chicana identity that her culture and family resist. The foodways in the novel and references to hunger in contemporaneous Chicana queer theory provocatively demonstrates not only how food constitutes

identity (a familiar theme to food scholars) but also demonstrates the ways in which hunger and . . .

Megan Elias, Queensborough Community College (*sess. 16*)

Is Nutritious Delicious? Home Economics and the Question of Taste

Home economics emerged as a movement in American culture at the beginning of the twentieth century. Leaders of the movement sought to rationalize the domestic sphere and thereby raise women's status in society. In the process, they attempted to rationalize culinary taste by changing the way that Americans approached their meals and the ingredients of these meals. In some ways, this movement pre-figured the health food trends of the 1970s in that it assumed that the intellectual food experience could transcend the sensual food experience. Simply put, if a person knew what was good for her, she would prefer its flavor to what was bad for her. This paper talks about the culinary aesthetic of the home economics movement, focusing on the period from 1900 through the Great Depression when nutritionists and food scientists attempted to create a new American cuisine based on science rather than pleasure or tradition. I will explore the methods used to propagate the new aesthetic and discuss resistance to it, which came in several forms. Not only did recent immigrants reject the rationalization of cuisine, but native-born Americans also resisted the idea that what they ate should not be a matter of personal choice. In addition, and no less significantly, advertising and marketing professionals, beginning in the 1920s worked forcefully to lure American eaters to mass produced food products regardless of nutritional value. Looking at how and why the early home economists failed to change America's culinary aesthetic(s) can give us some insight . . .

Karen Engle, University of Alberta (*sess. 37*)

Food and Death: The "Last Supper" Photographs of Celia Shapiro

A pint of mint chocolate chip ice cream sits melting on a bright blue plastic tray. The orange spoon, also plastic, rests just to the right of the tray. This was Timothy McVeigh's final meal before his execution on November 6th, 2001. Photographer Celia Shapiro reconstructed and photographed this meal as part of her Last Supper series, a photographic history of condemned prisoners' final gustatory selections. Interpreting Shapiro's work as an interrogation of identity and criminality, this paper explores the significance of food as a last rite. Why are we fascinated by discussions and fantasies of "Last Suppers?" What do Shapiro's images suggest about the connections between identity, nourishment, and death? Why do we feed the condemned before killing them? Freud famously suggested that totem meals connect us to an original patricide, and that we eat to remember this violence. Food as rite, in other words, operates as a kind of community discipline, keeping individuals in check and within the law. Food somehow identifies and binds communities together. How does the prisoner's last supper reify or undermine this formulation? To what extent is the prisoner identified as a disciplined and condemned body through the ritual of terminal nourishment? This paper begins to explore these questions by focusing on Shapiro's visual representation of "Last Suppers" as a visual précis of officially sanctified death.

Gail Feenstra, University of California, Davis; **Jeri Ohmart**, UC Sustainable Agriculture Research & Education Program; **Melissa Salazar**, University of California, Davis (*sess. 64*)

Visualizing School Lunch Plates: Do Farm-to-School Programs Make a Difference?

Farm-to-school programs have been hailed as innovative strategies for improving childrens diets by providing farm fresh produce in school cafeterias while simultaneously supporting the local farm economy. Do these programs really make a difference? What do childrens lunch plates really look like? This panel will explore these issues by providing an in-depth look at actual food choices, preferences and attitudes that resulted from school cafeterias with farm fresh salad bars in Yolo County, California. Extensive digital photo analyses and individual interviews yield fascinating insights into the real world of student lunches. In addition to a visual analysis of the extent to which these lunches meet USDA nutritional requirements, we will also explore the reasons behind why children make particular choices, how they decide to arrange food on their plates and how their choices contribute to life-long learning about the food system. We will also examine the differences between food offerings and choices in the medium sized, middle-income, relatively homogeneous Davis Unified School District and those of the smaller, rural, lower income and more ethnically diverse Winters School District. Results will be discussed in relation to future goals of the farm-to-school program, including implications for improving student nutrition and supporting regional growers.

Gail Feenstra, University of California; **Eileen Brady** and **Mike Mertens**, Ecotrust (*sess. 55*)

Creating a Vivid Picture of a Sustainable Food System

The California food system plays a significant role in local, national and global food economies. The opportunity is ripe to transition the current food system to a more sustainable one which will provide more economic opportunity than the current system, strengthen urban/ rural community linkages and enhance environmental management of the states natural resources. This session will describe the steps taken by a consortium of California food and farm business leaders, state and local policy advocates, non-profits, researchers and funders to create a VIVID PICTURE of a sustainable California food system and the analytical tools to demonstrate its impacts on communities. We will outline the processes used to gather key principles and values from food system representatives that characterize and drive the economy of a sustainable food system in the year 2030. Based on current food system data and future projections, our GIS analyses show various sustainable and less desirable food system futures. Additionally, measurable food system indicators selected from the initial principles show current status of the current system in relation to the VIVID PICTURE. Finally, the project suggests 7-8 key leverage points for strategically shifting the California food economy, policy and educational systems to one that embraces a sustainable future.

Charles Feldman, Goutam Chakraborty, Martin Ruskin, Jeffrey Toney and Shahla Wunderlich, Montclair State University (*sess. 62*)

Dietary Decision-Making: Do Nutrient Expectations in New Jersey Hospitals Match Published Standards?

A two-part preliminary investigation was done to assess selected New Jersey hospital dietary policies and to determine if these policies affect the nutritional outcome of foods served to patients. Part one, an exploratory ethnology of New Jersey Hospital administrators, has come to the following findings: Customer satisfaction is the likely indicator of the direction of a hospital's foodservice operation. In addition, hospitals generally place a premium on meal cost containment. Nutritional quality of food is a concern, but this concern is mitigated by higher financial priorities. Part two of the study addresses actual nutrient outcomes. Vitamin C in peas chosen as a marker of nutritional quality in foods and then was assayed in four stages of production in one New Jersey hospital. The preliminary findings indicate that vitamin C in peas can degrade beyond the published USDA standard (for cooked). Vitamin C levels continue to decrease as peas are held hot on the hospital tray line and then transported to patients. Suggestions for improvements are made. Investigation for actual values of other nutrients in foods across New Jersey hospitals is currently underway.

Elizabeth Finnis, McMaster University (*sess. 62*)

Intersecting Values and Perspectives Regarding Cash Crops, Dietary Diversity and Environmental Security: A Case Illustration from the Kolli Hills, South India

Dietary diversity in rural farming households is shaped by complex and sometimes contradictory interactions between environmental and social-political factors. This paper examines how environmental changes and financial priorities are shaping agricultural decision-making and dietary diversity in three tribal, farming villages in the Kolli Hills, Tamil Nadu, India. Small farmers' decisions to become increasingly embedded in the market economy by growing cash crops, rather than focusing on subsistence crops, are linked with an environmental calculus related to indigenous agricultural knowledge and a changing physical environment. Farming households also employ an economic calculus related to a desire to have access to the goods and services that are perceived to be commonplace in lowland communities surrounding the Hills. Crop commercialization is associated with negative local outcomes such as decreased dietary diversity in this area. At the same time, cash crop income is being used to further local goals and projects, demonstrating farmer agency. These issues have implications for any nutrition-related development projects and programmes aimed at improving dietary diversity through the reintroduction of traditional millet food crops.

Emmett P. Fiske, Washington State University (*sess. 11*)

Catalysts for Change: The Rise and Impact of Public Interest Coalitions on Sustainable Agriculture Research and Education at the University of California 1977-1989

The major stimulus for this paper is my long-term interest in the University of California's historical engagement with the state's agricultural and rural sectors. My dissertation demonstrated that over time, the University increasingly identified its primary constituency as organized and influential agricultural interests able to explicitly articulate their needs to agricultural administration and appropriate Legislative committees. This pattern began breaking down in the late 1970s when California Agrarian Action Project – a grass-roots organization representing rural communities and small family farmers – joined forces with California Rural Legal Assistance in filing a lawsuit on behalf of nineteen farm workers displaced by UC development of the tomato harvesting machine. Although the University's position ultimately prevailed, the decade-long public scrutiny directly influenced creation of new institutional arrangements and legislation creating the University of California's Sustainable Agriculture Research and Education Program. SAREP was envisioned as the vehicle for engaging university personnel and agricultural practitioners in collaborative activities addressing the entire food and fiber system: the environmental impacts of agriculture, the health of rural communities, and the profitability of family farming operations engaged in sustainable farming practices. Over time however, collaborative innovations began falling by the wayside as UC agricultural system administration reasserted control over this program "imposed from without." This paper will draw upon archival research and personal interviews with individuals who have played key roles in the lawsuit and its aftermath within the University of California to assess past and current institutional barriers to effective collaboration between the university and identified constituencies.

Deborah Fitzgerald, Massachusetts Institute of Technology (*sess. 38*)

Feeding Soldiers, Creating Markets: World War II and the Food Industry

World War II marked a watershed between traditional and modern food provisioning in America. The dislocations occasioned by the war – shortages of certain foods, packaging materials, and construction materials; diversion of foods to military needs; necessity of feeding troops in an unprecedented variety of climates and topographies; an emerging professional collaboration between, as well as an academic credentialing of, food scientists and food technologists – led to a fundamentally changed food-processing system. My argument is that the exigencies of wartime created an unprecedented synergy between the federal government and the food processing industry. The Quartermaster Corps, which developed specifications for military food and oversaw its development, assembled groups of industry experts who helped the QM understand exactly what the industry could provide the troops. The industry, in turn, worked hard to attract and keep military contracts, often retooling machinery, fabricating new foods, training new workers, and working with entirely new ingredients. In this paper I will explore the Quartermaster Corp's development of military rations. The rations program generated particular kinds of innovations in foods and packaging, changes that paved the way for novel consumer products in the years following the war.

Beth Marie Forrest, Boston University (*sess. 45*)

The Patria and the Panza: Visualizing Languid Spain

The problem of hunger continuously plagued Spain up through the early modern period, although progressive methods of increasing agricultural productivity were occasionally attempted. The Enlightenment had inspired novel applications of scientific experiments and of arts and learning, most notably through the Amigos del País, chartered in 1764, where the three estates mixed company to discuss farming and manufacturing techniques, founded vocational schools and published memoirs. Through such initiatives, eighteenth-century social critic Antonio Ponz suggested that economic initiatives were a form of patriotism: "It would be no small gain just to get rid of the multitude of beggars" and, "just like the men who had first conquered [the country]" from the Moors, men would restore the moral and physical well-being of their 'patria.' Indeed, even the king, Philip V, reflected this new spirit of innovation and progress. He abolished the ban on lesser nobility performing manual labor so that they would no longer "live idly or badly occupied and become a charge on society." With even greater liberal goals, the government also attempted a reform whereby common lands were parceled out to the poor or landless, in hopes that it would prevent future famines with small scale, domestic agriculture. However, complaints soon surfaced that the wealthy were taking the best plots, while the poor were forfeiting their land

for non-payment of the annual dues. The ingrained social customs were less fluid than the zeitgeist, and optimism retreated, leaving hungry bellies and countless destitute for Goya to immortalize. This paper considers the progressive vision of the agricultural/pastoral landscape of Spain, to understand why the innovation of the patria and the hope for the panza (stomach) remained unfulfilled.

Charles A. Francis, University of Nebraska; **Mindi L. Schneider**, Cornell University; **Peter Skelton**, University of Nebraska; **Michele Schoeneberger** and **Gary Bentrup**, National Agroforestry Center (*sess. 46*)

Methods for Designing Future Food Systems in Peri-Urban Areas

We need mixed and interdisciplinary research methods to address complex agricultural challenges. Growth and expansion of urban populations, coupled with declining agricultural production acres, has given priority to farming and food systems in peri-urban areas. To understand issues that operate at the rural-urban interface, tools that increase breadth and scope of research and development are needed. A study of the ethics of land use and food purchasing preferences of peri-urban consumers in Nebraska revealed an ethic of environmental stewardship, plus high interest in purchasing locally grown foods. Farmers in the same study area were unaware of this local market demand. Studies of federal support programs for planting woody buffers along waterways to improve water quality have found low levels of participation in spite of attractive financial incentives. In future research, we need methods such as mail surveys, interviews, focus groups, and case studies in specific locations, in conjunction with traditional biophysical measurements and indicators. These can be combined for study of farms, landscapes, and ecosystems in areas that surround our growing cities. Universities and government agencies are frequently organized around narrow disciplinary lines, and currently face difficulties addressing complex challenges that include biological, economic, ecological, and social factors. We need to develop different tools through interdisciplinary team research and education to educate the public about rational land and other resource use in order to sustain the ecosystem services and food production that will be vital to long-term agricultural and social success.

Carrie Packwood Freeman, University of Oregon (*sess. 34*)

Building Bodies Not Beings: The Construction of Farmed Animals in National News

With the increasing industrialization of animal farming, the news media are an important source of knowledge about farmed animals for a largely urban public. This textual analysis of over 100 national news stories published between 2000-2003 in The New York Times, Time, CNN and CBS Evening News forms the foundation of scholarship on American news representations of farmed animals. Findings show news discourse largely supports the speciesist status quo by representing farmed animals primarily as resources for human use through commodifying them, failing to acknowledge their emotions and perspectives, and failing to describe them as inherently-valuable individuals. Visual imagery focuses more on bodies than beings, keeping viewers disconnected and unattached to the animals. However, on occasion, the media do challenge the rules of discourse by showing that animals have emotional needs and deserve to be rescued from cruel treatment. Social change for farmed animals is more likely if the media begin to construct stories which introduce us to individual farmed animals, include a non-anthropocentric ethical component, and respect both human and animal interests.

Doug Freeman and **Dave Decker**, Arnold Creek Productions, Lake Oswego, OR (*sess. 75*)

Sustainability: From Field to Store to Customer

Explore the economic and social bonds between growers and local markets at a special presentation of a new educational video "Architecture to Zucchini: The people, companies and organizations pioneering sustainability." Tours and interviews highlight innovative sustainable practices in industries ranging from catalog sales and banking to forest products and agriculture. These companies and organizations serve as national models for operating in ways that responsibly address environmental, social, economic and health values. The program is aimed at educational, government, industry and professional organization audiences. During the Sunday morning session, attendees will view two 10-minute segments from this two-hour program. One features Bill and Karla Chambers of Stahlbush Island Farms, a major organic grower located in the Willamette Valley. The other segment features Brian Rohter, founder of a successful grocery chain called New Seasons Market that focuses on organically grown and regionally produced foods. Both have established unique relationships with

members of their supply/sales chains and consumers. Time permitting, a third segment might be shown. The producers will be on hand to discuss this nationally distributed DVD and answer questions. To view the program trailer and learn more, visit their Web site at <http://www.arnoldcreekproductions.com>.

Leigh A. Gantner and Ardyth H. Gillespie, Cornell University (*sess. 49*)

Family Food Decision-Making Within the Context of the Community Food Environment

The food environment in which we live is getting increasing attention as food, agriculture, and health professionals and others search for causes of and solutions for the present obesity epidemic. Although much attention is focused on obesity, this attention reflects an overall concern that the nutritional quality of American diets is suffering and consequently the health of the American population. Of concern is the quality of foods available from community food systems and, for some families, the limited access to available healthy foods. Increasingly research is examining the effect of the built environment, media, and the retailing industry on shaping food environments. The affects of the food environment on obesity and health are mediated by, among other things, decisions that families make about food and eating within their food environment. Thus, the hypothesized relationship between the community food environment and family food decision-making is addressed in this paper. Based on a review of literature and current research, the authors will present a conceptual framework to guide research and intervention, summarize current research, and suggest gaps in research to date. One gap is understanding how families moderate the effects of the built environment on their health by making decisions based on their own values, attitudes, beliefs, and priorities. This improved understanding of family food decisions is essential in efforts to improve public health on a community-wide basis by building healthier food environments within as well as external to families.

Steven Garrett, University of Washington (*sess. 47*)

Coming Back to the Foodshed: Metaphor and Social Action

Agro-food actors in Western Washington State and agro-food initiative web sites across North America serve as case studies to examine how the term foodsheds is employed to resist the dominant globalized and industrial food system paradigm and to show how this resistance is consistent with the newly developing localization theory. The industrial food system paradigm distances food sources from consumers, so that agro-food actors resist through their support of the alternative circuits of localized and more sustainable food systems. This resistance is conflated with a fertile ecological imagination that envisions the foodshed as complex processes in which food is produced, marketed, transported, and consumed. These complex processes and materiality of land, people, capital, and non-human life are then shared with consumers and potential agro-food actors through the use of the term foodsheds as a heuristic device, starting from its analogue - the watershed. This heuristic is especially, or perhaps only, effective with consumers who already have an ecological imagination and can thus envision the myriad processes and materiality of the watershed analogue. For this reason, it may be more limited than other spatial metaphors such as food miles and food distancing. Foodshed discourse is found here to be consistent with the economic and ecological foci of localization theory. However, in order for this theory to be a more thorough critique of globalization, it will need to further engage the myriad social justice issues related to food production and marketing.

Gilbert W. Gillespie Jr., Cornell University (*sess. 73*)

Future Food Producers: How Do We "Grow" New Farmers?

The food systems that many people conceive of as "local," "sustainable," "civic," and the like involve "farmers:" people who are operate their own enterprises and are directly involved in producing food, fiber, and perhaps energy. For a variety of reasons the kind of "farmers" consistent with these visions of agriculture seem to be in declined as indicated by decreasing numbers of farms and an aging population farmers. While one construction of this situation is that it results of the undesirability of agriculture and better opportunities elsewhere, at the same time many people want to get into farming. The latter face a variety of difficult challenges. Generating farmers is arguably as important as generating markets. Results of a study of beginning farmers in the Northeastern U.S. will be presented to stimulate discussion about how to effectively approach the problem of success in farm startups.

Leland Glenn and Ray Jussaume, Washington State University (*sess. 19*)

Characteristics of Organic Farmers in Washington State Who Are Willing to Use GMOs

A 1999 USDA policy excluded GM crops from organic certification. This decision remains controversial because many agricultural scientists and agribusiness representatives believe that GMOs may be a useful tool for meeting a primary goal of organic agriculture, which is to reduce chemical inputs. Other agricultural scientists and social scientists believe that GMOs pose a threat to the ecological viability and biodiversity of agricultural systems and express concerns about the corporate control of agricultural intellectual property associated with GMOs. The controversy was heightened recently when the Organic Farming Research Foundation changed their stance on the issue to one of openness to considering the application of GM crops in organic farming. Because organic farmers are a significant constituency in this debate, we deemed it appropriate to examine their perspective. From a survey of 1,181 Washington State farmers, we created a sub-sample of 717 crop farmers (fruits, vegetables, and grains), of which 165 described themselves as organic (certified organic, moving towards organic certification, and non-certified organic). Of the 552 conventional crop farmers, 48.8% claimed a willingness to use GM crops if they were to become available. Among the 165 organic farmers, 23% were also willing to try GM crops. By including other variables in a statistical analysis, we develop characteristics of organic farmers who would be willing to try GM crops. The results of the analysis may shed light on the extent to which the controversy over GMOs in organic agriculture extends to organic farmers.

Angela Gordon, Washington University in St. Louis (*sess. 5*)

The Color and Flavor of Home: The Role of Nostalgia in Maintaining Local Specialty Foods

Young people in developing nations are increasingly seeking economic opportunities in the global economy through migration. These workers transform their native towns into international communities through visits and the transfer of goods and money through international mail. In their ex-patriot communities, gaining and/or providing access to foods from “home” is often a high priority. In Opopeo, Michoacán, Mexico, farmers grow a small-seeded crop known locally as chia or chia roja (*Chenopodium berlandieri* subspecies *nuttalliae*). The bright, wine-red seeds of chia are used to make sweet, red tamales known as chapatas. Although chia was grown throughout the Lake Pátzcuaro region until fairly recently, today, it is cultivated only in Opopeo, and there are only a few women still producing chapatas. Returning migrants often order a hundred or more chapatas to give away or sell in their ex-patriot communities. Perhaps because the chapatas represent a food found only in and around Opopeo, they function as a nostalgia food, linking the consumer to their home in a more meaningful way than a generalized “Mexican” cuisine is able to do. For the chapateras, these nostalgia purchases represent up to half of all sales. Given the rapid decline in cultivation of this crop, chia’s role as a nostalgia food may be all that is keeping it from extinction. While the global food system typically weakens traditional foodways, in this case, a global community may be sustaining one. abstract fixed May 13, 2005

Thomas W. Gray, Rural Business-Cooperative Service, USDA (*sess. 32*)

Farmers of the Middle and Agricultural Cooperative Structure

Over 80% of farmland in the U.S. is managed by farmers whose operations fall between small-scale farms with access to direct markets, and large, consolidated, and increasingly industrialized farms. These farmers are increasingly left out of the food system. If present trends continue, these farms, together with the social, economic, and environmental benefits they provide, will likely disappear in the next decade or two. The public good that these farms have provided in the form of land stewardship and community social capital will disappear with them (www.agofthemiddle.org). These middle interests-over-simplified here-have two organizing tasks: (1) seek to build their economic viability while holding ground against some of the most fragmenting, and simultaneously ordering socio-economic dynamics in our late modern age-e.g., fordist industrialization, corporate conglomeration, globalization, technology that creates redundancy among farmers and communities, and constructed consumerism; (2) seek to build viability in a manner consistent with the values and goals of economic, community, and environmental sustainability. This paper reviews the tasks of renewing an “agriculture of the middle,” i.e. its economic, community, and ecological agendas. It provides a brief synopsis of the socio-economic and historical context in which these agendas are set forth. And it specifies-from a cooperative collective-action, social movement perspective-where consumerist/psychological, sociological, and cooperative

space may exist for the pursuit of these agendas. Given this multi-dimensional space, consideration is given to agricultural cooperative structures-local, centralized, or federated-that ...

Robert Gronski, National Catholic Rural Life Conference (*sess.* 32)

Reshaping Public Policy in the Next Farm Bill

The U.S. farm bill is an opportunity for the American public to create public policy for the nation's agriculture and food system as well as the quality of life for rural communities. Although most farm bills since the New Deal era have emphasized commodity production, the last few farm bills have heard the voice of sustainable agriculture, environmental and social justice groups. The American countryside still retains a diverse mix of farms, ranches and rural communities. At the same time, the American public is raising questions about food safety, human health, environmental protection and social and economic justice. How can this reality be reflected in public policy for agriculture and food production? This paper presents some of the reforms that advocates are proposing in preparation for the next Farm Bill (2007). These reforms, they claim, will promote greater equity and innovation, address the needs of underserved farmers and farm-dependent communities, and improve the environmental performance of farms and ranches. How can sociologists and political-economists use their skills to evaluate these claims and provide practical research for public policy?

Robert Gronski, National Catholic Rural Life Conference (*sess.* 76)

Institutionalizing Ethical Analysis in Agriculture

Ethical concerns are important to agriculture, yet it is rare when agricultural universities create dedicated positions to ensure that ethical issues receive proper discussion. In a recent issue paper by the Council for Agricultural Science and Technology (CAST), a task force of seven leading experts examines the nature of ethics as applied to agriculture and the environment. In "Agricultural Ethics" (IP#29, Feb. 2005), they discuss how ethical concepts and tools can address several issues in the food system and suggest some practical steps on how agricultural ethics might be institutionalized. A roundtable discussion at the AFHVS meetings will explore why the process of institutionalizing ethics should be a focus of agricultural universities. As suggested in "Agricultural Ethics," the emphasis is on the need for agricultural institutions to develop a base of expertise in signaling the nature and importance of ethical concerns. These include farm structure, environmental impacts, animal ethics, food security, agricultural biotechnology and trust in science. If ethical conflicts are going to be resolved, it is the responsibility of academics and researchers, within the limits of their place in the agriculture and food system, to understand and contribute. "Agricultural Ethics" provides a starting point for thoughtful evaluation of controversial "rightness" and "wrongness" of agricultural choices. The roundtable discussion will specifically consider the concluding section of this paper which deals with institutionalizing ethical analysis in agriculture. The full text of this Issue Paper (#29, February 2005, \$5.00) can be accessed at www.cast-science.org. (CAST is an international consortium of 36 scientific and professional societies. It assembles, interprets, and communicates credible science-based information regionally, nationally, and internationally on food, fiber, agricultural, natural resource, and related societal and environmental issues.)

Joan E. Gross, Oregon State University (*sess.* 5)

Visualizing the Past in Present Day Food Systems: An Ethnographic Inquiry into Back to the Land Farmers and Freegans

In light of Oregon's abysmal hunger rate, we carried out 38 ethnographic interviews with low-income households in two rural areas of Benton County. We asked the standard questions on the USDA food insecurity questionnaire and supplemented it with questions about favorite foods and meals and how to make ends meet when cash is short. In this paper, I focus on two counter cultural groups in our sample who rebelled against the standard American pattern of working, cooking and eating. One group stems from the back to the land movement of the late 1960s, and 1970s. Many of these families moved to rural areas and attempted to live off the land, using very traditional methods. They maintain a mistrust of processed foods, try to incorporate lots of whole grains and fresh fruits and vegetables into their diets. An even more extreme counter cultural example is a group of young people who call themselves freegans, a name that they made up to reflect their philosophy. Ideally, they would eat only whole, unprocessed foods, but of more importance to them is whether or not it is free. They prefer to opt out of the economic system entirely, living only on what society throws away, or what they can gather in other people's gardens, in the wild, or by picking up roadkill. This paper examines the

symbolic system of food among these groups; one that visualizes itself in terms of primitive agriculture and the other that sees itself as modern day pre-agricultural gatherers.

Amy Guptill, SUNY College at Brockport; **Richard Pluke**, University of Florida (*sess. 40*)

Alternative Agriculture as a Rural Development Strategy for Puerto Rico's Central Region: An Evaluation

As in other places, the globalization of the food system has created divergent trajectories for rural areas in Puerto Rico: marginalization through lost markets, erasure through suburbanization or gentrification through ex-urban growth. The purpose of this paper is to evaluate the prospective role of alternative agriculture in a rural development strategy for Puerto Rico's mountainous central region. We first review of the sociological literature on alternative agriculture and rural development. Next, we review the results of recent research in social science and agronomy on alternative agriculture efforts in Puerto Rico to assess possible points of intervention. Finally, we discuss our conclusion that alternative agriculture has a substantial role to play in promoting sustainable rural development in Puerto Rico, but will require a major investment of resources as part of a diversified and locally grounded strategy.

Janet Hammer, Portland State University and Community Food Matters; **Kenneth Radin**, Portland State University; **Gerry Kasten**, Tricities Public Health Preventive Services, Vancouver, BC; **Jill Fuglister**, Coalition for a Livable Future, Portland, OR; **Christiana Miewald**, Simon Fraser University (*sess. 8*)

Mapping Community Food Access

The mapping of food access has garnered increasing attention in both academic and practitioner communities. Maps may display a range of food resources - from grocery stores to farmers markets, community gardens and emergency food sites. Identification of food access disparities has been given particular attention. For example, maps may reveal unequal spatial distributions of markets, or analysis may demonstrate that product offerings in some neighborhoods have lower nutritional quality and/or higher prices relative to other neighborhoods. Extending questions of access, availability, and affordability, nascent food mapping work is attempting to include sustainability dimensions such as presence of local or organic products. Maps may also be used to explore how residents view and behave in their community food system; for example, satisfaction with existing options, or how people in areas mapped as abundant or spare in food resources actually navigate their food access.

This panel unites scholars and community practitioners in a guided discussion of four questions regarding the theory and practice of community food mapping

- 1) How can we best "visualize" and communicate community food information so that it is meaningful and useful?
- 2) What types of information are most available and most useful? What are the strengths and weaknesses of various sources of data?
- 3) How can sustainability measures such as local and organic be incorporated into community food access maps?
- 4) What are the most compelling emerging issues and how can this inform research agendas and "best practices"?

This is designed as an interactive, peer learning experience and participation by session attendees will be encouraged.

Craig K. Harris, Michigan State University (*sess. 24*)

Farmaceuticals as Cyborgs: Opening Spaces for Scientist Activism

The boundaries of agriculture have always been somewhat ambiguous encompassing food and fiber, certainly, but less clearly including agroforestry, aquaculture, or plants from which illicit drugs are produced (e.g., erythroxyllum, papaver, cannabis). Currently another challenge to the definition of the boundaries is coming from plants that have been genetically engineered to produce approved pharmaceutical substances (farmaceuticals). While efforts to move such crops into commercial production have met with intense opposition from local farmers, the reactions and perspectives of various scientific and governmental professional groups has been at least as interesting, ranging from strong support (lower cost of production) to mild disinterest (just

another GMO) to strong opposition (plant biotechnology out of control). Like other cyborgs, pharmaceuticals excite both awe and horror. From the perspective of conventions theory, because they transcend the existing categories, pharmaceuticals make problematic both (1) which government agencies will regulate them and (2) what standards will be used to evaluate them. Since the crop is not intended to be eaten, it falls outside the purview of USDA/FSIS. Apart from possible consumption by wildlife (e.g., a 1200 pound buck on ritalin), pharmaceuticals seem not to pose any environmental issues, so USEPA has no basis for involvement. Whereas USDHHS/FDA regulates the pharmaceutical from the point of manufacture onward, it has not in the past regulated the production of the raw material that goes into the manufacture. Given this vacuum, either farmer protest and/or scientist activism may become sufficiently powerful to challenge the current pharmaceutical proposals.

Jill Harrison, University of California, Santa Cruz (*sess. 60*)

Constructing ‘Accidents’: Pesticide Drift, Regulatory Neglect, and Social Invisibility in California Agriculture

In this talk, I will discuss the ways in which different groups of actors discursively represent the public health impacts of agricultural pesticide drift on California’s farmworking communities. Furthermore, I will situate these framings within a broader examination of how US farmworkers are visually portrayed by the media. My research of pesticide drift incidents suggests that the dominant framing of pesticide drift as unfortunate but ultimately inconsequential, isolated ‘accidents’ naturalizes the minimal regulatory response to recurring pesticide exposures. I will argue that this framing characterizes the problem of pesticide drift inaccurately, and that the legitimacy of this framing depends on the continued invisibility of multiple longstanding social injustices that have plagued the California farm labor system. I will position this invisibility within an examination of the particular ways in which the popular press represents immigrant farm labor issues. Finally, I will present some strategies that community activists are utilizing in order to document in greater detail the full range of public health problems endured by farmworkers and other agricultural community residents.

Annie Hauck-Lawson, Brooklyn College, City University of New York (*sess. 16*)

Neighborhood Food Voices

Despite its population density, New York City’s people and local foodways can be very distant to its very own neighbors. Communication may be daunting here, where long-time residents and new immigrants from any of at least 200 countries abroad live side by side. Food can serve as an open medium for the exploration of new places and new people living within close proximity. This presentation describes an exercise using food as a point of focus and entry into different cultures. Here, City University of New York students use a food perspective to explore neighborhoods that are home to people of cultures different than their own. From the personal and shared reported experiences of the students, an increase in the awareness of food’s value and symbolism and the use of foodways vocabulary is apparent. The food voice, recognized and spoken, becomes a language to share in multicultural New York.

Rose Hayden-Smith, University of California Cooperative Extension and University of California, Santa Barbara (*sess. 37*)

Soldiers Of The Soil: The Work Of The US School Garden Army In World War I

“Every boy and every girl...should be a producer. The growing of plants...should therefore become an integral part of the school program.” With these words, the federal Bureau of Education launched the United States School Garden Army (USSGA) during World War I, targeting urban and suburban youth. Concern about the security of America’s food system linked agricultural and gardening efforts to national security; the USSGA’s initial funding came from the War Department. By war’s end, more than two million youth served as “soldiers of the soil.” The USSGA did not simply seek to increase food production. Proponents saw an opportunity to instill a traditional American “producer” ethic in an urban population increasingly influenced consumerism, and increasingly removed from its food system. A specific kind of visual imagery and rhetoric arose out of the USSGA’s efforts, framing the role of youth, their harvest, and the land itself in militarized terms. The USSGA exemplifies how Americans mediated competing urban and rural values during a period of national transformation. Positive values attributed to America’s rural past were recast and articulated in an urban milieu

of gardening. Gardening itself offered a new synthesis of the urban and rural experience. The USSGA tried to assuage American anxiety about the tide of rural migration to urban centers, promising that the “farmers of tomorrow may be recruited to-day from the towns and cities.” Current concerns about nutrition and the food system have led to a strong interest in youth gardening. Looking to our past may inform our present.

Melinda Hemmelgarn, Nutrition Consultant and W.K. Kellogg Food and Society Policy Fellow;
Jennifer Wilkins, Cornell University and W.K. Kellogg Food and Society Policy Fellow (*sess. 50*)
Agriculture, Access & Advertising: The Devils and the Dietary Guidelines

Every five years the U.S. Departments of Agriculture, and Health and Human Services, update our national guidelines on diet and health. Because of escalating obesity rates, federal dietary guidelines now place greater emphasis on weight loss and exercise. They offer healthful advice: eat more fruits and vegetables, drink an extra cup of milk, choose more whole grains, less fat, sugar and salt. While the principles underlying the guidelines are sound, their ultimate effectiveness is highly doubtful. Many of the barriers that prevented us from following the last set of guidelines remain: national agricultural policies that keep highly processed, nutrient-poor foods cheap and accessible; inadequate public health and education funding; poverty; and, a steady stream of mesmerizing, visually tantalizing, billion dollar ad campaigns for foods and beverages inconsistent with dietary guidelines. Jennifer Wilkins and Melinda Hemmelgarn have 50+ years combined experience in nutrition education, food policy and food systems analysis. They’ll help attendees gain insight into why obesity is both epidemic and largely beyond personal choice. Participants will learn how to impact food policies, heal food systems, and navigate media messages through media literacy education techniques. Their session promises to be enlightening, empowering, and fun. Presiders of session: Melinda Hemmelgarn and Jennifer Wilkins
Tentative roster of participants: those interested in food policy, local and national food systems, and nutrition educators wishing to take an innovative path to better health and improved lives.

Mary K. Hendrickson, Harvey S. James Jr., and William D. Heffernan, University of Missouri
(*sess. 11*)

Does the World Need U.S. Farmers Even if Americans Don’t?

Significant attention has been paid to agrifood restructuring by sociologists, economists and political scientists. We agree with food systems analysts who argue that the evolving food system is being re-regulated by powerful transnational corporations, who are responsive to the tastes and demands of the world’s affluent consumers. Indeed, decisions about food production and consumption are increasingly moving into the realm of integrated food system clusters anchored by genetic firms, food processors and food retailers. Some scholars claim that trends toward global integration of food production are positively correlated with real wage growth in and economic development of less developed countries. Critics of globalization point to growing income inequality and environment degradation associated with globalization. In the midst of this debate some scholars note that American farmers are high-cost producers and argue that land and labor can be better utilized outside food production, to the eventual benefit of U.S. consumers. However, others raise a concern that the evolving systems may not work for small farmers around the world, nor lead to optimal rural development outcomes. In this paper, we focus on some fundamental questions raised by the potential loss of U.S. farmers due to agrifood restructuring, namely: How does U.S. farming impact the poor people of the world? Will the poor people of the world be able to eat if current trends in food and agriculture continue? Can - and should - U.S. agriculture be a vehicle for sustainable rural development? Is the world better off with, or without, U.S. farmers?

Clare Hinrichs, Penn State University; **Ann Finan**, Iowa State University (*sess. 34*)

Variations on an Instrumentalist Theme: Sustainable Swine Farmers and Their Pigs

The spread of intensive livestock farming, involving confined animal feeding operations (CAFOs), has stimulated critique by activists and citizens. Although concerns about the environmental impacts of such facilities have been paramount, many now voice reservations about potentially harmful effects on animal welfare in “factory”-like facilities, which house numerous animals in confined spaces with little opportunity for unrestrained movement, outdoor experience or natural behaviors. Taken together, these critiques support demand for more environmentally sound and welfare friendly livestock systems. However, comparatively little is known about how farmers using more sustainable livestock systems understand the animal welfare outcomes

of their operations. Taking a phenomenological approach, this paper examines the intersections between production practice, market approach and farmers' animal welfare perceptions and orientations. The study draws on in-depth qualitative interviews conducted with 14 Iowa swine producers, all of whom raised pigs in "hoop houses," a low-capital, deep-bedded livestock system widely seen as a practical and more sustainable alternative to CAFOs. Findings reveal a common base of instrumentalist orientations on the part of these farmers to their pigs. This base, however, is punctuated by expressions of regard and appreciation for pigs, particularly among farmers pursuing alternative and niche markets. The study highlights the farming system context, as opposed to individual basis, of farmers' animal welfare orientations. Implications for developing more sustainable animal agriculture systems will be explored.

Clare Hinrichs, Penn State University; **Gail Feenstra**, SAREP, University of California, Davis; **Laura B. DeLind**, Michigan State University; **Carolyn Sachs**, Penn State University; **Patricia Allen**, University of California, Santa Cruz (*sess. 18*)

Reflections on Patricia Allen's Together at the Table: Insights and Applications

Patricia Allen's recently published book, *Together at the Table Sustainability and Sustenance in the American Agrifood System* (Penn State University Press, 2004) distills more than 10 years' of research on the agendas and strategies of U.S. alternative food movements and offers a probing analysis of the convergences and disjunctures between, on the one hand, work on sustainable agriculture, and, on the other, initiatives promoting community food security. This panel provides an opportunity for academics, organizers and activists to reflect on the central issues and arguments developed by Allen in her book. Panelists will present their views on the theoretical, substantive and practical contributions of the work. The panel will be structured as a conversation between author and diverse audiences, with the goal of advancing dialogue on the themes of the book.

David Holland, Washington State University; **Marcy Ostrom**, Washington State University (*sess. 4*)
The Economic Impacts of Local Food Sourcing for Northwest Communities

Using an input/output modeling system based on IMPLAN data, we investigated the contribution of the local food supply to total food consumption in three Northwest states and in three county case studies. The model tested possible scenarios for job and income generation through enhanced local marketing networks. In addition, surveys, interviews, and agricultural census data were used to examine the potential social, environmental, and economic benefits of community based efforts to source more food locally. In one urban county, only two percent of current crop production was marketed directly to consumers. Estimates based on IMPLAN modeling showed that if farmers here sold as much as ten percent of their crops directly to the public, it could mean an additional \$6 million annually for the county's farms.

Georgina Holt, University of Salford, UK (*sess. 59*)

Lifestyle Marketing, Quality Assurance and Sustainable Food Consumption: A Discussion Paper

The paper discusses the reasons for the rise of lifestyle marketing and the importance of quality assurance standards for the marketing of credence food attributes. The paper traces the history of niche marketing and the concept of lifestyle. The paper looks at the concept of lifestyle marketing from two approaches. First the author discusses the social theoretical definition of lifestyle. This is followed by an analysis of the role of quality attributes within lifestyle marketing and in particular the rise in demand for credence food attributes in late modernity. The author presents a model of the mechanism through which food businesses can derive benefits from quality assurance. The second model in the paper demonstrates the relationship between consumer culture and lifestyle marketing. The paper then reviews the growth of the sustainable food consumption concept and raises questions about the extent to which the paradigm can and is being transformed into a niche lifestyle market. The paper closes with a discussion of the evidence for the way in which in the current debate on healthy, sustainable food consumption is being acted out in the marketplace and suggests future directions for policy and research.

Lynn Marie Houston, California State University, Chico (*sess. 48*)

Food Studies Dissertations: Effectively Organizing and Writing for Interdisciplinary Doctoral Committees

In this presentation, I will address some of the pitfalls waiting for students who work with doctoral committees

comprised of faculty from different disciplines: i.e. different expectations of what the dissertation manuscript will do or be; different theoretical perspectives and backgrounds; lack of understanding of what food studies is; and possibly even conflicting methodologies (and citation systems). I will then address how best to deal with these issues in the writing stages of the dissertation by giving certain tips and strategies (and handouts) that focus on “knowing your audience” and that should help in shaping various sections of the dissertation and in negotiating the politics of interdisciplinary committees. I could also expand this discussion to talk about the issues involved with publishing interdisciplinary work (or, what to do with your dissertation now that it is done).

Lynn Marie Houston, California State University, Chico (*sess. 2*)

Representations of the Cannibal in the New World: A Rhetorical Recipe for Genocide

Relying on Michele de Certeau’s theoretical essay in *Heterologies* and Slavoj Žižek’s *The Plague of Fantasies*, as well as on theories from postcolonial studies and new historicist readings of the Encounter between Europeans and indigenous peoples in the Americas, I propose a rhetorical analysis of the figure of the cannibal in literature of the Encounter and in visual representations of the sixteenth century. By tracing the origins of the cannibal image in the European cultural imagination, I conclude that representations of cannibals in the Americas had more to do with Europe’s psyche in the face of discovering a “new world” and less with a desire to represent accurate practices. The impact of this non-anthropologic description (in the way we know anthropology after the 1970s) was to fuel the genocide of indigenous peoples. A further conclusion, based on the work of de Certeau, is that, in order to undo the devastating effects that the rhetorical figure of the cannibal in Encounter literature had on indigenous peoples in the Americas, writing must now make “an appeal to the senses and a link to the body.” In this way, not only does literature ensure a reversal of the mind/body split (one of the factors that allowed the cannibal figure to have such an impact on the European imagination) but it ensures ethnographic representation of foodways, an important component to valuing cultural identity.

Phil Howard and Patricia Allen, University of California, Santa Cruz (*sess. 49*)

Are Local Food Consumers More Empowered?

Some sustainable food advocates make the claim that consumers have more power in a locally based food system. This claim has not been tested, in part because power is difficult to measure. We developed an index of perception of food empowerment to include in a random sample mail survey administered in the Central Coast region of California. The index was composed of questions about the respondents’ perceptions of food system information availability, availability of desired products and ability to change the food system. Obtaining foods frequently from direct, local sources (defined as household gardens, CSAs, farmers’ markets or roadside stands at least once a week) was associated with a higher score on this index of food empowerment, even after controlling for demographic variables. Frequent purchasing of organic food, on the other hand, was not associated with the index. The results provide modest support for claims that local food consumers are more empowered.

Merja Isoniemi, National Consumer Research Centre; **Sari Forsman-Hugg**, MTT Agrifood Research Finland, Economic Research, Finland; **Sirpa Kurppa**, MTT Agrifood Research Finland, Environmental Research; **Johanna Mäkelä**, National Consumer Research Centre, Finland; **Jaana Paananen**, MTT Agrifood Research Finland, Economic Research, Finland; **Inkeri Pesonen**, MTT Agrifood Research Finland, Environmental Research, Finland (*sess. 57*)

Consumer Views on Quality and Responsibility in the Food Chain

In Finland systematic quality work has been carried out in the food sector to offer consumers high-quality and safe food products. However, issues relating to the relationship between quality and responsibility in the food chain have not specifically been addressed. From the point of view of the transparency of the food supply chain it is necessary to create and maintain trust throughout the food chain. To increase the openness and transparency of the food chain we need to know how different actors define quality and how they view their responsibility in generating quality. The study is part of a joint project focusing on quality work and corporate responsibility throughout the Finnish food chain. The data were collected during 2004-2005 by means of semi-structured interviews of consumers, producers, food industries, retailers, authorities and decision makers. For the interviews, a customized theme framework for each actor was developed in order to take into account the actors’

different positions in the food chain. To provide a synthesis of quality and corporate responsibility within the food chain, all data will be analyzed using a similar procedure. This presentation focuses on the consumer section of the study based on 16 interviews. Firstly, we examine consumers' views on food quality and safety in Finland. Secondly, we analyze consumers' definitions of corporate responsibility and its dimensions. Finally, we discuss consumers' role and responsibility in the food chain as seen by consumers themselves.

Karla Iverson, Portland State University (*sess. 34*)

Eating Animal Cruelty

We know that children who choose to be cruel to animals have potentially serious psychological disorders. However, as a society we have accepted as normal behavior cruelty by adults on a mass scale towards the animals that provide meat, eggs, and milk for our consumption. The fact that the trauma of that cruelty remains in the animal foods we consume is most readily seen in the meat of cattle who are slaughtered in stockyards. Up to 5% of the carcasses from these cattle are called "dark cutters," which have meat that is dark brown, with a rank odor and a strong taste. This meat is considered unfit for human consumption, and must be sold for non-human feed. The industry readily admits that dark cutters are the result of high stress before slaughter. Because of the income loss on this beef, there are attempts to reduce stress. However, animals that are under the same stresses, but don't present dark cutter meat are sold for human consumption. Animal cruelty is also found in the production of milk, poultry, eggs, pork, veal, lamb, mutton, and any other animal product that can be raised in a factory farm setting. What are the implications of this cruelty to those who eat these animal products. What are the implications to our society?

Betty Izumi and Ola Rostant, Michigan State University; **Marla Moss**, Michigan Dept. of Education; **Kimberly Chung and Michael W. Hamm**, Michigan State University (*sess. 25*)

Farm to School Development in Michigan: A Food Service Directors Context for Implementation

The purpose of this study was to investigate Michigan school food service directors' interest in, and opportunities and barriers to implementing a farm-to-school program. Farm-to-school may be a timely and innovative approach to improving the school food environment and helping food service directors meet their nutrition goals for school meals. Health and agriculture advocates have recognized the importance of farm-to-school in addressing health issues and creating opportunities for farmers and rural communities. Research subjects were 664 food service directors representing school districts across Michigan. Respondents (n = 383) reported a high degree of interest in sourcing food from local producers (73% reported being very interested or interested). Interest was augmented (83%) when respondents were asked to assume that these foods were available through current vendors. Food service directors expressed diverse motivations for their interest in farm-to-school, including supporting the local economy and community; accessing fresher, higher quality food; and potentially increasing students' fruit and vegetable consumption. The growing season of the identified top produce purchases coincides with the academic year and could be incorporated into the school meals program. The most frequently reported barriers and concerns included cost, federal and state procurement regulations, reliable supply, seasonality of fruits and vegetables and food safety. Michigan school food service directors appear ready to make linkages with local agriculture. However, there is need to address the concerns and barriers through education; inclusion of community partners, such as current vendors; and state and federal policies that support local purchasing.

Dana L. Jackson, Land Stewardship Project, White Bear Lake, MN; **Cynthia Vagnetti**, Documentary Photographer and Film Producer (*sess. 6*)

Images and Voices of Minnesota Farm Women

In the 1980s, Land Stewardship Project presented hundreds of performances of *Planting in the Dust*, a one-woman, one-act play by Nancy Paddock based on material from oral histories of Minnesota farmers and stories from the struggles of four generations of women on one family farm. Discussion following performances helped Land Stewardship Project build support for its mission to foster a renewed ethic and practice for stewardship of America's farmland. In 2005, Land Stewardship Project has a similar organizing tool, a contemporary form of the oral history, a video documentary of *Minnesota Farm Women*, filmed by Cynthia Vagnetti. The video shows sustainable agriculture from the perspective of women planting and harvesting, caring for livestock, delivering

CSA boxes, selling produce, meat and cheese at farmersmarkets, and caring for children as they work. Behind the images their voices express reverence for the soil, their dependence on community networks for shared information and support, and discuss the opportunities for new sustainable farmers to rebuild rural economies. Dana Jackson will describe how Land Stewardship Project has used the play and will use the documentary to illustrate and discuss the obligations, obstacles, and hope for improved land stewardship. After a showing of the 27 minute video, Cynthia Vagnetti will discuss her approach to documenting the American farm experience, utilizing ethnographic methodologies with traditional still photography, digital videography, and the digital editing program, Final Cut Pro. Reactions and ideas will be sought from participants.

Lisa Jacobson, University of California, Santa Barbara (*sess.* 38)

The Cultural Politics of Beer: Beer Industry Advertising and Public Relations in World War II

When the United States entered World War II, brewers mobilized a massive public relations and advertising campaign to combat a resurgence of prohibitionist sentiments. Few on either side of the alcohol question had forgotten how World War I gave prohibitionists added leverage to win passage of the Eighteenth Amendment. Although the cultural authority of dries had diminished significantly, wartime demands for full-scale economic mobilization and conservation of raw materials armed dries with new rationales for enacting prohibitionist measures. Yet despite dry protestations that beer production wasted vital foodstuffs, government policies allowed beer production to continue largely unabated and required brewers to dedicate 15% of their production to military needs. This paper examines how the United States Brewers Foundation, a trade association representing brewers, forged new associations of beer drinking with Americanness and national resolve in its quest to fend off more stringent regulations. Their campaign reached diverse audiences through advertisements in mass magazines and a recurring newspaper editorial column that preached the virtues of tolerance to readers in small towns and rural areas where prohibitionist sentiments persisted. The USBF's campaign illuminates how brewers and admen negotiated the changing meanings of Americanness to legitimize a still suspect commodity. No single vision dominated. Rather the campaign exposed the central tensions in American national identity that emerged in the 1940s: tensions between private pleasures and public obligations, between visions of sacrifice and visions of consumer plenitude, and between ideals of cultural pluralism and the continuing salience of whiteness as a marker of American identity.

Ronald Jager, Independent scholar, Washington, NH (*sess.* 29)

Resisting the System

I propose an historical and conceptual "visualizing" of farm and food. First, a portrait of American farming circa 1950, and the transformations of the next fifty years. Examples from 6 million to 2 million farms; average farm size from 215 to 500 acres; percentage of American families on farms from 10% to 2%; percent of food dollar spent going to farmers from 50 cents to 10 cents; food prices (proportionately) lowered by 50%. Revolutionary changes, far the greatest in any half century. Secondly, a larger portrait of the current "farm-food complex," factoring it into two components, System and Resistance. The System features specialization, consolidation, contracting, vertical integration, globalization -- energized by corporate capitalism and the ideal of efficiency. The Resistance features a huge miscellany of loosely affiliated people, products, alliances, centers, farms, web sites, ideals, practices. ("Resistance" here has affinity with Lyson's "civic agriculture" -- but my approach is more polemical.) The Resistance (collective choices becoming a social force) is energized by ideals such as sustainability and resistance to domination. Having developed these concepts, I will explore the advantages (acknowledging liabilities) of conceptualizing things in this way. (Note this analysis is inapplicable to the world of 1950.) How can these concepts structure our vision of the total farm-food-complex, and enlighten our participation in it? They are here regarded not as complementary, but adversarial; indeed, the Resistance is subversive (e.g. eco-labeling), trading on extravagances of the System. Visualizing the Resistance (however scattered, various, piecemeal) as a single unified phenomenon is both useful and energizing.

Harvey James, Jr., University of Missouri (*sess.* 39)

For a Sustainable Agriculture, We Need More Adam Smith, Not Less

Sustainable agriculture is a method of producing agricultural products that is both profitable and environmentally friendly. At face value, sustainable agriculture ought to be consistent with mainstream economics. First, agriculture that is not profitable cannot be viable over the long run. Second, agriculture that

strains the environment risks increasing production costs, which also limits the viability of agriculture over time. However, there are persistent conflicts between advocates of sustainable agriculture and proponents of allowing economics forces to run their course. For example, Berry contrasts the exploiter with the nurturer, and Haynes distinguishes between industrializers and agrarianizers. With perhaps minor differences, descriptions of exploiters, industrializers and similar labels are consistent with the ideas of mainstream economics, while descriptions of nurturers, agrarianizers, and the like are consistent with the values of sustainable agriculture. An important question is whether differences between sustainable agriculture and mainstream economics can be reduced. Is there a common ground? If so, what does it look like, and how do we get there? The writings of Adam Smith might provide an effective means of bridging both sides of the debate. This is because Adam Smith is widely recognized as the “father” of modern economics, but his writings are also consistent with sustainable agriculture. This paper highlights aspect of Smith’s writings to show how his system is aligned with principles of sustainable agriculture. One implication is that advocates of sustainable agriculture might be more effective in advancing their cause by actively promoting the work of Adam Smith.

Stacy M. Jameson, University of California, Davis (*sess. 68*)

‘Asphalt. The Other Red Meat:’ Edible Imagery in Contemporary Automobile Advertising

This project will explore the rising advertising trend in which meat texts are used to sell automobiles. The conflation of eating with the purchase of non-edible technological goods promotes questions about the evolving cultural meanings of consumption and its role in identity construction. The strategic use of food becomes as tool for naturalizing car purchases, while hiding the environmental and cultural costs of goods. The advertising texts will be used to explore the hierarchical systems evident in the parallels between the auto and meat industries. This project will critique the class, gender, and ethnic imagery of both commodities to suggest how ideology of the edible works with other social, cultural and economic systems; distinction is hidden within the modern logic of consumption.

Zilkia Janer, Hofstra University (*sess. 45*)

Cooking Eurocentrism: Towards a Critical History of French Cuisine

The history of French cuisine is usually shaped as a triumphalist narrative that takes for granted that taste independently of power accounts for the widely shared belief in the superiority of this cuisine. This paper proposes a critical history of French cuisine informed by postcolonial theory and the critique of Eurocentrism. I reinterpret culinary historiography and gastronomic texts to assess the role that modernity --its developmentalist view of history and its fetishization of science and reason-- had in the consolidation of the French culinary myth. My revised history provides an alternative to the view of French cuisine as the climax of culinary sophistication.

Eric Brandon Jensen and Douglas Jackson-Smith, Utah State University (*sess. 32*)

American Idle: The Effects of Urbanization on Farmland and Farm Structure in the United States.

Among the most critical emerging ecological consequences of urbanization is the conversion of productive agricultural land to residential and commercial uses. Often overlooked in the discussion of urbanization is the simultaneous intensification of surviving agricultural operations who seek to maximize their income per acre to justify their continued use for food and fiber production. This paper uses county-level data from the continental United States between 1987-2002 to examine how urban proximity affects the size, scope, and character of farming systems. We focus on a range of agricultural trends that have ecological significance, including: the sheer loss of farmland, the concentration of livestock production, the intensification of crop production, the rapid growth in hobby farming and ‘consumptive farming,’ and participation in the federal Conservation Reserve Program. The analysis also recognizes a difference between trends in agriculturally important counties (both metropolitan and nonmetropolitan) where a critical mass of commercial agriculture has persisted, and those places where agriculture is a relatively marginal productive activity.

Jon Jensen, Luther College (*sess. 34*)

Rethinking Vegetarianism

In this paper, I examine common arguments for vegetarianism in light of alternative farming and husbandry methods. Especially since Peter Singer’s 1975 book, *Animal Liberation*, the number of individuals choosing a

vegetarian diet primarily for ethical reasons has risen dramatically. Vegetarian advocates claim that the consumption of meat is cruel to animals, degrades our environment, and is harmful to humans through health problems, antibiotic resistant bacteria, and contributions to hunger and starvation in the developing world. Considered together, these arguments create, I will argue, a moral presumption in favor of a vegetarian diet. After outlining the case for vegetarianism, I will consider whether consuming meat from animals raised in humane conditions on sustainable farms can overcome the moral presumption for vegetarianism. While most livestock are raised in so-called “factory farm” conditions, a growing movement is providing an alternative source of meat. After briefly sketching criteria for this alternative, I will consider how sustainably raised animals fare on the individual arguments that compose the moral presumption for vegetarianism. I will end by briefly considering two general objections to the claim that sustainably raised meat is an ethically acceptable alternative to vegetarianism.

Jenny Johnsson, Linköping University (*sess. 10*)

The Farmer Comes to Town: Urban Dreams of Rural Realities

Towards the end of the 19th century Sweden was undergoing rapid modernization and in its wake an accelerating urbanization process made a secure urban food supply vital. The modernization touched all aspects of life and new foodstuffs became available through changes in farming and transportation. This presented local authorities and private entrepreneurs with challenges of distribution and safety thus far unknown. The sale of fresh produce and delicate foodstuffs in the open air came under increasing critique and was eventually deemed unworthy of a modern city, with one exception farmers were still invited to sell their products in the open-air markets as the farmers’ products were considered more pure and wholesome (and cheaper) than those handled by hawkers or other middlemen. This paper seeks to explore how urban dwellers viewed rural traders coming to town to sell their produce in the open-air markets in the late 19th century. A number of paintings and early photographs of markets in Stockholm is used to analyze the visual representations of markets. The analysis of the images is juxtaposed with contemporary descriptions of markets, such as reports from city officials, complaints from concerned citizens and professionals, as well as newspaper accounts. Taken together the visual and the written descriptions of markets tell us something of the tension between the urban and the rural; of the images among urban residents idealizing the virtue of farm produce, and of the often harsh realities of farmers.

Josée Johnston, University of Toronto; (*sess. 20*)

Shopping for Justice: Ethical Consumerism and the Case of Whole Foods Market

This article explores the possibilities and contradictions of ethical consumerism using a case study of Whole Foods Market (WFM). Ethical consumerism—understood as an umbrella concept embodying a range of consumer imperatives to buy green, fairly-traded, locally produced, and/or sustainable food—is framed as a way for individual food consumers to ‘vote’ with their dollars, and achieve positive social change through shopping. Like green consumerism, ethical consumerism contains a variety of contradictions and possibilities. Critics of consumer politics point out that a focus on individual consumer ‘votes’ depoliticizes structures of inequality linked to neo-liberal capitalism and industrial food systems. Champions of ethical consumerism note that ethical consumption, through channels like organic foods and fairly-traded products, lessen the market externalities associated with conventional industrial agribusiness. To move beyond this analytic impasse, I use an empirical case-study that focuses on a profitable food corporation, Whole Foods Market, that defines itself as an ethical corporation seeking positive social change through market measures. Three primary discursive themes are identified that embody the possibilities, as well as the contradictions of ethical food consumerism: (1) the pre-eminence of consumer sovereignty; (2) lifestyle politics and a diminished public sphere; and (3) an epicurean class (un)consciousness. By evaluating both the market success, and the ideological distortions embedded in the discursive strategies of WFM, this case provides a window into the limits and possibilities of progressive social change through corporate-controlled foodways.

Desmond A. Jolly and Kristin A. Reynolds, University of California, Davis (*sess. 49*)

Consumer Values for Agricultural Products and Rural Amenities: Prospects for Family Farm Survival in the Agricultural Marketplace

In general, consumer food values in the United States have evolved to favor convenience and cost. This has privileged mass production and mass merchandising, which accounts for the proliferation of hypermarkets such

as Wal-Mart's supercenters, which cater to both convenience and cost conscious consumers, but simultaneously present barriers to small, individual agriculturalists in commodity markets. As urbanization has radically altered the social and physical landscapes with which the growing numbers of urbanites are in most immediate contact, there is an increasing value attached to scarce resources--rural landscapes, open space and artisanal products. Additionally, recent trends in marketing fresh and local products have created a potential demand for agricultural products sold on-site. If these farm products and rural amenities can be provided by smaller, family farms, they may form the basis for niche markets, such as agricultural tourism, provided that operators are able to adapt to demand preferences. In this way, smaller farm operators may be able to survive in the greater agricultural marketplace, despite the increasing domination of hypermarkets. Our paper presents results of a consumer survey that seeks to identify the values that motivate consumers of agritourism products and services, and correlates preferences with shopping behavior. It sheds light on the potential for family farmers to establish direct connections with urban consumers, reducing farmer's dependence on commodity markets, enabling nature-starved urbanites to experience rural landscapes in a farm setting. The study was conducted in Sacramento and Yolo counties in California in November 2004-January 2005.

Alice Julier, Smith College; **Jeffrey Pilcher**, The Citadel; **Krishnendu Ray**, The Culinary Institute of America; **Kyla Wazana Tompkins**, Pomona College; **Psyche Williams-Forson**, University of Maryland College Park (*sess. 42*)

Theorizing Food and Race

This roundtable will discuss interdisciplinary and theoretically-informed methodologies for the study of food and diet in relation to issues of ethnicity, race (and racism), nationality (and nationalism). Respondents will outline their work on race and food and explain the methodologies they use. Finally, they will speculate on the implications of these issues for development of Food Studies as a field. Topics include: (1) a comparison of the historical development of Mexican and Mexican-American foods to consider the ways that ethnic foods can challenge or be assimilated by the hegemonic forces of an industrial marketplace; (2) the historical construction of racial categories, focused particularly on those who inhabit a peculiar middle-classness (Asians and Hispanics) both in the American imagination and in their own self-conception. Food is one of the domains where such middle-classness plays with ethnic and racial distinctions. In the case of Indian immigrants this ambivalent middle-classness sits well with middle-class aspirations and raises questions about definitions of insiders and outsiders; (3) the discourses and representations of food and eating in 19th century literature and cultural history in order to provide insight into the ways these Americans visualized and managed racial difference, arguing that the shifting economics and gender ideologies worked to produce the kitchen as a site of literary production from which body discourses not otherwise utterable from other spaces in the home could be spoken, written about and enacted.; and (4) an examination of the interconnections between African-American history, material culture and foodways.

Beth Kalikoff, University of Washington, Tacoma; **Alice McLean**, University of California, Davis (*sess. 33*)

Food and Fiction

This panel explores food in American classical and popular fiction from several theoretical perspectives, including cultural studies, genre theory, and feminist criticism. Walter Levy discusses meals in the work of Edith Wharton's *The Age of Innocence*, Willa Cather's *A Lost Lady*, Sinclair Lewis's *Babbitt*, and Eudora Welty's *Delta Wedding*. Alice McLean examines the imagery surrounding the "greedy" woman in Kate Chopin's *The Awakening* and *Delights of Delicate Eating*. Her examination shows that these female character who worked to "eat away" Victorian constraints, as witnessed by the contesting imagery of women eating and being eaten that pervades each author's work. Beth Kalikoff investigates food in contemporary mysteries by American women, paying special attention to catering mysteries, where professional caterers become amateur detectives. Her discussion focuses on food as evidence and consumption as clue in the serial fictions of Barbara Neeley, Sue Grafton, and Kate Allen. By exploring issues of food production, consumption, and symbolism in

fiction, this panel offers insights on the ways that literary arts creatively visualize cultural questions of food and farm.

Gerry Kasten and Gwen Chapman, University of British Columbia (*sess. 31*)

A Queer Taste in My Mouth: Food Choices by Gay Men

Conceptual models of food choice processes note self-identity as a key factor informing a system of food choice. Gay identity is reached through different process than non-gay identity, as sexual identities form an exceptional layer. As homosexuality is often repudiated by the dominant North American culture, gay identities may include layers of shame, concealment and delay. As a result, gay men are more likely to be dissatisfied with their bodies than are non-gay men or women. Gay culture is unique in that it is not passed through generations. Like all cultures, it can have an influence on food choices. A qualitative study was undertaken to help clarify influences on food choice amongst gay men. This study employed a Grounded Theory qualitative research approach, guided by a Queer Theory tradition of enquiry. The study took place in two parts. The first, a pilot study, utilized focus group interviewing (n=12) as a method to generate data, while the second utilized semi-structured individual interviews (n=11). Data were analyzed using constant comparative methods to develop theory about the food choice processes of gay men. Findings to be presented include: the context and manner in which gay male identity/ies and culture influence how food is chosen and prepared, influence of body image on food choice in gay men, gay identity enacted through food choices, gay mens' cross-gendered attitudes on food, relative importance of chosen and birth families and the expression of control through food choice.

Tom Kelly and Joanne Burke, University of New Hampshire (*sess. 15*)

Community Food and Nutrition Profile: Building Civic Agriculture Through Community Indicators Linking Agriculture, Foodways and Nutrition

A common vision of a sustainable food system has emerged across contemporary scholarly, practitioner and activist communities. Supported by a coherent set of values and referred to by a range of titles including civic agriculture, community food security, public health nutrition and community-based food systems, these movements share a concern for and commitment to the fundamental place of foodways, agriculture and nutrition in sustainable communities and regions. These movements also share a common challenge of integrating multiple disciplines and societal sectors to develop systemic assessments, interventions and evidence-based evaluations to improve health and integrity across the entire food system. As part of its Food and Society Initiative, the University of New Hampshire (UNH) is undertaking a broad and inclusive assessment of the structure and impacts of its foodways and agricultural practices and policies. The Department of Animal and Nutritional Sciences (ANSC), and the Office of Sustainability (OSP), of the University of New Hampshire (UNH) are collaborating in the development of a profile tool that incorporates the common values, practices and impacts of sustainability in the food system: The Community Food and Nutrition Profile (CFNP). Specific components of the study include characterization of community members' food resources and acquisition behaviors and diet and health practices/status. These will be integrated with assessment of the economic, cultural and ecological resources of the community's agriculture. The CFNP will provide baseline data on the University's food, nutrition and health practices and status, and a benchmark for progressive interventions and evaluation.

Navina Khanna, Damian M. Parr and Cary J. Trexler, University of California, Davis (*sess. 63*)

Developing Socially Just Agriculture through Sustainable Agriculture Undergraduate Education.

Sustainable agriculture is often defined as agriculture that is environmentally sound, economically viable, and socially just. The development of university level sustainable agriculture education programs may allow an opportunity to address issues of empowerment and democratic participation. Currently, many formal roles in the US sustainability movement are accessible predominantly to those with power and privilege; the creation of degree programs in sustainable agriculture may exacerbate this by generating an "expert" professional class. To caution against this, education focused on thinking sustainably is critical to sustain the sustainable agriculture movement. If sustainability is contingent on democratization, and universities are challenged to facilitate a transformative educational process, then fostering critical consciousness and building student capacity as agents of change is of paramount import. The University of California at Davis is developing an undergraduate major in sustainable agriculture. To determine what skills and experiences are needed by graduates of this major,

Delphi studies were conducted to elicit suggestions from two groups: (1) agri-food system professionals and (2) alumni of sustainable agriculture-like programs. In each study, the peer group highlighted the need for cross-cultural communication, visioning, creative problem-solving, and people skills. The participants also identified several learning approaches to cultivate these skills: those that scored most highly included practical experience, field trips, a systems approach, and participatory research. These results provide detailed suggestions for skills and learning approaches to foster undergraduate consciousness of a responsibility to help empower others. This study has implications for other universities seeking to develop undergraduate sustainable agriculture curricula.

Karen Klonsky, University of California, Davis; **Cathy Greene**, USDA Economic Research Service (*sess.* 7)

The Organic Vision: How Far Do the USDA Regulations Take Us?

The Organic Foods Production Act (OFPA) of 1990 created the US National Organic Standards and the National Organic Program within USDA to enforce OFPA. After considerable public input, USDA published the final rule to implement national organic standards in December 2000. USDA fully implemented the rule in October 2002 requiring all agricultural products labeled as organic to comply with the rule. The regulations restrict production practices including a prohibition of most synthetic substances, irradiation, sewage sludge, and GMOs. It also requires certification of producers, handlers, and processors by a third party agency accredited by USDA. Certification necessitates a written farming plan and on-site inspection. In essence these requirements establish production standards and in so doing indirectly address the negative impacts of agriculture on the environment. But the standards do not in any way speak to the social dimension of sustainable agriculture. Social criteria include but are not limited to labor standards, local food production, support for rural economies, and fair prices. The vision of organic agriculture pushing towards a more sustainable agriculture still motivates the refinements and interpretation of the National Organic Program but mandatory accreditation and certification to national standards has limited the ability of certifiers, growers, handlers, and processors to implement broader social goals under the organic label. The solution in part is to look beyond the NOP to support the full vision of organic agriculture through public programs such as organic marketing grants and research, and private programs to match social goals with marketplace recognition.

Cathleen Kneen, BC Food Systems Network (*sess.* 35)

Personal Food Policy: The Development of a Grass-roots Based Food Security Policy Movement in British Columbia

The current movement for food security policy in British Columbia is a result of the conjunction of initiatives over the past decade by a variety of actors, from health professionals to community activists (on and off-Reserve) supported by small public and foundation grants. It is a grass-roots movement following the Freirean model of ‘conscientization,’ using the notion of ‘personal food policy’ to demystify the concept of policy and empower citizens to think beyond a direct attack on hunger to structural change in the food system. Recognizing the links between food security and health, and the difficulty of addressing agriculture in a policy environment committed to commodity production, the movement initially targeted health policy. Now, with the growing concerns about obesity and chronic disease, it is in a position to address some of the ‘upstream’ causes of food insecurity under the rubric of ‘social determinants of health.’ Also, with the growing organic and natural food movement, and public concerns about genetic engineering, the health dangers of intensive livestock production, and pollution from agro-toxins, the movement has begun to address agriculture policy as well. The current challenge is to consolidate the same range of alliances that have worked to affect health policy.

M. Korthals, Wageningen University (*sess.* 20)

Room for Manoeuvre for Ethics and Technology on the Farm

Cattle-, pig- and poultry farming in Europe is in crisis, because of ethical consumer concerns, continuing emergence of safety and health issues, and a steady decline of trust in the sector from the side of governments and consumers. Several alternatives are proposed, like more stringent government control or better cooperation between farmers and technologists. Most alternatives have until now only got mixed success, largely due to not very well explicated ethical assumptions and social barriers (Pretty 2002). Firstly, their ethical assumptions focussed mostly on one or two stable values, although farming is a mosaic of values. Secondly, the social barriers prohibit stakeholders to formulate value dilemmas and to propose new ethical-technological solutions

that are alternative for existing ones. To counteract those barriers and fears that restrict ethical capacities of stakeholders and prevent ethical acceptable ways of solving the continuing emerging value dilemmas, we constructed two concepts that were explored both in a conceptual and in limited empirical way. These two new central concepts are ethical room for manoeuvre (ERM) and coevolution of technological and normative development. The concepts cover forms of deliberation that take into account continuing changing social, normative and technological situations for farming. With these concepts, participants don't react from a fixed and stable normative framework, but in a transparent and ethical acceptable way from the deliberative identification of dilemmas. In the paper we will discuss the concepts by elaborating them into two large and controversial farming sectors, dairy farming and pig farming.

Victoria L. Kramer and Joan S. Thomson, The Pennsylvania State University (*sess. 19*)

Ways National Newsprint Editorials Portray Agricultural Biotechnology Sources

Agricultural biotechnology and its place in our society are controversial issues with increasing implications for human health, the environment, the economy, and society in general. However, while the debate surrounding these issues is important to society, the American public is mostly uninformed about agricultural biotechnology. Thus, while public perceptions about this topic are still under development, the way national newsprint media report on agricultural biotechnology is likely to influence these perceptions. Furthermore, a newspaper's editorial stance may influence how that newspaper reports a topic. To explore this relationship, we examined how the *Los Angeles Times*, *New York Times*, *Wall Street Journal* and *Washington Post* opinion/editorials portray the agricultural biotechnology debate. We investigated how the opinion/editorials were framed, which actors and sources were being used, how those actors and sources were described, and how the views of those actors and sources were described. The trend for each newspaper which began to emerge favors a particular frame which is consistent with the literature and previous findings. Furthermore, we found tendencies within newspapers to treat actors and sources and their opinions a given way. This treatment differed among newspapers and was distinct for each newspaper. This study investigates one aspect of how the general public is being exposed to the national agricultural biotechnology debate. The nature of this exposure is vital to understanding how the largely uninformed American public is likely to be exposed to the debate and thus be involved in the social, health, economic and environmental value-based judgments about agricultural biotechnology.

Robin P. Kreider, Cornell University (*sess. 29*)

'Agricultural Racism' and the Externalities of the Modern Agro-Food System

This paper examines the way in which agro-food policy intersects with diet and food access to determine adverse health affects among poor and non-white U.S. populations. In this paper I introduce the concept of agricultural racism, building from the conceptual heritage of 'environmental racism', to argue that poor and non-white communities bear a disproportionate burden of the negative 'externalities' of capitalist accumulation in the modern agro-food system. These 'externalities' are manifest in the current epidemic of obesity and other diet-related health crises among the poor and non-white. 'Cheap food' policies have created inexpensive raw materials and low cost inputs for downstream processing and food suppliers. The result is not only high profits for agri-business and corporate food retailers, but a foodscape where highly processed, calorie-dense foods are cheaper and more accessible than healthier alternatives. Because of food insecurity issues among the poor and non-white, the diet of these populations is more likely to be based on highly-processed, low nutrition, and calorie-dense foods that are associated with obesity and other health risks. This paper examines public policies and institutional decision-making associated with the development of the industrial food system and reports on the extensive research examining issues of food security, food access, and dietary options among those living in rural and urban food deserts. In concluding, I argue that agricultural racism provides a conceptual tool for beginning to think about the relationship between agricultural policy and the differential health effects of diet among the U.S. population.

John Krist, Ag Futures Alliance (*sess. 40*)

Farming in Suburbia: A Community Approach to Agricultural Sustainability

Although it is adjacent to the sprawling Los Angeles metropolitan area, Ventura County remains among the most productive agricultural regions in the United States, the market value of its crops exceeding \$1 billion a year. Yet despite its economic significance and its deep roots in local culture, farming in this Southern California county faces potent threats to its survival from urbanization, skyrocketing property values, and pressure from urban neighbors to discontinue traditional agricultural practices. Since 1999, a group called the Ag Futures Alliance has brought together key stakeholders in the local community--farmers, representatives of civic groups and institutions, environmentalists and farm-labor advocates--in an effort to secure the long-term viability of local farming. A consensus-based organization guided by clearly articulated principles, the alliance acts as a forum to mediate conflicts between urban and agricultural interests. It also develops policy recommendations, and conducts outreach campaigns intended to forge stronger ties between consumers and producers. This paper describes the process by which the alliance was formed, explains how it conducts its activities, and highlights some of its tangible accomplishments, which include helping secure passage of a state law giving local regulators more authority over pesticide applications, and a countywide campaign to construct affordable farm-worker housing. The paper suggests that the alliance can serve as a model for other communities experiencing similar rural-urban conflicts, and describes how the Ventura County alliance has begun spawning similar groups in other California counties.

Kristen Lanzano and Alice Julier, Smith College (*sess. 61*)

Selling Spiritual Bodies: Weight Loss, Gender, and Entrepreneurship in Evangelical Communities

Evangelical communities are experiencing a new wave of attention in the current cultural and social climate in the United States. This attention often focuses on the ways that evangelical practices place practitioners at odds with other seemingly dominant social discourses, such as unbridled consumerism and selfish attention to bodily maintenance. However, a large culture and industry of dieting exists within evangelical communities, often drawing upon a longer history of Christian exhortations to substitute spiritual cravings for material desires. While scholars of religion have examined these phenomena and sociologists have charted evangelical daily life, neither have addressed the ways in which the practices of evangelical weight loss groups (such as Curves and Gwen Shamblin's Weigh Down Workshops) are also entrepreneurial enterprises focused on women. Cultural mandates about women's bodies and women's place in the evangelical church exist simultaneously with an industry that explicitly empowers women entrepreneurs. This paper examines the discourses of eating and embodiment expressed in evangelical weight loss literature in particular connecting it to questions about capitalism, gender, consumption, and spiritual practice.

Celeste R. LeCompte, Celilo Group Media, Portland, OR (*sess. 17*)

If You Get Your Soil Healthy: Narrative Practice and Community Building in Central Illinois

The essay is an examination of two models for (re)building diverse rural communities through the development of sustainable food systems in Central Illinois. The essay argues that the success of the two, studied organizations is tied to their ability to behave as a meshwork, a dynamic, loosely-coordinated form of organization that allows for group interaction as well as autonomous behavior that may be out of line with the groups collective activities.

The essay demonstrates that narrative (often in the form of storytelling and history-making), as a non-consensus-based mode of communication, has allowed multiple constituents to create these meshwork organizations, rebuilding rural economies and inspiring the growth of new, diverse forms of community relationships. By opening up a creative or imaginative space beyond individuals lived experience, narrative provides models for creating the future as well as the past. Therefore, narratives are central to creating these new, empowered communities. The presentation will explore this thesis using specific ethnographic examples drawn from fieldwork.

Nadine Lehrer, University of Minnesota (*sess. 25*)

Fighting over the Family Farmer: The Role of Rhetoric in U.S. Agricultural Subsidy Policy

U.S. agricultural subsidies, which pay farmers who grow certain commodities (corn, soybeans, rice, oats, etc.),

have increased the economic attractiveness of large-scale industrial agriculture over smaller scale farms. They have contributed to the consolidation of agriculture and to a resultant change in the “look” of farming in the American countryside. These changes not only have far-reaching implications for farmstead visuals, farm-level economics and the food supply, but also for large-scale patterns of land use, environmental protection of natural resources, and conflict in international trade agreements. Given these broad implications, however, there is less contention over subsidy policy than one might think. Instead, subsidies enjoy a surprisingly broad base of support in Congress, industry, and among the general public. I argue that this widespread support for subsidy policy is in part bolstered by a romanticized image of small family farms. However, policies promoted in the name of this small farmer image have been found to contribute more to the decline of small farms than to their revitalization. This paper will review the history of U.S. farm subsidy policy, identify key players and issues in the evolving debates, argue that stakeholder positions are influenced by a civic family farming ideology and inconsistencies in defining small versus large farms, and then use this information to speculate on the continued impacts of U.S. subsidy policy on the rural landscape.

Larry Lev, Garry Stephenson and Linda Brewer, Oregon State University (sess. 4)

One Market At a Time: What We Have Learned About Improving Farmers’ Markets

The growth in farmers’ markets has been achieved not by the replication of a single successful model but rather by markets following diverse paths that reflect the diverse communities that they serve. Despite this growth, many individual markets remain “works in progress” characterized by both limited financial resources and high levels of manager turnover, changes in location, and modifications in market rules. Over the last five years we have developed and refined research and extension approaches that focus on addressing these constraints without reducing the individuality of markets. This “one market at a time approach” depends on a limited set of easy-to-adopt research methods and an action research approach that improves manager skills and strengthens manager networks.

Mark Lipson, Organic Farming Research Foundation (OFRF); Cornelia Butler Flora, Iowa State University and North Central Regional Center for Rural Development; George Boody, The Land Stewardship Project (sess. 14)

Assessing the Multifunctional Benefits of Organic Agriculture Methods and Policy Implications

The functional attributes of agriculture can include food security (availability, access, nutrition), socioeconomic benefits (employment, income, community vitality), and environmental impacts (positive, negative, neutral). Designing and evaluating agricultural policies will increasingly require modeling and measurement of tradeoffs and synergies between and among functional outcomes. Methods to assess the multifunctionality of agricultural benefits are emerging, and their utility for policy development bears examination. Moreover, the sustained 20% annual growth of the U.S. organic sector during the past ten+ years begs an analysis of the multifunctional effects of organic agriculture in particular. This panel will examine the existing research evidence on the multifunctional benefits and costs of organic agriculture in the U.S. with emphasis on public goods and economic externalities. Panel members will refer to economic modeling and case study work by Dobbs, Boody et al, Jolly and others to outline a framework within which the potential impacts of organic agriculture on food security, the environment, and the rural/urban social economy can be assessed. The panel will also discuss the implications for national agricultural policy development.

Lucy M. Long, Bowling Green State University. (sess. 9)

Foodways as Theory and Method: The Meanings of Chili in the American Midwest

The concept of Foodways was suggested by folklorist Don Yoder in the early 1970s to refer to the whole range of activities and expressive forms surrounding food and eating within a cultural group. Foodways included not only what people eat, but when, where, why, how and with whom-similar to a “food culture” but with allowance for individual performance and variation and inherent political implications. This paper attempts to refine Yoder’s concept of foodways as both a theoretical perspective and a methodological framework. Applying it to a particular dish common in the American Midwest, the model offers not only a systematic way to identify those traditions but also an analysis of the interconnectedness of food activities and the integration of them with other

aspects of everyday and celebratory life. It also furthers an understanding of how meaning and meaningfulness are inserted into food.

Lucy M. Long, Bowling Green State University (*sess. 41*)

Paradigm and Variation: Identity and Personal Meaning in Food

The objective of this assignment is to help students understand the concept of paradigm (conceptual models of a food) and how the “enactments” or performances of paradigms allow individuals to express their personal histories, tastes, and circumstances through variations of that food. I usually select a food that is common to most of the students (chili works well for students in the Midwest, barbecue for students in the South, etc.) and have them collect a family recipe. We then compare these recipes in class, analyzing how variations in ingredients, preparation methods, serving styles, and social functions express individual family histories and cultures. I also have students bring in samples of their recipe, both so that they can actually experience the variations but also to create a sense of community in the class. We then talk about how the foods were modified for the class, and how those modifications are tied to a specific context. Students can then see (and taste) how their pasts and immediate presents are intertwined in a single instance of eating.

Janet Long-Solis, Mexico University (*sess. 9*)

Food and Mexican Nationalism

Mexico has followed the same basic diet for well over 5,000 years. Maize, beans, squash and chile peppers were domesticated before 3500 B. C. and have been important ingredients in the Mexican diet throughout history. This regime is low in cholesterol, high in complex carbohydrates and fiber and provides adequate amounts of protein and vitamins, when consumed in sufficient quantity. With the signing of the North American Free Trade Agreement in 1994 and the subsequent relaxation of import restrictions on the importation of American food products, local markets began to be flooded with American fast-foods, containing a high percent of sugar and fat, which has resulted in a higher rate of obesity and diabetes in the Mexican population. At the same time, Mexicans began worrying about losing their ancient food traditions, which have served them so well throughout history. One of the positive results of this has been a renewed interest in Mexican food. Women’s groups have formed to recuperate and preserve ancient recipes and bring them up-to-date with modern cooking techniques. New editions of nineteenth and early twentieth-century cookbooks have been published. Several up-scale gourmet restaurants, serving Mexican, instead of the typical international food, have opened and are very popular with the public. Universities offer courses in the history of Mexican food and cooking schools offer courses in techniques used in Mexican cooking. Mexican food has gained a new respect and appreciation from the public, due to the challenge represented by American foods.

Thomas A. Lyson, Cornell University (*sess. 60*)

Agricultural Chemical Use, Low Birth Weight Babies and Infant Mortality: A Study of Agricultural Counties in the U.S.

In this paper I use both cross-sectional and lagged-panel regression techniques to examine how agriculture structure and farming methods affect two measures of population health, the incidence of low birth weight babies and infant mortality rates. The county is the unit of analysis and data come from various secondary sources including the Area Resources File and the Census of Agriculture. Findings show that agricultural chemical intensity is associated with a greater incidence of low birth weight babies and higher infant mortality rates net of a large number of social, economic and demographic controls.

Johanna Mäkelä, National Consumer Research Centre; **Anne Arvola**, VTT Biotechnology, Finland; **Sari Forsman-Hugg**, MTT Agrifood Research Finland, Economic Research, Finland; **Merja Isoniemi**, National Consumer Research Centre, Finland; **Liisa Lähteenmäki**, VTT Biotechnology, Finland; **Jaana Paananen**, MTT Agrifood Research Finland, Economic Research, Finland; **Katariina Roininen**, VTT Biotechnology, Finland (*sess. 21*)

Consumers, Decision Makers and Local or Organic Food in Finland

The interest for local food is a global phenomenon. During the recent years, the impacts of the use of local food, whether conventional or organic, on the environment and economics have been discussed also in Finland. The Finnish Ministry of Agriculture and Forestry started a three-year Research Program on Organic Food and Farming in 2003. The project “Consumers, decision makers and local and organic food. Possibilities for SMEs” is one of the 15 studies funded by the program and a joint enterprise of three Finnish research institutes. The attitudes of consumers and decision makers towards local and organic food are important when markets and the supply chain are developed. In this project, the views on local and organic food were studied with qualitative and qualitative methods. Different types of interviews, such as laddering, association and personal interviews, focus groups discussions and Internet questionnaires with consumers and decision makers were applied. The different approaches and methods all aim to tackle the manifoldness of defining and using local and organic food in Finland. This presentation consists of four parts. Firstly, we describe the various methods applied in the project and how the results from the qualitative substudies were used to formulate the questionnaires. Secondly, we show the similarities and differences in definitions of local and organic food. Thirdly, we compare consumers’ and decision makers’ conceptualizations of local and organic food. Finally, we discuss the possibilities to promote local food with new means.

Audrey N. Maretzki, Ladislaus Semali and Stephen M. Smith, Penn State University; **Craig Hassel**, University of Minnesota; **Ray Barnhardt**, University of Alaska, Fairbanks (*sess. 47*)

Envisioning a Role for Indigenous Knowledge in the Graduate Training of Food and Agricultural Scientists

In May, 2004, Penn State’s Interinstitutional Consortium for Indigenous Knowledge sponsored the “International Indigenous Knowledges Conference: Transforming the Academy” with attendees present from 18 states and 16 foreign countries. A recommendation emerging from the conference was to create a web-based certification program in indigenous knowledge that would be available to graduate students world-wide in any academic discipline. A subsequent survey of all Penn State faculty and extension agents determined that approximately 40% of the 1900 respondents employ local, traditional or folk knowledge in their teaching, research or extension activities. As a result of both the Conference recommendation and the survey findings, Penn State University, the University of Minnesota and the University of Alaska, Fairbanks developed a collaborative USDA Higher Education Challenge Grant proposal to assess the feasibility of providing a multi-institutional option in indigenous knowledge as a component of the web-based Community and Economic Development masters program at Penn State. The 12-credit option would be initially designed for graduate students in the food, agricultural and environmental sciences. A jointly-developed pilot course will be offered by the collaborating institutions in Fall 2007. The involvement of both indigenous scholars and academics in the course design process will be described.

Francisco Martinez-Gómez, Centro de Investigaciones Socioeconómicas de la Universidad Autónoma de Coahuila, Mexico (*sess. 5*)

Globalization and Change of the Government Perception: The Case of Some Rural Communities around Saltillo Coahuila

The automobile industry established in early eighties had significance impact over the Municipality of Saltillo (Coahuila, Mexico) region. These changes were a consequence of global forces that also change the role of the State in relation to their strategies and programs to promote agricultural production and give social assistance to rural communities from around Saltillo city. The automobile industry increments the water demand in the region and that also modify the government perception regard those rural communities with water reserves in their territories. The government perception was different before the eighties in these communities. The government action was more oriented to attend the farmer’s requests and to promote rural development programs. The objective of the paper is to identify the change of the government perception with regard to rural communities

around Saltillo and to show how these changes had affected or benefitted the life conditions of the farmers.

Anne E. McBride, New York University (*sess.* 45)

Post Tenebras Chocolate? Consumption, Tradition and Identity in Geneva

Geneva, in its unique position of eastern entry to Switzerland, is more international than Swiss in the opinion of many, both in Switzerland and abroad. In light of all the different forces that constantly evolve there, it can be hard to identify what makes one a Genevan, particularly if one isn't born in one of the old families of the city. In the tradition examined here, the Escalade and the chocolate marmite commemoratively consumed, food is what allows Genevans to celebrate their identity as such. Once a year, by breaking and eating a chocolate caldron that symbolizes how the people of Geneva came together to rebut the attack of the Duke of Savoy in 1602, today's Genevans are able to affirm themselves as a cohesive group, even if one made of many different entities. The caldron becomes a symbol of state and self, a way to express a "national" identity, and at the same time a very public affirmation of one's status and background. The purpose of this paper is to examine the Genevan identity and its relation to Swiss identity in general through an examination of the caldron, its representation, commercialization, and myth. A general discussion of national identity and its development through the rise of traditions in the latter part of the nineteenth century, which is when the caldron became commercialized, will also be offered.

Morven G. McEachern, University of Salford; **Joyce Willock**, Queen Margaret University College; **Jeryl Whitelock**, University of Bradford; **Roger S. Mason**, University of Salford (*sess.* 66)

Branded Meat Labels: Can Personality Assessment Improve Livestock Producer Groups' Understanding of Consumer Purchase Behaviour?

The branding of fresh meat has become common practice due to the de facto membership requirements of assurance schemes imposed by UK retailers. To design appropriate branding strategies, livestock marketing groups must aim to understand consumer behaviour theory and the variables underpinning decision-making models. A significant individual influence that impacts upon the decision-making process is personality (Engel et al., 1997). In addition, personality traits are recognized as having a significant effect upon an individual's attitude-behaviour consistency. To date, little empirical research has focused on consumer purchases of branded meat or on the value of identifying the impact of personality traits upon purchase behaviour. A focus on fresh meat is justified on the basis that it constitutes the largest sector of consumer food expenditure in the UK. Moreover, existing multi-attribute attitude models of buying behaviour are also limited in that they do not explicitly consider personality determinants. To address these gaps, a mixed-methodology approach is adopted. Based on the principles underlying Ajzen and Fishbein's (1980) Theory of Reasoned Action, and Ajzen's (1988; 1991) Theory of Planned Behaviour, this involved in-depth, semi-structured interviews (n=30), followed by a postal questionnaire (n=1000) with female shoppers. Structural equation modelling is also used to help identify causal influences upon consumer purchases of branded meat. Prediction capability improvements are reported, particularly relating to both Openness and Extraversion traits. These results offer livestock producer groups' vital market information that could potentially help to enhance both future branding strategies and communications of labeling formats for fresh meat.

Morven G. McEachern, University of Salford; **Joyce Willock**, **Claire Seaman**, and **David Kirk**, Queen Margaret University College (*sess.* 49)

Using The Theory Of Planned Behaviour To Help Predict Consumer Value of Eco-Labeling Formats: A Focus On Fresh Meat

Over the last decade, consumer concerns regarding livestock production, meat quality and traceability have significantly increased, particularly since the occurrence of Bovine Spongiform Encephalopathy (BSE), and more recently the outbreak of Foot and Mouth disease (FMD). Consequently, various livestock groups in the UK have responded to these concerns by implementing a range of eco-labeling formats for the main livestock species (i.e., cattle, sheep, pigs, poultry). Despite numerous labels now in operation, very little analysis has been conducted on them, in particular their value and function to consumers. Consequently this study aims to identify the influences upon consumer purchases of eco-labeled fresh meat. A focus on fresh meat is justified on the basis that it constitutes the largest sector of consumer food expenditure in the UK. To address this aim, a mixed-

methodology approach is adopted. Based on the principles underlying Ajzen and Fishbein's (1980) Theory of Reasoned Action (TRA), and Ajzen's (1988; 1991) Theory of Planned Behaviour (TPB), this involved in-depth, semi-structured interviews (n=30), followed by a postal questionnaire (n=1000) with female shoppers. Structural equation modeling is also used to help identify causal influences upon consumer purchase behaviour of eco-labeled meat. The results confirm the empirical value of the TRA/TPB and its ability to predict consumer purchase behaviour of fresh meat featuring an eco-label. Clearly, these results offer the UK meat sector vital market information that could potentially help to enhance both future marketing strategies and eco-labeling communications to both rural and urban consumers.

Wm. Alex McIntosh, George Davis, Rudy Nayga, Jenna Anding, Karen S. Kubena and Cruz Torres, Texas A&M University (*sess. 66*)

Parental Time, Work/Family Role Strains, and Children's Diet and Nutrition

Much has been made of an impending public health crisis with rising rates of obesity in adults and children. Some have accused the food industry as having caused this crisis, while others blame overworked parents who spend insufficient time monitoring their children's eating and exercise practices. In this paper, we examine the effects of parental time, income, and work experiences on children. Data are drawn from a study of 300 families residing in the Houston MSA. Both parents (where present) and one child were interviewed from each family. Data from parents included work experiences (e.g., work control and commitment), income, and time expenditures. Dietary and anthropometric data were taken from children. Among our younger age group (9-11 year olds), mothers' income had a positive effect on waist circumference and BMI. Mothers' and fathers' time spent with children are both positively associated with those children's percent energy from fat. Mothers' control over their work was negatively associated with percent energy from fat, as hypothesized. In the older age group (13-15 year olds), mothers' time spent with children was negatively associated with percent energy from fat and saturated fat. Mothers' work control was negatively associated with children's BMI. Mothers' and fathers' work to family spillover was also positively related to children's BMI, as hypothesized.

David McIntyre, New York University (*sess. 32*)

Corn Subsidies: A Report from the Corn Industries' Conference

In trying to fully understand food policy the first necessity is the acknowledgment that there is no comprehensive, integrated food policy on a federal level: the field of food policy is largely an academic construct. Even a cursory look at how energy policy or environmental policy affects food demonstrates how "food policy" is formed as a byproduct of other federal policies. The lack of intent in creating a comprehensive, integrated food policy is readily apparent when looking at energy or environmental policy fields, but is often overlooked in agricultural policy. Both academics and laypeople often forget that while food production is dependant on agriculture in this country, the opposite is not necessarily true. Using the annual meeting of the National Corn Growers Association as an example of how a commodity group views agriculture, I propose a three part paradigm for looking at food policy: food agriculture, non-food agriculture, and feed agriculture. Using these three categories to examine agriculture highlights the consequences of food policy being a byproduct of other federal policies and encourages the often-overlooked reality that food is an increasingly less important part of agriculture.

James E. McWilliams, Texas State University--San Marcos (*sess. 43*)

English Food in the British American Colonies: Motivations, Meanings, and Adaptations

This paper explores the cultural effort among British Americans after 1730 to replicate the food ways of home in an environment that was hardly conducive to such an adaptation. My overview of this process seeks to demonstrate the larger theme of how food and conceptions of food in early America balanced tradition with novelty to forge uniquely American ways of cooking and conceptualizing food. The paper proceeds in three parts. First, I'll explore the opportunities available in the colonies after 1730 to buy British. This important economic and cultural development enabled colonists who were insecure about the nature of their frontier cuisine to embrace the cookbooks, cooking habits, and equipment common in middle class English kitchens at the time. Second, I'll provide background on the roles played by slaves and Native Americans in shaping earlier notions of American food in a way that made the adoption of English food ways especially challenging. Finally,

I'll show how the American Revolution provided white Americans an opportunity to negotiate these differences in a way that inspired an "American" food. Visual documents will include 18th-century newspaper advertisements, cookbook excerpts, and diary entries, among other sources that I used in my book *A Revolution in Eating: How the Quest for Food Shaped America* which is due out this summer from Columbia UP.

Ruth M. Mendum, The Pennsylvania State University (*sess. 3*)

Against Nostalgia: Seed Saving and Tradition

The preservation of the biodiversity of domesticated plant varieties via seed saving by farmers and gardeners presents an ideal opportunity to examine the nexus between grassroots scientific practice and definitions of gender and tradition. While it is tempting to situate seed saving in idealized, pristine communities where "old ways" flourish, the situation is more complex. There are communities, usually living on marginal land, who continue to use a wide variety of open-pollinated plants. A second category of seed savers is comprised of networks of individuals who save seeds, some as part of a small farm business. This paper will argue that seed saving, whatever its social context, is a reaction to the impact of monocultural industrial agriculture and colonialization. It is therefore a reaction to these forces rather than a return to earlier customs. The tendency to situate the preservation of biodiversity within larger cultural norms perceived to be "traditional" is particularly dangerous for women. They are asked to sacrifice "modern" values, such as personal autonomy and independence, in order to preserve the social order upon which seed saving is said to rest. I will argue that these stark choices, between personal expression and autonomy for women, and the preservation of biodiversity via seed saving, are as unnecessary as they are illogical.

Minna Mikkola and Laura Seppänen, University of Helsinki (*sess. 17*)

Visualizing Food Chains: Hierarchical, Market, Partnership and Social Relations in Allocation of Food Flows

As dynamic and fragmented entities, food chains are formed by their actors' agreements concerning the flow of transforming food from the land and manufacturing based production to the consumer outlets. This Finnish case study visualizes the food flows as taking place due to hierarchical, market, partnership and social relations between actors in six different commodity chains. This study identifies relations in different kinds of food chains, which in this case were exemplified as conventional and organic chains of both large and small scale. The analysis combined the 'ego networks' of chain actors to larger network systems constituting the different chains. On the basis of this visualization, it became evident that regardless of the scale of the chain, the actors were interwoven by market relations with the global food system, which not only supported the chains but also constrained strictly local production and consumption. Social connections seemed to have an impact on endogenous support and development of chains of all scales. The large volume chains included a strong hierarchical element. This was combined either with simultaneous partnership or market relations with chain actors, causing respectively stability or instability in the chain structures. Successful actors in small scale chains were clearly more dependent on strong social relations; they exhibited remarkable skills in translating social relations to partnership or market relations, gaining access to retail outlets or municipal purchasing units.

Carolyn Morris, University of Canterbury (*sess. 10*)

Farming The Peleonnor Fields: Mythologised Landscapes and Farmer Subjectivity in the South Island of New Zealand

Pastoral farmers of the South Island high country occupy iconic landscape. Their farms have long been key elements in New Zealand's representation of itself and remain a central element in myths of national identity. Depicted in painting (Grahame Sydney), photography (Craig Potton, Philip Holden), film (Lord of the Rings), and innumerable advertising campaigns, these representations provide a powerful frame for conceptualising the high country. This paper explores the impact on farmer identity of farming such symbolically loaded land. I argue that the symbolic value of this landscape, combined with the fact that this land is owned by the Crown and leased by farmers, is formative of farmer subjectivity. However, this situation means that non-farmers are also able to assert interests in the high country. Recently a process of land tenure review has been initiated, as a result of which land with significant landscape values will be removed from farmers and transferred to the control of the Department of Conservation. By analysing tenure review and landscape provisions of the Resource Management Act 1991, an innovative piece of legislation which provides for the protection of scenic views, it is

possible to see the enshrinement in law of visual values. This represents the triumph of urban-derived aesthetic discourses, in which land is landscape, a resource for visual consumption, over farmer discourses, in which land is a productive resource, and is indicative of the changing place of farmers and of farming in the New Zealand national imagination.

Tom Neuhaus, California State Polytechnic University (*sess. 62*)

Can the West African Cocoa Farmer Survive in a Free-Trade World?

70% of the world's cocoa is grown in West Africa. Of that, Ivory Coast accounts for 43%, Ghana 15%, Nigeria 7% and Cameroon 4%. Despite such an enormous share in the market, the West African cocoa farmer has little control over prices and profits, or even his or her own destiny. The fair trade system guarantees a floor price plus a range of bonuses, but the chocolate industry, dominated by giants such as Nestlé, Hersheys, M&M Mars, Cadbury, and Barry-Callebaut, seem to be allergic its adoption. In August, 2001, in response to negative publicity around abusive child labor practices, the Chocolate Manufacturers Association, in conjunction with interested parties, signed a protocol specifying methods for improving the lot of the West African cocoa farmer. On February 13, 2005, Senator Tom Harkin, for whom the protocol was named, expressed his profound disappointment with the process and announced that, this Valentines Day, he was buying flowers for his wife. This paper will present the current problem from multiple perspectives the American/European consumer, international labor groups and NGOs, chocolate corporations, American, European and West African politicians, the WTO, and West African cocoa cooperatives. The ultimate question is are we Europeans/Americans going to transcend colonialism and help Third World tropical farmers get a better deal?

Kim L. Niewolny, Cornell University (*sess. 57*)

Constituting Agricultural Identity: An Analysis of Agricultural Resource Websites

Community and agriculture development practitioners often coordinate program development, professional trainings, and policy recommendations for today's differing farm audiences, which commonly include alternative, transitional, small farm, and industrialized interests. Because of the complex interests involved in program and policy development, this paper examines how educational practices contribute to the formation of agricultural identity. Therefore, the study is a critical examination of how member organizations of the Growing New Farmers (GNF) Consortium, a northeast network of professional, agricultural outreach and research organizations, use website text and images to understand contemporary agriculture in the northeast. By drawing from cultural studies and the notion of articulation, I demonstrate that educational resource websites, which are used as outreach tools, are embedded with conflicting ideological meanings that reflect a larger struggle between neoliberal market forces and popular and intellectual movements in support of sustainable agriculture. The study provides an analysis of how multiple, differential relations of power are involved in the negotiation of agricultural identity that reify or challenge audiences' participation in the agro-food system. I use the study to illustrate how educators are implicated in this struggle for power by constituting the cultural identity of agriculture through outreach practices.

Svend Skafte Overgaard, University of Copenhagen (*sess. 67*)

Visualizing Food, Body and Health in Denmark c. 1900-1945: The Case of Mikkel Hindhede

"Eat potatoes, not meat." This could be the catchphrase of the perhaps most important Danish food reformer in the 20th century, Dr. Mikkel Hindhede (1862-1945). Hindhede was nutritionist and food faddist. He relied on both self-experience and empirical evidence from "ordinary" people; some opponents would consider him a quack. Nonetheless, he also conducted serious scientific experiments, and during WW1 his ideas laid the foundation for the Danish food policy. Happiness, according to Hindhede, came from within, and food played the major part. Urban overindulgence was the root of evil, while frugality was the core of his antimodern ideal. Hindhede's ideas on food and nutrition, but also his tall, bony figure, his lifestyle and his unwillingness to fit into the norms of society made him an outsider and a loved object of caricature. This paper will examine caricatures and cartoons of Hindhede and his ideas on food and health. What do they tell us about Hindhede and about conceptions of food and health in the period? Also, Hindhede's own use of visual material will be examined. How did he use the possibilities of visualizing his ideas and how does his ideas thus conveyed compare to the picture given by the people portraying him? These investigations will not only expand the scope of text-based historical study of food in the period and provide new insights into both promotion and reception of nutritional

science and food reform. It will also provide insights into food as a vehicle of social and cultural interpretation in caricature/cartoon.

Pramod Parajuli, Portland State University; **Tim Hahn**, Buckman Elementary School, Portland, OR; **Linda Colwell**, Parent and Food Educator/Activist, Portland, OR; **Michelle Markesteyn Ratcliffe**, Tufts University (*sess. 72*)

Learning Gardens: Case studies of THE FEED PROJECT: Food-based Ecological Education Design (FEED) for 4th and 5th Grade Children in Oregon's Portland Public Schools

The FEED project addresses the issues of environmental degradation, childhood obesity, hunger, and the academic achievement gap through an innovative approach to facilitating community collaborations between school, universities and community-based organizations for the purposes of leveraging local resources and expertise to develop Learning Gardens. A Learning Garden is a theoretically based behaviorally driven model of garden-based education that integrates classroom curriculum, that conforms to state standards, with garden-enhanced activities that are multisensory, multicultural, intergenerational, and interdisciplinary. Currently there are three schools, in the Portland Public School District, that are participating in the FEED project along with Portland State University, and eight community-based organizations from Portland, Oregon. This 5-member panel will host a parent, teacher and / or administrator from one of each of the three Portland Public Schools that are participating in FEED program. Panelist will present brief case studies of the process and products of establishing Learning Gardens at their school sites. The Director of FEED, and the FEED Evaluator will present the theoretical and practical significance of this polytheoretical garden-based education model to improve urban adolescents' health, academic achievement, and youth development outcomes through integrated hands-on learning experiences in school gardens. The panel will be structured to allow for ample time for question and answer period as well as facilitated discussion with session participants.

Fabio Parasecoli, GAMBERO ROSSO (Italy) (*sess. 68*)

Quilting the Empty Body: A Lacanian Analysis of the Atkins Diet

The Atkins diet had become a full-blown lifestyle, with large space on the media and even dedicated magazines and websites. I think Lacanian theory offers useful conceptual tools to interpret these phenomena. The role of body images and of cultural and social elements in the formation of ego identifications, Lacan's analysis of the symbolic networks and their relations to drives and desires, the body as source of unbearable and disturbing pleasure, fantasies providing protection from the individual and social sense of emptiness and lack, will be some of the nodal points in my analysis of the Atkins diet.

Damian M. Parr, Navina Khanna and Cary J. Trexler, University of California, Davis (*sess. 63*)

Does How You Know What You Know Matter? Engaging Stakeholder Suggestions of Knowing and Learning Sustainable Agriculture at a Land-Grant University

Historically, Land-Grant research institutions and Colleges of Agriculture have been discipline driven in both their curricula and research agendas. Critics call for interdisciplinary approaches to undergraduate curriculum; concomitantly, sustainable agriculture education is beginning to emerge as a way of addressing many complex social and environmental problems. The UC Davis College of Agricultural and Environmental Sciences faculty, staff, and students are developing an undergraduate sustainable agriculture major. To inform this process, a web-based Delphi survey of academics working in fields related to sustainable agriculture was conducted. We sought suggestions for what knowledge content, experiences, and skills are necessary for students pursuing this degree. Twenty-eight stakeholders responded, and through consensus, suggested that students needed knowledge of natural and social science disciplines relating to the agri-food system. In addition to specific content knowledge, stakeholders suggested approaches that challenge conventional epistemology and pedagogy. Specifically, they suggested on-farm experimental research and work with farmers. Stakeholders also emphasized the need for multi- and inter-disciplinary approaches to analyze and solve agriculture's social, political, and environmental problems. Finally, stakeholders suggested students acquire skills relating to systems analysis. Given the diverse suggestions of content knowledge and means of producing knowledge, the survey presented unique challenges and called into question the epistemological and pedagogical norms of Land-Grant research institutions. This study has implications for Land-Grant universities seeking to meaningfully engage stakeholders and develop

undergraduate curriculum appropriate to the field of sustainable agriculture.

Linda Peterat, Jolie Mayer-Smith and Oksana Bartosh, University of British Columbia (sess. 63)
Intergenerational Landed-Learning on the Farm for the Environment

The Intergenerational Landed Learning on the Farm for the Environment (ILLE) Project is now in its third year and brings together children, educators, and retired local farmers to explore how participation in a farming/gardening project on an urban farm can foster environmental consciousness, respect for nature, an understanding of food-land issues, and better health for all. We view food as the intimate commodity that directly links human health and environmental health. In this project we are investigating the ways young people develop a better understanding and appreciation for the land and learn how to care for the earth, through working with the soil and growing plants in an apprentice type relationship with community farmers (farm friends) who can model environmentally responsible practices. Through this project we are developing pedagogical practices that re-connect young children with the providers of their food -- farms and food producers. The project activities include the children interviewing their farm friends about their farming histories and learning growing practices from the experienced elders. This proposed presentation will focus on research findings from the first two years of the project about students' perceptions of farms and farmers and the ways these perceptions can be influenced through working with community farm elders. We will draw on data from interviews, student journals, and power point presentations created by the students. The presentation will combine visual and spoken components.

Elaine Power, Queen's University (sess. 23)

Feeding Future Consumer-Citizens: Boundary Anxiety and Children's Health in the Discourse of the 'Obesity Epidemic'

In the rising sense of panic about the health and financial effects of the "epidemic of obesity", children (and their characteristic environment, the school) have become a key focus for attention and action. As future full citizens of an ever-intensifying consumer society, children must be taught to consume "properly", balancing the contradictory demands of a capitalist economy for hedonistic indulgence, on the one hand, and individual responsibility to be healthy workers, on the other. The fat body could be read as emblematic of consumer society, in which one must consume in order to belong; however, it transgresses the neo-liberal conception of the active subject, individually responsible for making the right choices, managing health risks, and balancing consumption with self-regulation, within the boundaries of cultural imperatives. Moreover, the child's fat body marks its "lost innocence"; a desirous body sullied by indulgence and multinational greed, destined to become an improper neo-liberal consumer-citizen. Just as the discourse of health is a moral field in which cultural anxieties get played out, so too do we exercise collective anxieties and contradictions in the arena of childhood. In this paper, I explore these fertile grounds for what they can tell us about moral life and social signification in neo-liberal consumer society.

Elizabeth L. A. Quintana and Audrey A. Spindler, San Diego State University (sess. 43)

Children's Menus at Restaurants in Selected San Diego Areas

Increased consumption of meals away from home has been associated with the rise in prevalence of overweight among children. We determined the number of restaurants within two telephone area codes in San Diego that had children's menus [1,247/2,539]. We collected and evaluated the "healthy" quality of the children's menus. The number of combination meals, types of entrees by restaurant, and restaurants with activity placemats was tallied. A method of scoring children's meals with a total of 6 points for "healthy" qualities was developed. Points were based on leanness of protein source, preparation method, presence of non-fried vegetables (NFVs), fruit, and/or fruit juice. Health ratings were assigned to menus. Approximately 66% of children's meals were combination meals and only 19.1% of the meals came with an activity placemat. Children typically had a choice of three entrees and chicken nuggets were the most popular menu item. Fruit was lacking in children's meals, but found most often as juice or as an alternative juice beverage. The average serving of fried vegetables [1 cup] was larger than that of NFVs [0.8 cup]. Almost half of all children's entrees were moderate to high in fat and 52.2% of the menus were rated as being "less healthy." Most menus were found to be "less healthy" regardless of cost. The highest rates of overweight in children, greatest degree of ethnic diversity and unfavorable menu scores were found in less affluent regions of San Diego County.

Robert M. Rakoff, Hampshire College; Panelists: **Lisa Markowitz**, University of Louisville; **Neva Hassanein**, and **Alison Harmon**, Montana State University; **Marcy Ostrom** and **Cathy Perillo**, Washington State University (*sess. 28*)

Teaching About Farming to Non-Farmers

Agricultural issues have gained prominence in recent years, offering us new opportunities to integrate the study of food and farming into the undergraduate curriculum. Not only are students increasingly engaged by issues like globalization, GM crops, food safety, and exurban sprawl, but the study of food and farming can serve as an entry point into critical analysis of fundamental social, political economic, and cultural phenomena. This panel session is intended to stimulate discussion of the ways in which we can teach about farming and agriculture to students from non-farm backgrounds, including the increasing number opting for farming itself. Panel members will offer brief presentations of their own teaching experiences as a prelude to what should be a wide-ranging conversation with the audience. Besides what works in the classroom, likely topics include the value of internships and service learning, the role of campus farms, the balance among disciplines in a multidisciplinary approach to agrarian studies, and the relevance of a global focus on food and farming issues.

Krishnendu Ray, Culinary Institute of America (*sess. 45*)

A Short Thematic History of American Fine Dining: Two Waves, Three Tastes

The recent efflorescence of fine dining in the United States (since Chez Panisse was established in 1971) is the second time we have seen such a thing. This paper enlarges our temporal horizon to draw a comparative picture between the First Wave between the Civil War and Prohibition, and the Second Wave since the 1970s. Both were a product of increasing affluence and inequalities in income, driven by consumption needs of newly rich and culturally ascendant classes. But there was something different the second time around. Individuals such as Alice Waters and James Beard played a crucial role in the invention of American gastronomy, which was related to a larger social transformation - the counterculture. With the churning of classes and cohorts, tastes also changed from a transatlantic interpretation of Classical French food at the turn of the nineteenth century, to Italian-American cuisine at the end of the twentieth century. Overlaying the two waves of restaurant efflorescence was the slow process of upward mobility of some chefs, who came to be named and individualized - thus beginning to lose their working class burdens - at the beginning of the Second Wave. That went hand-in-hand with an unprecedented valorization of ethnic cuisine (in place of long-time appreciation of some foreign foods), and ethnic succession in food work, with Italians, Eastern European Jews, and Greeks, replacing German, French and Swiss expatriates, who in turn were substituted by Central Americans, Koreans and Bangladeshis in different segments of the food market.

Karen Rideout, University of British Columbia (*sess. 22*)

The Food Flow Conundrum: Food and Nutrition Security in a Globalized Food System

The global food system contributes to poor nutrition and social inequalities related to the availability and consumption of food. A major distinguishing feature of this system is an increasing dependence on international trade as world markets become more liberalized. As part of this trend, control over the food supply (production, processing, and distribution) has shifted into the hands of a decreasing number of large multinational corporations. Economic productivity has thus become the key driver in the agro-food industry. The flow of food in international trade is highly in favour of developed countries. A constant stream of fresh produce and “value-added” cash crops moves from the South to the North, contributing to increased poverty, environmental degradation, and loss of livelihoods in the South. In return, the North supplies the South with processed foods high in salt, sugar and fat, which are increasingly sold in large corporate supermarkets. At the same time, many developing nations in the South are suffering from a “nutrition transition” whereby conditions such as heart disease and diabetes begin to affect rich and poor alike. The current policy environment has not only allowed this phenomenon to occur but has encouraged it. This has arguably been the result of a lack of “joined-up” food policies, neo-liberal economic models, corporate concentration in the food system, and a lack of effective institutional frameworks to ensure that food is treated as a public good rather than a commodity.

Andrew Rodriguez, University of Michigan (*sess. 43*)

A Cuisine of Renewal: Restaurants, Community and New American Cuisine in Chicago's Gentrifying Neighborhoods

Since the 1990s, Chicago has become a nationally recognized center of a New American cuisine while also undergoing intense urban renewal in many neighborhoods. These neighborhoods have shifted from predominantly working class ethnic communities to trendy, upscale districts characterized by high land values, boutiques, bars and clubs. At the same time many of the restaurants nationally and locally understood to embody Chicago's New American cuisine have opened in these transitional neighborhoods. Chicago demonstrates that there are clear correlations between the aesthetics of gentrification and the aesthetics of this recently emerging New American cuisine based on local produce and regional flavor, and I attempt to find meanings in these aesthetics by locating them within discourses of gentrification and urban renewal, which in turn fall within economic and political debates about neighborhood and community. Restaurant reviews by professional critics as well as the public on online review sites and other news media have made explicit these connections between gentrification and upscale dining. These mass-mediated representations of food, restaurants, and neighborhoods are a means of working out contestations over urban renewal between displaced residents and newer, wealthier residents and neighborhood tourists. A reading of these reviews alongside an attempt to define New American cuisine in the context of Chicago reveals the politics and conflicts of dining and cuisine.

Gun Roos, SIFO – National Institute for Consumer Research, Norway (*sess. 10*)

Men, Food and Bodies: Popular Visual Images and Implications

This presentation focuses on images and messages related to food and male bodies in different visual arenas in the contemporary period of high modernity. The images included in the analysis are selected from a variety of sources of popular culture including magazines, advertisements, books and films. The aims are: (1) to discuss what kinds of visual images or representations of male bodies and food are produced and reproduced in today's Western (popular) culture, and (2) to link these to theoretical insights on the body and consumer culture. The body has in sociological theory been examined as a location for control and desire and as a basis for relations to others and self. In consumer culture the body has become increasingly central and the idea of the body as a project or machine that has to be cared for through exercise and diet has been promoted. Earlier studies have described the metaphor of the body as machine as masculine. But are there other images available? What are the implications of the existing images of the male body and food? Do images in the public sphere present narrow limits for male actions and behaviour in relation to food and body?

Paul Rosenbloom, Amanda Rhodes, Heather Kaplinger, James Gill, Teak Wall, Joe Miller, Kevin Balmer and Melissa Peterson, Portland State University (*sess. 40*)

Expanding Urban Agriculture and Citizen Participation in Portland, Oregon

In November of 2004, Portland City Council unanimously approved a resolution directing "applicable City bureaus to conduct an urban agricultural inventory of city owned land that may be suitable for community gardens and other agricultural uses." A group of graduate students from Portland State University's (PSU) Urban and Regional Planning Program is working with the City to complete the inventory, investigate the related policy implications of such uses and present findings and recommendations to the Portland City Council in June 2005. Despite the local popularity of gardening within the city and the agricultural history of the region, no systematic analysis for the expansion of related city-supported programming exists. Community gardens are often established only at the request of persistent citizens. The urban agricultural activities that do exist are only due to the passion and dedicated work of committed citizen groups. The increasing interest in developing localized food sources, food production opportunities and community spaces on underutilized land requires a coordinated response from municipalities. The need for a standardized process by which citizens can engage their governments to develop these spaces is growing more apparent and Portland's inventory provides an opportunity to begin developing it. The resulting paper will inform the City of Portland on how to proceed with increasing community gardening and urban agriculture activities and serve as a guide for other municipalities wishing to undertake similar inventories.

Nancy J. Ross, Unity College (*sess. 46*)

Teaching Local Food Advocacy: A College Class Campaigns for Food from College Gardens, Greenhouses, and Nearby Farms

The Unity College sustainability plan, endorsed by trustees, the president, and the foodservice director, called for more cafeteria food from local farms and the college garden. Two years later, however, very little local food was being served on campus. What were the barriers? What behaviors needed to change? How could changes be encouraged and maintained? What specific goals needed to be set? How could accomplishments be evaluated? A class in environmental advocacy at this small Maine college sought answers to these questions through the use of community-based social marketing. The nine members of the advocacy class learned how to do campaign research, planning, and evaluation. In addition, they produced findings that will be useful for designing farm to cafeteria programs at Unity College and elsewhere. Most important, they created an individualized program on campus – including logos, year-round seasonal foods, and integration into classes and campus organizations. So far, the program seems likely to succeed.

Barbara Rusmore, Institute for Conservation Leadership; **Peter Bloome**, Oregon State University Extension Service; **Pamela Mavrolas**, Consultant, Helena, MT (*sess. 47*)

Re-Visioning Difference as a Resource for Leaders in the Food System

Difference (controversy) and change comprise the context for leadership. The exercise of leadership in non-profit settings requires that differences in perspective, experience, world view, and values become resources to strategic decision-making. The W. K. Kellogg Foundation offered to fund a leadership program if the Council for Agricultural Science and Technology (CAST) and the Institute for Conservation Leadership (ICL) would join in providing the program to members of both constituent communities. CAST and ICL differ in mission and serve constituencies with divergent world views and value sets across major issues and controversies within the food system. Over four years, the program engaged leadership teams from three constituent communities with historically divergent interests; CAST member societies, grass-roots sustainable agriculture organizations, and centers of sustainable agriculture at land-grant universities. Workshops in which external forces were identified, communication skills practiced, different perspectives explored, and plans of action developed have produced surprising results for participating individuals and their organizations. Differences between constituent groups became resources for cooperative initiatives.

Carolyn Sachs, Penn State University; **Patricia Allen**, University of California, Santa Cruz (*sess. 31*)

Body Politics: Gender Contradictions and Food

Women experience conflict and ambivalence in their work in providing food for their families, households, and themselves. Regardless of culture, class, or race, the majority of women provide food for their families. Women experience responsibility for cooking and serving food as a burden, a pleasure, and sometimes as a symbol of devotion to family, culture and community. Some have argued that women's daily control of food gives them power in the family and connects them in intimate ways with close relatives and friends. As more women are caught in a time squeeze, the mental and physical labor involved in planning, preparing, and serving food provisioning on a daily basis can also be onerous. Ironically, women, who have primary responsibility for nourishing others, often do not adequately take care for their own nutritional needs to the point of starving themselves or suffering health problems due to overeating. Dieting, anorexia nervosa, bulimia, and obesity are all on the rise, marking the confused messages that women are supposed to have perfect (thin) bodies at the same time that they are encouraged to indulge in junk food. Luckily for food processors, supermarkets, and restaurants, this lack of time translates readily into profits. Convenience foods such as individually packaged yogurt, energy bars, and, pre-cooked meals save women time preparing meals and bring increased profits to the processing, retailing and restaurant industries. In this paper, we explore how advertising, the food industry, and the fashion industry shape women's bodies and identities.

Melissa Salazar, University of California, Davis (*sess. 23*)

'At First I Didn't like It, but I Got Used to It': How Immigrant Children Negotiate Cultural Identity and Food in American School Cafeterias

In multiethnic California, the school cafeteria can be a site of cross-cultural conflict, and especially traumatic for

immigrant children who must adapt to new foods and eating styles in order to “fit in” to school norms. It can also be a socially isolating experience, as immigrant students often sit in ethnic enclaves in order to find a safe space to converse in their native language. Little nutritional or educational research has been done to tease out the role of the school cafeteria experience as a contributor to dietary changes and identity stresses for immigrant children and their families. This paper explores various issues first generation children face in the school cafeteria, identifying how students negotiate their cultural identity through not only their food choices, but also their relationships with peers, teachers, food service workers, and their own families through their behavior in the school cafeteria. Data comes from excerpts from interviews with immigrant children currently attending California schools. These recent experiences will be compared with the oral narrative histories of first generation adults recalling their U.S. school cafeteria experiences, in order to also consider what “progress” schools have made in accommodating the larger numbers of immigrant children. The paper provides insights into how students use and view the cafeteria space and food in light of the acculturative process of schooling. This data suggests a re-thinking of American school cafeteria systems in terms of improving the immigrant educative experience, both nutritionally and culturally.

Melissa Salazar, University of California, Davis (*sess. 30*)

Feeding the Little Masses: A Visual History of American School Cafeterias, 1900-2005

This project used archived images of school cafeterias from the early 1900s to the present as evidence to claim the school cafeteria as a unique microcosm of U.S. school culture and food systems over time. These emotional and focused use of images reveal our thinking about children’s proper socialization around food and eating, as well as the political and food technology influences that drove the development of a national school food program. Photos were examined from three main archives: the U.S.D.A. archive for the National School Lunch Program, the Western Digital Archive hosted by the Denver Public Library, and images found in two mid-century reports of school lunchrooms: Bernard Bard’s *The School Lunchroom: Time of Trial* (1968), and *The School Lunch* by Marion L. Cronan (1962). The photo analysis were organized into the following three areas of focus:

- Cafeterias as political institutions
- Agricultural and food technology systems in the cafeteria
- Cultural beliefs about “proper” meals for children

Similar to Jan Nesper’s description of the institution school in as “an intersection in social space, a knot in a web of practices that stretch into complex systems beginning and ending outside the school,” this historical analysis frames the school cafeteria as a fascinating intersection of school and society: a microcosm of the cultural, economic, and political forces that have shaped not only American schools but also our institutional food systems.

Melissa Schafer, Technical University of Munich –Weihenstephan, Germany (*sess. 7*)

Organic Food and Local Food: How Can the Two Become One?

Organic food and local food are both considered to be good ways of promoting rural development, but the two are often not the same. Organic food is often thought to be from local sources when it is actually not, while local food is often thought to be organic when it is not. The ideal would be to have organic food sourced locally. But how can this be encouraged? Using preliminary case studies from organic marketing initiatives and local marketing initiatives in Bavaria, Germany, the differences between these two marketing chains will be described as well as their similarities and how the two can become better integrated. Bavaria is an ideal location for such cases because of the long history in organic farming, as well as the increase in promotion of local Bavaria products.

Mindi L. Schneider, Cornell University (*sess. 29*)

Ownership and Control in the Organic Retail Sector: A Critical Examination

The retail market for organic food continues to grow at a rate of at least 20% per year. In order to meet increasing consumer demand for organic food, certified organic acreage in the U.S. has also increased. Studies have indicated that this growth necessarily is a result of conventional growers converting to organic production. The ‘conventionalisation thesis’ argues that at the production-level, due to the increase in conventionally-minded growers and the expanding presence of agri-business firms in the organic sector, organic agriculture can

no longer be considered significantly different than conventional agriculture. This paper broadens the conventionalisation debate by moving beyond a production-level focus to incorporate analysis of the organic processing and retail sector. The paper analyzes U.S. organic marketing channels and venues and explores the increasing concentration of ownership of organic brands and labels by large conventional food retailers. I argue that the same agri-business firms that wield power and control in the conventional food retail system now control an increasing share of the organic retail system. From this argument, the claim that the organic retail system offers an alternative to the conventional food system is examined. This paper is a preliminary examination of corporate retailing in organic foods that provides a basis for further study of concentration of power and decision-making in the organic food system.

Rachel A. Schwartz, Cornell University (*sess.* 29)

Broadening the Food Web: An Analysis of Corporate Control in Food Retailing

The role of food retailing corporations within the American food web has not been a focus of sociologists, and has been left to marketing firms and economists for analysis. Theories of consumerism, and of consumers themselves, have emerged, but the dynamics of the sites of consumption are left unproblemitized. This paper employs a social network analysis to examine complexities within the largest grocery corporations that control the majority of the market, focusing on the relationships between boards of directors and ties to other industries and organizations. It is expected that the network diagram of the corporations will reveal considerable concentration in the overlapping boards of directors. This type of domination and control offers consumers reduced 'choice' in the marketplace, as particular organizations and consumers are included/excluded from actively participating in the larger food network. This paper will provide a complex and theoretical understanding of board interlocks and retail sector concentration in regards to grocery retailing based on previous work done on elite groups, interlocking directorates, and sociology of food and consumption. This paper portrays the corporate world of food retailing and provides a foundation for future in-depth studies of the social implications of changes in retailing and food consumption.

Dane Scott, Western Carolina University (*sess.* 20)

Sound Science and Practical Reason: Evaluating Alternatives in the Genetically Modified Organisms Debate

There have been numerous breakdowns in rational discourse in the genetically modified organism debate. The scientist and author, Alan McHughen, remarks that the dialogue has been of "such an appalling standard that, if we had a council to referee, all sides would be declared disqualified." Given the far-reaching power of biotechnology, its great potential to help and harm, these breakdowns are troubling. In response to the low quality of dialogue, McHughen asks, "How do we evaluate the GM debate?" He answers, "Only by acquiring a factual foundations, then building on top a platform incorporating sound social, ethical, and other components. Science provides the bedrock granite." These comments lead to the central question to be addressed in this paper, What kind of dialogue should be foundational, provide the overarching context, for the GM debate? Many scientists agree with McHughen, scientific arguments should be foundational and ethical arguments should be additions. In sum, they claim the GM issue is ultimately scientific. However, I will argue the opposite: ethical arguments should be fundamental and scientific arguments additions. The GM issue is ultimately ethical. The first move in my argument is to demonstrate that the belief that GM debate is ultimately scientific results from ignoring the old, Aristotelian distinction between practical reasoning and theoretical reasoning. The second move is to introduce recent work on practical reasoning/deliberation by the Canadian philosopher Douglas Walton. The final move is to demonstrate how Walton's "practical inference schemata" can be used as a powerful tool to aid in making . . .

Barbara Seed, City University, London, UK; **Aleck Ostry**, University of British Columbia (*sess.* 35)

The Emergence of Food Security in British Columbia Public Health

Food security is beginning to find a place within public health policy and programs in the Ministry of Health Services in British Columbia (BC). A Public Health Alliance on Food Security has been formed between the Medical Health Officers Council and the Community Nutritionists Council, with links to the BC Public Health Association, the BC Food Systems Network and the BC Provincial Health Services Authority. This Alliance also hopes to secure representation from the Public Health Nursing and Environmental Health Officers Councils. Food Security officers have been hired in three of the five Regional Health Authorities, with funding

pending for community-based food security initiatives. And most significantly, food security has been incorporated into the draft BC Public Health core programs, awaiting final approval. Many factors have contributed to this situation. Public Health professionals worked throughout the 1990s and early 2000s at both the community and provincial levels. Quality research on food security has been generated by many stakeholders. Increasing public awareness about food, hunger, health and obesity, public concern over food safety issues such as the Avian Flu crisis, loss of farmland, and targeted funding for food security initiatives have contributed to an escalation of activity at the community level in the form of food policy councils, food charters, networks, innovative programming and research. The purpose of this case study is to outline contributing factors and barriers to the emergence of food security within the policies and programs of BC Public Health.

Leonid Sharashkin and Elizabeth Barham, University of Missouri-Columbia (sess. 3)

The Ringing Cedars: Exploring the Values Behind Russia's Back-to-the-Earth Movement

Self-reliant living on the land is a millennia-old tradition in Russia. A lifestyle rooted in the Earth (“zemlya”) has traditionally been a way to satisfy subsistence needs and find spiritual fulfillment through continuous close contact with Nature and, thereby, with the Divine. An influential series of books, *The Ringing Cedars*, by contemporary Russian author Vladimir Megre has led to a rediscovery of this cultural heritage. The *Ringing Cedars* have gained tremendous popularity and given rise to a Russia-wide back-to-the-Earth movement bearing the same name. The books present a holistic vision of harmonious cooperation with the land as a way to an economically secure, socially rich and spiritually fulfilling life. Drawing on content analysis of the books in the series, readers’ letters, the movement’s periodicals and founding documents, extensive on-line forums, and web-sites of eco-villages, this paper examines the value foundations of the *Ringing Cedars* philosophy, which has produced a powerful social response in just eight years. Parallels are made with other philosophies and traditions. The concepts explored include “co-creation” - working the land as a creative spiritually fulfilling activity in cooperation with God; “space of love” - the role of plants, especially trees, in creating a habitat that supports the physical and psychological well-being of people, and, reciprocally, the influence of the human mind on plant growth; the “kin estate” - a self-sufficient family homestead based on an advanced understanding of agroecosystems and intergenerational approaches to land use; and the concept of food as an exchange of information between humans and nature.

Leonid Sharashkin and Elizabeth Barham, University of Missouri-Columbia (sess. 67)

The Ringing Cedars: Russia's Silent Revolution in Agriculture, Food and Human Values

An influential series of books, *The Ringing Cedars*, by contemporary Russian author Vladimir Megre has led to a rediscovery of Russia’s millennia-old tradition of self-reliant living on the land. Vladimir Megre highlighted that a lifestyle rooted in the Earth (“zemlya”) has traditionally been more than a way to satisfy subsistence needs – it is also a path to spiritual fulfillment through continuous close contact with Nature and, thereby, with the Divine. The *Ringing Cedars* have gained tremendous popularity, selling over 10 million copies in Russia alone since 1996, and giving rise to a Russia-wide back-to-the-Earth movement bearing the same name. This poster session will present the book series and the social movement they inspired in Russia and beyond, as well as foundations of the *Ringing Cedars*’ philosophy including the concepts of “co-creation” - working the land as a creative spiritually fulfilling activity in cooperation with God; “space of love” – the role of plants, especially trees, in creating a habitat that supports the physical and psychological well-being of people, and, reciprocally, the influence of the human mind on plant growth; the “kin estate” – a self-sufficient family homestead based on an advanced understanding of agroecosystems and intergenerational approaches to land use; and the concept of food as an exchange of information between humans and nature. Books 1 and 2, edited by Leonid Sharashkin, will be available in English and can be purchased with a publisher’s discount. (For more information, see the publisher’s web-site: www.RingingCedars.com).

Jeff S. Sharp and Molly Bean Smith, Ohio State University (sess. 21)

Characterizing Ohio Local and Organic Food Consumers

The industrialization of organic food production is challenging the tradition of organic food being closely linked to local food production. As consumers have the choice to purchase food with varying attributes, it is interesting to examine the factors underlying these choices. In this research we propose a four cell typology and seek to

characterize a statewide sample of Ohioans according to whether they are interested in neither locally grown or organically certified food, locally grown but not organically certified food, organically grown but not locally grown food, or organically and locally grown food. Based on analysis of a mail survey of Ohioans (N=1800), unique sets of characteristics are identified with each set of consumption group. For instance, health motivations are strongest among organically inclined and those interested in local and organic production while those interested in only the local attribute or the local attribute and the organic attribute express stronger supporters of agriculture and more highly value agriculture's role in the state's economy. Organically inclined producers who are not interested in locally produced foods express higher levels of distrust of Ohio farmers and are less supportive of agriculture as contributing to quality of life in the state. Additional social and demographic characteristics of each group are identified in the paper. The practical application of this research ranges from helping local producers determine how to market their products to aiding agricultural development professionals in identifying new opportunities for developing a food system that is more responsive to consumer demand.

Stephen F. Siebert, University of Montana (*sess. 65*)

Ecological and Social Resilience for Livelihood Security and Biodiversity Conservation

Attempts to define and operationalize sustainability have proven difficult and contentious. Berkes et al. (2003) argue that sustainability should be thought of not as an end, but as a process that maintains ecological and social capacity to adapt to change. The maintenance of adaptive capacity entails retaining both ecological and social resilience, which in turn requires maintaining diversity (e.g., of organisms, institutions and knowledge systems), redundancy (e.g., of nutrient cycles and management approaches), and memory (e.g., plant successional pathways and traditional ecological knowledge). In this paper, I apply the adaptive renewal cycle model articulated by Berkes et al. (2003) and Holling (2001) to explore ecological and social resilience and its relevance to livelihood security and biodiversity conservation among forest farmers in Sulawesi, Indonesia and upland agropastoralists in Crete, Greece. In both farming systems, the adaptive renewal cycle provides a useful framework for understanding how and why forest farmers in the humid tropics and agrosylvopastoralists in the semi-arid Mediterranean manage their agricultural and forest lands. In both cases, traditional household livelihood strategies and agricultural activities pursue diverse food and income sources, establish a complex mosaic of land uses, and maintain flexibility to adapt to unpredictable economic and environmental conditions. Empirical field work suggests that traditional livelihood and land management practices provide greater food security and biodiversity conservation benefits than modern strategies that seek to maximize coffee and cacao yields in Sulawesi and livestock production in Crete, and are more resilient in times of rapid economic, social, political and ecological change.

William D. Smith, Western Oregon University (*sess. 15*)

Biosecurity, Indigenous Rights, and the Geographical Imagination in Mexico

As indigenous communities all over Mexico stiffen in resistance to transgenic contamination of local maize varieties, the GMO threat has quickly become a central issue mobilizing organizations for political autonomy and resource control in Indian-majority zones. Among Totonac Indian communities in the Sierra Norte region of the state of Puebla, the decay of the regional coffee economy has occasioned a general return to subsistence farming, and this has shifted the focus of ethnic rights initiatives in the area. As organizations in the Sierra adjust their own projects to the national Indian movement as the latter evolves, they are moving to shield five maize varieties that Totonac communities have produced season after season, since "time immemorial." Some of these varieties have major religious significance; all of them figure significantly in local Totonac identity. Organizations are pursuing the maize question within the larger context of the struggle to achieve some degree of territorial sovereignty in the Sierra. The traditional culture of maize farming, including cooperative labor, seed saving and exchange, and a maize-centered agrocology, has undergone a major revival the past several years. This paper analyzes that process and argues that global biosecurity issues and the local resurgence of maize culture are combining to transform material and symbolic landscapes in the region.

Garry Stephenson, Larry Lev and Linda Brewer, Oregon State University (*sess. 4*)

Progress Toward Enhancing the Success of Oregon's Farmers' Markets

The economic viability of many Pacific Northwest small farms and the region's potential for establishing and maintaining local food systems is linked to the vitality of numerous independently operated and sometimes

isolated farmers' markets. As grassroots non-profit organizations thin on resources, farmers' markets are challenged by widely varying agricultural conditions, population densities and socioeconomic circumstances. How markets address these issues is a major factor in their success or failure. This paper reports on research exploring the traits shared by successful farmers' markets with implications for strategic planning and increased management capacity.

Steve Stevenson, University of Wisconsin-Madison; **Doc and Connie Hatfield**, Oregon Country Beef; **Jack Graves**, Burgerville; **Brian Rohter**, New Seasons Market (*sess. 58*)

Strategies for Agri-Food Enterprises-of-the-Middle: Values-Based Supply Chains in the Pacific Northwest

The center of the U.S. farming and food system is disappearing. Caught in the middle as the food system divides into global agricultural commodity marketing, on the one side, and direct marketing of food to local consumers, on the other, many traditional family farms/ranches/fisheries are increasingly at risk. Conventional food supply chains also squeeze out many regionally-based food processors, distributors, retailers and other food enterprises-of-the-middle. Restoring balance and integrity to these agri-food economic relationships will require changes in both private sector business models and public policy. The panel will explore one strategy for such new business models: values-based supply chains (value chains). Building on a growing demand for highly differentiated food products in both the food service and food retail sectors, mid-tier food value chains are strategic alliances between midsize independent (often cooperative) food production, processing, and distribution/retail enterprises that seek to create and retain more value on the front (farmer/rancher/fisherman) end of the chain, and effectively operate at regional levels. Appropriate for situations in which economies of scale are coupled with complex products that differentiate and add value in the marketplace, value chains place emphasis on inter-organizational trust, shared information (transparency), shared decision-making, and commitment to the welfare of all partners in the chain, including fair profit margins, fair wages, and business agreements of appropriate length. On the panel are representatives from successful mid-tier food value chains in the Pacific Northwest: Oregon Country Beef, New Seasons Market, and Burgerville, all regional food enterprises.

Steve Stevenson, University of Wisconsin-Madison (*sess. 70*)

Research and Education to Support the Renewal of an Agriculture-of-the-Middle: Informal Meeting and Information Session Regarding the New Multi-State Research Coordinating Committee NCDC207

This session will be a time to learn more about the newly formed USDA multi-state research coordinating committee NCDC 207. NCDC207 is part of a national initiative to renew what is being called the "agriculture-of-the-middle," those midscale farms, ranches, and fisheries that have increasing difficulty competing on international commodity markets and difficulty in marketing food products directly to local consumers. NCDC will provide coordination for scientists and educators interested in doing support work for the market-development and public policy change components of the national initiative. Both production and socio-economic researchers are needed for this work, and both land-grant and non-land-grant scientists are welcomed.

Mark A. Swanson, University of Kentucky (*sess. 40*)

Produce Auctions and Local Food Systems: Reinventing Distribution Networks

Much of the attention on the growing local food movement across the United States has focused on marketing by farmers directly to consumers through such mechanisms as farmers' markets, community supported agriculture, and others. Yet many Kentucky farmers see the time demands of marketing as the major barrier to raising fresh fruits and vegetables. Rapid concentration in the distribution and retailing sectors of the food industry has made it extremely difficult for small-scale farmers to access the wholesale markets for food crops. The opening of several farm produce auctions in recent years has given Kentucky farmers another marketing option as they seek to diversify their farms and the state's agricultural economy. These auctions allow smaller producers to sell smaller lots than would normally be required to enter the wholesale food stream. This paper describes the developing role of produce auctions in the push towards agricultural diversification in Kentucky, as seen from the perspectives of produce growers and buyers. The role of the auction's business structure (cooperative versus limited liability company), community social capital, location, and other factors that can affect the viability of the auction will be explored. What problems face farmers involved in produce auction sales? Who are the key buyers at the auctions, and how well is the auction system meeting their needs?

Laura Ridenour Tanaka, University of California at Santa Cruz (*sess. 46*)

Food Policy Councils: A Study in Representative Food Systems

Food policy councils (FPCs) educate, develop, implement and coordinate food system policy, linking economic and social impacts of farming with urban issues. This type of collaboration is often seen as an opportunity for the broader community interested in food and agriculture issues to work with local governments toward systemic change. As stakeholders who advise city, county or state government policies related to all aspects relating to food, FPCs are gaining momentum nationally as a way to strengthen local food systems, and to holistically address issues of community food security. As of 2005, 32 FPCs exist in the US, 12 of which are in California. Drawing on the author's experience of coordinating and facilitating a FPC in Santa Cruz County, California, this paper will examine who actually comes to the FPC table, and how they are representative of the community and the food system. What alliances are made in the formation of FPCs that would not otherwise exist? What are the perceived barriers to food systems collaboration on policy, and what were the outcomes? While every FPC seems to be different depending on the needs of the community, what are the commonalities in structure and participants?

Michelle L. Vineyard, University of Tennessee at Chattanooga (*sess. 41*)

Tracing the History of Food: A Class Assignment in HECO 333 Food & Culture

HECO 333 Food & Culture is an overview of the history of food looking at sociocultural, geographic, religious and ethnic influences on nutrition behavior. It meets requirements for general education and as a core course in the Human Ecology curriculum. The Food History Project was assigned to illustrate the evolution of today's food supply, to expose students to a variety of research resources and to promote group interaction and active class participation. The university librarian assisted with identifying relevant resources for researching the history of food including food dictionaries, food encyclopedias and electronic indexes available through the university library and on the internet. Students were assigned in groups of three to research the history of a specific food with each student to use a different set of resources. The group then met in class to compare information obtained, develop a map tracing the global path of the food and a timeline illustrating the significant dates for the evolution of the food. Each group presented their findings to the class. Each submitted a list of key points learned about the food, the resources used, and an evaluation of the research process. Students evaluated the assignment and gave positive feedback that the objectives of the assignment were met.

Michelle L. Vineyard and Dana Moody, University of Tennessee at Chattanooga (*sess. 30*)

Visualizing Cultural Effects on Home Kitchen Design and Family Meal Management: An Historical Perspective of the Role of Females in the Kitchen in the 20th Century

The historical changes in foodways and residential kitchen design in the twentieth century have been described independently. The authors believe a further step is to compare the cultural evolution of each of these areas of family and consumer sciences to determine if there was similarity in the trends over the same time period. Has kitchen design kept pace with the processes used for managing the family meal including food choices, preparation methods and nutritional teachings? To achieve this, a visual timeline of the twentieth century was developed depicting the cultural effects of each decade to the evolving trends of kitchen design and family meal management. The focus for this presentation is on the changing role of females in the kitchen throughout the twentieth century, because historically in the US the female has been responsible for providing the family with food. This role is compared to the changes in kitchen design and food management recommendations. Primary resources, including period journals, decorating and housekeeping books, as well as cookbooks, were used. It is believed by analyzing the evolution of kitchen design and family food management, we can gain a better perspective on the foodways of today and the propose improvements in foodways and kitchen design for the future.

Ashby Walker, Emory University (*sess. 68*)

In the Absence of Food: A Case of Rhythmic Loss and Spoiled Identity for Patients with PEG Feeding Tubes

This study addresses the social and symbolic meaning of food and explores what happens on a micro/interactional level when people lose the ability to eat. Data are from open-ended survey research

questions of patients with PEG (percutaneous endoscopic gastrostomy) feeding tubes as well as their families. Specifically, I draw on the symbolic interactionist perspective to understand the micro/interactional implications of food meaning and how such meanings are intrinsically connected to issues of identity. While eating and receiving proper nourishment are biological necessities for survival, the meanings surrounding eating and various food consumption practices extend far beyond mere nutritional consumption. Partaking in food consumption practices and rituals connects individuals to the societies in which they live. For the PEG tube recipients, the loss of the ability to eat is experienced as a social loss and as an event that results in an undesirable change in their identity. Family members of patients with PEG tubes are also affected by this shift in their loved one's identity — indicating a spill over effect of stressful life events from one family member to another. The seemingly banal event of eating is discussed as an extraordinary social phenomenon.

Lisa Weasel, Portland State University (*sess. 24*)

Differing Visions of GMOs Worldwide: Ethics, Values and Equity Implications

Contemporary global views of genetically modified organisms (GMOs), genetically modified (GM) food, and agricultural biotechnology differ dramatically, ranging from U.S. consumers' passive acceptance to Europe's moratoria and conciliatory labeling in the face of WTO threats. Developing nations' policies towards GMOs are also caught in the crossfire of this debate, from Zambia's rejection of GMO food aid to controversies surrounding Bt cotton in India, to contamination of GMO papaya in Thailand. Within countries, various stakeholders, such as scientists, industry, policymakers, farmers and NGOs often visualize GMOs quite differently. What accounts for these differences in global public visions of genetic engineering and agricultural biotechnology? Comparative ethnographic research suggests that while on the surface, different stakeholder's views of GMOs may be framed around similar ethical intentions, such as hunger, health, or environmental damage, the epistemological, philosophical, and social frameworks that each of these groups utilize to understand and envision GMOs differs widely. This paper will present some of the varying ways that GMOs are viewed and represented by different stakeholders in multiple geographic and cultural contexts around the world. By further exploring the conflicting views of GMOs in differing contexts worldwide, the social application of biology to agriculture and food systems can better be approached and understood.

S. K. Wertz, Texas Christian University (*sess. 20*)

The Five Flavors and Taoism: Lao-Tzu's Verse Twelve

In verse twelve of the Tao Te Ching, Lao-Tzu makes a curious claim about the five flavors; namely that they cause people not to taste or that they jade the palate. The five flavors are: sweet, sour, salt, bitter (these four are the elements of taste in the West, recognized by the science of taste) and spicy or hot as in "heat" (or *picante*, not *caliente*). (Before the introduction of chili peppers, black pepper and ginger provided the heat.) Several plausible interpretations of the verse will be discussed along with visualizing the five flavors (in keeping with the theme of the conference) through the five colors (yellow, green, black, red, and white) and elements (earth, wood, water, fire, and metal). Several color slides of five flavor dishes, e.g., five flavor pork roast recipe which dates back to 800 C.E., will be shown and analyzed. To the Western mind, the claim, "The five flavors cause them [persons] to not taste," is counterintuitive; on the contrary, the presence of the five flavors in a dish or in a meal would expand or enhance the senses and the palate, i.e., taste would be augmented by the five flavors. So what is the plausible meaning of the Taoistic claim? To answer this question, I look very briefly at the history of the doctrine of the five flavors and the history of Chinese cuisine. Lao-Tzu probably has Confucian feasts in mind in making such a claim, but other interpretations are discussed.

Valerie Wheeler, California State University, Sacramento; **Jessica Einhorn**, Lake Tahoe Community College; **Peter Esainko**, Independent Scholar, Sacramento, CA (*sess. 2*)

La Brebis Moderne: the Sheep, the Image, and the Theory of Seeing

"Was you dere, Sharlie?"—Clifford Geertz' dialectical summation of ethnographic authority, could have a second line, "and here are the pictures to prove I was!" Yet in the real world, ethnographic authority rests in text, not images, even as what may be memorable and carry the greatest weight in ethnographies are images spun from words. Since Margaret Mead's famous speech *Visual Anthropology in a Discipline of Words* in 1973, anthropologists have considered the "visual" but most have not put down their pencils and notebooks in favor of

taking field notes visually through the use of film, photographs, and sound. Is the visual marginalized, as Elizabeth Edwards suggests, dominated by text or relegated to the dark rooms of endless film screenings at professional meetings? Images carry more than the forms of what they depict. They carry ideas, life, and death. By analyzing the concept of images carefully and juxtaposing them systematically, the ideas and connotations of the images are put to work. Using Roland Barthes' distinction between "image" and "image of," we demonstrate ways of knowing and "being there" using photographs of a small organic farm in the Rhône-Alpes region of France in two ways, embedded in text and embedded in sound.

William C. Whit, Grand Valley State University (*sess. 41*)

Culture as Cuisine with Commensality in Experiential Involvement with Ethnic Food

This paper examines the student experiences with class visits to three "ethnic" restaurants – Indian, authentic Mexican and Ethiopian. These experiences are preceded by viewing Babbitt's Feast and Soul Food and being asked in preparation for the midterm exam to compare and contrast the quality of commensality demonstrated in each film. Then, in the experiential eating exercise they are sensitized to examine commensality in their eating with her fellow students who were previously strangers. All this is part of the major essay on their midterm examination.

Monica Wilkinson, University of Oklahoma (*sess. 24*)

Who's Winning the Genetic Revolution? An Ethnographic Comparison of Two North Texas Farming Communities' Experiences with Transgenic Cotton

In the fall of 1995, genetically engineered (GE) cotton was one of the first commercial crops approved by the Environmental Protection Agency for production in the United States. Accounting for 25% of the nation's production, Texas is the leading producer of cottonseed and cotton lint in the U.S. Hence, Texas cotton farmers have a long and intimate experience with some of the first genetically engineered plant varieties released into the market. The purpose of my research is to examine whether or not the rapid introduction and adoption of genetic engineering technologies in Texas cotton production has impacted North Texas farmers and their relationships with their families, rural communities, and natural environments. I have observed, surveyed, and interviewed cotton farmers in two different North Texas cotton-farming communities. Farmers from the High Plains in Hale Center predominantly grow irrigated, picker cotton whereas farmers on the Rolling Plains in Elliott, my home community, grow dryland, stripper cotton. Over 90% of the North Texas cotton farmers surveyed grow genetically engineered cotton and most have a favorable view of the technology. In this paper, I attempt to unpack farmers' narratives of rationalization; how and why they adopted the technology, their perceptions on the controversies of the technology, how it has changed their farming operations, and how GE technologies in cotton compare with other time and labor saving innovations of the past.

Psyche Williams-Forson, University of Maryland College Park (*sess. 48*)

'Who Dat Say Chicken...' Researching African American Foodways

Chicken has played prominent roles in the lives of African American people. Most often, we hear of this food in relation to African Americans from the standpoint of stereotypes. While acknowledging the negative interpretations associated with chicken imagery, the research challenges us to consider the ways African American people have forged their own self-definitions and relationships to "the gospel bird." This discussion suggests a model for further studies in African American foodways—an often-overlooked aspect of cultural expression. Examining various representations of African American interactions with chicken debunks the racist imagery that has helped to create and shape venerable perceptions. Methodologies in foodways, material culture studies, ethnography, literary criticism, and cultural studies are used to reread a broad range of primary and secondary sources—legal statutes, greetings cards, stereoviews, sheet music, photographs, literature, art, comedy, and film—from these heterogeneous perspectives of African Americans.

Tony Winson, University of Guelph (*sess. 60*)

The Contradictory Nature of the High School Food Environment: Some Notes on Its Content, Structural Determinants, and the Role of Agency from a Canadian Case Study

The major health issue posed by overweight and obesity has increasingly inspired efforts to locate some of the

chief causes underlying it. Schools are increasingly a site of investigation by researchers interested in both the activity and dietary dimensions of the obesity crisis. This paper reports on a pilot study of high schools in the central Canadian province of Ontario that provides quantitative data on the actual food content of the high school food environment and considers the key determinants of this environment as well. The paper also reports on some positive initiatives in high schools that seek to counteract the degeneration of nutritional offerings that has characterized the last decade or more in this institutional sphere.

Michelle R. Worosz, Michigan State University (*sess. 57*)

In the Image of a Queen

Traverse City, Michigan, is the proclaimed Cherry Capital of the World, complete with a week long festival that is presided over by a Queen. Nearly 80 years ago, civic leaders appropriated the image of cherries as representative of food and farm and designed a festival that reframed them as a symbol of both nature and modernity, as well as socioeconomic progress. At the center of the National Cherry Festival was a Queen who became the quintessential icon of wholesomeness, purity, and innocence, yet still embodied an element of sensuousness. Drawing on a wide range of data sources, I found that contemporary images of the cherry, like those of the Queen herself, have been simplified, sanitized, and simulated through the processes of commoditization. The visual and rhetorical imagery has been designed, airbrushed, and stylized to frame the cherry as perfect. This reconceptualized version is symbolic of the homogenization of the agrifood system at large. The image, embodied by the Cherry Queen, obscures the essence of the fruit and its relationships to the industry, local agriculture more broadly, and the surrounding community. Left out is the uniqueness and authenticity of the cherry's former self.

Leslie Zenz, Washington State Department of Agriculture (*sess. 4*)

Identifying and Addressing Barriers to Direct-Marketing Meat Products

Market research indicates tremendous consumer demand for locally-raised meat products; however, most producers have been unable to access these markets. Project sponsored listening sessions brought together producers and county, state, and federal-level government regulators to discuss the changes needed in county health codes to allow meat sales at farmers' markets and on farms, the changes needed in state regulations to facilitate on-farm poultry processing, and the changes needed in federal regulations to allow co-packing by state certified poultry processors. The ensuing dialogue has resulted in changes to county health codes to permit meat sales at the major urban markets in Washington and new state legislation facilitating on-farm poultry processing on farms with 1,000 birds or less. Recommendations for addressing the additional barriers identified in the listening sessions have been formulated.

Index

- Abarca, Meredith E. 19, 26
Aboites, Gilberto 9, 26
Adams, Jane 3, 4
Aldredge, Marcus 6, 26
Aleci, Linda 6, 26
Allen, Patricia 3, 10, 14, 16, 19, 27, 56, 57, 78
Alrøe, Hugo 7, 29
Ambrozas, Diana 6, 27
Anding, Jenna 23, 71
Andree, Peter 9, 27
Armah, Paul 22, 28
Arvola, Anne 11, 69
Asante, Felix 22, 28
Audant, Babette 10, 28
Ax, Christina Folke 23, 28
Baker, Brian 7, 29
Ball, Lori 13, 29
Balmer, Kevin 17, 77
Balthazor, Ann 22, 35
Barham, Elizabeth 6, 13, 24, 30, 81
Barling, Kerry 13, 43
Barnhardt, Ray 19, 69
Bartosh, Oksana 22, 75
Beagan, Brenda 17, 37
Becker, Katrina 16, 30
Beehive Design Collective 25, 30
Belasco, Warren 21, 30
Bellows, Anne C. 20, 31
Bentley, Amy 31
Bentrup, Gary 18, 49
Berg, Jennifer 8, 31
Biltekoff, Charlotte 9, 31
Bingen, Jim 18, 43
Bird, Elizabeth Ann R. 16, 23, 32
Biscotti, Dina 9, 32
Black, Rachel Eden 6, 32
Blair, Dorothy 12, 33
Block, Daniel 12, 33
Bloome, Peter 19, 78
Blue, Gwendolyn 7, 33
Bonanno, Alessandro 9, 34
Boody, George 9, 67
Bournhonesque, Raquel 13, 34
Boutard, Carol and Anthony 1
Brady, Eileen 20, 47
Brandt, Nina Kirstine 23, 24, 34
Brewer, Linda 2, 7, 67, 82
Burke, Joanne 10, 22, 35, 63
Bushman, Brooke 16, 23, 32, 35
Butler, Brooke 24, 36
Butler, Lorna Michael 4
Cárdenas, Norma 6, 36
Cargill, Kima 21, 36
Cariaga, Carissa 22, 35
Casale, Kate E. 10, 36
Chadwell, Sean 16, 37
Chakraborty, Goutam 22, 47
Chapman, Gwen 14, 17, 37, 63
Charles, Jeffrey 14, 37
Cherney, Debbie 18, 42
Chung, Kimberly 13, 58
Clancy, Kate 12, 38
Clay, Liz 7, 29
Cliath, Alison Grace 12, 38
Colbert-Boucher, Marc 1
Colwell, Linda 25, 74
Comstock, Gary 9, 38
Connell, David J. 13, 39
Conner, David 23, 39
Constance, Douglas H. 9, 11, 39
Costello, Helen E. 22, 35
Counihan, Carole M. 17, 40
Coveney, John 23, 40
Craig, Andrea L. 6, 40
Croney, Candace 4, 18, 42
Curtis, Gwen 6, 14, 25, 41
Dahlen, Jennifer 22, 35
Dashtgard, Annahid 6, 11, 24, 41
Davis, George 23, 71
Davis, Netta 21, 42
Davis, Steve 18, 42
Dean, Wesley R. 13, 16, 43
Decker, Dave 25, 49
DeCosta, Lori 22, 35
DeLind, Laura B. 10, 18, 43, 56
Delormier, Treena 12, 43
DePhelps, Colette 7, 44
Deutsch, Jonathan 10, 44
Dininni, Laura 11, 44
Doherty, Wendy 22, 35
Dolan, Sarah L. 6, 26
Donofrio, Greg 12, 45
Dufresne, Heather 22, 35
Duran, Nancy 20, 45
Dwyer, J. C. 20, 45
Eden, Trudy A. 8, 14, 17
Ehrhardt, Julia 14, 45
Einhorn, Jessica 6, 85
Elias, Megan 10, 46
Engle, Karen 16, 46
Engle, Sue 22, 35
Esainko, Peter 6, 85
Feenstra, Gail 10, 20, 23, 46, 47, 56
Feldman, Charles 22, 47
Finan, Ann 15, 55
Finnis, Elizabeth 22, 47
Fiske, Emmett P. 9, 48
Fitzgerald, Deborah 16, 48
Flora, Cornelia Butler 9, 67
Forrest, Beth Marie 18, 48
Forsman-Hugg, Sari 11, 20, 57, 69
Francis, Charles A. 18, 49

Freeman, Carrie Packwood.....	15, 49	Kalikoff, Beth.....	15, 62
Freeman, Doug.....	25, 49	Kane, Deborah J.	2
Fuglister, Jill.....	8, 53	Kaplinger, Heather.....	17, 77
Gantner, Leigh A.....	19, 50	Karnuparthi, Hima.....	22, 35
Garrett, Steven.....	18, 50	Kasten, Gerry.....	8, 14, 53, 63
Gill, James.....	17, 77	Kelly, Tom.....	9, 10, 63
Gillespie Jr., Gilbert W.....	25, 50	Khanna, Navina.....	22, 63, 74
Gillespie, Ardyth H.....	19, 50	Kirk, David.....	19, 70
Glenna, Leland.....	9, 10, 11, 25, 32	Klonsky, Karen.....	8, 64
Gordon, Angela.....	7, 51	Kneen, Cathleen.....	15, 64
Gowdy-Johnson, Brooke.....	22, 35	Korns, Charley.....	25, 41
Graves, Jack.....	21, 83	Korthals, M.....	11, 64
Gray, Thomas W.	15, 51	Kramer, Victoria L.....	11, 65
Greene, Cathy.....	8, 64	Kreider, Robin P.	14, 65
Gronski, Robert.....	15, 25, 52	Krist, John.....	17, 66
Gronski, Robert T.....	8, 15	Kubena, Karen S.....	23, 71
Gross, Joan E.....	7, 52	Kurppa, Sirpa.....	20, 57
Guptill, Amy.....	16, 53	Lacy, William B.	9, 32
Hahn, Tim.....	25, 74	Lähteemäki, Liisa.....	11, 69
Hamm, Michael W.....	13, 23, 39, 58	Lähteenmäki, Liisa.....	11, 69
Hammer, Janet.....	8, 53	Lakin, Allison.....	21, 30
Harmon, Alison.....	13, 76	Lanzano, Kristen.....	21, 66
Harper, Douglas.....	5	Lawson, Greene.....	1
Harris, Craig K.	12, 53	LeCompte, Celeste R.....	10, 66
Harrison, Jill.....	21, 54	Lehrer, Nadine.....	12, 66
Harvey, Tom.....	1	Lev, Larry.....	2, 7, 67, 82
Hassanein, Neva.....	13, 76	Lippoldt, Debra.....	1
Hassel, Craig.....	19, 69	Lipson, Mark.....	9, 67
Hatfield, Doc and Connie.....	21, 83	Loeffler, Wisteria.....	1
Hauck-Lawson, Annie.....	10, 54	Long, Lucy M.....	8, 17, 67, 68
Hayden-Smith, Rose.....	16, 54	Long-Solis, Janet.....	8, 68
Haynes, Richard P.	15	Luttikholt, Louise.....	8, 29
Heffernan, William D.....	9, 55	Lyson, Thomas A.....	21, 68
Hemmelgarn, Melinda.....	20, 55	MacMahon, Sarah.....	13, 43
Hendrickson, Mary K.....	8, 55	Mäkelä, Johanna.....	11, 20, 57, 69
Hinrichs, Clare.....	10, 13, 15, 30, 55, 56	Maretzki, Audrey N.....	19, 69
Holland, David.....	7, 56	Markowitz, Lisa.....	13, 76
Holt, Georgina.....	21, 30, 56	Marshall, Heather.....	22, 35
Houston, Lynn Marie.....	6, 19, 56, 57	Martin, Mimi.....	9, 31
Howard, Phil.....	19, 57	Martinez-Gómez, Francisco.....	7, 10, 26, 69
Isoniemi, Merja.....	11, 20, 57, 69	Mason, Roger S.	23, 70
Iverson, Karla.....	15, 58	Mavrolas, Pamela.....	19, 78
Izumi, Betty.....	13, 58	Mayer-Smith, Jolie.....	22, 75
Jackson, Dana L.....	7, 58	McBride, Anne E.....	18, 70
Jackson-Smith, Douglas.....	15, 60	McEachern, Morven G.....	19, 23, 70
Jacobson, Lisa.....	16, 59	McIntosh, Wm. Alex.....	13, 23, 43, 71
Jager, Ronald.....	14, 59	McIntyre, David.....	15, 71
James Jr., Harvey S.....	9, 55	McLean, Alice.....	15, 62
Jameson, Stacy M.....	24, 60	McWilliams, James E.....	17, 71
Janer, Zilkia.....	18, 60	Mendum, Ruth M.....	6, 72
Jensen, Eric Brandon.....	15, 60	Mertens, Mike.....	20, 47
Jensen, Jon.....	15, 60	Miewald, Christiana.....	8, 53
Johnsson, Jenny.....	8, 61	Mikkola, Minna.....	10, 72
Johnston, Joséé.....	11, 61	Miller, Joe.....	17, 77
Jolly, Desmond A.....	19, 61	Moody, Dana.....	14, 84
Joseph, Alun.....	13, 39	Morris, Carolyn.....	8, 72
Julier, Alice.....	3, 4, 12, 14, 17, 18, 21, 24, 62, 66	Moss, Marla.....	13, 58
Jussaume, Ray.....	11, 51	Nayga, Rudy.....	23, 71

Neuhaus, Tom	22, 73	Sharashkin, Leonid	6, 24, 81
Nielson, Miriam Weber	4, 18	Sharp, Jeff S.	11, 81
Niewolny, Kim L.	20, 73	Siebert, Stephen F.	23, 82
Norris, Lucy	1	Simantel, Marcus	1
Ohmart, Jeri	23, 46	Skelton, Peter	18, 49
Ostrom, Marcy	6, 7, 13, 56, 76	Smith, Molly Bean	11, 81
Ostry, Aleck	15, 80	Smith, Stephen M.	19, 69
Overgaard, Svend Skaft	23, 24, 73	Smith, William D.	9, 82
Paananen, Jaana	11, 20, 57, 69	Smithers, John	13, 39
Pajor, Ed	18, 42	Souleymane, Bassoum	7, 29
Parajuli, Pramod	25, 74	Spindler, Audrey A.	17, 75
Parasecoli, Fabio	24, 74	Stark, Janne	4
Parr, Damian M.	22, 63, 74	Stefani-Ruff, Dianne	1, 4
Perez, Jan	16, 27	Stephenson, Garry	2, 7, 67, 82
Perillo, Cathy	13, 76	Stevenson, Steve	21, 25, 83
Pesonen, Inkeri	20, 57	Streiffer, Robert	9, 25, 38
Peterat, Linda	22, 75	Swanson, Mark A.	17, 83
Peterson, Melissa	17, 77	Takei, Isao	13, 16, 43
Pilcher, Jeffrey	17, 62	Tanaka, Laura Ridenour	18, 84
Pluke, Richard	16, 53	Thompson, Paul B.	13, 43
Potteiger, Matthew	13, 16, 29	Thomson, Joan S.	11, 44, 65
Power, Elaine	12, 14, 16, 23, 75	Tiedeman, Gary	18, 42
Quintana, Elizabeth L. A.	17, 75	Tompkins, Kyla Wazana	17, 62
Radin, Kenneth	8, 53	Toney, Jeffrey	22, 47
Rakoff, Robert M.	13, 76	Torres, Cruz	23, 71
Ratcliffe, Michelle Markesteyn	25, 74	Trexler, Cary J.	22, 63, 74
Ray, Krishnendu	17, 18, 62, 76	Ugas, Roberto	7, 29
Reynolds, Kristin A.	19, 61	Vagnetti, Cynthia	2, 3, 7, 58
Rhoads, Amanada	17, 77	Varner, Gary	9, 38
Rhodes, Amanda	17, 77	Vijayalakshmi, K	8, 29
Rideout, Karen	11, 76	Vineyard, Michelle L.	14, 17, 84
Rilov, Guy	7, 29	Walker, Ashby	24, 84
Rodriguez, Andrew	17, 77	Wall, Teak	17, 77
Rohter, Brian	21, 49, 83	Wann, Marilyn	9, 31
Roininen, Katariina	11, 69	Weasel, Lisa	12, 85
Roos, Gun	8, 77	Welsh, Rick	9, 32
Rosenbloom, Paul	1, 17, 77	Wertz, S. K.	11, 85
Ross, Nancy J.	18, 78	Wheeler, Valerie	6, 85
Rostant, Ola	13, 58	Whit, William C.	17, 86
Roufs, Andrea	11, 19, 22	Whitlock, Jeryl	23, 70
Ruskin, Martin	22, 47	Wilkins, Jennifer	20, 55
Rusmore, Barbara	19, 78	Wilkinson, Monica	12, 86
Sachs, Carolyn	10, 14, 56, 78	Williams, Cinda	7, 44
Salazar, Melissa	12, 14, 23, 46, 78, 79	Williams, Jennifer	22, 35
Schafer, Melissa	7, 8, 79	Williams-Forson, Psyche	17, 19, 62, 86
Schneider, Mindi L.	14, 18, 49, 79	Willock, Joyce	19, 23, 70
Schoeneberger, Michele	18, 49	Winson, Tony	21, 86
Schwartz, Rachel A.	14, 80	Woodward, Lawrence	8, 29
Scott, Dane	11, 80	Works, Martha	1
Scott, H. Morgan	13, 43	Worosz, Michelle R.	20, 87
Seaman, Claire	19, 70	Wunderlich, Shahla	22, 47
Seed, Barbara	15, 80	Yapa, Lakshman	12, 33
Semali, Ladislaus	19, 69	Yudkin, Dave	1
Seppänen, Laura	10, 72	Zenz, Leslie	7, 87