

Seggau Castle, Austria – September 22-25, 2013



PROGRAMME

MIT UNTERSTÜTZUNG VON BUND, LAND UND EUROPÄISCHER UNION



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PROGRAMME

SUNDAY, 22 SEPTEMBER 2013

EXCURSION: WINE REGION SOUTHERN STYRIA

11:00 – 8:00p.m.

- 11:00 Departure from Graz Railway Station
- 11:30 Departure from Graz Airport (Feldkirchen)
- 12:00 Departure from Seggau Castle

The excursion includes dinner in a typical „Buschenschank“

- 08:00 Return to Hotel (Seggau Castle)

MONDAY, 23 SEPTEMBER 2013

REGISTRATION

From 07:30 a.m.

CONFERENCE OPENING

9:00 – 09:35 a.m.

- Room 1 **Barbara Gasteiger-Klicpera**, *Dean of the Faculty of Environmental, Regional and Educational Sciences of the University of Graz*
- Josef Ober**, *Representative of Leader Region Vulkanland*
- Ulrich Ermann**, *Scientific Chair of the Conference*

K01 KEYNOTE SPEECH

09:35 – 11:05 a.m.

- Room 1 **Julie Guthman** (*Santa Cruz, USA*) **Critical Food Studies: Preoccupations and New Directions**

COFFEE BREAK

11:05 – 11:25 a.m.



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PS01 PARALLEL PAPER SESSIONS

11:25 – 01:00 p.m.

Room 1 S01 'FOODSCAPES'

Chair: Annalisa Colombino

Emma Roe (*Southampton, UK*), **Michael Buser** (*Bristol, UK*) and **Liz Dinnie** (*Aberdeen, UK*) Creative Material Practices as Response-Abilities: Entanglings with Food Insecurities and Vulnerable Subjectivities

Bent Egberg Mikkelsen (*Aalborg, Denmark*) Mapping Enghave Foodscapes – Untapping the Potential of the Local Food Environment

Filip Degreef (*Brussels, Belgium*) Sensitivity of Belgian Media to Food Safety and Scandals (1960 – 1995)

Room 2 S02 'TASTE'

Chair: Melissa Caldwell

George Wu Bayuga (*New Haven / New York, USA*) Baby Formula Bandits: Chinese Smugglers and the Physiology of Taste

Monica Truninger and José Teixeira (*Lisbon, Portugal*) Children and Eating Practices: Food Taste in Schools

Room 3 S03 'ALTERNATIVE FOOD NETWORKS 1'

Chair: Sandra Karner

Barbara Schönher (*London, UK*) Changing Natures: A Study of Urban Bees and City Honey

Chiara Aurora Demaldé (*Milano-Bicocca, Italy*) Urban Sustainability and Food Consumption. A Case Study

Laura Zanotti (*West Lafayette, USA*) From Brazil Nuts to Açai: New Geographies of Non-Timber Forest Products in the Brazilian Amazon

Room 4 S04 'ETHICS, EVERYDAY CONSUMPTION, FAIR TRADE/ORGANIC FOOD'

Chair: Ulrich Ermann

Jonas Grauel (*Hamburg, Germany*) The Everyday Morality of Food Consumption

Jutta Kister (*Innsbruck, Austria*) Fair Trade Food Chains – Power to the North or Power to the South?

Onur Keskin (*Stuttgart, Germany*) and **Erhan Akarçay** (*Eskişehir, Turkey*) Organic Food Consumption in Turkey: A Case Study in a Middle-Sized City Eskişehir

LUNCH

01:00 - 02:00 p.m.



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PS02 PARALLEL PAPER SESSIONS

02:00 – 03:30 p.m.

- Room 1** **S05 ‘FOREIGN FOOD, FOOD SAFETY‘**
Chair: Mara Miele
- Cornelia Reiher** (*Halle-Wittenberg, Germany*) Food Safety and the Alliance Against the Trans-Pacific Partnership in Contemporary Japan
- Chia-Ling HSU** (*Paris, France*) The Dilemma in the World Trade of the Agri-Food: From the Case of Taiwan
- Péter Boros and Orsolya Fehér** (*Budapest, Hungary*) Are Hungarian Food Consumers Ethnocentric?
- Room 2** **S06 ‘FOOD AND EDUCATION, EATING PRACTICES‘**
Chair: David Evans
- Brooke Chornyak** (*Richmond, USA*) Food in Education: Teaching Systems Thinking Through the Landscape of Food
- Lauren McDowell** (*New York, USA*) Mandatory Food Education in US Schools: Changing the Way We Eat
- Hans van den Broek, Isabel García Espejo and Cecilia Díaz-Méndez** (*Oviedo, Spain*) Healthy Diet Here and There: a Comparative Analysis of the Concepts of Health and Food Among Colombian and Autochthonous Women in Spain
- Room 3** **S07 ‘CONSUMPTION/EATING PRACTICES, MEDIA‘**
Chair: Mike Goodman
- Simona Stano** (*Turin, Italy / Lugano, Switzerland*) ‘Unjunking’ the Junk: Modern Foodscapes, Health, and Communication Processes
- Heidemarie A. Pirker, Christian R. Vogl, Christian Bertsch, Elisabeth Klingbacher, Theresa Markut, Karin Kaiblinger and Rosemarie Zehetgruber** (*Vienna, Austria*) McKioto – Biocultural Diversity, Climate Relevance and Health Impacts of Young People’s Eating Habits in Vienna, Austria
- Markus Keck** (*Göttingen, Germany*) Supermarketization and Contemporary Food Shopping Practices in Bangladesh
- Room 4** **S08 ‘CULINARY/GASTRONOMIC TRADITIONS, IDENTITY‘**
Chair: Annalisa Colombino
- Craig Adams** (*Besançon, France*) Competing Food Geographies: France’s Gastronomic Discourse in its Submission to UNESCO’s Intangible Cultural Heritage List
- Richard Mitchell, Adrian Woodhouse and David Gillespie** (*Dunedin, New Zealand*) Using Foraging to Uncover New Food and Emergent Food Cultures
- Azadeh Saljooghi** (*Teheran, Iran*) Displaced Foods and Faces: Move from Openness to Closeness



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COFFEE BREAK

03:30 - 04:00 p.m.

K02 KEYNOTE SPEECH

04:00 – 05:15 p.m.

Room 1 **Mike Goodman** (*London, UK*) **Chef-ocolypse Now: Towards a Cultural Biopolitics of Celebrity Chefs**

COFFEE BREAK

05:15 – 05:30 p.m.

PS03 PARALLEL PAPER SESSIONS

05:30 – 08:00 p.m.

Room 1 **S09 'Food Networks between Glocalization and Globalization'**
Chair: Ernst Langthaler and Markus Schermer

Ernst Langthaler (*St. Pölten, Austria*) **Food or Feed? Soybeans in a Globalizing World Since 1870**

Katharina Hoff (*Vienna, Austria*) **Hong Kong Foodscapes, Identity and Urban Agriculture**

Markus Schermer (*Innsbruck, Austria*) **Local and Localized: The Impact of GI on Styrian Pumpkin Seed Oil**

Andreas Grünewald (*Vienna, Austria*) **Certifying the Local – Producing the Global**

Xiomara Quines-Ruiz, Marianne Penker and Christian R. Vogl (*Vienna, Austria*) **Café de Colombia- The First Geographical Indication from a Developing Country Protected under EU Law**

Room 2 **S10 'POST-SOCIALIST ALTERNATIVE FOOD NETWORKS 1'**

Chairs: Petr Jehlička and Lenka Fendrychová

Petr Jehlička and Joe Smith (*Milton Keynes, UK*) **Neither Foodies nor Urban Peasants: Post-Socialist Food Self-Provisioning as 'Quiet Sustainability'**

Katarzyna Król (*Warsaw, Poland*) **Case Study of Homemade Cakes in Poland**

Guntra A. Aistara (*Budapest, Hungary*) **Fairness is Elsewhere: Local and Fair Food in Post-Socialist Latvia**

Veronika Frélichová and Eva Fraňková (*Brno, Czech Republic*) **Community Supported Agriculture in the Czech Republic: Working Models and Current Research**



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PS03 PARALLEL PAPER SESSIONS

05:30 – 08:00 p.m.

Room 3 S11 'ALTERNATIVE FOOD NETWORKS 2 - FOOD QUALITY'

Chair: Richard Mitchell

Filippo Barbera and Paolo Giaccaria (*Turin, Italy*) Quality Reloaded: Embeddedness Discourses in AFNs

Janina Wiesmann, Marcus Mergenthaler and Luisa Vogt (*Soest, Germany*) Marketing of Regional Products

Giovanni Cristofoli, Ricardo Yudi Akiyoshi, Carolina Pereira Kechinski and Juliano Garavaglia (*Porto Alegre, Brazil*) Grape Must Levain: The Reutilization of a Byproduct

Pedro Reissig (*Buenos Aires, Argentina*) Food Morphology: Designing for Food Practices and Products

Sandra Karner (*Graz, Austria*) Exploring the Transformative Capacity of Bottom-Up Initiatives in the Food System

Room 4 S12 'ALTERNATIVE FOOD NETWORKS 3 - SUSTAINABLE (LOCAL) ECONOMY, ENVIRONMENTAL IMPACTS'

Chair: Adeline Tay

Nadia Tecco, Egidio Dansero, Cristina Peano and Carlo Semita (*Turin, Italy*) The Slow Food Network-Based Formula of Rural Development

Eifiona Thomas Lane, Sian Pierce and Arwel Jones (*Bangor, UK*) Growing a Sustainable Local Economy through Low Carbon, Low Waste Traditional Food Heritage: The Role of Private, Voluntary and Partnership Actions

Orsolya Fehér (*Budapest, Hungary*) Szilárd Podruzsik and Olaf Pollmann (*Potchefstroom, South Africa*) Innovative Approach of the Regional Food Retail Trade

Magdalena Pierer (*Graz, Austria*) A Nitrogen Footprint for Austrian Food Products

Julia Rösch (*Jena, Germany*) Re-Conceptualizing Food Markets: Slowfood in Germany and Italy

DINNER

08:00 p.m.



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TUESDAY, 24TH SEPTEMBER 2013

K03 KEYNOTE SPEECH

9:00 – 10:15 a.m..

Room 1 **Mara Miele** (*Cardiff, UK*) **Consuming Animals, Animating Consumption**

COFFEE BREAK

10:15 – 10:30 a.m.

PS04 PARALLEL PAPER SESSIONS

10:30 – 11:45 a.m.

Room 1 **S13 'WINE'**
Chair: Simona Stano

Hang Kei Ho (*London, UK*) **The Emergence of Hong Kong's Wine Industry Since the Tax Withdrawal in 2008**

Agatha Herman (*Plymouth, UK*) **Are We There Yet? Exploring Empowerment at the Micro-Scale in the South African Wine Industry**

Room 2 **S14 'RETAIL CHAINS'**
Chair: Annalisa Colombino

Jenny Lee (*Uppsala, Sweden*) **Local Food in an Era of Large-Scale Retailing**

Sarah G. Grant (*Riverside, USA*) **Mot Ca Phe Sua Da... or a Frappuccino Consuming Coffee Culture in Contemporary Vietnam**

Room 3 **S15 'SOCIOLOGY OF FOOD, FOOD DEBATES'**
Chair: Markus Schermer

Cecilia Díaz-Méndez and Isabel Garcia-Espejo (*Oviedo, Spain*) **The studies of Sociology of Food: Between Rural Sociology and Sociology of Consumption**

Parto Teherani-Krönner (*Berlin, Germany*) **Meal Cultures: A New Approach in Food Debates**



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K04 KEYNOTE SPEECH

11:45 – 01:00 p.m.

Room 1 **David Evans** (*Manchester, UK*) **Placing Surplus, Materializing Waste: Thrift, Hygiene and the Disposal of Excess Food**

LUNCH

01:00 – 02:30 p.m.

DISCUSSION PANEL **** (GERMAN/ ENGLISH TRANSLATION) ****

02:30 – 04:00 p.m.

Room 1 **Regions of ‘Good Food’: Perspectives of Sustainable Systems of Food Production and Consumption**

Regionen des guten Essens: Perspektiven nachhaltiger Systeme von Nahrungsmittelproduktion und –konsum

Chair: Ulrich Ermann (*University of Graz, Austria*)

Discussion participants: Manfred Flieser (*Slow Food Styria, Austria*), **Julie Guthman** (*University of California at Santa Cruz, USA*), **Ernst Hofer** (*Leader region Almenland, Austria*), **Josef Ober** (*Leader region Vulkanland, Austria*), **Alfred Ploder** (*Organic wine farmer, St. Peter am Ottersbach, Austria*), **Margaretha Reichsthaler** (*‘Genussregion Österreich’ Marketing Assoc., Vienna, Austria*), **Andreas Reisinger** (*Slow Food Region Almenland, Austria*), **Markus Schermer** (*University of Innsbruck, Austria*), **Gerhard Wlodkowski** (*President of chamber of agriculture, Austria*)

COFFEE BREAK

04:00 - 04:30 p.m.

K05 KEYNOTE SPEECH

04:30 – 06:00 p.m.

Room 1 **Melissa Caldwell** (*Santa Cruz, USA*) **Beyond Human Rights: Food, Nation, and Citizenship in Russia**



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PS05 PARALLEL PAPER SESSIONS

06:00 – 07:30 p.m.

Room 1 Meeting of Agro-Food Studies Network scholars

Room 2 S16 'ALTERNATIVE FOOD NETWORKS 4'

Chair: Paolo Giaccaria

Kristin Schulz, Susanne Von Muenchhausen and Anna Haering (*Eberswalde, Germany*) **Strengthening Organic Food Value Chains in Germany**

Ewa Kopczyńska (*Krakow, Poland*) **Shortening Food Chains in Poland - Between Traditional Communities and Late Modernity**

Petra Hirner (*Vienna, Austria*) **Alternative Food Systems and their Influence on the Resilience of the Involved Farms using the Example of the 'ADAMAH BioHof' in Austria**

Room 3 S17 'MEDIA, CELEBRITY CHEFS, CREATIVITY'

Chair: Annalisa Colombino

Steve Ellwood and Richard Mitchell (*Dunedin, New Zealand*) **Food Media and the Tension Between Access and Excess**

Abigail Wincott (*Brighton, UK*) **Whose Heritage? Heritage vegetables in the UK Media - A Battle for Ownership**

Fransisca Tan (*Vienna, Austria*) **Delicate Thoughts. Food Cravings In The Light Of Inner Experience**

Room 4 S18 'SUSTAINABILITY'

Chair: Julia Rösch

Matilda Marshall (*Umeå, Sweden*) **The Local Dilemma: Searching for Sustainability in the Locality**

Steffen Hirth (*Hamburg, Germany*) **Going More Vegan: An Appeal to Treading New Paths to Sustainable Production and Consumption Practices via Politics of the Possible and Relational Geographies of Responsibility**

Ian M Humphrey (*Sheffield, UK*) **Selling out or wising up? Responding to the neo-liberal impulse from within Community Supported Agriculture in the U.K.**

Room 5 S19 'POST-SOCIALIST ALTERNATIVE FOOD NETWORKS 2'

Chairs: Petr Jehlička and Lenka Fendrychová

Lenka Fendrychová (*Prague, Czech Republic*) **Post-Socialist Alternative Foodscapes and Sustainability: The Case of Farmers' Markets in Prague, Czechia**

Lani Trenouth (*Wageningen, the Netherlands / Riga, Latvia*) **Advancing Alternative Food Networks in Central and Eastern European Countries**

DINNER

07:30 p.m.



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WEDNESDAY, 25TH SEPTEMBER 2013

SCIENCE AND PRACTICE WORKSHOP **** (GERMAN/ENGLISH TRANSLATION) ****

09:00 – 11:30 a.m.

Room 1

Culinary Regions - Culinary Valorization of Rural Areas or Fraudulent Labeling?

Genussregionen – Kulinarische Inwertsetzung ländlicher Räume oder Etikettenschwindel?

Chair: **Josef Scheff** (*University of Graz, Austria*)

PS06 PARALLEL PAPER SESSIONS

09:00 – 11:30 a.m.

Room 2

S20 'FARMERS'

Chair: Lenka Fendrychová

Isabella Lang, Ellen Rupprechter, Johann Gangl, Thomas Huemer and Friedrich Leitgeb (*Vienna, Austria*) Access to Land for Beginning Farmers: New Opportunities for Sustainable Rural Development

Friedrich Leitgeb, Susanne Kummer and Christian R. Vogl (*Vienna, Austria*) Farmers' Experiments in Cuba – Means to Enhance Sustainable Development?

Ulrike Jaklin (*Vienna, Austria*) Peasants and the food co-operative D'Speis
Reasons for the Participation in an Alternative Food Network

Room 3

S21 'Food Sovereignty, Gardens and Urban Agriculture'

Chair: Barbara Schönher

Petra C. Braun (*Linz, Austria*) Slow Food Gardens in Uganda / Africa – A Model for a Sustainable Local Food System Providing Food and Nutrition Security and Food Sovereignty?

Matthew Smith (*London, UK*) and **Zeremariam Fre** (*London, UK*) Urban Agriculture and the Pastoralist Dilemma – Food Sovereignty in Arid Regions

Alessia Ferretti, Enzo Falco, Alessandro Boca and Enrica Polizzi (*Rome, Italy*) Farmers' Markets and Urban Agriculture. New Solutions to Ensure Increased Access to Quality Food in the USA



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PS06 PARALLEL PAPER SESSIONS

09:00 – 11:30 a.m.

Room 4 S22 'WASTE'

Chair: Parto Teherani-Krönner

Maria José Pires (*Estoril, Portugal*) Dealing with the Two Sides of the Food Crisis in Lisbon

Barbara Bódi, László Zsoldos and Kasza Gyula (*Budapest, Hungary*) Quantitative Consumer Study of Food Waste Production in Households

Aly Blenkin and Luke Keller (*New York, USA*) Hello Compost

Room 5 S23 'TECHNOLOGIES, NATURES'

Chair: Annalisa Colombino

Adeline Tay (*Melbourne, Australia*) The Flying Proletariats Meet the Hungry City: Swiftlets and their Edible Birds' Nest

Montserrat Cañedo Rodríguez (*Madrid, Spain*) Applescapes: Organisms, Technologies and Space-Times

Sarah Ruth Sippel (*Leipzig, Germany*) 'Red Gold', 'Occupation Tomato', 'Apple of Discord': The Tomato as the Epitome of Contested Moroccan-European Relations

PRODUCT EXHIBITION „FOOD AND REGION“ ** (GERMAN/ENGLISH TRANSLATION)**

11:30 – 01:30 p.m.

Presentation of regional food products and manufacturing companies;

Brunch with local food specialities from Leader regions Vulkanland and Almenland

K06 KEYNOTE SPEECH ** (GERMAN/ENGLISH TRANSLATION)**

01:30 – 03:00 p.m.

Room 1

Valentin Thurn (*Director of the documentary "Taste the Waste"*) Why we throw away half of our food, who is responsible and what can we do against it?

LESSONS LEARNED ** (GERMAN/ENGLISH TRANSLATION)**

03:00 – 03:30 p.m.

Room 1

Annalisa Colombino, Ulrich Ermann and Renate Renner
(*University of Graz*)