BSA
Sociology
of Food
Study Group

Food, Society and Public Health Conference

P R O G R A M M E

5th - 6th July 2010
British Library Conference Centre,
London

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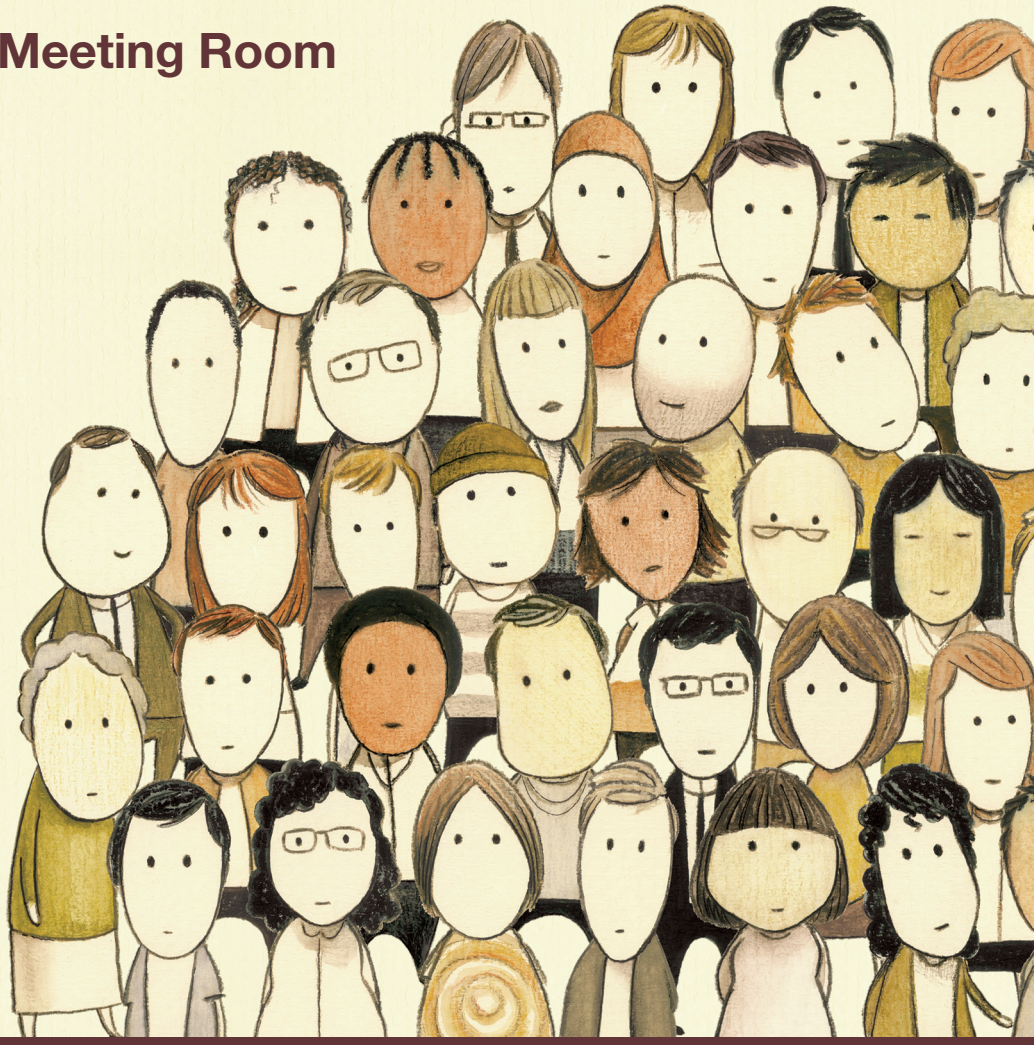

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CONTENTS

Welcome ..... 1 - 2

BSA Food Study Group Conference Committee 3

About the BSA Food Study Group 4

Information Digest ..... 5 - 6

Advert: Sociological Research Online 7

Outline Programme 8

Programme Grid ..... 9 -11

Advert: Sociology Special Issue Call for Papers 12

Programme and abstracts by session ..... 13 – 47

Keynote by Harriet Friedmann 13

Paper Session 1 ..... 14 – 16

BSA Food Study Group Business Meeting and 'Meet & Greet' 17

Paper Session 2 ..... 18 - 20

Paper Session 3 ..... 21 - 23

Paper Session 4 ..... 24 - 26

Paper Session 5 ..... 27 - 29

Poster Session, Evening Reception and Waterstone's bookshop 30

Poster Session Abstracts ..... 31 - 36

Keynote by Claude Fischler 37

Paper Session 6 ..... 38 - 40

Paper Session 7 ..... 41 - 43

Paper Session 8 ..... 44 - 46

Special Panel Debate 47

BSA Annual Conference 2011 Call for papers 48

Index (in alphabetical order by first author) ..... 49 - 50

6 reasons to publish your conference paper with *Cultural Sociology* 51

Restaurant suggestions 52

Advert: BSA *Work, Employment and Society* Conference 53

Plan of the British Library Conference Centre and Map of the Area Surrounding the British Library 54

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WELCOME

BSA Food Study Group Conference
Food, Society and Public Health

The conference organising committee welcomes all delegates to this 2nd international conference on Food, Society and Public Health. The conference has again attracted a broad, international audience of more than 150 delegates and we hope that you will enjoy the varied and stimulating conference programme of oral papers and posters.

We are pleased to welcome our two distinguished plenary speakers, **Prof. Harriet Friedmann** and **Dr Claude Fischler**. Harriet Friedmann, who is Professor of Sociology and Geography and a Fellow of the Centre for International Studies at the University of Toronto, will give the opening plenary presentation entitled **Changing Food Systems: Two Futures**. Claude Fischler, Head of Research at the French national research agency CNRS, will open day two of the conference with his talk on **Commensality and Society**.

The conference programme is organised around five themes:

Food security and sustainability

The regulation and editing of 'choice'

Constructions of risk and meaning

Children, food and institutions, and

Methodological challenges and innovation

We hope that you will join us at an evening reception on Monday, from 18:05 in the bar. This is also the designated time to browse a wide selection of posters, in Meeting Room 1. **We would like to invite all delegates to vote for the poster which they feel best communicates its aims, methods, findings and conclusions**. Voting slips can be found in your name badge holder. Prizes for the best two posters will be presented, by Prof. Anne Murcott, on Tuesday morning. Drinks and light refreshments will be available during the drinks reception and delegates will be able to browse or purchase from a selection of academic and popular books from the conference bookseller, **Waterstone's** (Meeting Room 3). We are pleased to welcome **Sheila Dillon** as our special guest. Sheila presents BBC Radio 4's Food Programme and she will offer us her 'viewpoint' on food from and in Britain and elsewhere at around 19:00. The drinks reception will end at 20:00.

The conference programme will end with a special panel session, chaired by **Prof. Elizabeth Dowler**, to debate the challenges in thinking about and practicing rights based approaches to sustainable, equitable food. We would encourage all delegates to stay for this special event which features an impressive line up of participants. A raffle will be drawn in the Auditorium directly after the panel session, with the winning delegate receiving a selection of new books. Your poster voting slip is your raffle entry.

We would encourage all delegates to complete the online conference evaluation survey (details will be sent to you after the conference) so that we can find out what you enjoyed about the conference and the conference venue. We would also welcome your views on plans for the next BSA Food Study Group conference, in 2012. This is likely to be held outside London to avoid the mayhem and increased costs incurred by the London Olympics and Paralympics.

Finally, we would like to thank everyone who has chosen to present their work at the conference, or is chairing a session or contributing in some way to the successful organisation of this event. We would particularly like to thank the **British Library** for

supporting the work of the BSA and subsidising the cost of holding the conference at this wonderful venue. We hope that you each gain enormously from participating at this event and look forward to speaking with many of you over the next two days.

Wendy Wills, Liza Draper, Ulla Gustafsson, Liz Jackson, Jessica Mitchell, Rebecca O'Connell, Polly Russell, Frances Short and Anna Vaughan

BSA Food Study Group Conference Committee 2010

BSA FOOD STUDY GROUP CONFERENCE COMMITTEE 2009/2010

Conference Organisers

Wendy Wills	CRIPACC, University of Hertfordshire	Convenor, Programme, Special Events, Keynotes, Chairs
Liza Draper	Department of Integrated Health, University of Westminster	Programme, Chairs, Exhibitors
Ulla Gustafsson	Business & Social Sciences, Roehampton University	Programme, Chairs, Exhibitors
Jessica Mitchell	The Food Magazine	Publicity, Evening Reception
Rebecca O'Connell	Thomas Coram Research Unit, Institute of Education, University of London	Publicity, Conference Blog, Posters, Chairs
Polly Russell	Social Science Collections, The British Library	Venue
Frances Short	CRIPACC, University of Hertfordshire	Catering, Posters, Evening Reception
Anna Vaughan	City University	Publicity

ACKNOWLEDGEMENTS

We are very grateful for the considerable support of the British Library in hosting this conference. This helps the BSA Food Study Group to keep delegate registration fees at a very reasonable level. We hope that delegates agree that lower fees and having access to this prestigious central London venue outweigh occasional overcrowding in meeting rooms and central areas. We would welcome feedback from delegates about the conference facilities on the conference evaluation form.

Introduction

The BSA Food Study Group joined forces with the Scottish Colloquium on Food and Feeding (SCOFF) in 1994. The group aims to encourage the sociological analysis, both theoretical and empirical, of all aspects of food production and consumption.

The Food Study Group holds hour long seminars and longer, themed, events throughout the UK. The aim is to provide a forum for stimulating debate amongst academics, practitioners and others interested or involved in social science research on food, diet and eating.

Forthcoming Events

London Lunch and Seminar Series 2010-11

All meetings are held on Mondays, starting with coffee at 11.15am and ending in time for a late lunch at a local restaurant. Seminars are free for study group/BSA members to attend. Meetings are usually held at the University of Westminster.

- **Monday, 15th November 2010**: Dr Tom MacMillan, Food Ethics Council
  Tom will present findings from a study funded by NHS Health Scotland which aims at understanding food culture and its comparison in an international context (including the implications for policy development).
- **Monday, 7th February 2011**: Interviews, surveys and all that jazz – a seminar exploring the use and under-use of specific methods for researching food production and consumption amongst different population groups.
  Both these events will be held at the University of Westminster, starting at 11:30 and ending with lunch at local restaurants.
- **May 2011**: At Home in Contemporary Japan: Beyond the Minimal House. This special event features a guided tour, by Dr Inge Daniels (Oxford University), of her forthcoming exhibition at the Geffrye Museum in East London. Lunch will also be held at the Museum.

Joining the Group

Members receive regular e-newsletters and discounted rates for study group events. Students and non-academics are very welcome to join, along with academics and researchers from any discipline. The multi-disciplinary/ multi-sectoral nature of the membership promotes vibrant discussion and is encouraged. There is a joining fee of £35, waived for the unwaged and individuals who are already members of the BSA. To join, complete the form available online http://www.britsoc.co.uk/specialisms/Food.htm#_join or contact the convenor for further details.

Contact the Convenors

Suggestions for speakers, venues and other events are always welcomed. Details of relevant books, events, news, funding and jobs can also be added to the website.

We are currently seeking co-convenors based in Scotland – please get in touch if you are interested in taking on this role.

Dr Wendy Wills, BSA Food Study Group Convenor.
Centre for Research in Primary and Community Care (CRIPACC), University of Hertfordshire, Hatfield AL10 9AB.
Tel: 01707 286165
Email: w.j.wills@herts.ac.uk
Web: http://www.britsoc.co.uk/specialisms/Food.htm

INFORMATION DIGEST

Registration

The conference office will be open in the foyer of the conference centre from 09:00 until 18:00 on Monday and from 09:00 on Tuesday. Please note that delegates should wear their conference badges at all times, otherwise they may be refused access to conference sessions and service of refreshments and meals.

Messages

During the conference please direct all telephone messages to the British Sociological Association office on +44 (0)191 383 0839. Please make reference to the BSA Food Study Group Conference, as the office staff will need to know how to direct your call.

There will be a message board situated in the foyer where delegates can leave messages for each other.

Programme Changes

There will be a conference notice board for programme changes, general messages and announcements. It will be situated in the foyer.

Plenary Sessions

Harriet Friedmann, Professor of Sociology and Geography, University of Toronto will speak on **'Food Systems in Change: Two Futures'** on Monday 5th July at 10:15 in the Auditorium.

Claude Fischler, EHSS and CNRS, Paris will speak on **'Commensality and Consumerism'** on Tuesday 6th July at 09:30 in the Auditorium.

Poster Competition sponsored by Earthscan and the Food Magazine

Posters are available to browse throughout the conference in Meeting Room 1.

Prizes will be awarded for the two posters which best communicate their aims, methods, findings and conclusions. All delegates are encouraged to cast their vote during the designated poster session at 18:05-20:00 on Monday. Voting slips can be found in delegate name badge holders.

The winners will be announced on Tuesday morning and the prizes presented in the Auditorium by Prof. Anne Murcott.

Voting slips will also represent your entry into the conference raffle. If you do not vote, you cannot win the raffle! The winner of the raffle will be drawn directly after the special panel debate, at 16:30 on Tuesday, in the Auditorium. A selection of books will be available for the winner.

Poster Session and Drinks Reception

Delegates are invited to browse the posters and talk to their presenters whilst enjoying a glass of wine or a soft drink and light refreshments. We would like to invite all delegates to vote for the poster which they feel best communicates its aims. The winners will be announced and prizes presented by Professor Anne Murcott on Tuesday at 10:15. Details of posters are available on pages 31 - 36.

Sheila Dillon, presenter of BBC Radio 4's The Food Programme will be our special guest at the Drinks Reception. Sheila will present a short 'viewpoint' on her observations about food in/from the UK and elsewhere.

Delegates will also have the opportunity to browse a wide selection of books for sale from the conference bookseller, Waterstone's, including the latest academic and popular writings on a range of 'food' topics through to fiction, memoir and cookery books.

Refreshments and Lunch arrangements

Tea, coffee and biscuits will be available during the times advertised in the programme in the bar area. Lunch will also be served in the bar area. Water will be available throughout the conference. Please do not hesitate to speak to a member of the organising committee (wearing red badges) if you have any special requirements which we have not met.

Meeting rooms

All conference sessions will take place in the British Library conference centre rooms including the Auditorium and Meeting rooms 2 and 4.

PowerPoint

All meeting rooms will be equipped with a screen, powerpoint and laptop. Presenters should bring with them a copy of their presentation file on a CD or USB memory stick.

Presenters who are scheduled to present in the Auditorium should upload their presentation via the AV room at the rear of the Auditorium as soon as they arrive.

Presenters should access session rooms 15 minutes before their stream starts or during lunchtimes.

Email Facilities

Wireless internet is available in the British Library but charges do apply. Remember to bring your laptop if you wish to use this facility, as the British Library and the BSA will not provide them.

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Upcoming Highlights

2010
RAPID RESPONSE – ESRC International Benchmarks in Sociology
SPECIAL SECTION - 'Changing Parenting Cultures' Edited by Ellie Lee and Charlottle Fairclough

2010/2011
DEBATE - 'Climate Change' with an introductory article by John Urry

2011
SPECIAL SECTION - In 2011 SRO will publish a Special Section focusing on sociological concerns and achievement over the last 60 years. This will coincide with the 60th Anniversary of the British Sociological Association. The Special Section will be edited by John Brewer (current President of the BSA) and a previous president of the association. Call for papers will be on the website when it is open for submissions.

Email submissions to socres@surrey.ac.uk

Submit to SRO
Articles: 5000—8000 words
SRO also accepts shorter debates articles
Include: abstract, up to 10 keywords, brief author biography, full set of cited references

Submit to socres@surry.ac.uk (Manuscripts may also be submitted on CD or DVD by post. Please refer to website for details.)

Further information:
www.socresonline.org.uk/info/submit.html

Outline Programme

Monday 5th July 2010

09:30 onwards	Registration opens	*Conference Centre Foyer*
10:00 – 10:15	**Conference Welcome** Wendy Wills, Convenor, BSA Food Study Group Jude England, Head of Social Science Collections, The British Library	*Auditorium*
10:15 – 11:00	Keynote: Harriet Friedmann *Chair: John Germov*	*Auditorium*
11:05 – 12:35	Paper session 1	*Auditorium & Meeting Rooms 2 & 4*
12:35 – 13:30	Sandwich Lunch	*Conference Centre Foyer*
12:45 – 13:30	*BSA Food Study Group Business Meeting and Meet & Greet (all welcome)*	*Meeting Room 4*
13:35 – 14:35	Paper session 2	*Auditorium & Meeting Rooms 2 & 4*
14:40 – 15:40	Paper session 3	*Auditorium & Meeting Rooms 2 & 4*
15:40 – 16:00	Break	*Conference Centre Foyer*
16:00 – 17:00	Paper Session 4	*Auditorium & Meeting Rooms 2 & 4*
17:05 – 18:05	Paper Session 5	*Auditorium & Meeting Rooms 2 & 4*
18:05 – 20:00	Poster session and evening reception with special guest, Sheila Dillon from BBC Radio 4's Food Programme Waterstone's bookshop	*Conference Centre Foyer Bar and Meeting Room 1* *Meeting Room 3*

Tuesday 6th July 2010

09:00 onwards	Registration opens	*Conference Centre Foyer*
09:30 – 10:15	Keynote: Claude Fischler *Chair: Anne Murcott*	*Auditorium*
10:15 – 10:30	Poster prize giving by Professor Anne Murcott	*Auditorium*
10:35 – 12:05	Paper session 6	*Auditorium & Meeting Rooms 2 & 4*
12:05 – 13:05	Lunch	*First Floor Conference Centre*
13:05 – 14:05	Paper session 7	*Auditorium & Meeting Rooms 2 & 4*
14:10 – 15:10	Paper session 8	*Auditorium & Meeting Rooms 2 & 4*
15:10 – 15:30	Break	*Conference Centre Foyer*
15:30 – 16:30	Special Panel Debate	*Auditorium*
16:30	Raffle Conference Closes	*Auditorium*

PROGRAMME GRID – Monday 5th July 2010

Monday 5th July 2010 at 10:00 – 10:15; Auditorium

Welcome to the Conference

Wendy Wills, Convenor, BSA Food Study Group
Jude England, Head of Social Science Collections, The British Library

PLENARY 1: Monday 5th July 2010 at 10:15 – 11:00; Auditorium

Changing Food Systems: Two Futures

Harriet Friedmann, Professor of Sociology, University of Toronto
Chair: John Germov

PAPER SESSION 1: Monday 5th July 2010 at 11:05 – 12:35

AUDITORIUM **Constructions of risk and meaning** *Chair: Mara Miele*	MEETING ROOM 2 **Food security and sustainability** *Chair: Jane Midgley*	MEETING ROOM 4 **The regulation and editing of 'choice'** *Chair: Ben Coles*
Jackson, P. Consumer culture in an 'age of anxiety'	**Claeys, P.** Food Sovereignty and the Right to Food: Alternative Discourses on the Global Food Crisis	**Dixon, J.** 'Choice editing': a corporate adaptation to the impacts of hyper-production and ambivalence for hyper-choice
Gong, Q. Consumer Perceptions of Food Safety in China		
Meah, A. Anxiety in the Kitchen: A Cross-Generational Study of the Making of Domestic Kitchen Practices	**Dowler, E.** Thinking about 'food security': engaging with UK consumers	**Gallani, B.** The role of the food industry in improving diets and tackling obesity – an overview of recent UK industry's action
Piper, N. Exploring the coproduction of meaning in food media – when celebrities enter our homes through the TV	**Paddock, J.** Class and Social Justice: A Case Study of Ethical Food Consumption Practices	**Bhardwaj, M.** Food, diet and lifestyle: nutrigenomics endeavours and ethical challenges in the future of health management

Monday 5th July 2010 at 12:45 - 13:30; Meeting Room 4

BSA FOOD STUDY GROUP BUSINESS MEETING AND MEET & GREET

Bring your lunch and come along to meet the study group/conference convenors. This session will provide an overview of the activities of the BSA Food Study Group and will give delegates the opportunity to voice their suggestions for future meetings and conferences.

- Should the 2012 Food, Society and Public Health conference be held in Scotland? Who would you like to see as plenary speakers?
- What meetings would you like to see organised – or can help to organise – over the next year or two? Bring along your ideas!
- What sessions should the Food Study Group organise at the 2011 BSA Annual Conference at the London School of Economics, which will celebrate 60 years of the BSA?
- Does the Food Study Group meet your needs? What else could we be doing to develop and promote the sociology of food?
- Would you like to join the organising committee of the Food Study Group?

This session will also be helpful if you are alone at the conference and would like to get to know other delegates ahead of the evening's drinks reception and poster session.

PAPER SESSION 2: Monday 5th July 2010 at 13:35 – 14:35

AUDITORIUM **Methodological challenges and innovation** *Chair: Sarah Nettleton*	MEETING ROOM 2 **Food security and sustainability** *Chair: Liz Dowler*	MEETING ROOM 4 **Food security and sustainability** *Chair: Johanna Mäkelä*
Fearne, A. Exploring the link between obesity and food purchasing behaviour: facilitating and measuring behaviour change through targeted intervention.	**Pfeiffer, S.** Hunger as a topic in the German Society?! Food skills and eating behaviours of people in social neediness – and societal and political reactions	**Twine, R.** Sustainability ≠ Efficiency – Approaching meat reduction sociologically
Macdiarmid, J. Developing a timeline for evaluating complex public health nutrition policies using concept mapping, a stakeholder-driven approach		**Machum, S.** Where's the food?: A critical analysis of the sustainable urbanism literature

PAPER SESSION 3: Monday 5th July 2010 at 14:40 – 15:40

AUDITORIUM **Constructions of risk and meaning** *Chair: Wendy Wills*	MEETING ROOM 2 **Food security and sustainability** *Chair: Kevin Morgan*	MEETING ROOM 4 **Children, food and institutions** *Chair: Shireen Kanji*
Mavoa, H. Food and obesity viewed through a sociocultural lens: perspectives of adolescents from four cultural groups	**Larchet, N.** The problem of food access in post-Katrina New Orleans: an ethnographic counter-perspective	**Bristow, K.** Exploring healthy eating in early years settings from a health inequalities' perspective
Lhuissier, A. "Weight-Loss Practices among Working-class Women in France"	**Midgley, J.L.** Responding to food insecurity for British households: organizational responses	**Moore, S.** From policy to plate: barriers to implementing healthy eating policies in primary schools

PAPER SESSION 4: Monday 5th July 2010 at 16:00 – 17:00

AUDITORIUM **Food security and sustainability** *Chair: Graham Sharp*	MEETING ROOM 2 **Food security and sustainability** *Chair: Richard Twine*	MEETING ROOM 4 **Children, food and institutions** *Chair: Katie Bristow*
Davis, L. The perilous road from community activism to public policy: Fifteen years of community agriculture in Sandwell	**Evans, D.** Food waste and everyday life: routines of consumption and disposal in the home	**Devi, A.** Improving the food environment in UK schools: Factors likely to enable or impede recent policy reform
Condon-Paoloni, D. Food Fairness Illawarra: Factors enabling an effective coalition for a fair food future	**Gaiani, S.** Turning Food Waste into an Opportunity: Lessons from Japan	**Share, M.** The view from the serving hatch: school caterers' perspectives on young people and food and eating in Irish second-level schools

PAPER SESSION 5: Monday 5th July 2010 at 17:05 – 18:05

AUDITORIUM **Food security and sustainability** *Chair: Geoffrey Pleyers*	MEETING ROOM 2 **The regulation and editing of 'choice'** *Chair: Jane Dixon*	MEETING ROOM 4 **Constructions of risk and meaning** *Chair: Helen Mavoa*
Mäkelä, J. Future patterns of food consumption. How consumers' visions are embedded in practices	**Coles, B.** HACCP Space: food safety and governance in the context of chickens and shrimp from Thailand	**Pickering, L.** 'I'd rather eat than do drugs': negotiating weight and body-image in recovery from heroin use
Morgan, K. Local & Green, Global & Fair: care, sustainability and the ethical foodscape	**Brembeck, H.** Fish Consumption – a contested domain	**Van Kemenade, J.** Conceptualising Food as Death

POSTER SESSION and DRINKS RECEPTION
Monday 5th July at 18:05 – 20:00 in Meeting Room 1 and the Bar

Delegates are invited to browse the posters and talk to their presenters whilst enjoying a glass of wine or a soft drink and light refreshments. We would like to invite all delegates to vote for the poster which they feel best communicates its aims, methods, findings and conclusions. The winners will be announced and prizes presented by Professor Anne Murcott on Tuesday at 10:15. Details of posters are on pages 31 - 36.

Sheila Dillon, presenter of BBC Radio 4's The Food Programme will be our special guest at the Drinks Reception. Sheila will present a short 'viewpoint' on her observations about food in/from the UK and elsewhere.

Delegates will also have the opportunity to browse from a wide selection of books for sale from the conference bookseller, Waterstone's, including the latest academic and popular writings on a range of 'food' topics including fiction, memoir and cookery books.

PROGRAMME GRID – Tuesday 6th July 2010

PLENARY 2: Tuesday 6th July 2010 at 09:30 – 10:15; Auditorium

Commensality and Society
Claude Fischler, CNRS, Paris
Chair: Anne Murcott

Tuesday 6th July 2010 at 10:15-10:30; Auditorium

Poster Prize Giving
Professor Anne Murcott

PAPER SESSION 6: Tuesday 6th July 2010 at 10:35 – 12:05

AUDITORIUM **Methodological challenges and innovation** *Chair: Jennie Macdiarmid*	MEETING ROOM 2 **The regulation and editing of 'choice'** *Chair: Frances Short*	MEETING ROOM 4 **Constructions of risk and meaning** *Chair: Barbara Gallani*
O'Connell, R. Challenge and Innovation: Linking Qualitative and Quantitative Studies in Researching the Food Practices of Employed Parents with Younger Children	**Milne, R.** See Through Foods? Consumer understandings of transparency and trustworthiness in food production and regulation	**Tamari, T.** Cooking and New Domesticity in Late Meiji Japan
Nettleton, S. 'A slice of life': a glimpse into menus and memories of UK mass-observers in 1945 and 1982	**Frohlich, X.** Nutrition and neoliberal governmentality: The history of U.S. nutrition labeling and mobilizing the food consumer	**Zhen, W.** Exploring Identities Through Culinary Education: Amateur Cooking Schools in Post-Socialist China
Chappell, P. Food and eating and longitudinal quantitative data: Exploring what and how we eat in the UK	**Lawrence, A.G.** The Wonderful World of 'Wellness': A Sociological Exploration	**Gram, M.** Food Negotiations and the Role of 'Health' in Parent/Child Supermarket Shopping. An Observational Study

PAPER SESSION 7: Tuesday 6th July 2010 at 13:05 – 14:05

AUDITORIUM **Food security and sustainability** *Chair: David Evans*	MEETING ROOM 2 **Constructions of risk and meaning** *Chair: Kate Weiner*	MEETING ROOM 4 **Children, food and institutions** *Chair: Michelle Share*
Germov, J. Slow Food, Slow Progress: Experiencing Slow Food in Australia	**Share, P.** JBR Revisited	**Kanji, S.** Do healthy school meals unite primary school children around their health or divide them by their social class?
Pleyers, G. Grassroots movements for local, sustainable and convivial food. A social and cultural movement perspective	**Grosglik, R.** 'The Global Ingredient': 'Organic Hummus' and Cultural Globalization in Israel	**Miele, M.** Becoming Local, Becoming Consumer: children's engagements with foods

PAPER SESSION 8: Tuesday 6th July 2010 at 14:10 – 15:10

AUDITORIUM **Food security and sustainability** *Chair: Susan Machum*	MEETING ROOM 2 **Constructions of risk and meaning** *Chair: Lucy Pickering*	MEETING ROOM 4 **Food security and sustainability** *Chair: Deanne Condon-Paoloni*
Butts, R. Anatomy of a Dying City: Urban Food Accessibility in Detroit, Michigan	**Weiner, K.** Why and how do people use foods containing plant sterols? Users' accounts of their interactions with these foods	**Heath, S.** Supporting and empowering communities to buy, eat and cook healthy food
Sharp, G. Climate change, food security and urban agriculture. A sociology of alternative food movements	**Knight, C.** Nostalgia, authenticity and tradition in low-carbohydrate diet discourse	**Devereux, C.** Harvest Brighton and Hove: A community response to developing local food systems

SPECIAL PANEL DEBATE: Tuesday 6th July 2010 at 15:30 – 16:30

AUDITORIUM **Food security and sustainability** Chair: Liz Dowler
Dowler, E., Friedmann, H., Tansey, G., Morgan, K., O'Connor, D., Davis, L. Challenges in thinking about and practicing rights based approaches to sustainable equitable food

Sociology

Journal of the British Sociological Association

Special Issue 2011
CALL FOR PAPERS

Sociology and the 2012 Olympic Games

The 2012 London Olympic and Paralympic Games provide an exciting focus for sociological analyses of the personal and public, local and global. The special issue, to be published in 2011, provides an opportunity to contribute timely reflections on the sociological interest and significance of this global event in UK and comparative context. This special issue aims to bring together strong theoretical, empirical and methodological contributions from across the field of sociology, demonstrating the ways in which the discipline can use the backdrop of the games to examine sporting, political, cultural, economic and global events.

Possible themes and topics include the following:

- Nationhood, participation, identity and citizenship
- Cooperation, competition and global politics
- Work, economy and the service sector
- Sociology of sport and the body
- Children and young people
- Leisure and tourism
- Community and city
- Megaprojects and regeneration
- Crime, safety and surveillance
- Sociology of disability
- Sociology of London

The special issue will be edited by Amanda Coffey, Tom Hall, Sally Power and Amanda Robinson. The editors welcome contributions from sociologists working across the range of interests published in the journal and from those at early stages of their career as well as those who are more established.

Deadline for submissions: 31 July 2010

Queries to current editors: sociology@cardiff.ac.uk

Submissions will be accepted via **http://mc.manuscriptcentral.com/soc**

Full submission instructions are available on this site on the Instructions and Forms page. Please read these in full before submitting your manuscript. All manuscripts will be subject to the normal referee process, but potential authors are welcome to discuss their ideas in advance with the editors.

Sociology is a journal of the British Sociological Association published by its trading subsidiary BSA Publications Ltd. The British Sociological Association is a Registered Charity (no. 1080235) and a Company Limited by Guarantee (no. 3890729).

Welcome to the conference

Monday 5th July 2010 at 10:00 – 10:15

Wendy Wills, BSA Food Study Group Convenor

Jude England, Head of Social Science Collections, The British Library

Auditorium

Monday 5th July 2010 at 10:15 in the Auditorium

Chair: John Germov

Keynote 1: Harriet Friedmann

"Changing Food Systems: Two Futures"

Two futures for agriculture, and consequently for food, are implied by contrasting international reports which appeared in 2008: the World Development Report (WDR) and the International Assessment of Agricultural Knowledge, Science and Technology for Development (IAASTD). The food regime approach illuminates the direction implied by the WDR: changes in the global food system are linked to unequal diets, both nutritionally and culturally. The dire direction of present patterns for both North and South are intensified by mounting ecological damage caused by industrial agrifood practices and by recent financialization, which draws actors of all scales into more intimate connection while at the same time complicating older instruments such as futures trading. The very different future implied by the IAASTD is emerging in the interstices of the first. It seeks to re-embed food systems in nested and overlapping ecosystems, human settlements and cultures. A highly urbanized and multicultural region such as Southern Ontario reveals the complexities of an enormous change in direction towards a vibrant "foodshed" in which an emerging community of food practice links land use, social justice, and cultural creativity. It is a multifaceted effort which includes blurring the boundaries between urban and rural which still define political, regulatory, cultural, and economic institutions.

Harriet Friedmann is Professor of Sociology and Geography, and a Fellow of the Centre for International Studies at the University of Toronto. Her research career consists of more than three decades devoted to understanding the history and possible futures of food and agriculture. Markets, investments, technologies, knowledges, policies, politics, rebellions, inequalities, international specialization and trade, diets, cuisines, technologies, farming systems, relations of production (family, gender, race, and waged labour), commodity complexes, international (dis)agreements, and most recently, health of humans and ecosystems, are all grist to her mill. Friedmann tries to make sense of all this through the historical perspective of "food regimes," which are periods of roughly 25 years of relative stability in patterns of accumulation, inter-state and class relations, and which give way to equally enduring periods of confusion, conflict, and experimentation until a new regime constellates from some of the experiments.

Friedmann's recent work has focused on the regional "foodshed" of southern Ontario. The Foodshed Project supports collective reflection by the community of food practice which links and renews cultures of farming, selling, cooking, storing, sharing, and eating to reflect the diasporic layers of populations in Ontario, from aboriginal to today's immigrants, and works to reconcile and further goals of justice and sustainability through food system renewal. She is a past Chair of the Toronto Food Policy Council and a present member.

Paper Session 1

Monday 5th July 2010 at 11:05 - 12:35

Constructions of risk and meaning Chair: Mara Miele **Auditorium**

Jackson, P. *University of Sheffield*

Consumer culture in an 'age of anxiety'

This paper serves as an introduction to a new research project on Consumer culture in an 'age of anxiety', funded by the European Research Council (2009-12). The project explores the nature of consumer anxieties about food at a range of geographical scales from the globalisation of agri-food systems to the domestic scale of household consumption practices. The project seeks to combine a political and moral economy perspective, focusing on the way that consumer anxieties have been shaped by the intensification of agricultural production systems and the process of retail concentration, and, conversely, how commercial culture is responding to the diverse nature of contemporary consumer anxieties. The paper examines the paradox that, despite our relative affluence and food security, consumers in the West (and particularly in Britain) are said to be living through an 'age of anxiety', provoked by a range of food scares and farming crises and leading to a crisis of consumer confidence. As a result, manufacturers and retailers are struggling to re-establish consumer trust in food while government advisors have described the current food system as 'dysfunctional'. The paper explores the concept of consumer anxiety as a social condition rather than a purely personal pathology, drawing on our current empirical work to illustrate the range and complexity of contemporary anxieties about food.

Gong, Q. *University of Sheffield*

Consumer Perceptions of Food Safety in China

Sociological research on food scares in Western countries is well developed. The analysis of food scares in developing countries such as China is less so with the majority of it focusing on macro-level analysis such as legal framework, food safety regulation, politics and economics of global food chain. Some studies address consumer reactions to food scares. However these studies are generally based on large scale quantitative surveys, making connection between socio-economic statuses of the consumers and their reactions to food scares. Litter is known about what factors have contributed to the perceptions of the consumers regarding food safety and how these factors affect actual practices. This research, aims to fill in this gap by analysing the perceptions of food safety of new mothers and their practices in China with particular reference to the 2008 infant formula issue. This ongoing research is based on focus groups and interviews. The focus group participants and interviewees consist of new mothers, reflecting a high level of biographical diversity including age, education and socio-economic status. Asking open-ended questions about new mothers' decision on breast-feeding or formula-feeding, this research analyses the factors influencing such decision including food safety concerns, economic and political elements, cultural and traditional norms, family influence, social support, etc. Drawing on the analysis, this paper presents preliminary findings on to what extent anxiety is articulated in consumers' perception of food safety, whether (if any, how) the factors influencing the perceptions negotiate with each other and affect the actual practices of the consumers.

Meah, A., Watson, M. *University of Sheffield*

Anxiety in the Kitchen: A Cross-Generational Study of the Making of Domestic Kitchen Practices

In spite of improvements in food safety implemented within the food industry, the incidence of foodborne illness remains a concern to food scientists, with consumers regarded by some as the 'weakest link in the chain' (Terpstra et al. 2005). However, little is known about what happens to food once it leaves the shop, and what we do know about consumer practice tends to be anecdotal or based on self-report. Indeed, few studies have explored domestic food provisioning practices in context as people interact with food and other objects, at the points of purchase, storage, preparation and consumption. The research reported here bridges this gap in knowledge by focusing on everyday kitchen practice, exploring the ways in which differing – and often competing – discourses and sources of knowledge regarding food safety and `correct´ food handling are negotiated into the complexities of practice. Drawing on qualitative and ethnographic data currently being collected among a cross-section of Yorkshire families, this presentation reports early findings in relation to patterns of continuity and change in families' kitchen practices over a minimum of two generations. In addition to exploring the ways in which 'food anxieties' have been conceptualised at different points in time, along with factors or events which can lead to disruption in family practices, we also report the role of a variety of intermediaries (ranging from `use-by´ dates and anti-bacterial sprays, to fridges, freezers and cookers), and how these have been integrated into families´ existing kitchen practices, and with what effect.

Piper, N. *University of Sheffield*

Exploring the coproduction of meaning in food media – when celebrities enter our homes through the TV

With an increasingly vast array of food media available to the UK public comes a significant increase in the number and nature of messages about food. Among this barrage of media messages about food, in recent years we have seen the rise of the celebrity chef as a key vehicle for the delivery not only of food entertainment but of food information. Whilst discursive and semiotic readings of television food media are readily available it is less clear how individual audience members relate to the ideas communicated by celebrity chefs in the context of changing temporal, economic and cultural circumstances. My study seeks to understand the role of popular food television in terms of its entertainment value as well as its differential ability to communicate a range of didactic messages including those related to healthy eating and the moral economy of food choice. I aim to explore the varying ways in which consumers play an active (or passive) role in constructing the meaning of contemporary food media in relation to their everyday lives and embedded, though potentially malleable, food cultures. Another key aim is to understand how such food media is affectively experienced within the domestic sphere and beyond as people are affected by media culture in a range of other spaces. This work will constitute an exploration of the varying ways in which food media are used, encountered, reacted to and otherwise engaged with by a range of precariously defined social groups.

Paper Session 1

Monday 5th July 2010 at 11:05 - 12:35

Food security and sustainability Chair: Jane Midgley **Meeting Room 2**

Claeys, P. *Université catholique de Louvain*

Food Sovereignty and the Right to Food: Alternative Discourses on the Global Food Crisis

The Global Food Crisis has triggered the confrontation of three discourses on hunger and malnutrition: food security, the right to food, and food sovereignty. These three discourses provide different explanations for the crisis and point to diverging solutions. They emanate from different actors and have received different degrees of media attention over the past year. The "dominant" food security discourse emanates from international institutions such as the IMF, WB, the WTO and the relevant UN agencies and programs. Two alternative discourses have sought to show the limits and dangers of the food security approach: the right to food, and food sovereignty. The "right to food" discourse constitutes a response from certain agencies or actors within the UN system and is also used by international human rights or development NGOs. It demands that human rights be placed at the core of the international response. The "food sovereignty" discourse, which originally emanates from the transnational agrarian movement La Vía Campesina, has been adopted by many NGOs and social movements. It promotes another vision of development, another relationship between rural and urban dwellers, and a real inclusion of small peasants in society. The right to food and food sovereignty discourses have much in common: they oppose what Philip McMichael has termed the corporate food regime and insist on a structural response to the crisis. Yet they propose diverging visions of future food systems and use rights in different ways, giving rise to new conceptions of rights and of the role of food providers.

Dowler, E., Kneafsey, M., Inman, A., Lambie, H., Collier, R. *University of Warwick*

Thinking about 'food security': engaging with UK consumers

'Food security' has recently gained policy salience in the UK and internationally. Definitions vary, but the term is generally used by policy makers to imply sustained access by all consumers to sufficient food that is affordable, safe, nutritious and appropriate for an active and healthy life. The recent attention partly reflects anxiety over possible instabilities within the food system (e.g. depletion in oil/water and climate change) and the effects of economic recession. Food prices can be used to signal potential food insecurity; food prices have risen recently in the UK, in combination with increased oil/transport costs, and significant financial and job insecurities. All of these factors are likely to have differential effects on food management in households living in different social and economic circumstances. Our current research is exploring some of these complexities by engaging with those who shop for food to examine how people are reacting: what they think and feel about current and potential changes, and how they are altering, or propose to alter, behaviour. Results from an online, national quantitative survey will be discussed, together with early explorative insights from ongoing, qualitative, deliberative workshops. The work is being carried out both to inform government indicators and policy towards UK food security, and to explore how people's own perceptions and behaviours can improve theorising and thinking about 'food security'.

Paddock, J. *Cardiff School of Social Sciences*

Class and Social Justice: A Case Study of 'Ethical' Food Consumption Practices.

The goal of realising environmental sustainability has long been interwoven with the ambition of achieving the objective of equitable sustainability (WCED 1987) whilst adhering to principles of distributive social justice (Dobson 1998). I demonstrate in this paper, through an analysis of food consumption practices, that such an ambition demands a critical and classed approach to environmental social policy.

This paper will present consumer narratives regarding their relationship with food, and indeed their experiences of engaging with alternative food networks in South Wales at both a farmer's market and a community food co-operative, that each promote a form of 'ethical' and/or 'environmental' food consumption. Consumers from varying socio-economic backgrounds at each research site articulated their experiences within the descriptive frame of class, whilst simultaneously moralising the consumer behaviour of the classed 'other'. Furthermore, 'classed' accounts of engagement with alternative food practice revealed a sentiment of 'backlash' against pro-environmental food consumption, on the basis that such practices were seen as 'pretentious'.

I argue in this paper that current food related approaches to environmental sustainability do little to promote equitable environmental sustainability. Moreover, in order for a successful environmental social policy, based upon sound principles of distributive social justice to be realised, we must first accomplish a nuanced understanding of contemporary class relations.

Paper Session 1

Monday 5th July 2010 at 11:05 - 12:35

The regulation and editing of 'choice' Chair: Ben Coles **Meeting Room 4**

Dixon, J., Banwell, C *Australian National University*

'Choice editing': a corporate adaptation to the impacts of hyper-production and ambivalence for hyper- choice

For decades, supermarket chains have made a virtue out of the ever-increasing size of their product ranges. In order to accommodate multiplying food product lines plus the new aisles devoted to furniture, clothing and technology, supermarkets established the hyper-market concept. This particular business model is based on the availability of a plethora of choices coupled with a range of marketing strategies to encourage hyper-consumption: the here-and-now consumption of large volumes of novel products. Increasingly prevalent on the outskirts of Asian towns, the expansion of hypermarkets has stalled in more 'mature' market economies due to a growing antipathy from consumers. Consumer resistance is multi-faceted, and appears in part to involve an overwhelming desire for convenience. Quick to respond to consumer resistance, supermarkets have countered with a new service: 'choice editing'. To this end, retailers narrow product ranges by adopting particular quality standards regarding what is environmentally sustainable, healthy, animal friendly, socially just and so forth. In de-emphasising 'choice' and simultaneously emphasising ethical standards, supermarkets position themselves as socially responsible actors. By making 'healthy choices, easy choices' they are redrawing the boundaries in which consumers can exercise power and influence over their relationships with a healthy food supply. The implications of this corporate strategy for human health remain unclear.

Gallani, B., Costigliola, A., Cross, A. *Food and Drink Federation*

The role of the food industry in improving diets and tackling obesity – an overview of recent UK industry's action

The UK food and drink sector is hugely innovative and companies have been able to respond positively in the ongoing debates about the health of the nation by developing new products for consumers and refreshing old favourites so that they are lower in fat, sugar or salt. Changing the recipes of well-known and much-loved British brands is a complex task that needs to be done in a way that does not impact consumer acceptance, functionality, quality or price.

However, changing recipes is only one of many proactive and voluntary approaches taken by the UK food and drink manufacturing industry aimed at improving diets and tackling obesity. Companies are engaging with employees and providing Workplace Wellbeing schemes to encourage healthier lifestyles. As the UK food and drink manufacturing industry employs approximately 440,000 people, this is not an irrelevant task.

The provision of nutrition information on pack is another aspect of industry's commitment to making consumers aware of their individual food choices. GDA front-of-pack labels are now present on about 50% of pre-packed food products on the UK market and a review of consumer's use and understanding of this information show that they are considered useful.

The paper provides examples of successful reformulation, a number of existing Workplace Wellbeing schemes and an overview of current research on the effectiveness of front-of pack labelling schemes. The presentation will ultimately address the question: what is the role of the individual, the government and the food industry in tackling obesity and diet related diseases.

Bhardwaj, M. *Cardiff University*

Food, diet and lifestyle: nutrigenomics endeavours and ethical challenges in the future of health management.

In this paper I intend to present some of the preliminary results from the interview based study conducted with the experts (scientists, dieticians, policy experts) on the applications of nutrigenomics in solving diet related public health epidemic; and emerging ethical and policy challenges.

Diet is increasingly becoming a public health concern and every related discipline is trying to explore new ways to reduce the burden of food related conditions, obesity, diabetes, cardio-vascular diseases for example. Nutrigenomics is an emerging field in which relationship between nutrient and genes is explored. Nutrigenomics has two aspects; nutrigenetics is the study of the genetic differences between individuals that affect response to foods and food ingredients so that personalised dietary advice can be given based on one's individual genome profile. Nutrigenomic focuses on genome wide research into the genetic factors (including whole genes, single nucleotide polymorpshims (SNPs) and copy number variants (CNVs) that are linked with these differential responses; that might be helpful in targeting public health goals based on gene-nutrient relationship.

Use of these technologies may shape the ways in which future dietary advice is given. The personalisation of diet and availability of over the counter genetic tests for diet raise critical ethical concerns about responsibility, choice and applicability of clinical research into everyday practice. This paper will reflect upon such concerns from experts' perspectives and prospects of nutrigenomics in shaping future health management.

BSA Food Study Group Business Meeting and 'Meet & Greet'

Monday 5th July 2010 at 12:45 - 13:30

Meeting Room 2

Bring your lunch and come along to meet the study group/conference convenors. This session will provide an overview of the activities of the BSA Food Study Group and will give delegates the opportunity to voice their suggestions for future meetings and conferences.

- Should the 2012 Food, Society and Public Health conference be held in Scotland? Who would you like to see as plenary speakers?
- What meetings would you like to see organised – or can help to organise – over the next year or two? Bring along your ideas!
- What sessions should the Food Study Group organise at the 2011 BSA Annual Conference at the London School of Economics, which will celebrate 60 years of the BSA?
- Does the Food Study Group meet your needs? What else could we be doing to develop and promote the sociology of food?
- Would you like to join the organising committee of the Food Study Group?

This session will also be helpful if you are alone at the conference and would like to get to know other delegates ahead of the evening's drinks reception and poster session.

Paper Session 2

Monday 5th July 2010 at 13:35 - 14:35

Methodological challenges and innovation Chair: Sarah Nettleton **Auditorium**

Fearne, A. *University of Kent*

Exploring the link between obesity and food purchasing behaviour: facilitating and measuring behaviour change through targeted intervention

Obesity is a problem of increasing significance. The causal factors are apparently simple, related largely to lifestyle and diet, yet changing the lifestyle and food consumption behaviour of individuals is a complex challenge there is little evidence to date that the battle against obesity is being won. A recent report by the Department of Health highlighted the importance of designing intervention strategies that are relevant to distinct (regional) communities, recognising that behaviour change is complex and interventions must be effectively targeted at distinct consumer segments. Previous research has been predominantly qualitative in nature, designed to explore awareness of and attitudes towards obesity – its causes and how to deal with it – amongst different social groups (e.g. individuals and families from different socio-economic and ethnic backgrounds). This research builds on previous research in two ways. First, by identifying how different the food purchasing behaviour of these different groups actually is, where the vulnerable groups are and how best to intervene for effective behaviour change. Second, by testing the impact of alternative methods of intervention on actual purchasing and consumption behaviour. Thus, this research provides new insights into the food purchasing behaviour of supermarket shoppers and how this impacts on perceptions of diet-related health, the incidence of obesity and the barriers to behaviour change in the region. It explores the methodological value of using supermarket panel data for the identification of target segments and differential interventions to tackle obesity.

Macdiarmid, J., Loe, J., Douglas, F., Ludbrook, A., McNeill, G. *University of Aberdeen*

Developing a timeline for evaluating complex public health nutrition policies using concept mapping, a stakeholder-driven approach.

Complex public health interventions generate multiple outcomes which can be difficult to combine in evaluations. The aim of this study was to develop a realistic timeline for evaluation of diet related interventions based on the Schools (Health Promotion and Nutrition) (Scotland) Act 2007 in primary schools, using concept mapping. A diverse group of stakeholders (academic researchers, policymakers, local authorities, schools, NHS) participated, generating anticipated outcomes, sorting outcomes into higher order themes and rating outcomes. A workshop, interviews and focus groups with stakeholders were carried out to generate the anticipated outcomes. Over 300 statements, based on the completion of the statement "I think the introduction of the Schools Act (2007) in primary schools will…" were generated. Duplications were removed leaving 85 statements. These statements were sorted by 111 stakeholders into themes then rated on the likelihood of occurring, importance and anticipated earliest time to measurable impact, using on-line software (www.conceptsystemsglobal.com). Data were analysed using multidimensional scaling and hierarchical cluster analysis. 13 clusters (e.g. 'long-term health', 'diet', 'food literacy', 'financial implications') were used in the development of the timeline. Ratings highlighted differences between the importance and likelihood of outcomes as well as the anticipated earliest time to impact, as well as differences between stakeholder groups. 'Long-term health', for example, was rated highly important but less likely to occur and had the longest on the time to measureable impact. The resulting timeline for anticipated change can be used for evaluation of similar public health nutrition policy on short, medium and long-term outcomes.

Paper Session 2

Monday 5th July 2010 at 13:35 - 14:35

Food security and sustainability Chair: Liz Dowler **Meeting Room 2**

Pfeiffer, S., Ritter, T., Hirseland, A. *Institut für Sozialwissenschaftliche Forschung e.V. (ISF Munich)*

Hunger as a topic in the German Society?! Food skills and eating behaviour of people in social neediness – and societal and political reactions..

After a long post-war period of balanced social conditions, the German society seems to get used to increasing poverty and unemployment rates. However, the debate on food and eating behaviour is mostly dominated by the notion of obesity. My contribution will complement this mainstream diagnosis: 1. Not only obesity but malnutrition and hunger are facts in German society. 2. Both phenomena are not only effects of the current German social welfare system and a question of distributional justice, but also a matter of capabilities, participation and exclusion which have existential social quality. Due to a lack of appropriate food surveys in Germany, my study on the one hand gives quantitative proof by combining evidences of a variety of studies and data bases. On the other I will provide deep insights in day-to-day-coping practices of food shortage and exclusion by not eating out – a basal social way of participation in a post-modern society. These aspects are based on our current qualitative longitudinal study in which we conduct biographical-narrative interviews. Over the period of four years more than 100 interviewees in social welfare (SGB II) are included and the third of overall four waves has just been completed. The empirical results show: Physiological hunger and hunger for social inclusion by food and eating are reality in today's German society. The predominant reactions of the German political and social welfare system however can be characterised with delegation, negation and stigmatisation of the problem.

Paper Session 2

Monday 5th July 2010 at 13:35 - 14:35

Food security and sustainability Chair: Johanna Mäkelä **Meeting Room 4**

Twine, R. T. *Lancaster University*

Sustainability ≠ Efficiency – Approaching meat reduction sociologically

Several recent reports, all published in 2009, including those by the Food Ethics Council, the Sustainable Development Commission and a special issue on health and climate change in The Lancet have argued for the importance of reducing meat consumption on the grounds of human health and environmental sustainability, specifically the climate change dimension of the latter. These reports also underline an argument against relying upon animal science work to make animal breeding more efficient as sufficient to producing meaningful contributions to sustainability.

This paper sets itself three main tasks. Firstly the aforementioned reports are examined in detail for how they frame the issue of meat reduction. All reports are notable for largely excluding considerations of changes to underlying norms, values and ethics in a potential transition to a society that consumes less animal products. Following from this observation the second task for this paper is to consider questions around animal ethics as a part of definitions of sustainability and the problems of excluding normative questions from food and sustainability debates. Thirdly I consider the extent to which meat consumption is amenable to increasingly popular 'practice theories' of consumption that stress the habitual and routine nature of consumption. I conclude the paper by considering potential paths for empirical research that include vegetarians and vegans as important resources for understanding sustainable food transitions.

Machum, S. *St. Thomas University*

Where's the food?: A critical analysis of the sustainable urbanism literature

A preliminary review of over twenty urban sustainability texts reveals surprisingly little attention has been given to the question of food production. This paper argues that if geographic spaces — including metro urban areas — are going to be truly sustainable places they will need to seriously address and plan for food production. Rural communities not growing food are just as vulnerable and unsustainable in the long-term as urban ones. This paper reflects on the changing nature of the urban-rural food supply chain, and ponders future food production options. For example: Will it be the country cousins who are filling the urban food pantry and grocery store shelves? Or will city yards be the food production sites of tomorrow? Or will the futurist urban-sited food laboratories prevail? Whatever options are pursued, one thing is certain: a city without a reliable food supply is not a sustainable one, even if it meets multiple "other" criteria.

Paper Session 3

Monday 5th July 2010 at 14:40 - 15:40

Constructions of risk and meaning Chair: Wendy Wills **Auditorium**

Mavoa, H., Waqa, G.Fifita Fotu, K. Dewes, O.Dev, A. *WHO Collaborating Centre for Obesity Prevention*

Food and obesity viewed through a sociocultural lens: perspectives of adolescents from four cultural groups

The wide ethnic variation in obesity prevalence suggests that sociocultural factors moderate body size. We compared the perspectives of Indigenous Fijian, IndoFijian, Tongan and Australian-European adolescents through a cultural lens in order to identify sociocultural factors impacting food and obesity patterns. We also compared Tongan adolescents in Tonga and New Zealand to examine sociocultural factors impacting food and obesity in one ethnic group residing in societies with different social structures, world views and food environments.

Methods: Semi-structured interviews were conducted with 24 females and 24 males aged 12-18 years per cultural group. Constant comparative thematic analysis was conducted independently, then together.

Findings: Participants in Tonga and Fiji explained family food provision and distribution, and familial dietary advice in terms of love and care. Mothers influenced family food in all groups. The diets of Tonga-Tongans, Fijians and IndoFijians were influenced by more family members than Australians and NZ-Tongans, reflecting extended families and a collective ethos. More IndoFijian, NZ-Tongan and Australian parents considered adolescents' food preferences than Fijians and Tonga-Tongans, reflecting the hierarchical structures and a collective ethos in the latter two groups.

Conclusion: Adolescents' explanations for food activities reflected culturally-specific structures, world views and values, highlighting the importance of applying a sociocultural lens when examining the interface between food and obesity. The different sociocultural factors revealed by NZ-Tongans versus Tonga-Tongans highlights the importance of examining sociocultural factors in context. Obesity-prevention programmes are likely to be more effective if they are examined through a sociocultural lens.

Lhuissier, A. *INRA ALISS*

"Weight-Loss Practices among Working-class Women in France"

It has long been known that obesity and weigh-control practices are inversely associated with one's occupation category, and women from working-class backgrounds are more widely affected. The aim of this paper is to increase our understanding of the methods working-class women use to implement slimming diets. It uses the results of a qualitative survey conducted among women who participated in a Food Education Programme in the north of France, the region where obesity is most widespread. We illustrate that the women interviewed use three types of techniques (physical, dietary or culinary) in order to lose weight, revealing three different ways of envisaging weight-loss – interventions upon the body (including weight-loss surgery) without any modification of food intake / severely restricting food intake / adapting culinary practices. These differences reflect the effects of class belonging and the subdivisions of that class, combined with the effects of social trajectories. Conceptions of dieting and its implementation can be understood in light of the somatic cultures particular to each subdivision, which reproduce internally the more general differences dividing social groups concerning disease, health and eating habits. Social and family trajectories tend to reinforce these differences, especially when the social mobility of daughters acts as inverse socialisation when they encourage their mothers to adopt their own standards for body weight. These results lead us to call into question the possibility of implementing a policy for nutrition on a large scale.

Paper Session 3

Monday 5th July 2010 at 14:40 - 15:40

Food security and sustainability Chair: Kevin Morgan **Meeting Room 2**

Larchet, N. *CSU (Cultures et Sociétés Urbaines)*

The problem of food access in post-Katrina New Orleans: an ethnographic counter-perspective

Disaster-struck cities can be viewed as political laboratories, whereby the need to rebuild is turned into an opportunity to bring about social change. Such a project is currently underway in post-Katrina New Orleans, where a local food reform movement has rapidly emerged, along with the establishment of a food policy council endorsed by the city government. Food reformers aim at improving access to fresh fruits and vegetables for low-income residents as a means to prevent obesity, among other objectives. The rhetoric of food access seems especially relevant in New Orleans, considering that many supermarkets remained closed in the years following the storm in the poorer neighbourhoods.

Based on interviews and participant-observation, we will discuss the impact of two programmes typical of this movement, a farmers' market and a community-supported agriculture. While being established in poor, underserved neighbourhoods, those two sites have proved to be largely unsuccessful in reaching to their residents. The reformers are mostly upper-middle class whites targeting a low-income black population, who is rejecting external attempts to change its eating habits. To what extent can we relate this failure to different meanings associated with food among those two groups? In trying to answer this question, we will present insights from everyday life, based on an extensive ethnographic observation of a black-lower middle class family's food practices, and one of social interactions and consumption patterns at a corner grocery store in the inner city. These results will lead us to question food access as a tool to prevent obesity.

Midgley, J. L. *Newcastle University*

Responding to food insecurity for British households: organisational responses

The problem and experiences of food insecurity have reappeared in food policy activities in the global north and south. Within the United Kingdom a renewed interest in food policy and food security has occurred, culminating in the recent UK Government food strategy (Food 2030). Recognising and responding to food insecurity and related food poverty and access issues for British households is a difficult issue for policymakers and, as the paper discusses, is becoming problematic for public and third sector organisations.

The Government strategy recognises the problems of accessing affordable and nutritious food disproportionately affects vulnerable and low income groups. In addition to countering the effects of food poverty on food access through the welfare system or targeted interventions, emphasis is now also placed on small-scale, local, initiatives (including food redistribution charities and community initiatives) to achieve this.

Based on current research the paper identifies how shifting responsibility from the state to local organisations to improve food access and security is not a panacea for the problem. Drawing on insights from interviews conducted with organisations in north east England during 2009/10 the paper discusses: the current reliance of local public services on organisations to meet basic food needs to avoid households going hungry; improving food access often acts as a connecting catalyst to other support which often links to local public services; and the continued existence of local organisations to provide this support is often unsecure, particularly given reduced funding and ever-changing policy priorities.

Paper Session 3

Monday 5th July 2010 at 14:40 - 15:40

Children, food and institutions Chair: Shireen Kanji **Meeting Room 4**

Bristow, K., Capewell, S., Lloyd-Williams, F. *University of Liverpool*

Exploring healthy eating in early years settings from a health inequalities' perspective

Findings will be presented from a recent qualitative study looking at ways to encourage healthy eating in preschool settings using a health inequalities' perspective. 4 private nurseries and 2 children centres were selected from across of Liverpool in order to gain a comparison between different levels of social economic status.

A modified ethnographic approach was used over a five day period in each of the 6 nurseries and included participant observation, direct observation, interviews with nursery staff and parents and interactive play with the children.

The findings were analysed using a thematic approach and Nvivo 8 software. The themes indicate a complex interrelationship between those that are material/structural in nature (e.g. the availability of appropriate training for nursery staff) and those involving human agency (e.g. grandparents giving sweets to their grandchildren on way home from nursery). While findings demonstrate some issues are independent of the socio-economic status being found across all the nurseries (e.g. key role played by the cook) others suggest that the relative levels of social and economic capital are important (e.g. previous exposure of staff and parents to healthy eating and the accessibility of appropriate and affordable ingredients). Interventions to support healthy eating habits in young children developed at the micro level by primary care trusts and local authorities such as training for parents and staff will need to be counterbalanced by continued appropriate macro level material/structural initiatives to address socio-economic and cultural differences.

Moore, S., Murphy, S., Tapper, K. Moore, L. *Cardiff University*

From policy to plate: barriers to implementing healthy eating policies in primary schools

School meal improvement is a major component of UK government policy to improve children's diets. This study investigated the pragmatic influences on local education authority (LEA) and primary school policies affecting the food available during school mealtimes, together with the professional practices of catering staff that further influence the food served. A qualitative methodology was used involving a case study within one Welsh LEA to ensure uniformity of the policy context – in this case, the Appetite for Life programme. Semi-structured interviews were conducted with primary school headteachers, catering managers and staff. Whilst reflecting the primary objective of national policy with respect to the nutritional content of the school meal, LEA and school policies were influenced by multiple, competing interests including parental views, pupil's food preferences or organisational objectives, such as protecting school meal uptake. Tensions existed between food availability and choice such that menus incorporating choices based on children's preferences were viewed as facilitating service viability and prioritised over promoting healthy eating. Higher level policy interventions may be limited in their effectiveness if undermined by a lack of attention to lower level factors that may compromise their successful implementation. A multi-level systems approach is recommended to understand the barriers/facilitators affecting policy implementation. The critical role of school meal providers and school cooks needs to be recognised and strategic partnerships developed to minimise tensions between improved nutritional standards and school meal uptake. Complementary nutritional interventions may be required to support children's acquisition of a wider range of (healthy) food preferences.

Paper Session 4

Monday 5th July 2010 at 16:00 - 17:00

Food security and sustainability Chair: Graham Sharp **Auditorium**

Davis, L., Middleton, J. *Ideal for All*

The perilous road from community activism to public policy: Fifteen years of community agriculture in Sandwell

In 2008, Sandwell's Director of Public Health commissioned a community agriculture strategy for the borough, to be developed through a user-led process, which set out the strategic case for an expanded programme to contribute to the development of a sustainable food system, and to the goals of the Sandwell Food Policy. Growing Healthy Communities: A community agriculture strategy for Sandwell 2008-12 is grounded in learning through practice from fifteen years of community activism in the regeneration of derelict land for mixed-use food and therapeutic horticulture initiatives.

The Strategy represents a pivotal moment in both community activism and public health policy in Sandwell. It recognises the strengths of innovation through community development approaches; the possibilities of developing policy through 'non-rational' pathways; and values people's abilities, and indeed their rights, as well as those of professionals, to make decisions about 'what works' for them. Nevertheless, this unconventional road is as perilous as that from evidence to policy, in terms of the complexities in both framing, designing and delivering effective, accessible, and relevant, public health 'prevention' and 'inequalities' interventions.

The presentation will tell the story of Sandwell's perilous journey along this road. It will offer reflections and insights into the successes and challenges encountered along the way, including the challenges of evaluating and evidencing the complex and wide-ranging outcomes of such an approach: a challenge that is shared by both community activists and public sector professionals engaged in promoting health and well being, and preventing illness, through interventions in community settings.

Condon-Paoloni, D., Tindall R, Tavener-Smith K, Norman J, John V. University of Wollongong

Food Fairness Illawarra: Factors enabling an effective coalition for a fair food future.

Food security, access to appropriate, nutritious food on a regular, reliable basis, is a human right and core to Australia's future. However, it is increasingly recognised that groups in Australia are food insecure, including >6% of residents in the Illawarra region of NSW. In recognition of this, Food Fairness Illawarra formed as a community alliance to promote residents' food security.

Collaborative community partnerships are a core Ottawa Charter strategy for enhancing health, and increasingly are being explored by governments and other institutions as one approach to address complex health issues. It is important therefore to evaluate the effectiveness of such coalitions in promoting community food security.

The effectiveness of Food Fairness Illawarra as a community coalition to enhance food security can be measured in terms of outcomes and processes. The coalition has been successful at a number of strategic levels to enhance local food security, from promoting innovative food aid to contributing to a food policy initiative at state level. In addition, the coalition surveys members regularly concerning satisfaction, communication and capacity building to ensure appropriate processes for continuing effectiveness.

This paper will present data on outcome and process measures used by Food Fairness Illawarra to demonstrate its effectiveness. It will highlight factors contributing to the success of this community coalition in promoting food security, using an Advocacy Coalition Framework. Key factors include a high level of member satisfaction, trust, and shared vision, in addition to process factors such as partnership, planning, broad based leadership and capacity building.

Paper Session 4

Monday 5th July 2010 at 16:00 - 17:00

Food security and sustainability Chair: Richard Twine **Meeting Room 2**

Evans, D. *University of Manchester*

Food waste and everyday life: routines of consumption and disposal in the home

Food waste has emerged as a significant issue for food policy, implicated as it is in key discussions of food security and sustainable food consumption (WRAP 2008; Stuart, 2009). Curiously, it has received relatively little sociological attention. This paper offers a modest attempt to think sociologically about the question of food waste. Drawing on an ethnographic study of food waste in the home, my starting point is that it is somewhat perverse to conceive of the – admittedly worrying – levels of food currently being wasted as a matter of careless and deviant individuals simply choosing to waste food. Instead, I explore the question of how and why food waste occurs in relation to everyday routines and practices of food provisioning. Moving away then from a focus on the quantities of waste generated by households, I situate respondents' negotiations of food waste in relation to the material and social contexts of food shopping, storage, preparation and consumption as revealed by their narratives. In doing so, particular attention is paid to the normative that respondents construct around the processes through which a surplus of food is arrived at. From here, I discuss the various conduits through which this surplus food is moved along and negotiated at different points within domestic regimes of food provision (i.e. not just after the meal). Finally, I return to the question of disposal by discussing the cultural categories that affect the positioning of food as no longer suitable for consumption and ultimately, its constitution as waste.

Gaiani, S. *University of Bologna*

Turning Food Waste Into An Opportunity: Lessons from Japan

Every year, Japan produces 400 million tons of industrial waste and 50 million tons of household and commercial waste, of which 20 million tons consist of food waste.

Pressed into action by the Food Recycling Law, an increasing number of Japanese food manufacturers and restaurants are now working to reduce food waste and use it as compost.

Hotel chains- such as the New Otani in Tokyo – is turning food waste and used flowers from hotel wedding ceremonies into compost in a composting facility set up below the hotel.

Supermarkets like Seiyu has reduced in 2009 the amount of unsold food by 18% through making unsold food available for employees to purchase before its expiration date, as 'ecological discount products.' Also at several large shopping centers, food waste generated at food corners are thrown into a tank called a bio-reactor, which then produces methane gas to run a boiler and heat water.

In the case of food waste generated from the household kitchen there are some good examples as well. In Nagai City of Yamagata Prefecture, the local government collects food waste which is composted and used by local farmers to grow vegetables, which are then consumed by local people, thus promoting 'local production, local consumption. 'Eco-cooking,' which minimizes food waste generated in the kitchen, is also gaining popularity.

My paper – based on a research personally conducted on the field in 2009- will present qualitative and quantitative data and examples of best practices related to food waste in Japan.

Paper Session 4

Monday 5th July 2010 at 16:00 - 17:00

Children, food and institutions Chair: Katie Bristow **Meeting Room 4**

Devi, A., Surender, R., Rayner, M. *University of Oxford*

Improving the food environment in UK schools: Factors likely to enable or impede recent policy reform

Childhood obesity and nutrition are high on the UK policy-agenda due to their association with chronic illnesses and related costs. In May 2007 the Government introduced new standards for all school food sources, including vended products, to improve children's nutrition. This research explores the factors influencing schools' decisions and children's food choices in relation to vending. Qualitative methods were used including interviews with staff and pupils in one English Local Education Authority.

We found that pupils made decisions about food mainly on considerations of costs, convenience, and quality of catering-facilities. Schools' decisions to provide vending were influenced predominantly by fiscal and structural constraints. Overall, though they supported improving the quality of school food, staff and children were unsupportive of current initiatives to restrict access to certain foods. It appears that if the reforms fail to consider pre-existing barriers to healthier eating in schools, they may face difficulties achieving their goals.

Share, M. *Trinity College Dublin*

The view from the serving hatch: school caterers' perspectives on young people and food and eating in Irish second-level schools.

In recent years there has been intense interest in what young people eat when they are at school, fuelled by the results of dietary surveys. These indicate worrying food consumption trends among young people in terms of energy-dense and nutrient-poor foods, and low levels of fruit and vegetable intake. This is coupled with evidence of rising childhood overweight and obesity, particularly among those in lower socio-economic groups. While dietary surveys reveal young people's problematic food consumption it can be argued that the efforts of celebrity chef Jamie Oliver fixed the spotlight on food provision, particularly at primary school. The work of Oliver has been important to understanding the policies, practices and challenges for caterers in providing food to young people against a backdrop of heightened sensitivity about food and weight issues. This issue has largely been media-driven and there is limited academic research that has investigated the school food environment from the perspective of the school food providers.

This paper specifically examines the perspectives of 10 school caterers in varied types of Irish second level schools. Through extended interviews the caterers describe the complexity of the school food environment, and the particular challenges of providing food to young people. Key findings highlight the dilemma of food choice and institutional responsibility; the impact of school location; caterers' autonomy; and young people's resistance to change. Based on this evidence, the paper outlines policy and practice implications for food provision in the second-level school environment in Republic of Ireland and Northern Ireland.

Paper Session 5

Monday 5th July 2010 at 17:05 - 18:05

Food security and sustainability Chair: Geoffrey Pleyers **Auditorium**

Mäkelä, J., Niva, M., Timonen, P. *National Consumer Research Centre*

Future patterns of food consumption. How consumers' visions are embedded in practices

As food consumption carries significant consequences both for the environment and the human health, the future of food and eating is an increasingly topical question. We analyse consumers' ideas and notions on future food consumption from the perspective of the theory of practice understood as understandings, procedures and engagements changing in time.

The empirical data of the study were collected as part of a collaboration between multidisciplinary BRIGADE and MIRHAMI 2030 projects. Altogether 53 people participated in consumer workshops held in autumn 2007 to discuss future food consumption patterns in 2030. The focus is on data from a section that invited the participants to imagine activities relating to cookbooks, kitchens, grocery shopping, food packaging and meals. The data were analysed by identifying the material and societal changes that the participants created in their visions for future practices. Five images of the future created in the workshops are analysed in detail. These include '3-D chef', 'meal pills', 'smart fridge', 'food hose' and 'artificial meat'.

The results show that in consumers' ideas the changes in practices were linked with the technological and material transformations envisioned for the future. The dreams of the future depict utopias in which smart and sustainable technology is innovatively applied to promote a more fun and easy-going everyday life that enables people to use their skills, knowledges and creativities. These exercises suggest that consumers' images of future food consumption are embedded in practices that are at the same time are changing and stable.

Morgan, K. *Cardiff University*

Local & Green, Global & Fair: care, sustainability and the ethical foodscape

The core values of the ethical foodscape – ecological integrity, public health and social justice – can assume different political expressions unless they are fashioned into a coherent and progressive narrative of sustainability. This article explores the politics of care and sustainability through the prism of three major controversies. First, the carbon labelling controversy is used to highlight the potential conflict between green campaigners (who extol the benefits of locally-produced food) and social justice campaigners (who support fairly-traded food from afar). Second, school food reform is used to demonstrate that local and global food, far from being mutually exclusive options, can both be part of the constitution of a sustainable food system if the latter is framed in cosmopolitan terms. Thirdly, the article engages with the politics of care debate to explore a question that underlies the above issues, namely how and why we care for others. It concludes by arguing that ethical consumerism, a key part of a progressive narrative of care, is not sufficient to counter the challenge of climate change, the greatest threat to ecological integrity, public health and social justice. To render care and sustainability meaningful – to "distant others" as well as to our "nearest and dearest" – the ethical consumerism of the private realm needs to be aligned with the ecological citizenship of the public realm.

Paper Session 5

Monday 5th July 2010 at 17:05 - 18:05

The regulation and editing of 'choice' Chair: Jane Dixon **Meeting Room 2**

Coles, B. *University of Sheffield*

HACCP Space: food safety and governance in the context of chickens and shrimp from Thailand

Following recent `food scares´, British consumers and retailers place a premium on food produced domestically, fearing that imported food is somehow less safe. Questions have been raised about traceability within food supply chains, the impacts of food production on sensitive environments and the social costs of food production, especially in relation to non-EU countries. Furthermore, less tangible issues have been raised surrounding British consumers´ imaginations and attitudes towards `foreign´ and 'exotic' foods. As a result, food governance systems legislating the production and transportation of food stuffs have evolved to take these concerns into consideration. Developed around traceability and accountability, food governance has increasingly centred on self-regulation within the food industry resulting in a system that conflates safety with the analysis, aversion and mitigation of risks and hazards. Hazard Analysis Critical Control Point (HACCP) systems have emerged as an enforcement regime for food governance whereby producers are required to maintain control over suppliers and production processes through science-based systems of food risk identification and analysis.

Using the context of chicken and shrimp from Thailand, this paper examines the reproduction of food governance by analysing the different ways that HACCP plans are implemented within the different production (and consumption) spaces of Thai chickens and shrimp. Simultaneously, this paper interrogates the points where consumers engage with the food safety systems that purport to protect them. In both cases, it analyses the material, social and discursive reproduction of food governance both as it is made visible and through its underlying practices, policies and impacts.

Brembeck, H. *University of Gothenburg*

Fish consumption – a contested domain

In the discourse on fish consumption anxieties at a variety of scales intersect: from global concerns of sustainable fishing to everyday worries about how to make your children eat the recommended 2-3 servings of fish a week although they rather prefer meatballs and pasta. The standpoint of the Swedish National Food Administration (NFA) is clear: Fish is healthy for you and Swedes should eat more fish than they do. NFA has however been forced to work hard to maintain this recommendation in the discursive landscape of ever increasing risks of fish consumption. The officials of NFA are involved in continuous benefit/risk calculations, and are faced with immense problems with communicating the advice to consumers in a reliable manner. Food alerts in Sweden the past 40 years, has dealt with pollutants, overfishing, effects of climate change and GMO fish, just to give a few examples. This presentation will give an overview of the contested discursive landscape of fish consumption in Sweden and the various tropes that are called upon such as authenticity, taste, nature, commerce, medicine, economy and health. The focus is strategies used by NFA to balance and manage these risk scenarios and stick to the basic standpoint that fish is healthy for you. NFA reports and advice are understood as constructed in the intersection of everyday moralities, food policy and public health, and as part of the political and moral economies of fish.

Paper Session 5

Monday 5th July 2010 at 17:05 - 18:05

Constructions of risk and meaning Chair: Helen Mavoa **Meeting Room 4**

Pickering, L., Neale, J., Nettleton, S. *Oxford Brookes University*

'I'd rather eat than do drugs': negotiating weight and body-image in recovery from heroin use

In this paper we explore some of the ways in which gender differences are articulated through diet, weight and body-image in recovery from heroin use. Drawing on data generated from qualitative interviews with 22 men and 18 women at various stages of recovery from heroin addiction, we examine how changing body shapes in early recovery impact upon body- and self-image.

Often, accelerated drug use is accompanied by weight loss and consequently recovery by weight gain. Not all weight is the same, however, and gains were rarely viewed as either unequivocally positive or negative. Increased muscle mass was experienced differently – and generally more positively – than increased fat and men generally viewed weight gain as a positive development, as they approached a male-gendered normative ideal body shape, while women often expressed concerns about becoming 'fat' as they began to deviate from a thin ideal. However, for a small number of men and women, while undesirable, weight gain was seen as preferable to continued drug use and a small price to pay for the other benefits accrued through recovery; for some others, food replaced drugs as an object of compulsive behaviours.

Weight gain in early recovery, then, is replete with tensions: around increased mass as muscle or fat, approaching and deviating from gendered bodily ideals, and self-image as healthy, attractive and/or addiction-free. Navigating such tensions in recovery highlights not only the importance of addressing weight, body-image and diet in recovery but also the far reaching effects of these concepts on British society today.

van Kemenade, J. *Aberystwyth University*

Conceptualising Food as Death

Research into the politics of food cannot assume universal acceptance of what is meant by the term 'food' which has multiple meanings and significantly different associations. A semiotic approach demonstrates the meaning and value of this point.

Food has variously been conceptualised as commodity, nature or culture. None of these tropes is value neutral, but are associated with opposing priorities and conflicts of interest. Drawing from ecocentric and anthropocentric environmental philosophies, an alternative trope, that of food-as-death, can be developed, which challenges other, more dominant, tropes. Semiotics denies the notion that language 'mirrors' reality. Rather, language creates reality. Semiotics, then, can be useful in developing alternative realities.

To conceptualise food as death is more than using death as a metaphor. Where food is prioritised as commodity, commercial/industrial food practices promote death: death of the body through malnutrition or over-consumption; death of communities through the power of transnationals and commercial interests; death of the natural world through the prioritisation of these human food provision systems. Food-as-death is a trope which privileges the destructive aspect of food over others such as pleasure, identity and nurturing.

Power is invested in those whose trope gains the greatest acceptance. The challenge for environmentalism is to demonstrate the validity of food-as-death. The essential task therefore, is to demonstrate that food for humans can be organised in a way which affirms the well being of humans, communities and nature. This trope will be food-as-life.

Monday 5th July 2010 at 18:05 - 20:00 in Meeting Rooms 1 and 3, Foyer and the Bar

Poster Session, Evening Reception and Waterstone's bookshop

Delegates are invited to browse the posters and talk to their presenters whilst enjoying a glass of wine or a soft drink and some light refreshments. We would like to invite all delegates to vote for the poster which they feel best communicates its aims. The winners will be announced and prizes presented by Professor Anne Murcott on Tuesday at 10:15. Details of posters are available on pages 31 - 36).

Sheila Dillon will attend the Poster Session and Drinks Reception and present a short 'viewpoint' about her observations about food in/from the UK and elsewhere.

Sheila Dillon is the presenter of BBC Radio 4's The Food Programme. She comes from Hoghton, Lancashire, the village where in 1603 a drunken James VI of Scotland, en route to take the throne of England, knighted the loin of beef he was served in Hoghton Tower's banqueting hall—hence Sirloin. Sheila says the story may be apocryphal but it shows that good food has long been taken seriously in her part of the country.

Sheila has had a varied career but it was in the US 20 years ago when she understood what she really wanted to do – cover the subject of food: the pleasures of eating it and the politics of producing it. She became associate editor of Food Monitor magazine. Moving back to London, she heard Derek Cooper present the BBC's Food Programme, and knew that working there would be the perfect job. She was hired as a reporter in 1987, and a year later became senior producer. She and Derek won awards for investigative reporting and features about BSE, the food system in Russia and Ukraine after the collapse of communism, the science of the new fats, the development of organic farming, bioengineered foods and supermarket power. Last year Sheila won the Glenfiddich Award for best broadcast for a programme on food & poverty, produced by Jessica Mitchell. Sheila also created Veg Talk, BBC Radio 4's interactive grocery show.

Poster Session

Monday 5th July 2010 at 18:05 - 20:00

Posters will be displayed in **Meeting Room 1** for the duration of the conference. Presenters will be available during the evening reception to discuss their work. Additional times may be indicated on individual posters.

Poster Presentation Prizes, sponsored by Earthscan and the Food Magazine

Prizes will be awarded for the two posters which best communicate their aims, methods, findings and conclusions. All delegates are encouraged to cast their vote during the designated poster session at 1805-2000 on Monday. Voting slips can be found in delegate name badge holders.

The winners will be announced on Tuesday morning and the prizes presented in the auditorium by Prof. Anne Murcott.

The winners will each receive a £50 Earthscan voucher and the first place winner will also receive a subscription to The Food Mag.

Voting slips will also represent your entry into the conference raffle. If you do not vote, you cannot win the raffle! The winner of the raffle will be drawn directly after the special panel debate, at 16:30 on Tuesday, in the auditorium. A selection of books will be available for the winner.

Children, food and institutions — Meeting Room 1

Poster Number 1: *MacDonald, S.* — *Cardiff University*

Understanding home-school links in relation to children's dietary health improvement.

Efforts to facilitate dietary health improvement amongst children have been directed towards schools due to the capacity of such approaches to reach large numbers of children simultaneously and shape habitual behaviours. Studies have also indicated the potential of improving children's nutrition through interventions which link the family and the school. Attempts to date have been undermined by ineffective linking mechanisms and a lack of understanding of family processes and the complexity of family life. A 'collective lifestyles' framework which draws together social context, social practices and the agency of different family members offers a way forward for investigating family food practices and families' experiences of linking with schools.

This poster reports findings about parents' and children's accounts of everyday food practices drawn from the early stages of a qualitative study in a South Wales Valleys community. In-depth interviews and diaries with four families compare how children and parents make sense of school food provision and school healthy eating activities in the context of their own daily food practices, and in relation to the tacit meanings behind these practices. The findings include an overview of families' experiences of engaging with schools including mechanisms, facilitators and barriers. The findings also illustrate the ways in which children navigate food practices at home and school and how they make sense of the different roles and responsibilities within and between these contexts.

Constructions of risk and meaning — Meeting Room 1

Poster Number 2: *Brodin, M.* — *University of Göteborg*

A scare at lunchtime? A Study of the Swedish 'Pig Farm Scandal' and its workings

In late November 2009 an animal rights organisation called the "Animal rights alliance" published a report uncovering a number of severe cases of animal neglect at Swedish pig farms. Members of the organization had illegally entered pig farms documenting, through film footage, atrocious living conditions. Soon the footage dominated Swedish media. The report provoked public outrage and initiated an intense debate on Swedish meat industry. The Swedish animal rights legislations, generally seen as a sufficient guarantee for healthy animals, high quality meat and public health, were also put to question.

Scandals and debates concerning the "dark side" of keeping livestock are not uncommon in Sweden. They constitute a reoccurring theme in the media and public debate. These occurrences provide interesting contexts for investigating consumer anxiety, trust and their understanding of risk, as they are examples of food scares that initiate processes of moral and economic transformation. The scares are the starting point of a process of de-stabilization in where the moral and economic dispositions of different actors, e.g. activists, industry, government and consumers, are brought to fore and re-negotiated.

At the centre of all of this are the consumers and their practices. How do consumers respond to these scares? What happens when the production and consumption of meat folds together and the less appealing aspects of meat production become visible to consumers? Do the scares function as a starting point for the re-evaluation and re-organization of consumer practices? And if so, when and how does this transformation occur?

Poster Number 3: *Delaney, M., McCarthy, M.* *University College Cork*

Food choice across the life course in older Irish adults: an exploratory qualitative study

Ireland has undergone much social and economic change in the past half century, influencing food availability and consumption practices. There is a concern that the changing food environment and food practices are contributing to a rise in excess weight in the Irish population and subsequent risk for chronic disease. An individual's food consumption over time can be conceptualised as series of food choices amounting to a food choice trajectory or particular patterns of behaviour. Adopting an ecological framework, food choice patterns are subject to influences on multiple levels over time leading to possible transitions and turning points in individual food choice trajectories. This study aimed to explore the interplay of individual factors and broader influences on food choice patterns within the changing cultural context in Ireland. Older Irish people who have lived through much change were thought to be able to provide a unique insight into this interplay over time. Semi-structured interviews on food-related practices and decisions across the life course were conducted with 32 adults aged 60+ who varied by gender, BMI and urban/rural location. An interpretive approach was taken to analysis. A dominant framework emerged of eating patterns over time specific to the socio-historical context and common life roles of this particular cohort. Within this context, individual differences contributing to the development and shaping of food choice trajectories were identified under three broad themes: agency within the social world, bodily and emotional connectedness, and managing identities over time in response to threat.

Poster Number 4: *Edwards, K.,*

Can a widow feel nourished? The role of food and feeding in the widow's 'return to life'

Anecdotal evidence from GPs suggests that some older widows experience dysfunctions in their food practices that go beyond bereavement's short-term perturbation of eating and digestion. Unlike older widowers, who tend to have been less socialised into a grasp of culinary skills, widows tend to be qualified by knowledge and experience to source and prepare food. Practically, widows know how to cook, but not – typically – how to cook/cater for one, particularly when that one is themselves. As a class, older lone widows therefore face particular problems in 'coming back to life' after bereavement.

Scholars have emphasised food's various connections with medicine, ritual (in moral, social and aesthetic meanings), and the construction of identity. Diverse potential influences on eating include age-associated changes, notions of entitlement, and crises of social status or self-affection. 'Nourishment' derives not simply from the materiality of food but also from everything it takes for an encounter with food to have a beneficial effect.

The sociology of bereavement has not examined food beyond its appearance at funerals and other ritual applications; the sociological study of food does not readily make connections with dying, death and bereavement. A preliminary literature review [MSc Death and Society, University of Bath, 2008] suggests that the topic of older widows' food practices is under-researched. A multidisciplinary approach, embracing not only 'nutrition' but also the metaphysical dimensions of eating, could contribute to the design of diverse life-enhancing interventions, from health policy to creative cultural forms.

Poster Number 5: *Healy, A.* *University of Limerick*

'Lovely meal, but where are the potatoes?' Has Irish food expenditure converged with the UK or do any cultural differences remain?

This research investigates food expenditure patterns within existing Irish Household Budget Survey data and UK Expenditure and Food Survey data (formerly the Family Expenditure Survey) over time (1987-2004) at the national and social group level to determine if Ireland has retained a culturally different diet or if it has converged with the UK.

While Ireland has always had strong cultural, economic and political links with the UK, historically it has had food consumption patterns that differed somewhat, most notably the importance of the potato, especially within the poor and the working classes. Convergence theory posits that with economic development, countries will become more socially and economically similar. Inkeles has extended this to include organisational and political structures as well as cultural patterns. Agricultural economists have generally concluded that food consumption within food groupings (e.g. breads and cereals) has converged across nations within Western Europe. However, sociologists (from Bourdieu on) have consistently found difference between social groupings in food expenditure patterns.

In 1987, while the structure of the countries' food budgets was similar, Irish expenditure on traditionally important foods such as milk products and butter was distinctively higher. Over time, these differences have converged, but expenditure on other traditional food items has diverged somewhat (e.g. beef/meat, potatoes). Within social groupings, Irish households with a younger head of household, urban households and professional and managerial class households generally spend proportionately less on traditional Irish food items and have become more similar in spending to their British counterparts than other Irish households.

Poster Number 6: *Marovelli, B.* *Brunel University*

Past, present and future of an historical open-air food market: an ethnographic study of A Piscaria, Catania (Italy)

My research design is underpinned by ethnographic research which has been carried out in Catania's fish market, A Piscaria. First, I will describe the spatial experience of the market, to introduce the main features of this peculiar social reality. A Piscaria, Catania's historical market, is undergoing an important transition, which is questioning its meaning within the city. I will try to address the way, in which this market informs about Catania's representation of its tradition and of its past. Nowadays A Piscaria is caught inbetween conflicting views: the illusory memory of what is lost, of the past ; an idea of folklore tailored up for what tourists expect Sicily to be; and a desire of modernity, to attract the city inhabitants, who are not shopping at the market anymore. On the one hand, folklore and tradition became expensive luxury goods, which people cannot always afford. On the other hand modernity requires efficiency, standardisation and affordability, brought in also by the introduction of the European regulation about health hazards and food safety. Many 'traditional' practices constitute health hazards for the customers, such as eating raw fish at the market, or displaying meat without refrigerating it. My account will be an attempt to picture how vendors perceive these emerging issues and how they face them.

Poster Number 7: *McClinchy, J., Burke, D., Jennings, M., Westwood, D.,Masey, H., Dickinson, A* *University of Hertfordshire*

The contribution of a community food group to older people's nutritional and social well-being: An assets model.

Poor nutrition in older people poses significant health problems for many community dwelling older people and is affected by cultural, psychological and social factors, including living alone and social isolation. Meals are provided to older people in community settings by both statutory, voluntary and faith organisations, however, the contribution these services provide to older people both in terms of nutritional and social support is poorly understood in the UK.

This pilot study has explored in depth, one faith-based setting providing twice-weekly lunches to members of the community. Methods include participant and non-participant observation (4 Months), food diaries (7 day), one-to-one and group semi structured interviews, and researcher and participant generated visual images (using digital cameras).

Qualitative interview and fieldnote data have been thematically analysed (Using NVivo 7TM), and found that eating in a community setting plays an important role in providing space for social interaction and support. Perceived nutritional benefits include the provision of a 'proper', 'home-cooked' meal.

Quantitative analysis of the food diary data (Using DietplanTM) has explored the nutritional contribution the food eaten at the lunch group provided during the study week. This poster will discuss how we have used an assets-based model as a theoretical framework to enable us to explore and expose how the resources and contribution of a community lunch group enhances both the nutritional health and social well-being of older people.

Poster Number 8: *Parsons, J.* *University of Plymouth*

food fights: a gendered relationship with food

This paper will explore women's 'emotional' relationship with food. It will be based on the results from a pilot study that will inform further research for my PhD. The focus follows a life history model, where women are encouraged to explore their past and present sense of identity in terms of food and eating habits. Research on women's eating habits has tended to focus on 'disordered' patterns associated with conditions such as anorexia, bulimia and obesity, despite the fact that anorexia could be seen as an example of a very 'ordered' eating pattern, representing as it does an extreme expression of food regulation and control. However, there seems to be a lack of research targeting the ordinary, everyday experiences of eating from a gendered perspective.

Sociologists amongst others have clearly identified a significant shift from commensalism to individualism in terms of eating habits. The respondents in this study will be asked to document their earliest experiences of eating and how their eating habits may have changed over time through a series of on-line, in-depth interviews. There will be an autobiographical element to the research with an emphasis on my own food consciousness and the extent to which this is bound up with ideas about weight and body image.

Poster Number 9: *Plessz, M., Gojard, S.* *INRA – ALISS*

How do health concerns affect food consumption in France? A focus on organic and diet food consumption

The growing interest for health is frequently evoked to explain recent trends in food consumption. For instance, French consumers increasingly tend to buy diet products but also organic food for health reasons. But only few studies are able to relate consumers' opinions with the food they purchase.

Using data from the consumer panel Worldpanel (TNS-Secodip, 2007), we can describe precisely each food item bought by 7000 French households, and analyse their opinions thanks to a questionnaire answered by the person usually in charge with shopping.

First, we have built a typology of households based on their concerns and their social characteristics. It shows that consumers differ in the importance they give to prices, to the product's quality claims, and to the ease of consumption. Moreover, concerns differ strongly between families with children and older or single people.

We then confront this typology with consumption data. We assess the taste for organic and diet products in two ways: the variety of such products in the households' baskets, and the choice of such characteristics for some specific food items such as yoghurts and milk.

How do diet food and organic food consumption differ? Is it as regards the concerns expressed by the buyers, or do these product characteristics reflect the consumers' social status and life cycle position? The poster will present our research results on this point.

Poster Number 10: *Thompson, C.* *University of London*

Reframing obesity: the socio-cultural environment

Current policy and intervention to reduce obesity appears inadequate given the rapidly increasing prevalence of the condition. Although it is generally accepted that obesity in individuals is caused by excessive calorie consumption and inadequate energy expenditure, the factors that bring about these behaviours on a community or even national scale remain unclear. Research that looks at obesity as an environmentally induced condition considers the combined influence of the physical, economic and social characteristics of certain areas on obesity outcomes.

Yet, individuals do not respond uniformly to the environmental determinants of health, including risk factors for obesity. Further, it is increasingly acknowledged that other dynamics, including socio-cultural relations, help to shape the ways in which people both perceive and utilise their food environments. Research by sociologists, has already demonstrated the importance of these caveats to the 'obesogenic environments' thesis; for example, in research that has explored socio-cultural 'barriers' to healthy eating associated with specific ethnic and socio-economic groups.

However, this line of research has to date taken little account of the role of the physical (built) environment. It is physical settings that contextualise and constrain cultural food practices. Future research needs to explore the interrelation between cultural and physical environmental factors. In order to address this lacuna, this poster will present a critical overview of sociological and broader social scientific research with a focus on the role of culture in shaping both food practices and responses to physical environmental risk factors for obesity.

Poster Number 11: *Zampollo, F.*

How Design is responding to the evolution of our society's food needs

This paper explores how Design is responding to our society's food preferences and it presents designers' use of food as a material to create with. It illustrates products and concepts, from the Food Design discipline, that emphasize people's search for experiences, outlining the food product characteristics that better respond to our society's demand.

Food defines the society as well as society defines food. What people choose to eat depend on cultural, sociological and personal aspects. Today food represents people's personality and life status. We create meaning of ourselves by the objects we surround ourselves with, by the choices we make. Everyday food choices speak about political and economical views, and personal culture. Less ordinary food choices speak about status, personality, interests and desires.

Food Design is the discipline that creates those food products that mirror our society's needs. From a conceptual perspective this discipline always existed, but only during the last ten years it obtained awareness of itself and started proposing inspiring products. People are becoming more and more demanding on food. Quality, origin and freshness, as well as diversion, novelty and entertainment are the characteristics aimed when purchasing non ordinary or everyday food. In particular, the last trend that seems to define our society's interests is food experiences. More and more often people don't only want to have a meal, but instead, they want to be surprised, totally involved in the meal experience; they look for what is exceptional, extravagant, unusual and entertaining. People look for the eating experience.

Poster Number 12: *Hyde, R.* *University of Nottingham*

The Potential of 'Scores on the Doors'

The FSA is currently moving towards implementing a national scheme of safety ratings for retail food premises in England. This builds on the current, fragmented, local schemes by standardising the information provided by the ratings. However, scores on the doors will remain administered by local authorities, with enforcement officers assessing the risk presented by particular premises, and it will not mandate the display of ratings on premises.

This paper examines scores on the doors using, in part, qualitative data gathered during semi-structured interviews undertaken as part of a wider project into local authority involvement and decision-making in the regulation of food safety and hygiene. Part I explains the current 'scores on the doors' schemes operated by local authorities, explaining the perceived problems with this approach and outlining the proposed national scheme created to address some of these problems.

Part II then sets out the benefits of the scheme for local authorities, consumers and businesses, considering the theoretical justifications advanced for the provision of risk-ratings and drawing on interviews conducted with enforcement officers charged with administering the scheme.

Finally, Part III considers the problems with the scheme, and examines the risks that implementation of such a scheme causes for local authorities, consumers and businesses, setting out the concerns expressed during the empirical phase of the project.

The paper concludes by suggesting some changes to the proposed national scheme which may help to achieve the goals of the scores on the doors scheme whilst minimising the downsides identifies in Part III.

Poster Number 13: *Macdiarmid, J., Loe, J., Kyle, J., McNeill, G.* *University of Aberdeen*

Barriers towards eating a healthy diet and acceptability of diets designed to meet food and nutrient recommendations.

The diet of the Scottish population is poor and contributes to the burden of ill health through obesity and related chronic diseases. This study was designed to investigate the barriers towards healthy diets and the acceptability of diets designed to meet eight food and nutrient recommendations. Daily menus were developed, using commonly consumed foods; breakfast included cereal, fruit and toast, lunch was a sandwich style meal and a hot cooked meal was provided in the evening. All the meals were prepared for participants to take away and eat over three consecutive days. At the end of the three days a semi-structured interview was carried out to explore their opinions of the diets and to find out what might make it difficult to follow long-term. Fifty adults aged 19-63 years (20M, 30F) completed the study. Thematic analysis of the interview transcripts revealed a number of themes, including 'portion sizes of the meals', ' lack of hunger during the study', 'the desire for sweet snacks' and 'barriers to follow the diets long-term'. Participants thought the portion sizes of the meals were small and that sweet snacks were lacking compared with their normal diet, but they were surprised at their lack of hunger during the study. Work patterns, social events, lack of time and dietary habits of other family members were identified as barriers to following a healthy diet longer term. Identifying barriers to healthy eating gives an understanding of how to promote healthy diets which would be acceptable to people.

Poster Number 14: *Richardson, B.* *University of Warwick*

Refined power: the political economy of sugar in the UK and Zambia

From the mercantilist navigation acts of the 17th century to the preferential trade systems of the 20th century, sugar has always been a commodity of international political importance. Indeed, it has been estimated that transfers from government or over-priced consumers to the sugar industry total $6bn per year. While many commentators have thus called for an end to protectionism and an increasing role for free markets, this analysis has overlooked the existing role of companies in shaping national policy, and, by blindly advocating market-rule, also risked replacing international inequality with an equally problematic intra-national inequality. To move to a more equitable and democratic regime, then, we need to better understand the political economy of sugar as it exists today.

This poster will use two contemporary case studies to make the case that a new, subtle kind of politics is at work in the industry today and that it is promoting increased concentration and autonomy for the leading sugar processors. The first case details the impact of Illovo, a firm now owned by British Sugar, in Zambia. Zambia is one of the world's poorest countries but has not been able to take full advantage from Illovo's foreign direct investment because of large financial concessions levered by the company. The second case considers the UK market and shows how the 'ethical' fair trade and low carbon initiatives promoted by Tate & Lyle and British Sugar in fact serve to 'green' their wider corporate strategies and legitimize their continued state support.

Poster Number 15: *Van der Kamp, M.* *Lancaster University*

A standard in action: How the organic standards shape and are shaped through practice

Although regulation of food has a long history, the independent certification of properties falling outside regulatory control is a much more recent phenomenon. Mostly, these properties are specified by standards developed by organisations which present themselves as advocates for more sustainable practices and lifestyles (e.g. fairtrade, organic). Although there is an emerging body of literature exploring how, as thoroughly social objects, third-party standards shape social and material relations, there are few studies of how they are reproduced. I argue that such analyses are essential to understand more fully and describe the social, political, organisational and ethical consequences of standardisation and certification of 'sustainable' objects and practices. Based on my empirical work on organic certification in the UK. I argue that making a standard come alive is much more complex than what has so far been conceptualised in the literature. I conceptualise standards as a market device to explore the arrangements through which new markets are made: parallel to conventional markets but separated and fundamentally incompatible with each other. Because conventional and 'sustainability labelled' produce appear the same, I suggest that maintaining this incompatibility requires constant work on market, institutional and operational levels. I suggest that for individual actors this means that making standards work on a daily basis is a messy mix of specific and general farming practice, administration and control as well as constant boundary work to maintain exclusive differences from conventional practices and produce.

Tuesday 6th July 2010 at 09:30 in the Auditorium
Chair: Anne Murcott

Keynote 2: Claude Fischler

"Commensality and Consumerism"

At the 2008 Food, Society and Public Health conference, Claude Fischler presented empirical evidence in his plenary lecture on 'Commensalism vs. Consumerism – 'Public' vs. 'Private' eating'. He showed how, for example, Americans perceived food and eating as an individual, private issue, equating food within a nutrition or health discourse. Italians, on the other hand, prioritised the freshness and quality of food and the French emphasised 'conviviality', i.e. the social aspects structuring experiences of food and eating.

In his 2010 plenary address, Claude will again focus on commensality, this time presenting a theoretical review of the concept, on the nature and function of commensality in social structure and formation.

Dr. Claude Fischler earned his PhD in sociology from the Ecole des Hautes Etudes en Sciences Sociales (EHESS) in Paris. His early research on beliefs and social representations in contemporary Western societies was pursued under the auspices of his mentor Edgar Morin. It led him to work on topics such as rumors, contemporary use and consumption of astrology, or the structures of media narratives. After subsequent long term fieldwork studies on urban planning and policies, their genesis and their local consequences, Fischler became interested in the interfaces between biology and culture. He took on food and eating as his main object of research in the mid seventies. Working in a deliberately interdisciplinary perspective, he explored the structure and function of cuisines, taste and preferences, body image and their evolution and change over time and space (L'Homnivore, Paris: Odile Jacob, 1990, 2001; to be published in english by University of California Press). Subsequently, his work came to focus on perception of risk, "scares" and crises, on comparative approaches of attitudes toward food and health across cultures (in relation to, among other things, prevalence of obesity), on the reception and perception of sensitive technologies and on assessment and measurement of well-being and quality of life in a comparative perspective.

Dr. Fischler is a Director of Research at CNRS, the national research agency of France and heads Centre Edgar Morin, a research and graduate studies unit of CNRS and Ecole des Hautes Etudes en Sciences Sociales in Paris.

He served on the Scientific Committee and the Expert Committee on Human Nutrition of AFSSA, the French Agency for Food Safety and on its board of directors. He is a member of the steering committee of the French National Program on Nutrition and Health and serves on the Expert Advisory Group on Risk Communication at EFSA, the European Food Safety Authority.

Poster Prize Giving

Tuesday 6th July 2010 at 10:15 – 10:30

Professor Anne Murcott

Auditorium

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Paper Session 6

Tuesday 6th July 2010 at 10:35 - 12:05

Methodological challenges and innovation Chair: Jennie Macdiarmid **Auditorium**

O'Connell, R., Brannen,J., Atkinson,H., Barrett, J. Institute of Education, University of London

Challenge and Innovation: Linking Qualitative and Quantitative Studies in Researching the Food Practices of Employed Parents with Younger Children

How can national surveys on diet and nutrition be utilised for conducting future follow-up qualitative research on food practices? Specifically, how can participants who are eligible for inclusion in research, be selected from national surveys? What challenges does this pose when such data are not yet complete and fully edited? What possible consequences are there when there is a time lag between data being collected in the national survey and the follow-up interviews being conducted? Can we find a suitable instrument for non-experts to collect up-to-date dietary information about younger children? What about respondent burden? Can a good indicator of diet quality be found that is potentially complementary between the qualitative and quantitative data?

Much has been written about the possibilities of linking qualitative studies to large scale datasets, but much less has been said about the realities of actually doing so. Researchers at the Food Standards Agency (FSA) and Thomas Coram Research Unit will present their experiences of working on the first FSA-ESRC collaborative study which makes use of the National Diet and Nutrition Survey. In particular, some of the methodological challenges that have arisen in the initial phases of the research will be discussed including the issues of working across sectors (academic, independent survey organisation and policy contexts); the challenges of linking a qualitative study to a large scale dataset related to selecting participants; and operationalising an interdisciplinary, mixed methods design.

Nettleton, S., Uprichard, E. *University of York*

'A slice of life': a glimpse into menus and memories of UK mass-observers in 1945 and 1982

The aim of this presentation is a modest one; it will describe data collected by the Mass-Observation which asked participants about food and eating in 1945 and 1982. These data comprise a unique resource, and to our knowledge it is one that has not hitherto been examined. For this reason it is currently being analyses as part of a larger ongoing ESRC funded sociological investigation into the changes in food and eating across the life course between 1945 and 2010. The data kept in the Mass Observation Archive at the University of Sussex is in many ways partial and can only provide snapshots of everyday life. The 'correspondents' (as they were known) were asked to keep food diaries in 1945 and in 1982 a further set of correspondents were asked to respond to an open set of questions designed to elicit their views on factors that shaped their eating practices. These two historical junctures are interesting in that they represent two contrasting moments of British history. The former being the end of the Second World War; a period of state expansionism and reconstruction, and the latter being a time of reform and retrenchment of welfare and politics. What we have therefore are documentary qualitative data on what people ate; their likes and dislikes, their ideas about how foods and eating practices are changing and how factors such as, health and political issues reportedly shaped what they felt they should or could eat.

Chappell, P. *University Of York*

Food and eating and longitudinal quantitative data: Exploring what and how we eat in the UK

The main aims of this presentation are to draw attention to existing quantitative research in the area of food and eating and to argue that there is a need to conduct further quantitative research in this area. Most of the work in the UK on the sociology of food and eating uses qualitative data and primary quantitative data. The focus of this discussion is on research that has used large-scale (n=1000+) secondary longitudinal survey datasets to examine food choices and eating practices in the UK. Some studies of this type (eg Cheng et al, 2007) have used data that was not originally collected with the purpose of analysing food and eating. It is argued that the success of these studies show that this kind of methodological flexibility can produce interesting results. It is also suggested that whilst there have been promising findings, much of the research conducted on these kinds of datasets has been done with a nutritionist slant. This has led to more attention being paid to 'what' we eat at the expense of 'how' we eat. The suitability of other unexplored longitudinal datasets for analysis of food choices and eating practices is then assessed. It is concluded that there are several further longitudinal datasets, in particular cohort studies, that have not yet been sufficiently analysed in the context of changing food choices and eating practices and that analysis of these datasets could offer innovative ways of thinking about food, eating and the life-course within a macro-level context.

Paper Session 6

Tuesday 6th July 2010 at 10:35 - 12:05

The regulation and editing of 'choice' Chair: Frances Short **Meeting Room 2**

Milne, R. *University of Sheffield*

See Through Foods? Consumer understandings of transparency and trustworthiness in food production and regulation

Over the last 20 years, UK food scares around genetically modified crops, salmonella and BSE have opened up closed networks of production (Stassart and Whatmore 2003), contributing to a decline in consumer trust in food and its regulation. In turn, governments have exerted considerable effort to re-establish consumer trust through increased transparency, institutional arrangements that make the regulation and provisioning of foodstuff open and visible to consumers (Kjaernes 2007). This commitment to transparency is embedded in quality assurance schemes, labelling and traceability regulations, and forms a key part of institutional performances of authenticity and trustworthiness (Doubleday 2003; Brown and Michael 2002). However, as Strathern (2000) points out, transparency is neither consistent nor universal but is selective, hiding even as it discloses. Indeed, O'Neill (2002) has suggested that rather than fostering trust, transparency may contribute to an increase in cynicism.

This paper draws on a series of focus group meetings with members of the public to develop an understanding of critical consumer engagements with institutional performances of transparency. It describes how the materials and biographies of foodstuffs contribute to assessments of the transparency of food production and the trustworthiness of food. Firstly, the paper considers the role of the material qualities of a range of food products in consumer trust, focussing on the relationship between 'natural' and 'processed' foods. Secondly, the paper considers the role of openness and visibility in the establishment of consumer trust in food production and regulation.

Frohlich, X. *Massachusetts Institute of Technology*

Nutrition and neoliberal governmentality: The history of U.S. nutrition labeling and mobilizing the food consumer

This paper examines the history of nutrition labeling in the United States as an example of how science and the law work to shape our modern, everyday understandings of food, risk, and responsibility. Using interviews with former FDA employees and archival materials on the introduction of the universal, mandatory Nutrition Facts label in the 1990s, I will explore a variety of issues of concern to food studies, including: the institutional history of policing the boundaries between what is designated “food” versus “drug”; the legal logic and cultural rationales behind neoliberal movements to “mobilize the consumer” through food labels; and how science is utilized by regulators to legitimate food policies as politically neutral and therefore objective and “fair”. The introduction of the label entailed the diverse practices and political agendas of a variety of expertises and organizations: 1) public interest groups, 2) food chemists and engineers, 3) governmental regulators, and 4) consumer studies analysts. I will show how political and public health concerns about reaching constituencies were transformed into technical questions about how best to design the informational panel, constructing a logic of labeling out of politically diverse interests. More broadly, this paper will illustrate how legal, scientific, and corporate organizations attempt to shape the way consumers think about food through informational devices. In other words, it will look at food labeling as one platform through which nutrition “governmentality” and modern “habits of mind” are constituted in everyday contexts.

Lawrence, A. G., Burch, D., Richards, C. *The University of Queensland, Australia*

The Wonderful World of ‘Wellness’: A Sociological Exploration

‘Wellness’ is a term that is increasingly used by the food industry to convince consumers of the health benefits of the foods it manufactures and markets. As consumers have sought healthier lifestyles, so agri-food companies and supermarkets have altered their product ranges to include ‘clean and green’, non-GMO, organic and other health-related food products - including novel, functional, foods such as nutraceuticals. The latter development has occurred through strategic partnerships between agri-food and pharmaceutical companies, blurring the boundaries between food and medicine. We argue that traditional food manufacturers (such as Nestle, Kelloggs, Heinz and Unilever) – which are being squeezed out of market share by the supermarkets and their ‘own brand’ products - have sought to reposition themselves as producers of these new ‘wellness’ products as a strategic means of capturing a new, health-focused, consumer market. Promotion of the special benefits of bio-enhanced food products (for example, Omega 3 and folic acid in bread), is becoming widespread. Yet, there is an important contradiction in the strategy of the food manufacturing firms promoting their ‘wellness’ credentials – bio-engineered foods are neither ‘natural’, nor are their health claims proven. This paper provides a sociological analysis of the ‘wellness’ phenomenon in the western world, examining the sorts of products that are being developed and marketed, and exploring the contradictory tendencies at work in creating novel, bio-engineered foods, for an increasingly discerning consumer base that is demanding clean and green and ‘natural’ foods.

Paper Session 6

Tuesday 6th July 2010 at 10:35 - 12:05

Constructions of risk and meaning Chair: Barbara Gallani **Meeting Room 4**

Tamari, T.

Cooking and New Domesticity in Late Meiji Japan

The aim of the paper is to explore the emergence of new women's domestic narratives of cooking and modern family life which accompanied the growth of consumer culture in Japan. Japanese haute cuisine had been largely produced by professional chiefs who via the patriarchal apprentice system, but began to be democratized in the late nineteenth century. The first Japanese cooking school started in 1882 attracted the higher class women. Cooking began to be seen as a prestigious form of knowledge and status symbol. Around 1887, the influential Meiji reformers and other intellectuals presented the modern family as a sanctuary based on greater intimacy between the couple with the emphasis on the home (houmu or Katei) as opposed to the patriarchal conservative family system (ie). Women became seen as the domestic managers of modern family life with the key duty to produce and maintain healthy citizens, which fitted into the national project. In this sense, cooking become designated as scientific and rational, a part of women's domestic practice.

With the growth of urbanization and industrialization in the 1900s, the new middle class modern family become presented as the ideal consumption unit. At the same time, the expanding commercial women's magazines started to provide, not only new recipes, but also new knowledge about aspects of food culture and lifestyle. Cooking became commercialised and popularized as systematised domestic knowledge as well as being seen as a form of home entertainment as part of a new consumer lifestyle.

Zhen, W. *School of Oriental and African Studies (SOAS)*

Exploring Identities Through Culinary Education: Amateur Cooking Schools in Post-Socialist China

This paper discusses the emergence of amateur cooking schools in post-socialist China. While professional and vocational training institutes have been a part of culinary education since the 1970s, many of these institutions trace their founding to the mid and late 2000s. I argue that their recent emergence fills a specific niche for amateur cooks that was not previously served by existing culinary institutions. These new schools have adapted to the demands of the home cook by using ingredients, materials, and equipment to replicate those used in home kitchen (and one case, designing the school to resemble a comfortable modern home). Using ethnographic data collected from two cooking schools and interviews with food writers and journalists, I attempt to explain their role in shaping the modern culinary landscape of China. This ethnographic data primarily focuses on the narratives of different students encountered in amateur cooking schools, including, but not limited to the grandmother studying Italian cuisine to prepare Western food for her grandchild; the young students picking up a few home-cooked dishes to prepare for university life overseas; and the professional women and expatriates seeking a form of recreation. From these narratives, I conclude that amateur cooking schools are not only sites of food production and consumption, but also spaces where individuals absorb and negotiate identities though learning how to cook.

Gram, M. *Aalborg University, Denmark*

Food Negotiations and the Role of 'Health' in Parent/Child Supermarket Shopping. An Observational Study

Several studies show that parents know that their children influence what they buy in supermarkets, but still recent studies document that parents are not aware of just how much influence children have. This study explores what takes place in this grey zone of family negotiations, the shopping process, and what happens in the aisles of the supermarkets, with special focus on parent/child interactions regarding healthy and unhealthy food.

Through an unobtrusive observational study from USA and Denmark, focus is on understanding the processes leading to purchase of unhealthy food and on the role that health considerations plays in the actual decision-making situation. Theoretically the paper draws on Warde's (1997) framework of food dilemmas, and on perceptions of childhood (Qvortrup, 1987, James et al., 1998) which have meant that the child has been defined as irrational and undeveloped as decision-maker in contrast to the rational adult.

Findings show that food shopping is not just a rational process, but is entangled in emotional and irrational practises. Unhealthy food items are being bought not only because the child is asking for it, but also because of parents' initiatives and subtle negotiations between parent and child. Health knowledge does play a role and is articulated by parents both directly as arguments to reject certain goods and indirectly by the existence of ongoing evaluations of how much good vs. bad food that is already in the shopping trolley. Children also address health issues, and are found to be, sometimes, rational and sophisticated decision-makers and negotiators.

Paper Session 7

Tuesday 6th July 2010 at 13:05 - 14:05

Food security and sustainability Chair: David Evans **Auditorium**

Germov, J., Williams, L. & Freij, M. *University of Newcastle, Australia*

Slow Food, Slow Progress: Experiencing Slow Food in Australia

The Slow Food movement promotes ethical modes of food production and consumption. This paper reports on three related empirical studies that investigated: the representations of the movement in the Australian print media, participant experiences of a Slow Food festival, and the views of members of a Slow Food group. The first study used a content and discourse analysis of articles on Slow Food over a three-month in the Australian press. The second study reports on 33 semi-structured interviews with food producers and lay public attending a Slow Food event. The findings illuminate the changing nature of consumer culture, particularly the notion of ethical consumption and sketch out the different levels of commitment between participants and the varying perceptions of Slow Food. The third study involved a focus group with members of a Slow Food convivia (local group) to understand the reasons why people join the movement, their views on Slow Food, and their experiences of the movement. Together, the studies uncover a number of recurring themes: the central importance of 'conviviality' (the social pleasures of sharing 'good food'), a focus on 'localism' (the alleged social, health, and environmental benefits of local produce), an underlying ideology of 'romanticism' (for idyllic rural lifestyles as an antidote to the time-poverty of urban life), and an 'implementation gap' between the philosophy and practice of Slow Food.

Pleyers, G. *Université Catholique de Louvain*

Grassroots movements for local, sustainable and convivial food. A social and cultural movement perspective

This paper will focus on small alternative consumption networks organising collective purchases from local and often organic food growers. It will propose an analysis of local activists' food networks as "cultural movements" (Melucci, Touraine, Jasper). It will notably analyse the way these movements seek to combine three levels of significations: social concerns, convivial relationships and the promotion a global change towards a sustainable society. The social concern arises notably in their will to maintain small structures, low prices and to strengthen local social networks. Moreover, activists consider local social relations and conviviality as key elements to oppose impersonal and "cold", and anonymous connections in the dominant market and consumer society. Finally, among "activist" local food networks, most participants attribute an anti-systemic dimension to their movements. Nevertheless, the paper will also emphasize some limits of these movements and of the political culture they rely on. For example, the question of how to move from a change in daily consumption to global transformations generally remains a blind spot in activists' discourses.

This research is based on interviews and case studies conducted in French-speaking Belgium (2003 & 2008) and in New York City (2010) as well as on results of a network of researchers who conducted case studies and qualitative research in the UK, Italy, France and Canada (Pleyers, 2010).

Paper Session 7

Tuesday 6th July 2010 at 13:05 - 14:05

Constructions of Risk and Meaning Chair: Kate Weiner **Meeting Room 2**

Share, P. *Institute of Technology Sligo*

JBR Revisited

In 2007 the Jumbo Breakfast Roll [JBR] was the culinary embodiment of the Celtic Tiger economy. A combination of bacon, sausage, egg and other ingredients, contained within a par-baked 'baguette' roll, the JBR was inextricably linked with dynamic, mobile, productive Irish boom economy. Typically purchased from a petrol station forecourt or ubiquitous c-store (convenience store), the JBR was celebrated both in popular song and popular economics as the symbolic expression of the property-led boom.

The JBR represented a particularly Irish success story – a coming together of Irish people's historic fondness for pork products, with a globally successful bakery empire and a distinctive type of retail environment underpinned by one of Europe's most successful retail groups. It also gelled with a particular Irish orientation towards food as fuel – one that has been described as a 'disordered eating pattern' and seen to underpin contemporary concerns with obesity and ill-health.

Over the last two years the Celtic Tiger has been dying. The economic boom that underpinned the success of the JBR is over and many of its erstwhile consumers have returned home to Latvia or Poland. So what has been the fate of the JBR; does this particular food product have a future in Ireland or is it to disappear along with the developers' cranes from the urban landscape? Drawing on an examination of contemporary food industry literature and interviews with distributors and consumers of the JBR and its components, this paper attempts to chart the fate of this uniquely Irish cultural artefact.

Grosglik, R. *Ben-Gurion University*

'The Global Ingredient':'Organic Hummus' and Cultural Glocalization in Israel

'Hummus be-Tahini' is an ancient dish customary in Middle Eastern Cultures. In Israel it is one of the most common foods, appropriated as an icon of Israeliness. Today Hummus is served in many restaurants, as well as commercially packaged. 'Organic Hummus' – a recent version of the dish –is influenced by global trends of ethic and reflexive food consumption.

'Organic food' is conceived as the 'spearhead' opposing the consequences of globalization. But it also embodies representations of 'globalism' and 'westernism', mainly because of its integration in the global food industry and its pervasiveness among the social elite in western countries.

How are the complex representations of 'organic' assimilated in the local-Israeli culture and what can we learn from it about Israeli society?

Looking at the production, marketing and consumption of 'organic hummus', while focusing on its ingredients - local chickpeas, imported sesame seeds from which 'organic tahini' is made in a Jewish factory situated in the Palestinian authority area, and 'fair trade' Palestinian olive oil - uncovers the social and political layers embedded in it.

My claim is that the global socio-economic conditions and ideas embedded in the concept of 'organic' attached to 'hummus' allows an imagined re-localization of the dish. 'Organic hummus' is a culinary-ideological-dissonance dish steeped in paradoxical aspects. It is a product which was perceived as representing local simplicity, but nowadays wears an economic and symbolic framework of global values used by the Israeli westernizing elite to demonstrate a widespread-environmental cosmopolitan identity.

Paper Session 7

Tuesday 6th July 2010 at 13:05 - 14:05

Children, food and institutions Chair: Michelle Share **Meeting Room 4**

Kanji, S. *University of Cambridge*

Do healthy school meals unite primary school children around their health or divide them by their social class?

Recent health initiatives emphasise the need to educate children about healthy eating. Concern about early childhood obesity has partially motivated this interest from policy makers, while public interest in schools meals has grown as a result of the television shows of Jamie Oliver. Responses within and to this programme also highlight that healthy eating is a contested agenda. This paper evaluates the value of education about healthy eating as a way of promoting what is characterised in government literature as healthy eating behaviour. Research within a central London primary school explores this healthy eating agenda through the following questions. The first is how knowledgeable are children about healthy eating? The second is how does knowledge about healthy eating get incorporated into children's lifestyles and consumption choices, if at all? The third is how do children's views about eating and their responses to a school's healthy eating agenda reflect and highlight differences between those children? Such differences stem from polarization between children in terms of social class, inequality of incomes and housing conditions. The findings of this research about the potential effectiveness of the healthy eating in schools agenda are compared with anti-smoking public health campaigns. The lessons from these campaigns were that gains were highly differentiated by social class and also that messages were incremental in their value, taking time to have an effect. It was the mix of policy and awareness campaigns that worked.

Miele, M., Truninger, M. *Cardiff University*

Becoming Local, Becoming Consumer: children's engagements with foods.

In this paper we talk about children's taste for food and their opinions about the meals they eat at school and at home, by looking at two case studies of children in primary and secondary schools, one in the UK and one in Italy. We will focus on children food consumption practices as explored in focus group discussion and dedicated games with children, focus group discussion with parents and interviews with teachers and carers as well as participant observation in schools. We adopt an a-humanist perspective (Lee, N. 2008), inspired by a material semiotic sensibility. The purpose of this perspective is not to dismiss 'human' effects like 'voice', 'agency' and 'personhood' as irrelevant, but to gain greater appreciation of the conditions of their emergence and performance in the context of food practices. With an a-humanist analytic vocabulary we want to overcome the conceptual thresholds between childhood/adulthood, and nature/culture and we hope to be able to address the choreography in which food taste itself emerges in the multiple consumption practices that we examine.

The main product of this exploration will be a view of the 'child', either in the version of the local/citizen or the consumer, as an emergent property of certain open-ended interactions between a hybrid assortment of elements: foods, schools, carers, school meals, teachers, parents, animals and the rest of nature.

Paper Session 8

Tuesday 6th July 2010 at 14:10 - 15:10

Food security and sustainability Chair: Susan Machum **Meeting Room 4**

Butts, R. *Michigan State University*

Anatomy of a Dying City: Urban Food Accessibility in Detroit, Michigan

Detroit is known as a dying city, and when examined through the organic lens of a functionalist perspective, it becomes clear that urban problems such as 'food deserts' must be approached in a multidimensional and comprehensive manner for life to endure. This paper compares the rich history of Detroit to trends in capitalism, consumerism, and ideology in an attempt to shed light on how the city's ailing financial, political, and social infrastructure has exposed a gap in resources necessary for basic human subsistence. Ironically, the prevalence of the private automobile and the dominance of the highway system to support post-WWII suburbanization have been exceptionally instrumental in the mass exodus of the grocery store industry from the inner-city, thereby disproportionately disadvantaging the very workforce formerly embodying the automobile industry. Supermarket accessibility, stymied by neighborhood location, socioeconomic condition, and the availability of public transportation, among other ideological and structural factors, overwhelmingly affects the health and well being of vulnerable groups, thereby creating a consternation demanding precedence in urban policy. Various local and national solutions are reviewed and discussed.

Sharp, G. *University of Brighton*

Climate change, food security and urban agriculture. A Sociology of alternative food movements

This paper argues that urban food growing initiatives have the capacity to engage wide groups of citizens and eventually to transform foodways. Urban food growing has a long history in the UK and there has been a recent spate of initiatives in towns and cities that are receiving external assistance, often premised on concern about climate change mitigation and food security as well as improving health and wellbeing. Local authorities, especially their planning departments are becoming involved as part of their "sustainability agenda".

I draw on emerging findings from a university evaluation of a four-year Lottery-funded project in a city in South East England that aims to initiate new food growing projects and to assist existing groups. It will also identify spare land for growing and provide training and other resources. A 'food partnership' group working closely with the local authority is overseeing the project. I report on the social composition of the projects so far in terms of class, age, gender, motivation and understanding of environmental issues, as well as on efforts to broaden the appeal of the projects. The evaluation will involve questionnaires, focus groups and key informant interviews. It will examine the long term viability of projects and the extent to which they include all those groups who could benefit. I consider these factors in the context of the local authority's policies of encouraging economic development including commercial food retailing on the one hand and its concerns about sustainability and climate change mitigation on the other.

Paper Session 8

Tueday 6th July 2010 at 14:10 - 15:10

Constructions of risk and meaning Chair: Lucy Pickering **Meeting Room 2**

Weiner, K. *University of Nottingham*

Why and how do people use foods containing plant sterols? Users' accounts of their interactions with these foods.

This paper will focus on users' accounts of their practices relating to foods containing plant sterols. A range of such 'functional foods' are marketed on the basis that they actively lower cholesterol. Biomedical discussions and regulation concerning the foods have configured users as individual consumers who consume the foods in a highly instrumental and prescribed manner. Here, I focus on the accounts of actual users.

The paper will draw on approximately 40 in-depth interviews with self-identified consumers of these foods, and, in some cases, other members of their households. These interviews are currently nearing completion.

The analysis will focus on participants' reported trajectories relating to how they came to buy or eat the foods, as well as their accounts of the ways they incorporate them into everyday eating and health-related habits.

Preliminary analysis suggests that participants related use to finding they had high cholesterol, but also to a number of other themes such as being healthy in a more generic sense, loosing weight, family history, avoiding prescription medicines, habit and taste. Accounts of practices relating to these foods often seem to have a prosaic hue, for example drawing on a narrative of household food management, e.g. whether there is bread to be eaten up. By contrast, participants made little reference to official recommendations on daily amounts to be eaten.

In conclusion, I aim to draw out what these accounts suggest about contemporary health identities and how these relate to those imagined in biomedical and regulatory discussions.

Knight, C. *University of Edinburgh*

Nostalgia, authenticity and tradition in low-carbohydrate diet discourse

Low-carbohydrate diets, notably the Atkins Diet, were particularly popular in Britain and North America in the late 1990s and early 2000s. This paper approaches the low-carbohydrate trend as one response to the twin obesity and diabetes epidemics, drawing firstly on a discourse analysis of bestselling low-carbohydrate diet books, especially The South Beach Diet (Agatston, 2003). I explore and critique nostalgia in the low-carbohydrate movement as a response to a perceived contemporary health crisis caused by modern Western food habits and lifestyle.

The low-carbohydrate literature demonstrates a powerful discursive combination of nostalgia for pre-industrial Western foodways, and valorisation of 'authentic ethnic' (non-Western) culinary traditions. Together, these tropes construct a generalised notion of traditional diet which contrasts positively with a putative 'modern Western diet'. The binary opposition set up between modern Western food habits and a traditional ideal leads to generalisations and factual inaccuracies, as any diet or cuisine that is not modern, and/or not Western, must be adjusted discursively to fit the low-carbohydrate model.

Further, in an interview study with low-carbohydrate dieters, dieters' descriptions of their experiences did not match the nostalgic rhetoric of popular low-carbohydrate manuals. Instead, I found that the requirement to eliminate staple carbohydrate foods severs dieters both practically and symbolically from culinary tradition, whether their own or that of an ethnic Other. I conclude that there is a radical disjuncture between the romantic 'nutritional nostalgia' of the diet books and dieters' own food practices.

Paper Session 8

Tuesday 6th July 2010 at 14:10 - 15:10

Food security and sustainability Chair: Deanne Condon-Paoloni **Meeting Room 4**

Heath, S. *London Sustainability Exchange*

Supporting and empowering communities to buy, eat and cook healthy food.

London is a leading world city on so many fronts. But behind the economic and cultural buzz of London lie some of the starkest inequalities in health and deprivation to be found anywhere in the UK..

Food is an integral part of the cycle of well-being which encompasses not only positive physical health but also how we relate to people around us and to participate in society at a fundamental level. Well London is a partnership that seeks to bring an integrated empowerment approach to well-being in some of London's most deprived communities. Our work builds on some key reports such as identified food and diet as key drivers in mental health: 'Feeding Minds: The impact of food on mental health' published by the Mental Health Foundation (2005). And the NICE guidance on Community Engagement (Feb 2008).

Well London brings together seven new partners, funded by the Big Lottery Fund (BIG) Well-being Programme and is led by the London Health Commission.

LSx engages with partners at a London wide level such as London Food Link and at a community level in 20 of the most deprived communities in London encouraging residents to buy, cook and eat well. This paper identifies the project outcomes to date on our work in these communities from the mechanism of engagement with the community (we primarily used social marketing techniques), and our interim results; information and data gathering process and developing empowerment in order to provide sustained legacy for our work.

Devereux, C., Madgwick, D. *Food Matters Partnership Ltd*

Harvest Brighton and Hove: A community response to developing local food systems

Harvest Brighton and Hove is a community project developed in response to the rise of interest in 'grow your own', as demonstrated by current lengthy waiting lists for allotments. This 'movement' is driven by the need to create more resilient communities able to respond to the challenges of climate change, peak oil and growing health inequalities. Developing local food systems and community participation in growing and consuming local food can help address these issues. Harvest is led by the 'Brighton and Hove Food Partnership' and is a multi agency approach to creating a strategic framework to support and encourage more local food growing. This workshop aims to describe the ongoing development of the project and engage participants in a discussion and information sharing session around effective community engagement and evaluation of 'hard to reach' groups.

As a lottery funded 'Beacon' project, Harvest will explore the social value of urban agriculture - individual and community growing on allotments, in public spaces, on rooftops and in gardens. Can an increase in locally grown food improve access to fresh food and result in better food choices amongst all community members? The project has been developed in collaboration with the University of Brighton, which will undertake an evaluation of the project's outcomes. Research is currently at the stage of assembling baseline data, and will involve a mix of quantitative and qualitative research methods including questionnaires and focus groups. Outcomes from the project will also inform how public policy, e.g. planning, should support urban growing.

Special Panel Debate

Tuesday 6th July 2010 at 15:30 - 16:30

Food security and sustainability Chair: Elizabeth Dowler **Auditorium**

Dowler, E., Friedmann, H., Tansey, G., Morgan, K., O'Connor, D., Davis, L. *University of Warwick*

Challenges in thinking about and practising rights based approaches to sustainable, equitable food

A panel and participant interactive discussion, chaired by Professor Elizabeth Dowler (University of Warwick), and including as panelists: Professor Harriet Friedmann, (University of Toronto), Professor Geoff Tansey (Member and Trustee, Food Ethics Council), Professor Kevin Morgan (Cardiff University), Dr Deirdre O'Connor (University College Dublin) and Laura Davis (strategic manager for health and wellbeing, Sandwell community agriculture).

With so much international activity addressing approaches of both 'food security' and 'food sovereignty', as well as international and national concerns about the impact of climate change and economic recession on food system(s) and their capacity to cope with various shocks and demands, it is timely to review and reflect on different thinking and approaches to 'making food better' for all. In particular, what are the possibilities for implementing rights based approaches to securing healthy food for all people (not just as 'citizens',or as economic agents aka 'consumers') in ways which contribute to community and planetary wellbeing? Are these different approaches utopian dreams, or are there examples to build on, means of engagement and research to be done, which can offer ways forward for professionals, academics, pracitioners and people in different places and circumstances? The panelists will offer reflections, insights and inspiration, based on their own varied experiences, and will engage with similar from an interested, and perhaps challenging, participant audience.

CALL FOR PAPERS

BRITISH SOCIOLOGICAL ASSOCIATION
ANNUAL CONFERENCE 2011
'60 Years of Sociology'

Wednesday 6th – Friday 8th April 2011
London School of Economics

The British Sociological Association **Food Study Group** invites submissions to its session at the 60th Anniversary Conference.

The conference theme: **60 Years of Sociology** will be addressed in both the main plenary sessions and the sub-plenary sessions in each area of sociology represented at the conference. We would welcome suggestions or nominations of key sociological speakers and thinkers to represent developments (past, present and future) within the sociology of food. Funds are available to attract distinguished scholars. Please send nominations to Wendy Wills by **15th September 2010.**

Submissions to the **Open: Food** stream can be on any topic that you are interested in within the broad area of 'food'.

Also, for the 2011 conference, we would like to intersperse the Open: Food session with sessions organised around particular themes. If you would like to help organise a themed session, please email a short paragraph describing the theme and a short title for the session by **3rd September 2010.** The selected themed sessions will be openly advertised for individuals to submit abstracts to.

All submitted abstracts will be reviewed equally after the abstract deadline of **15th October 2010** and all successful submissions will require presentation by a registered delegate**.**

When submitting your abstract, please select the 'Open: Food' stream where it asks for your preferred stream.

Further details about the 2011 BSA Annual Conference are available online http://www.britsoc.co.uk/events/Conference.htm

All enquiries about the Food Study Group call for papers should be addressed to Wendy Wills (w.j.wills@herts.ac.uk ; 01707 286165).

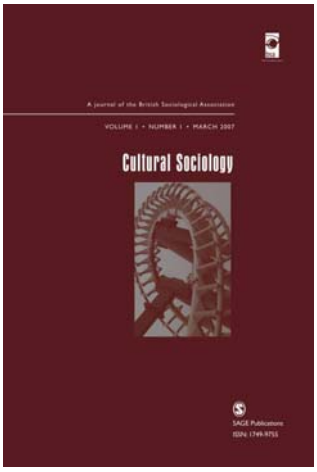
BRITISH SOCIOLOGICAL ASSOCIATION
Sixty Years of Promoting Sociology
1951-2011

INDEX BY FIRST NAMED AUTHOR

Presenting Author	Co-Authors	Stream	Page no.
Minakshi Bhardwaj		The regulation and editing of 'choice'	16
Helene Brembeck		The regulation and editing of 'choice'	28
Katie Bristow	Capewell,S., Lloyd-Williams,F.	Children, food and institutions	23
Maria Brodin		Poster Session	31
Rachel Butts		Food security and sustainability	44
Paul Chappell		Methodological challenges and innovation	38
Priscilla Claeys		Food security and sustainability	15
Ben Coles		The regulation and editing of 'choice'	28
Deanne Condon-Paoloni	Tindall, R., Tavener-Smith, K., Norman J, John V	Food security and sustainability	24
Laura Davis	Middleton, J.	Food security and sustainability	24
Mary Delaney	McCarthy, M.	Poster Session	32
Clare Devereux	Madgwick, D	Food security and sustainability	46
Anu Devi	Surender, R., Rayner, M.	Children, food and institutions	26
Jane Dixon	Banwell, C	The regulation and editing of 'choice'	16
Elizabeth Dowler	Kneafsey, M., Inman, A., Lambie, H., Collier, R.	Food security and sustainability	15
Elizabeth Dowler	Friedmann, H., Tansey, G., Morgan, K., O'Connor, D., Davis, L.	Food security and sustainability	47
Kathryn Edwards		Poster Session	32
David Evans		Food security and sustainability	25
Andrew Fearne		Methodological challenges and innovation	18
Xaq Frohlich		The regulation and editing of ‘choice’	39
Silvia Gaiani		Food security and sustainability	25
Barbara Gallani	Costigliola, A., Cross, A.	The regulation and editing of 'choice'	16
John Germov	Williams, L., Freij, M.	Food security and sustainability	41
Qian Gong		Constructions of risk and meaning	14
Malene Gram		Constructions of risk and meaning	40
Rafi Grosglik		Constructions of risk and meaning	42
Amy Healy		Poster Session	32
Samantha Heath		Food security and sustainability	46
Richard Hyde		Poster Session	35
Peter Jackson		Constructions of risk and meaning	14
Shireen Kanji		Children, food and institutions	43
Christine Knight		Constructions of risk and meaning	45
Nicolas Larchet		Food security and sustainability	22
Alan Geoffrey Lawrence	Burch, D., Richards, C.	The regulation and editing of ‘choice’	39
Anne Lhuissier		Constructions of risk and meaning	21
Jennie Macdiarmid	Loe, J., Kyle, J., McNeill, G.	Poster Session	35
Jennie Macdiarmid	Loe, J., Douglas, F., Ludbrook, A., McNeill, G.	Methodological challenges and innovation	18
Sarah MacDonald		Poster Session	31
Susan Machum		Food security and sustainability	20
Johanna Mäkelä	Niva, M., Timonen, P.	Food security and sustainability	27
Brigida Marovelli		Poster Session	33
Helen Mavoa	Waqa, G., Fifita Fotu, K., Dewes, O., Dev, A.	Constructions of risk and meaning	21
Jane McClinchy	Burke, D., Jennings, M., Westwood, D., Masey, H., Dickinson, A	Poster Session	33
Angela Meah	Watson, M.	Constructions of risk and meaning	14
Jane Louise Midgley		Food security and sustainability	22
Mara Miele		Children, food and institutions	43
Richard Milne		The regulation and editing of ‘chioce’	39
Susan Moore	Murphy, S., Tapper, K., Moore, L.	Children, food and institutions	23

Presenting Author	Co-Authors	Stream	Page no.
Kevin Morgan		Food security and sustainability	27
Sarah Nettleton	Uprichard, E.	Methodological challenges and innovation	38
Rebecca O'Connell	Brannen, J., Atkinson, H., Barrett, J.	Methodological challenges and innovation	38
Jessica Paddock		Food security and sustainability	15
Julie Parsons		Poster Session	33
Sabine Pfeiffer	Ritter, T., Hirseland, A.	Food security and sustainability	19
Lucy Pickering	Neale, J., Nettleton, S.	Constructions of risk and meaning	29
Nick Piper		Constructions of risk and meaning	14
Marie Plessz	Gojard, S.	Poster Session	34
Geoffrey Pleyers		Food security and sustainability	41
Ben Richardson		Poster Session	35
Michelle Share		Children, food and institutions	26
Perry Share		Constructions of risk and meaning	42
Graham Sharp		Food security and sustainability	44
Tomoko Tamari		Constructions of risk and meaning	40
Claire Thompson		Poster Session	34
Richard T Twine		Food security and sustainability	20
Maarten Van der Kamp		Poster Session	36
Julie van Kemenade		Constructions of risk and meaning	29
Kate Weiner		Constructions of risk and meaning	45
Francesca Zampollo		Poster Session	34
Willa Zhen		Constructions of risk and meaning	40

Cultural Sociology



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69 Swinton Street, London WC1X 9NT www.acornhouserestaurant.com Tel: 0207 812 1842
Acorn House, London's first truly eco-friendly training restaurant, is set to alter the image of the restaurant industry as well as transform the way in which people eat out. With fresh seasonal menus, a dedication to healthy eating, environmental responsibility and a premium, glamorous appeal, this revolutionary and pioneering new concept offers King's Cross residents, businesses and visitors a unique destination dining experience.

Addis African
42 Caladonian Road, London N1 4DT www.addisrestaurant.co.uk Tel: 0207 278 0679
Unlike other restaurants. Addis is a unique Ethiopian restaurant in the heart of London. At Addis restaurant our objective is to make our customers happy with hospitality and prices that cannot be found anywhere else.

Camino Spanish
3 Varnishers Yard, Regents Quarter N1 9AF www.barcamino.com Tel: 0207 278 0679
Camino has been has been created as a place to enjoy the life, vigour and tastes of Spain. Come in for breakfast (coffee, churros and a flick through El Pais) a long lunch, an indulgent graze on cava and raciones or a seriously good wine with fresh meat and fish from the charcoal grill, every experience will be real and infectious.

Diwana Bhel Poori House Indian
121 Drummond Street, London, NW1 2HL Tel: 020 7387 5556
Inexpensive vegetarian South Indian food.

Konstam at the Prince Albert British
2 Acton Street, London WC1X 9NA www.konstam.co.uk Tel: 0207 833 5040
Konstam at the Prince Albert opened in April 2006, having been the central feature of BBC2′s ten-part series The Urban Chef. The programme followed head chef/owner Oliver Rowe in his search to bring locally-sourced, seasonal food from all around Greater London to the heart of King′s Cross. Konstam at the Prince Albert follows on from the popular Konstam café, which was opened in 2004 and was located just a few yards from the restaurant on King′s Cross Road.

Mai Sushi Japanese
36 - 38 Chalton Street, London NW1 1JB www.maisushi.co.uk Tel: 0207 383 7444
Situated between Kings Cross and Euston tube stations, Mai Sushi is a Japanese sushi bar and restaurant open for lunch and dinner from Monday to Friday and dinner only on Saturday. A basic but perfectly decent Japanese restaurant.

New Merkato African
196 Caledonian Road, London N1 0SL Tel: 020 7713 8952
Merkato is Amharic for ‘market’, but this intimate and friendly establishment carries few of the associations suggested by its name; the atmosphere is relaxed and quiet.

Rasa Maricham Indian
Holiday Inn, 1 Kings Cross Road WC1X 9HX www.rasarestaurants.com Tel: 0207 833 9787
Rasa's first concept restaurant on Black Pepper. Located within the Holiday Inn Kings Cross, Rasa Maricham offers a variety of dishes from all across Kerala, which has the goodness of this black gold " Pepper"

Somerstown Coffee House Gastropub
60 Chalton St, London NW1 1HS www.somerstowncoffeehouse.com Tel: 020 7691 9136
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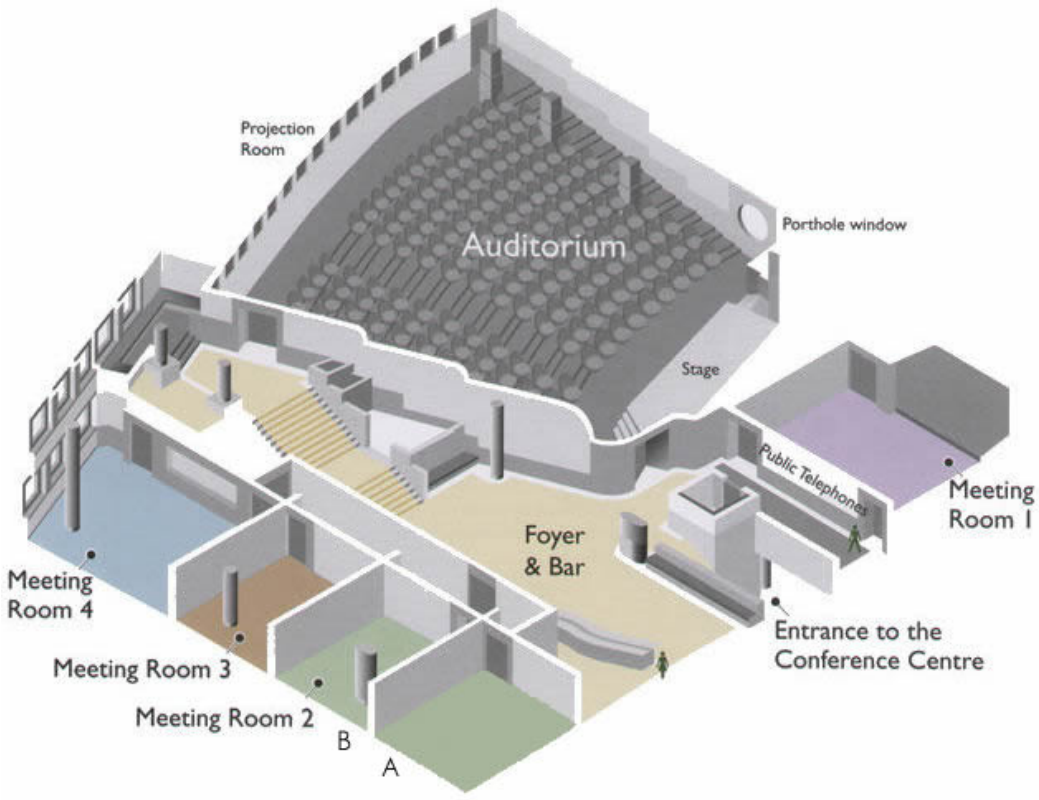

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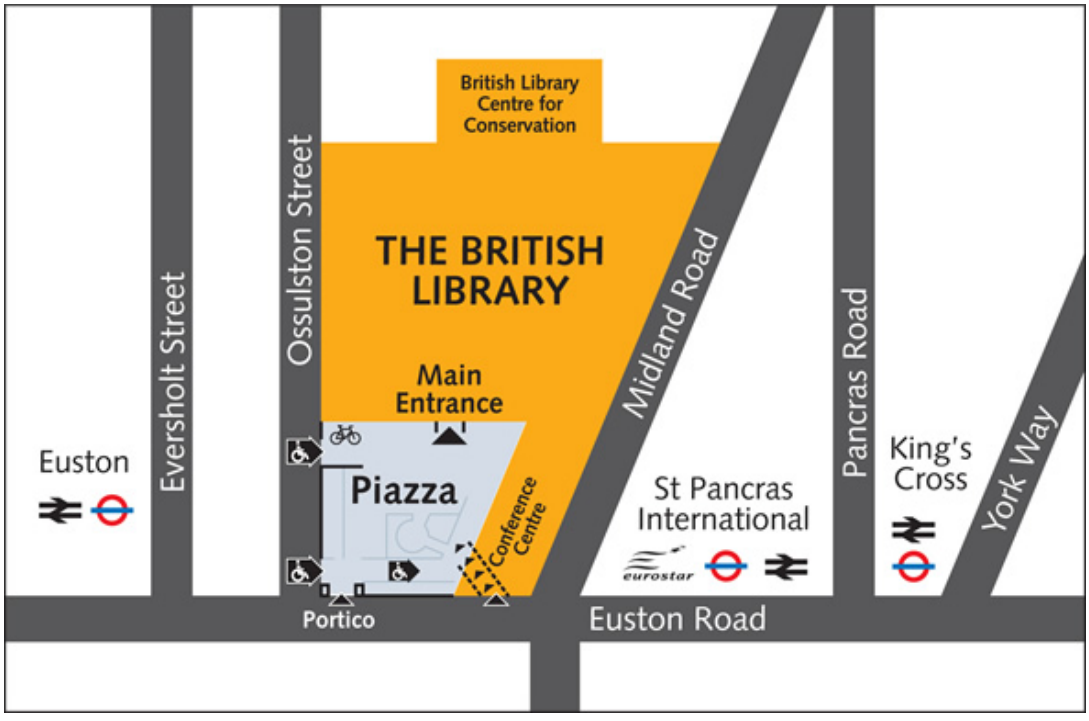

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We look forward to welcoming you at our 42nd Annual Conference.

The 2010 conference includes high profile plenary speakers
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