Seggau Castle, Austria – September 22-25, 2013

PROGRAMME
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SUNDAY, 22 SEPTEMBER 2013

EXCURSION: WINE REGION SOUTHERN STYRIA
11:00 – 8:00 p.m.

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

The excursion includes dinner in a typical „Buschenschank“

08:00  Return to Hotel (Seggau Castle)

MONDAY, 23 SEPTEMBER 2013

REGISTRATION
From 07:30 a.m.

CONFERENCE OPENING
9:00 – 09:35 a.m.

Room 1  Barbara Gasteiger-Klicpera, Dean of the Faculty of Environmental, Regional and Educational Sciences of the University of Graz

Josef Ober, Representative of Leader Region Vulkanland

Ulrich Ermann, Scientific Chair of the Conference

K01 KEYNOTE SPEECH
09:35 – 11:05 a.m.

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

COFFEE BREAK
11:05 – 11:25 a.m.
PS01 Parallel Paper Sessions

11:25 – 01:00 p.m.

Room 1

S01 ‘FOODSCAPES’
Chair: Annalisa Colombino

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

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

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

Room 2

S02 ‘TASTE’
Chair: Melissa Caldwell

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

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

Room 3

S03 ‘ALTERNATIVE FOOD NETWORKS 1’
Chair: Sandra Kamer

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

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

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

Room 4

S04 ‘ETHICS, EVERYDAY CONSUMPTION, FAIR TRADE/ORGANIC FOOD’
Chair: Ulrich Ermann

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

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

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

Lunch
01:00 – 02:00 p.m.
PS02 PARALLEL PAPER SESSIONS
02:00 – 03:30 p.m.

Room 1  S05 ‘FOREIGN FOOD, FOOD SAFETY‘
Chair: Mara Miele

Cornelia Reiher (Halle-Wittenberg, Germany) Food Safety and the Alliance Against the Trans-Pacific Partnership in Contemporary Japan

Chia-Ling HSU (Paris, France) The Dilemma in the World Trade of the Agri-Food: From the Case of Taiwan

Péter Boros and Orsolya Fehér (Budapest, Hungary) Are Hungarian Food Consumers Ethnocentric?

Room 2  S06 ‘FOOD AND EDUCATION, EATING PRACTICES‘
Chair: David Evans

Brooke Chornyak (Richmond, USA) Food in Education: Teaching Systems Thinking Through the Landscape of Food

Lauren McDowell (New York, USA) Mandatory Food Education in US Schools: Changing the Way We Eat

Hans van den Broek, Isabel García Espejo and Cecilia Díaz-Méndez (Oviedo, Spain) Healthy Diet Here and There: a Comparative Analysis of the Concepts of Health and Food Among Colombian and Autochthonous Women in Spain

Room 3  S07 ‘CONSUMPTION/EATING PRACTICES, MEDIA‘
Chair: Mike Goodman

Simona Stano (Turin, Italy / Lugano, Switzerland) ‘Unjunking’ the Junk: Modern Foodscape, Health, and Communication Processes

Heidemarie A. Pirker, Christian R. Vogl, Christian Bertsch, Elisabeth Klingbacher, Theresa Markut, Karin Kaiblinger and Rosemarie Zehetgruber (Vienna, Austria) McKioto – Biocultural Diversity, Climate Relevance and Health Impacts of Young People’s Eating Habits in Vienna, Austria

Markus Keck (Göttingen, Germany) Supermarketization and Contemporary Food Shopping Practices in Bangladesh

Room 4  S08 ‘CULINARY/GASTRONOMIC TRADITIONS, IDENTITY‘
Chair: Annalisa Colombino

Craig Adams (Besançon, France) Competing Food Geographies: France’s Gastronomic Discourse in its Submission to UNESCO’s Intangible Cultural Heritage List

Richard Mitchell, Adrian Woodhouse and David Gillespie (Dunedin, New Zealand) Using Foraging to Uncover New Food and Emergent Food Cultures

Azadeh Saljooghi (Teheran, Iran) Displaced Foods and Faces: Move from Openness to Closeness
COFFEE BREAK
03:30 - 04:00 p.m.

K02 KEYNOTE SPEECH
04:00 – 05:15 p.m.

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

COFFEE BREAK
05:15 – 05:30 p.m.

PS03 PARALLEL PAPER SESSIONS
05:30 – 08:00 p.m.

Room 1  S09 ‘Food Networks between Glocalization and Globalization’
Chair: Ernst Langthaler and Markus Schermer

Ernst Langthaler (St. Pölten, Austria) Food or Feed? Soybeans in a Globalizing World Since 1870
Katharina Hoff (Vienna, Austria) Hong Kong Foodscapes, Identity and Urban Agriculture
Markus Schermer (Innsbruck, Austria) Local and Localized: The Impact of Global on Styrian Pumpkin Seed Oil
Andreas Grünwald (Vienna, Austria) Certifying the Local – Producing the Global

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

Room 2  S10 ‘POST-SOCIALIST ALTERNATIVE FOOD NETWORKS 1’

Chairs: Petr Jehlička and Lenka Fendrychová

Petr Jehlička and Joe Smith (Milton Keynes, UK) Neither Foodies nor Urban Peasants: Post-Socialist Food Self-Provisioning as ‘Quiet Sustainability’
Katarzyna Król (Warsaw, Poland) Case Study of Homemade Cakes in Poland
Guntra A. Aistara (Budapest, Hungary) Fairness is Elsewhere: Local and Fair Food in Post-Socialist Latvia

Veronika Frélichová and Eva Fraňková (Brno, Czech Republic) Community Supported Agriculture in the Czech Republic: Working Models and Current Research
PS03 Parallel Paper Sessions
05:30 – 08:00 p.m.

Room 3
S11 ‘ALTERNATIVE FOOD NETWORKS 2 - FOOD QUALITY’
Chair: Richard Mitchell

Filippo Barbera and Paolo Giaccaria (Turin, Italy) Quality Reloaded: Embeddedness Discourses in AFNs
Janina Wiesmann, Marcus Mergenthaler and Luisa Vogt (Soest, Germany) Marketing of Regional Products
Giovanni Cristofoli, Ricardo Yudi Akiyoshi, Carolina Pereira Kechinski and Juliano Garavaglia (Porto Alegre, Brazil) Grape Must Levain: The Reutilization of a Byproduct
Pedro Reissig (Buenos Aires, Argentina) Food Morphology: Designing for Food Practices and Products
Sandra Karner (Graz, Austria) Exploring the Transformative Capacity of Bottom-Up Initiatives in the Food System

Room 4
S12 ‘ALTERNATIVE FOOD NETWORKS 3 - SUSTAINABLE (LOCAL) ECONOMY, ENVIRONMENTAL IMPACTS’
Chair: Adeline Tay

Nadia Tecco, Egidio Dansero, Cristina Peano and Carlo Semita (Turin, Italy) The Slow Food Network-Based Formula of Rural Development
Elfiona Thomas Lane, Sian Pierce and Arwel Jones (Bangor, UK) Growing a Sustainable Local Economy through Low Carbon, Low Waste Traditional Food Heritage: The Role of Private, Voluntary and Partnership Actions
Orsolya Fehér (Budapest, Hungary) Szilárd Podruzsik and Olaf Pollmann (Potchefstroom, South Africa) Innovative Approach of the Regional Food Retail Trade
Magdalena Pierer (Graz, Austria) A Nitrogen Footprint for Austrian Food Products
Julia Rösch (Jena, Germany) Re-Conceptualizing Food Markets: Slowfood in Germany and Italy

Dinner
08:00 p.m.
TUESDAY, 24TH SEPTEMBER 2013

K03 KEYNOTE SPEECH
9:00 – 10:15 a.m.
Room 1
Mara Miele (Cardiff, UK) Consuming Animals, Animating Consumption

COFFEE BREAK
10:15 – 10:30 a.m.

PS04 PARALLEL PAPER SESSIONS
10:30 – 11:45 a.m.
Room 1
S13 ‘WINE’
Chair: Simona Stano
Hang Kei Ho (London, UK) The Emergence of Hong Kong’s Wine Industry Since the Tax Withdrawal in 2008
Agatha Herman (Plymouth, UK) Are We There Yet? Exploring Empowerment at the Micro-Scale in the South African Wine Industry

Room 2
S14 ‘RETAIL CHAINS’
Chair: Annalisa Colombino
Jenny Lee (Uppsala, Sweden) Local Food in an Era of Large-Scale Retailing
Sarah G. Grant (Riverside, USA) Mot Ca Phe Sua Da... or a Frappuccino Consuming Coffee Culture in Contemporary Vietnam

Room 3
S15 ‘SOCIOLOGY OF FOOD, FOOD DEBATES’
Chair: Markus Schermer
Cecilia Díaz-Méndez and Isabel García-Espejo (Oviedo, Spain) The studies of Sociology of Food: Between Rural Sociology and Sociology of Consumption
Parto Teherani-Krönner (Berlin, Germany) Meal Cultures: A New Approach in Food Debates
K04 Keynote Speech

11:45 – 01:00 p.m.

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

Lunch

01:00 – 02:30 p.m.

Discussion Panel **(German/English Translation)**

02:30 – 04:00 p.m.

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

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

Chair: Ulrich Ermann (University of Graz, Austria)

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

Coffee Break

04:00 - 04:30 p.m.

K05 Keynote Speech

04:30 – 06:00 p.m.

Room 1  Melissa Caldwell (Santa Cruz, USA) Beyond Human Rights: Food, Nation, and Citizenship in Russia
PS05 Parallel Paper Sessions
06:00 – 07:30 p.m.

Room 1
Meeting of Agro-Food Studies Network scholars

Room 2
S16 ‘Alternative Food Networks 4’
Chair: Paolo Giaccaria
Kristin Schulz, Susanne Von Muenchhausen and Anna Haering (Eberswalde, Germany) Strengthening Organic Food Value Chains in Germany
Ewa Kopczyńska (Krakow, Poland) Shortening Food Chains in Poland - Between Traditional Communities and Late Modernity
Petra Hirner (Vienna, Austria) Alternative Food Systems and their Influence on the Resilience of the Involved Farms using the Example of the ´ADAMAH BioHof` in Austria

Room 3
S17 ‘Media, Celebrity Chefs, Creativity’
Chair: Annalisa Colombino
Steve Ellwood and Richard Mitchell (Dunedin, New Zealand) Food Media and the Tension Between Access and Excess
Abigail Wincott (Brighton, UK) Whose Heritage? Heritage vegetables in the UK Media - A Battle for Ownership
Fransisca Tan (Vienna, Austria) Delicate Thoughts. Food Cravings In The Light Of Inner Experience

Room 4
S18 ‘Sustainability’
Chair: Julia Rösch
Matilda Marshall (Umeå, Sweden) The Local Dilemma: Searching for Sustainability in the Locality
Steffen Hirth (Hamburg, Germany) Going More Vegan: An Appeal to Treading New Paths to Sustainable Production and Consumption Practices via Politics of the Possible and Relational Geographies of Responsibility
Ian M Humphrey (Sheffield, UK) Selling out or wising up? Responding to the neo-liberal impulse from within Community Supported Agriculture in the U.K.

Room 5
S19 ‘Post-Socialist Alternative Food Networks 2’
Chairs: Petr Jehlička and Lenka Fendrychová
Lenka Fendrychová (Prague, Czech Republic) Post-Socialist Alternative Foodsapes and Sustainability: The Case of Farmers ´ Markets in Prague, Czechia
Lani Trenouth (Wageningen, the Netherlands / Riga, Latvia) Advancing Alternative Food Networks in Central and Eastern European Countries

Dinner
07:30 p.m.
**WEDNESDAY, 25TH SEPTEMBER 2013**

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

09:00 – 11:30 a.m.

**Room 1**

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

*Genussregionen – Kulinarische Inwertsetzung ländlicher Räume oder Etikettenschwindel?*

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

**PS06 PARALLEL PAPER SESSIONS**

09:00 – 11:30 a.m.

**Room 2**

S20 ‘FARMERS’

Chair: Lenka Fendrychová

*Isabella Lang, Ellen Rupprechter, Johann Gangl, Thomas Huemer and Friedrich Leitgeb* *(Vienna, Austria)*

Access to Land for Beginning Farmers: New Opportunities for Sustainable Rural Development

*Friedrich Leitgeb, Susanne Kummer and Christian R. Vogl* *(Vienna, Austria)*

Farmers’ Experiments in Cuba – Means to Enhance Sustainable Development?

*Ulrike Jaklin* *(Vienna, Austria)*

Peasants and the food co-operative D’Speis

Reasons for the Participation in an Alternative Food Network

**Room 3**

S21 ‘Food Sovereignty, Gardens and Urban Agriculture’

Chair: Barbara Schönher

*Petra C. Braun* *(Linz, Austria)*

Slow Food Gardens in Uganda / Africa – A Model for a Sustainable Local Food System Providing Food and Nutrition Security and Food Sovereignty?

*Matthew Smith* *(London, UK)* and *Zeremariam Fre* *(London, UK)*

Urban Agriculture and the Pastoralist Dilemma – Food Sovereignty in Arid Regions

*Alessia Ferretti, Enzo Falco, Alessandro Boca and Enrica Polizzi* *(Rome, Italy)*

Farmers’ Markets and Urban Agriculture. New Solutions to Ensure Increased Access to Quality Food in the USA
**PS06 Parallel Paper Sessions**

09:00 – 11:30 a.m.

Room 4  
S22 ‘WASTE’  
Chair: Parto Teherani-Krönner  
Maria José Pires *(Estoril, Portugal)* Dealing with the Two Sides of the Food Crisis in Lisbon  
Barbara Bódi, László Zsoldos and Kasza Gyula *(Budapest, Hungary)* Quantitative Consumer Study of Food Waste Production in Households  
Aly Blenkin and Luke Keller *(New York, USA)* Hello Compost

Room 5  
S23 ‘TECHNOLOGIES, NATURES’  
Chair: Annalisa Colombino  
Adeline Tay *(Melbourne, Australia)* The Flying Proletariats Meet the Hungry City: Swiftlets and their Edible Birds’ Nest  
Montserrat Cañedo Rodríguez *(Madrid, Spain)* Applescapes: Organisms, Technologies and Space-Times  

**Product Exhibition “Food and Region“ ***(German/English Translation)**

11:30 – 01:30 p.m.

Presentation of regional food products and manufacturing companies;  
Brunch with local food specialities from Leader regions Vulkanland and Almenland

**K06 Keynote Speech ***(German/English Translation)**

01:30 – 03:00 p.m.

Room 1  
Valentin Thurn *(Director of the documentary “Taste the Waste”) Why we throw away half of our food, who is responsible and what can we do against it?

**Lessons Learned ***(German/English Translation)**

03:00 – 03:30 p.m.

Room 1  
Annalisa Colombino, Ulrich Ermann and Renate Renner *(University of Graz)*