



BSA
Sociology
of Food
Study Group

Food and Society
Conference
PROGRAMME



2 - 3 July 2012
British Library Conference Centre,
London



BRITISH SOCIOLOGICAL ASSOCIATION

Call For Papers

The British Sociological Association Annual Conference 2013

Engaging Sociology

■ **Tuesday 2 April – Friday 5 April**
Postgraduate and Early Career Forum Workshops.

■ **Wednesday 3 April - Friday 5 April**
Annual Conference
Grand Connaught Rooms.

The British Sociological Association invites submissions to its Annual Conference. Participants can present on any sociological research topic.

Suggestions for grouped sessions within the open streams are welcomed.

All BSA study groups are strongly encouraged to contribute posters/ papers and other activities. There will also be opportunities for study groups to meet independently.

■ **Online abstract submission:**
www.britsoc.co.uk/events/Conference

■ **IMPORTANT DATES:**
Friday 5th October 2012: Final deadline for abstract submission
Friday 18th January 2013: Last date for presenters to register

● **E-mail: events@britsoc.org.uk**



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WELCOME

3rd BSA Food Study Group Conference Food and Society

Welcome to the 3rd BSA Food Study Group Conference, Food & Society 2012. We welcome all delegates to the conference, particularly those travelling from overseas.

We are delighted to welcome our two plenary speakers: Professor Jan Poppendieck, Hunter College, City University of New York will give the opening plenary, entitled ***Fighting Hunger with Public Food Assistance: A Friendly Critique*** and Professor Alan Warde, Professor of Sociology University of Manchester and Jane and Aatos Erkkö Visiting Professor in Studies on Contemporary Society at the Helsinki Collegium for Advanced Studies, will open day two of the conference with his plenary, ***Changing Eating Habits***.

On Monday evening Dr Karen Throsby, University of Warwick, will be our special guest at the **Drinks Reception**. Karen will speak on ***"Dreaming of jelly babies": English Channel swimming and the challenges and comforts of food***. Delegates are invited to **join us at the reception to browse the posters** and talk to their presenters whilst enjoying a glass of wine or a soft drink and nibbles. 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 on Tuesday at 10:30. Details of posters are on pages 34-39

On Monday lunchtime in the Eliot Room, the BSA Food Study Group invites you to bring your lunch and come along to meet the study group/conference convenors. This **Meet & Greet** 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. We welcome any comments you may have on the format or organisation of this or future conferences. Please let us know your views either by speaking to one of the conference organisers, or via the suggestion box at the conference registration desk. We also have two fantastic symposia: on Monday, Dr Wendy Wills leads a methodological exploration of Kitchen Lives and on Tuesday Professor Anne Murcott chairs a session which turns our attention to eating and the encounter between body and food.

Refreshments will be available on the first floor of the conference centre at break times during the conference. The timings and abstracts of **oral presentations** are listed in the conference programme, **poster presentations** will be displayed in the Chaucer Room, which will be open for the duration of the conference.

This year's programme represents a wide range of work on food production, consumption and embodiment. We would like to thank everyone who is presenting their work, chairing a session or contributing in some way to the conference organisation and success. We very much hope that you enjoy the conference.

Rebecca O'Connell, Tess Baxter, Andrea Tonner, Alizon Draper, Liz Dowler, Ulla Gustafsson, Polly Russell, Frances Short

BSA Food Study Group Conference Committee

BSA FOOD STUDY GROUP CONFERENCE COMMITTEE 2011/2012

Conference Organisers

Rebecca O'Connell
(Convenor)

Thomas Coram Research Unit, Institute of Education, University of London

Tess Baxter
(Convenor)

Geography and Environment, University of Southampton

Andrea Tonner
(Convenor)

Department of Marketing, University of Strathclyde

Liz Dowler

Department of Sociology, University of Warwick

Alizon Draper

Department of Integrated Health, University of Westminster

Ulla Gustafsson

Business & Social Sciences, Roehampton University

Polly Russell

Social Science Collections, The British Library

Frances Short

CRIPACC, University of Hertfordshire

ACKNOWLEDGEMENTS



We are very grateful for the considerable support of the British Library in hosting this conference. 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.

Log on to:

[http://www.britsoc.co.uk/study-groups/foodscoff-\(scottish-colloquium-on-food-and-feeding\).aspx](http://www.britsoc.co.uk/study-groups/foodscoff-(scottish-colloquium-on-food-and-feeding).aspx) for details of past events and future activities. You will also find a link to Anne Murcott's (2011) paper in Sociological Research Online, which gives a personal view of the history of the BSA and the emergence of a nameable 'Sociology of Food'.

Meet the study group/conference convenors, 13:00 - 13:45; Eliot Room.

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, for example, is there a demand for a stream plenary at the next BSA Annual Conference? If so, who should we invite to give a stream plenary?

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.

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.

Tess Baxter

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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 or the BSA Events Team Mobile Phone on +44 (0)7825 235 181. Please make reference to the BSA Food Study Group Conference, as the office staff will need to know how to direct your call.

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

Professor Jan Poppendieck, Hunter College, City University of New York, USA will speak on **'Fighting Hunger with Public Food Assistance: A Friendly Critique'** on Monday 2 July at 10:15 in the Auditorium.

Professor Alan Warde, Professor of Sociology, University of Manchester and Jane and Aatos Erkkö Visiting Professor in Studies on Contemporary Society at the Helsinki Collegium for Advanced Studies will speak on **'Changing Eating Habits'** on Tuesday 3 July at 09:30 in the Auditorium.

Poster Competition sponsored by Bloomsbury

Posters are available to browse throughout the conference in the Chaucer Room. On Monday evening the posters will be moved to the Staff Restaurant for the poster session and drinks reception.

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 17:45-19:00 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 Polly Russell.

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 Polly Russell on Tuesday at 10:30. Details of posters are available on pages 34-39.

Dr Karen Throsby, University of Warwick, will be our special guest at the Drinks Reception. Karen will speak on "Dreaming of jelly babies": English Channel swimming and the challenges and comforts of food.

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 orange 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, Chaucer room, Eliot Room and Bronte Room.

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.

OUTLINE PROGRAMME

Monday 2 July 2012

09:00 – 10:00 Registration, Tea, Coffee and Pastries First Floor Conference Centre

10:00 – 10:15; Auditorium

Welcome to the Conference

Rebecca O'Connell, Co-convenor, BSA Food Study Group
Jude England, Head of Social Science Collections, The British Library

10:15 – 11:15; Auditorium

Plenary 1: Fighting Hunger with Public Food Assistance: A Friendly Critique

Jan Poppendieck, Hunter College, City University of New York
Chair: Tess Baxter

11:15 – 11:25 Tea and Coffee First Floor Conference Centre

11:25 – 12:55 PAPER SESSION 1

AUDITORIUM Reading Food, Writing Food Chair: Tess Baxter	BRONTE ROOM Cities, Neighbourhoods & Food Chair: Polly Russell	ELIOT ROOM Defining the Problem Chair: Wendy Wills
Marshall, D., Davis, T., Hogg, M., Schneider, T., Petersen, A. Displaying Family in Good Housekeeping 1950-2010: From cooked family meal to hybrid eating?	Corvo, P. Food and Expo 2015: Feeding Milan, Energies for Change	Johnston, D. What the poor eat: inequality, quality and nutritional data
Cappellini, B., Parsons, E. Crafting the consumer: a thematic analysis of British Italian Cookbooks (1954-2005)	Libman, K. Eating the City: Understanding the Salience and Scale of Neighborhood Food Environments	Lambie-Mumford, H. Concepts of 'crisis' in emergency food provision: consequences for interpretations of food insecurity in the UK
Pires, M. A cannibal forest full of perils: Angela Carter and the dynamic role of food in the 1970s	Janssens, F. Politics of the Marketplace: dynamic networks as resistance in an East London neighbourhood	O'Keefe, E., Libman, K., Freudenberg, N. Restructuring the public health function and tackling childhood obesity in London: reflections on governance

12:55 – 13:55 Lunch First Floor Conference Centre

13:00 - 13:45; Eliot Room

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.

- What meetings would you like to see organised – or can help to organise – over the next year or two? Bring along your ideas!
- 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.

13:55 – 14:55 PAPER SESSION 2

AUDITORIUM Commensality Chair: David Marshall	BRONTE ROOM Children and Place Chair: Emma-Jayne Abbots	ELIOT ROOM Food and/as Nutrients Chair: Eileen O'Keefe
Murcott, A. On the neglect of commensality	Wills, W., Macdiarmid, J., Craig, L., Masson, L.F. Which children and young people buy food or drink 'beyond the school gate' and why?	Stephens, N. Growing meat from stem cells as a radical response to climate change, public health and inequality
Henshaw, K. Family meal routines: the power of the visual image	Truninger, M., Silva, V.A., Horta, A., Teixeira, J., Alexandre, S. Children and food lived experiences in a cosmopolitan city: embodied school meals politics	Christensen, B.J. The social life of nutrients

15:00 – 16:00 PAPER SESSION 3

AUDITORIUM Gender and Affect <i>Chair: Anne Murcott</i>	BRONTE ROOM Artisans, Cultural Capital and Locality <i>Chair: Benedeta Cappellini</i>	ELIOT ROOM Critical Interventions? <i>Chair: Rebecca O'Connell</i>
Meah, A., Jackson, P. Crowded Kitchens: the 'democratisation' of domesticity?	Thurnell-Read, T. Real Ale, Consumption and Cultural Capital	Fletcher, I. A nudge towards health eating? Behaviour change and contemporary British public health policy in the area of diet and nutrition
Petersen, A., Fraser, S., Tanner, C. Governing food anxieties: the role of emotion in mothers' food choices	Tonner, A. Reconsidering food and friendship – collecting Michelin Stars	Hinds, K., Rees, R., Dickson, K., O'Mara Eves, A., Thomas, J. Communities that Cook: a systematic review

16:00 – 16:15 Tea, Coffee and Cake First Floor Conference Centre

<p>16:15 – 17:45 PANEL 1 Auditorium</p> <p>Exploring Kitchen Lives: A Methodological Symposium Wills, W., Meah, A., Brennan, M., Peace, S., Maguire, M., Kendall, H., Olivier, P., Comber, R.</p>

<p>17:45 – 19:00; Staff Restaurant and Terrace</p> <p>POSTER SESSION and DRINKS RECEPTION</p> <p>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 on Tuesday at 10:30. Details of posters are on pages 34 - 39.</p> <p>Dr Karen Throsby will be our special guest at the Drinks Reception. Karen will speak on “Dreaming of jelly babies”: English Channel swimming and the challenges and comforts of food.</p>
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Tuesday 3 July 2012

09:00 – 09:30 Tea, Coffee and Pastries First Floor Conference Centre

<p>09:30 – 10:30; Auditorium</p> <p>Plenary 2: Changing Eating Habits Professor Alan Warde, University of Manchester and Jane and Aatos Erkko Visiting Professor in Studies on Contemporary Society at the Helsinki Collegium for Advanced Studies</p>
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<p>10:30-10:45; Auditorium</p> <p>Poster Prize Giving Polly Russell, The British Library</p>
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10:45 – 10:50 Tea and Coffee First Floor Conference Centre

10:50 – 12:20 PAPER SESSION 4

AUDITORIUM Producing consumers <i>Chair: Elaine Swan</i>	BRONTE ROOM Young People and Place <i>Chair: Emma Uprichard</i>	ELIOT ROOM Culinary Cultures <i>Chair: Andrea Tonner</i>
Mahoney, C. We know where you live and we know what you eat: the role of food marketing in class-differentiated diet and health	Gustafsson, U. Food and student everyday life: 'I'm trying to choose healthy options'	Lhuissier, A., Caillavet, F., Tichit, C., Cardon, P. "Three Square Meals a Day: An enduring norm in France"
O'Neill, C. A taste for morality; shaping morality through food consumption	Tyrrell, R., Lake, A.A., Hodgson, S., Adamson, A.J., Wills, W. Exploring young adults' food choices using a food environment approach	Gatley, A. Transitions in Culinary Cultures? A Comparative Study of France & Britain
	Danesi, G. Eating practices dealing with political involvement and ethical values: the case of French, German and Spanish young adults	Glucksmann, M. Bake or buy? Comparative and theoretical perspectives on changes in food preparation work

12:20 – 13:20 Lunch First Floor Conference Centre

13:20 – 14:50 PAPER SESSION 5

AUDITORIUM	ELIOT ROOM
Food and Eating over the life course <i>Chair: Stephanie Chambers</i>	Embodiment <i>Chair: Miriam Glucksmann</i>
Uprichard, E., Nettleton, S. I'm not a fussy eater, but I cannot abide liver, offal, custard or green vegetables of any kind': Narratives of 'food hates' throughout the life course	Swan, E. Teaching people to suck eggs: A sociology of food pedagogies and the politics of race, gender and class
Chappell, P., Uprichard, E. Inedible Foods over the Life-course: An exploratory study of food avoidances between 1986 and 2010.	Throsby, K. "What do I eat, love?": Obesity surgery, food and the reproduction of gender
Plessz, M., Barrey, S., Dubuisson-Quellier, S., Gojard, S. How do consumption prescriptions change food practices? Assessing the role of household resources and life course events.	Tamari, T. Functional food, Probiotics and Bodily Defence

14:50 – 15:10 Tea and Coffee First Floor Conference Centre

15:10 – 16:10 PANEL 2 Auditorium

Turning Attention to Eating: Exploring the Theoretical Terrain of Body/Food Encounters in Contemporary Society

Abbots, E-J., Lavis, A., Murcott, A.

16:15 Close

Monday 2 July 2012 at 10:15 in the Auditorium
Chair: Tess Baxter

Plenary 1: Jan Poppendieck

Fighting Hunger with Public Food Assistance: A Friendly Critique

The United States is unique in the extent of its reliance on food assistance programs, (increasingly called nutrition assistance) as a major form of social protection.

In theory, it is easy to argue for the superiority of cash transfers, but in the specific political context of the U.S., food assistance has fared far better than “welfare” in meeting the needs of low income families. This paper will provide a long view of U.S. food assistance, especially SNAP (formerly known as Food Stamps) and school meals, reviewing crucial turning points in the development of these comparatively robust programs. It will assess the strengths and weaknesses of the food specific approach and explore the implications of this assessment for other societies not constrained by the particular history of agricultural policy and welfare in the U.S. Finally it will explore the question of the extent to which the rise of the “food movement” changes the potential of food-based responses to poverty and inequality.

Jan Poppendieck is a Professor of Sociology at Hunter College, City University of New York, and at the CUNY Graduate Center, where she serves on the faculties of Public Health and Sociology. She received her undergraduate degree in History from Duke University ('67) and her Masters ('72) and Ph.D ('78) degrees from the Florence Heller Graduate School for Advanced Studies in Social Welfare at Brandeis University. Her primary concerns, both as a scholar and as an activist, have been poverty, hunger, and food assistance in the United States. She is the author of *Breadlines Knee Deep in Wheat: Food Assistance in the Great Depression* (Rutgers: 1986), *Sweet Charity? Emergency Food and the End of Entitlement* (Viking, 1998, Penguin, 1999) and ***Free For All: Fixing School Food in America***, (University of



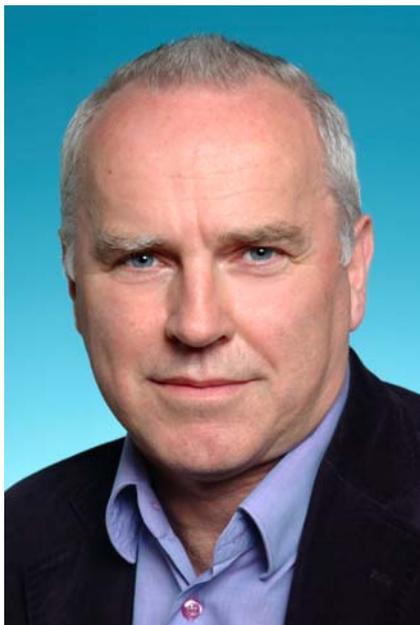
California Press, 2010), which received the 2010 Book of the Year award from the Association for the Study of Food and Society, and articles on hunger, food assistance, and public policy. Jan is a recipient of a 2011 James Beard Foundation Leadership Award. From 1988 until 2001, she served as Director of the Hunter College Center for the Study of Family Policy, where she helped to establish the Welfare Rights Initiative and the Community Interpreter Project. A 1984-1987 W. K. Kellogg Foundation National Fellow, she has been a frequent participant in the Food and Society network. She serves on the Boards of Directors of WHYHunger?, and Community Food Advocates, the Advisory Committees of the National Farm to School Network and Wellness in the Schools, and the Leadership Council of School Food FOCUS. She lives in Brooklyn, NY with her husband, Woody Goldberg and is the mother of one daughter, Amanda Goldberg.

Tuesday 3 July 2012 at 09:30 in the Auditorium
Chair: Andrea Tonner

Plenary 2: Alan Warde

Changing Eating Habits

It is often said that eating habits are exceptionally persistent. Yet there clearly have been major shifts in patterns of consumption in recent years. This talk will consider the relevance of some recent developments in social and cognitive sciences regarding habits and habituation for the sociological analysis of eating practices. If much behaviour is automatic, repetitive and lacking in deliberation, then accounts of consumption based on 'food choice' are open to serious challenge. Theories of practice offer an alternative approach, though they are not well developed in detail in this domain. I will review the applicability of key practice-theoretic concepts to the activity of eating and examine some mechanisms that generate and entrench routine and repetitive conduct. I will focus especially on how people come to develop new habits and routines. Illustration will be provided from an analysis of how groups of people learn tastes for previously unfamiliar foods and from studies of obesity and dieting.



Alan Warde is Professor of Sociology at the University of Manchester and currently also Jane and Aatos Erkkö Visiting Professor in Studies on Contemporary Society at the Helsinki Collegium for Advanced Studies. His books include *Consumption, Food and Taste: culinary antinomies and commodity culture* (Sage, 1997), *Eating Out: social differentiation, consumption and pleasure* (Cambridge University Press, 2000) (with Martens) and *Culture, Class, Distinction* (Routledge, 2009) (with Bennett, Savage, Silva, Gayo-Cal and Wright).

Monday 2 July 2012 at 17:45 in the Staff Restaurant and Terrace

EVENING SPEAKER: Karen Throsby

“Dreaming of jelly babies”: English Channel swimming and the challenges and comforts of food



Dr Karen Throsby is an associate professor in the Department of Sociology at the University of Warwick. Her research focuses on the intersections of gender, technology, and she is the author of “When IVF Fails: Feminism, Infertility and the Negotiation of Normality” (Palgrave, 2008), and co-editor (with Flora Alexander) of “Gender and Interpersonal Violence: Language, Action and Representation” (Palgrave, 2008). She is currently completing a project on people’s experiences of obesity surgery, and is working on an ongoing (auto)ethnographic study of marathon swimming.



PANEL 1

Exploring Kitchen Lives: A Methodological Symposium

Monday 2 July at 16:15-17:45

Auditorium

The kitchen is often a focal point within the home and a place that embodies a range of interactions. As a part of the built environment the current and future design of the kitchen within British architecture offers a diverse history impacting on spatial arrangements and potential. In terms of a social or emotional environment the kitchen can be a gendered space. Men and women frequently adopt specific roles which are subject to change over the life course and at key transitional points. In this symposium we will present four studies which aim to explore, using a range of approaches, 'kitchen lives' in the UK.

Researching routines like those associated with 'kitchen lives' requires the use of methodologies that can identify, explore and document the tacit, mundane aspects of everyday life; preparing, storing, serving, disposing of and eating food; doing the laundry, feeding pets, etc. An approach is needed which can unpick the 'doings and sayings' of food and other domestic kitchen work; and which can make sense of the performance and display that is so often associated with socially-constructed practices. Central to all four projects presented in this symposium is the desire to disentangle the relationship between practices, the people who perform them and the technologies, resources and design of the kitchens in which they take place.

All the projects are multi-disciplinary and use multiple methods including: Oral history and narrative interviews; Photography; Video observation; Participant observation; 'Go-along' and technologically innovative methods to capture, for example, the content, temperature and use of fridges.

As well as describing the methods used in each of the four research projects, the symposium will engage the audience to discuss their approaches and experiences of research on everyday kitchen life. The session will end by discussing with the audience how the design of the kitchen can evolve to meet lifetime and multiple needs.

Further details of the four research projects:

The Kitchen Life project, funded by the Food Standards Agency (FSA) is a qualitative project which explores the complexity of domestic kitchen practices (what people do and why) to consider their potential impact on food safety and foodborne illness. The study will produce a series of 20 case studies to provide in-depth insights about the interaction of design, technology, people, practices and other factors in different types of UK kitchen. The sample includes households with people under 60 years of age; aged 60-79, 80+ and pregnant women. The study is led by Wendy Wills (University of Hertfordshire) and Mary Brennan (Newcastle University).

The Transitions in Kitchen Living study is part of the ESRCs 'New Dynamics of Ageing' programme. Over the past two years researchers specialising in ergonomics, design and gerontology have studied how older people perceive kitchens through their past and present views and the use of their kitchens, considering the impact of design and personal circumstances. The project worked with a purposive sample of 48 older people in their 60s, 70s, 80s, 90s living across the range of mainstream and supportive housing in Bristol and Loughborough. The study was led by Sheila Peace (Open University) and Martin Maguire (Loughborough University).

Helen Kendall (School of Agriculture Food and Rural Development, Newcastle University) is the recipient of a Food Standards Agency funded studentship. Her project seeks to explore The Food Provisioning and Domestic Food Hygiene Practices of the Over 60s in the North East of England, in response to the notable increase in cases of Listeria observed within this cohort. Central to this project is the complimentary use of traditional and contemporary data collection methods, to provide a rich documentary of the lives of the over 60s, their attitudes and behaviours towards food and knowledge of food-safety best practice in the home.

The Balance@Home project, funded through the European 7th Framework Programme, seeks to help European citizens to obtain consumer solutions for a balanced lifestyle with respect to meal planning, meal preparation and personal choice. This involves the analysis of existing food practices, including meal planning, shopping, and food preparation, and the user-centred design and evaluation of novel, ubiquitous and mobile technologies, including the Ambient Kitchen, to capture, guide and support food practices. A number of studies have been carried out using traditional social science methods and state-of-the-art activity sensing and recognition, in order to provide a comprehensive understanding of the everyday practices associated with food. The project explores the potential for technology to provide situated support for food related behaviours through the implementation of persuasive and social technologies for behaviour change.

PANEL 2

Turning Attention to Eating: Exploring the Theoretical Terrain of Body/Food Encounters in Contemporary Society

Tuesday 3 July at 15:10-16:10

Auditorium

Intersecting with the conference's core aim of exploring theoretical issues of food, this panel proposes to focus on the multidimensional act of eating in order to extend previous approaches to food and relatedness. By interrogating how foods and bodies both haphazardly encounter, and actively engage with, one another in ways that are simultaneously material, economic, social and political, the panel offers a theoretically productive way to explore food relations; it examines the ways in which, in the act of eating, food is concurrently an item of visceral consumption, a cultural symbol and a market commodity. Thus, the papers of this panel concomitantly employ eating as a tool – a novel way of looking – while also drawing attention to the term 'eating' itself, and the multiple ways in which it can be constituted. They ask what eating is - what it performs and silences, what it produces and destroys, and what it makes present and absent. As such, the panelists expound the inherent paradoxes of eating by highlighting both its creative and destructive nature, whilst also using it to explore wider fundamental tensions and interplays between choice, risk and necessity and life and death, as they are entangled in this quotidian and apparently mundane activity.

Across all presentations is the central premise that food is both symbolic and material, and that the act of eating comprises not only a series of encounters between food and bodies, but also between the individual body and the social. The aim of the panel is therefore to stimulate a dialogue through which to produce new understandings of relations between bodies, foods and eating that complement, but may often be obscured by, more established social scientific paradigms. To date, much scholarship of food has privileged meals, commensality and the political economy of food. Likewise there has been a valuable breadth of work which addresses bodies and embodiment. However, these two approaches have rarely overtly engaged and consequently, except for a few notable theorists (cf. Lupton 1996; Probyn 2000), scholarship has privileged either the symbolic or the material dimensions of food, and has tended to focus on either the social or the individual body. The multidimensional character of food as item of corporeal consumption as well as cultural symbol has therefore often been underplayed. In addition, it has been widely argued that the shift to industrialised food systems has resulted in desocialised, individualised and non-relational eating practices. However, drawing on a range of empirical studies, the presentations in this panel demonstrate that individual acts of eating are always inherently social and relational, and that the socialities they enact or disrupt are viscerally corporeal as well as political.

Thus, while located in diverse geographical and cultural contexts, all of this panel's presentations explore eating as a participatory practice not just in the sense of what is eaten, where it is eaten and whom it is eaten with (or not), but also in terms of individual eating bodies and their relations with other social actors, both human and non-human. These actors range from micro-organisms and body parts through to nations, states, and the environment, via markets, food producers and households. As such, this panel simultaneously reflects on foods both inside and outside bodies, and explores how this dual perspective can illuminate the oft-hidden relations that are embedded in, and enacted by, eating. It traces the webs of relations and multiple scales in which eating bodies are entangled and shows how eating bodies become coterminous with other bodies over geographical, affective and social distances. Mapping contradictions and coexistences across these scales of eating not only redefines notions of proximity and intimacy, but also broadens the concept of, and challenges current assumptions about, socialised eating and relatedness. By interrogating eating as a sometimes active, but often contingent, encounter between individual and social bodies, it demonstrates that eating draws together people, places and objects which may never tangibly meet and shows how this relatedness is made and unmade with every mouthful. Through an empirically grounded richness and complexity thus, the proposed focus on eating will not only extend previous approaches to encounters between food and bodies; it will also offer a novel way to examine key critical issues around the role of food in contemporary society.

Conveners:

Dr Anna Lavis, School of Health and Population Sciences, University of Birmingham & Institute of Social and Cultural Anthropology, University of Oxford; a.c.lavis@bham.ac.uk

Dr Emma-Jayne Abbots, SOAS Food Studies Centre, Department of Anthropology and Sociology, SOAS, University of London; ea1@soas.ac.uk

Chair / Discussant:

Professor Anne Murcott, SOAS Food Studies Centre, Department of Anthropology and Sociology, SOAS, University of London.

Paper Session 1

Monday 2 July 2012 at 11:25 - 12:55

Reading Food, Writing Food Chair: Tess Baxter

Auditorium

Marshall, D., Davis, T., Hogg, M., Schneider, T., Petersen, A. The University of Edinburgh

Displaying Family in Good Housekeeping 1950-2010: From cooked family meal to hybrid eating?

Much of the discourse around family feeding has focused on 'proper meals' and 'hot cooked dinners' reinforcing the idea of patriarchal family life and exploring the responsibilities of women in domestic food provisioning (Douglas 1972, Murcott 1982, Charles and Kerr 1988, de Vault 1991, Jackson 2009, James et al 2009). This paper looks at the representation of the family in food related advertising and articles in Good Housekeeping from 1950 to 2010. Drawing on a selection of food advertising and articles it examines the (re)presentation of family and food through the lens of this popular women's magazine and considers the discursive meanings around food and the family over the sixty year period. The paper shows that despite the shift in advertising from the 'archetypal family' at the table to healthy active 'families', the meal remains an enduring aspect of how 'family' is represented and displayed in this magazine.

This research is funded under the Leverhulme International Network F/00 158/CS

Cappellini, B., Parsons, E.

Royal Holloway, University of London

Crafting the consumer: a thematic analysis of British Italian Cookbooks (1954-2005)

This paper explores the construction of the culinary consumer through a thematic analysis of the intended audience, embodied practices, and food discourses in a sample of 54 British Italian cookbooks (1954 - 2005). We see cookbooks not simply as texts reproducing existing cultural tales, but also as performative texts perpetuating and reshaping discourses of social class and gender.

We identify the continuities and discontinuities in these discourses and we individuate three different phases of representation. In the first phase (1954-1974) consumer is constructed as a upper-middle class housewife, in the second phase (1975-1986) as a working mother with a juggling lifestyle, and in the third phase (1987-2005) as male or female cook who prepares food for their families, friends or simply themselves. In connecting these changes to the wider culinary culture, we found that these cookbooks also act in a transformative sense to promote specific enactments of cultural capital as well as 'doing gender' in the kitchen.

We see a shift from a focus on distinction and consumer learning in the 1950s and 1960s, to a period of fragmentation and consumer convenience in the 1970s and 1980s, and most recently a democratisation of consumption and attendant focus on image, aesthetics and consumer lifestyle. Cookbooks seem to perpetuate a conservative division of domestic labour based on gender, but they also open up counter discourses of gender and social class. Therefore we see these texts as both performative and transformative in that specific performances of gender and cultural capital are called forth.

Pires, M.

University of Lisbon

A cannibal forest full of perils: Angela Carter and the dynamic role of food in the 1970s

We increasingly make use of the multilayered symbolic power inherent to food for a diversity of expressive and sociological considerations. As these considerations are charged with meanings, any attempt to consider the power of symbolic and practical issues becomes an intricate matter, mostly due to their being inexorably intertwined with each other. All this is based on the premise that one of the features in the origin and persistence of foodways directly relates to the way they frequently represent a key expression of identity, as individuals and, simultaneously, in line with wider groupings. In view of that, gastro-criticism serves to place in the foreground both writing and the representations of food.

The question is how a British writer, Angela Carter, dealt in the early 1970s with the dynamic role food plays within such a range of meaningful social designs when enmeshed in an entirely different cultural environment, Japan. Although Carter has been celebrated mostly as a novelist, the emphasis will be given on her journalistic pieces written for New Society while

living in Japan. These pieces comprise the period 1970-1972 and range from Carter's feeling as the first coloured-family in her street, considerations on Japanese tattooing and the continuous static convulsion effect in the Japanese comics, to Tokyo's night life. For Carter the Japanese inhabit a quite different reality, being profoundly into the ritual of their roles. Still, their sharp appetite for the new places her in a kind of dexterous, cross-culture, tightrope dance where food also plays a part.

Paper Session 1

Monday 2 July 2012 at 11:15 - 12:55

Cities, Neighbourhoods and Food Chair: Polly Russell

Bronte Room

Corvo, P.

University of Gastronomic Sciences

Food and Expo 2015: Feeding Milan, Energies for Change

Paper presents one Expo 2015 Project about food, 'Feeding Milan: Energies for Change', that wishing to establish closer network between the territory of Milan South Agricultural Park and the Lombard metropolis. Project is promoted by Slow Food Italy, with the collaboration of University of Gastronomic Sciences and Polytechnic of Milan, Department INDACO.

Project studies area that delineates the Park from the socio-anthropological and cultural point of view, with particular attention to the dimension of tradition and transmission of agricultural knowledge. The Park represents a significant suburban area, where extensive cultivation alternating with densely populated towns affected by industrial activities and high value added service industry. The research identify the most significant tangible and intangible heritage of the Park, redefining sustainable practice and processes of production of food and building new relationships with Milan, becoming best practice models of consumption of food and lifestyles less artificial.

Research uses a quantitative survey (five hundred interviews) aims at analyzing the knowledge that citizens of Milan have of the territory of the Park and its opportunities, eating habits, enjoyment of leisure. In particular studies their knowledge of concepts such as biodiversity and km-zero and models of consumption of food, as attention to safety, the places of purchase, self-production (greenhouses, urban gardens) attendance farmers markets.

The final part of the project involves the development of new sustainable production and consumption, enhancing the existing good practices and environmentally sustainable producers and consumers. 'Feeding Milan' also becomes a metaphor socio-economic and cultural, in view of Expo 2015.

Libman, K.

Graduate Center of the City University of New York

Eating the City: Understanding the Salience and Scale of Neighborhood Food Environments

Conceptual models of the association between small area food environments and diet-related disparities in health often take a totalizing, or synoptic, view of these relationships. Disappointingly, policy interventions based on such evidence are proving to be ineffective. Toward the goal of improving action on health equity, this study takes a phenomenological view of the constellation of factors shaping neighborhood change, food, diet, and health in the context of urban inequality. Direct observation of food establishments, mental maps, food diaries, and interview data collected from individuals living and working in the highest and lowest income areas of New York City and London suggest new relationships between food, health, social and economic diversity, as well as social and material routes through which neighborhoods 'get into' the body. This study finds that neighborhood food environments are meaningful determinants of diet for diverse eaters, but that eaters' usages, perceptions, and identifications with the food environment operate across a range of identifications and geographic scales. Gentrification, urban governance, and social histories of place interact to shape perceptions of 'others' in the neighborhood, neighborhood boundaries, local food environment changes, and urban change at the citywide level. The results suggest that neighborhood social and economic mix may be a determinant of urban food environments and thus food policy should include housing, planning, and community development policies.

Janssens, F.

University of Amsterdam

Politics of the Marketplace: dynamic networks as resistance in an East London neighbourhood

London's Olympic bid emphasises the role of food in creating a sustainable legacy. This is particularly relevant in the Borough of Newham, the main host of the Olympics, and a so-called 'food desert.' In the shadow of the Games, however, the Council of Newham proposes

to demolish Britain's most ethnically diverse market – Queen's Market – and replace it with a supermarket. This has triggered fierce opposition from residents and traders alike.

Unable to see and appreciate the value of the market, the Council dismisses the claims of the protestors as irrelevant and denies them any voice in the decision making process. Rather, it presents the market as a 'filthy' place that needs to be cleaned up.

In order to break through this oppressing narrative, traders and customers re-frame the story of the conflict in a way that exposes the fundamental 'wrong' of the Council (Rancière 1999). By moving through the dynamic networks of the marketplace, and by appearing on unpredictable, but highly visible stages, the protestors cut across the boundaries of identification and visibility that the Council so much relies upon (Castells 1997). In doing so, they evade the scrutiny of the Council and provide avenues of political participation.

In a detailed analysis based on extensive ethnographic research, this paper explores the dynamics of food markets as sites of complex, multi-layered urban politics in deprived urban neighbourhoods.

Castells, M. 1997: *The Power of Identity*, Oxford: Blackwell.

Rancière, J. 1999: *Disagreement*, Minneapolis: University of Minnesota Press.

Paper Session 1

Monday 2 July 2012 at 11:15 - 12:55

Defining the Problem Chair: Wendy Wills

Eliot Room

Johnston, D.

SOAS

What the poor eat: inequality, quality and nutritional data

It is well-known that measuring nutritional status is fraught with difficulty. Critics of the measurement of the MDG Goal of reducing hunger have, quite rightly, focused on the UN reliance on FAO data. The shakiness of FAO data on the number of undernourished people is nowhere better exemplified by the FAO's 2011 decision to disown its earlier data on the impact of the food price spike. This was more than a public relations embarrassment for FAO – it illustrated the artificial nature of the preferred source of data on 'hunger'. While certain patches to the data are being proposed, what is not well enough recognised is the fundamental sea-change needed. FAO data on nutritional status has so far focused on an estimation of the level of adequate calories. However, this in no way reflects the serious problem of malnutrition affecting many poor people, with the lack of correspondence between the two being nowhere better exemplified than in the coexistence of malnutrition in the form of micro-nutrient deficiencies, diabetes and obesity. WHO data based on samples from under-fives is a better source of information on nutritional outcomes, but has a range of limitations, some obvious and others less so. The presentation draws on examples from sub-Saharan Africa.

Lambie-Mumford, H.

University of Sheffield

Concepts of 'crisis' in emergency food provision: consequences for interpretations of food insecurity in the UK

This paper draws on recent research into the growth of the Trussell Trust Foodbank Network in the UK and focuses in particular on the theoretical implications of the Foodbank model's conceptualisation of 'need'. Community Foodbanks are conceptualised as 'emergency' responses designed to help people in 'crisis' – filling a gap until state or other agencies are able to assist. The interpretation of need which is utilised is therefore framed as acute, invoking a particular perspective of what qualifies as food insecurity and consequently how it can be relieved.

Since it was established in 2004 the Foodbank Network has grown from two Foodbanks in the South West of England to 148 Foodbanks across the UK. Given this significant growth and the Trust's increasing media profile, how the Trussell Trust frame the work that they do has the potential to enter into public, policy and even academic discussions of experiences of food insecurity in the UK. This paper explores some of the potential consequences of the concept of 'crisis' employed by emergency food initiatives, like Foodbank, for academic theories and public and policy conceptions of food insecurity and its solutions.

The paper will map the Foodbank interpretation of need onto current theories of food insecurity and food poverty; particularly in relation to the focus on acute experiences and notions of 'emergency' versus theories and evidence relating to chronic experiences of on-going food insecurity. The broader notion of 'socially just food experiences' will be utilised as a lens through which to explore these acute conceptualisations of need.

O'Keefe, E., Libman, K., Freudenberg, N.

London Metropolitan University

Restructuring the public health function and tackling childhood obesity in London: reflections on governance

This paper reflects on the concept of governance as applied to the enterprise of tackling childhood obesity in London against the background of:

- the proposed restructuring of the public health function in England, with devolution of authority and resources to local authorities and promotion at the national level of influence to corporate entities via "responsibility deals";
- the statutory responsibility of the Mayor of London to reduce inequalities in health;
- the restructuring of the public health function in London;
- identification of obesity as a central priority for public health by the London Health Improvement Board.

We consider the applicability of the notion of "healthy urban governance" focused on "reduction in inequity in health and its determinants" (1) in relation to implications for competence in London to engage with supra-municipal determinants of the childhood obesity epidemic

We take as our starting point the work of the City University of New York/London Metropolitan University Collaborative which has been investigating strategies at urban level to tackle childhood obesity in New York and London since 2008. We have identified a number of domains as crucial points of entry for intervention and found that London is achieving less than New York, especially with respect to food policy. This turns importantly on issues of governance.

1. Scott Burris, Trevor Hancock, Vivian Lin and Andre Herzog
Emerging principles of healthy urban governance
Knowledge Network on Urban Settings
Thematic Paper 5
WHO Centre For Health Development 2008

Paper Session 2

Monday 2 July 2012 at 13:55 - 14:55

Commensality Chair: David Marshall

Auditorium

Murcott, A.

Food Studies Centre, SOAS London

On the neglect of commensality

Commensality is arguably central to human eating arrangements. Yet, remarkably, the matter does not have a correspondingly central place in sociological enquiry. Instead, discussion has laid emphasis on extra-sociological concerns with what in English is known as the 'family meal', often endorsing but more recently investigating a claim that it is declining, in the process, commonly overlooking the historical and cultural specificity of this form of commensality. There are several directions investigation might go to put commensality more squarely in its 'rightful' place. This paper concentrates on just one, scrutinising existing reports of empirical studies to uncover the extent to which details of companions and the 'food event' are specified – who eats with whom, where (at a table, on a sofa) coincident with other activities (watching TV, reading) whether the foods/dishes/ menus are shared etc. The exercise exposes a notable level of technical and definitional vagueness, discussion of which concludes the paper.

Henshaw, K.

University of East Anglia

Family meal routines: the power of the visual image

There continues to be a wide range of interdisciplinary research on the relationship between meals and family life with the emergence of a body of qualitative work on family meals (Backett-Milburn et al 2010, Owen et al 2010, Kime 2008). This paper will present early findings from a new PhD study which aimed to explore different family members' perspectives of mealtime routines and to understand how individual and family meanings are created around this daily routine.

A mixed methods research strategy was adopted to explore meals eaten in the family home from the perspectives of different family members. A sample of twelve family groups, with a 14-15 year old young person, was recruited through questionnaire surveys carried out in three schools in market and seaside towns. In-depth separate home-based interviews were conducted with individuals in the twelve family groups, consisting of fourteen young people, eleven mothers and twelve fathers. Young people were given a digital camera before the family interviews commenced, with the instruction to take photographs of 'food and meals in your home'. These images were copied and re-presented in each subsequent interview with the young person and parents to elicit reflection on how food and meals were organised in the daily life of the family. All interviews were transcribed and thematically analysed through NVIVO, in the context of families as groups and as individuals. Over two hundred photographs were collected and explored using content analysis.

The findings suggest that 'family talk' about the young people's selected visual images often mirror significant family processes, such as how individuals create and signify autonomy, togetherness, caring, distance and myth in families. The visual images included: photographs of location and context of family meals; the presence or absence of family members; and food typically eaten, or not eaten, by different family members. This paper will present findings focusing on the power of the visual images and the relationship between the visual data and the spoken interviews.

Backett-Milburn, K., Wills, W., Roberts, M. & Lawton, J. (2010). Food and family practices: teenagers, eating and domestic life in differing socio-economic circumstances. *Children's Geographies*, 8 (3), 303-314.

Kime, N. (2008). Children's eating behaviours: the importance of the family setting. *AREA*, 40 (3), 315-322.

Owen, J., Metcalfe, A., Dryden, C. & Shipton, G. (2010). 'If they don't eat it, it's not a proper meal': Images of risk and choice in fathers' accounts of family food practices. *Health, Risk & Society*, 12 (4), 395-406.

Paper Session 2

Monday 2 July 2012 at 13:55 - 14:55

Children and Place Chair: Emma-Jayne Abbots

Bronte Room

Wills, W., Macdiarmid, J., Craig, L., Masson, L.F.

University of Hertfordshire

Which children and young people buy food or drink 'beyond the school gate' and why?

Food Standards Agency (Scotland) funded a survey of Diet Among Children in Scotland in 2010 which included a Food Purchasing Module (FPM) to explore what children and young people buy before, during and after school, 'beyond the school gate'.

Following cognitive pre-testing, primary school children aged 8y and above (n=564) completed the FPM via a Computer Assisted Personal Interview (CAPI). Secondary school children completed the FPM via a CAPI and answered additional questions on a Self Completion Questionnaire (n=615).

Half of primary school children who walked or cycled past places selling food or drink purchased something; this represents 16% of all children in this age group. The main reason given for not buying something was not being allowed to.

More than two thirds of secondary school children who walked or cycled past food/drink outlets bought something, which represents 42% of all children in this age group.

The items most commonly purchased by children were confectionery, non-diet soft drinks, crisps and water. Newsagents, corner shops and supermarkets were the places where children most often bought something.

Food and drink purchasing was more common amongst children living in deprived areas but this was because they were more likely than other children to walk or cycle past outlets selling food or drink.

This is the first survey to record the food and drink purchasing of a representative sample of school children in Scotland. A number of interesting questions and policy implications were highlighted and these will be discussed.

Truninger, M., Silva, V.A., Horta, A., Teixeira, J., Alexandre, S.

University of Lisbon

Children and food lived experiences in a cosmopolitan city: embodied school meals politics

In Portugal, as in other European countries like the UK, school meals policies have been implemented to tackle various problems: childhood obesity, social inequality, unsustainable food consumption, lack of food quality, and more. It is not surprising that nutrition, health, taste, food appearance and sustainability aspects are increasingly emerging as important criteria for the design of the public plate. In this paper we adopt an a-humanist perspective (Lee, 2008) in combination with a conceptualization of food politics as embodied and shaped by lived experience (Carolan, 2011), to address two issues: 1st) the various effects that school meals policies have on children's food subjectivities - how do they experience the foods offered on the changed menus in schools (both cafeterias and canteens); 2nd) the multiple connections and relations that children have with animals, plants and other nature. The empirical material is based on two focus groups with socially differentiated children aged between 7 and 14 years old, and on two focus groups with parents, all sited in the region of Lisbon. We pay particular attention to children's food performances in different school contexts. The paper aims at contributing to a broader understanding of children lived experiences with food consumption in a cosmopolitan city.

Carolan, Michael (2011), *Embodied Food Politics*, Farnham: Ashgate.

Lee, Nick (2008) 'Awake, Asleep, Adult, Child: An A-humanist Account of Persons', *Body & Society* 14: 54-74

Paper Session 2

Monday 2 July 2012 at 13:55 - 14:55

Food and/as Nutrients Chair: Eileen O'Keefe

Eliot Room

Stephens, N.

ESRC Cesagen, Cardiff University

Growing meat from stem cells as a radical response to climate change, public health and inequality

Late 2012 is the scheduled date for the world's first 'In Vitro Meat' hamburger: muscle cells taken from cows and cultured in a laboratory to significantly increase their size, formed into a patty, cooked, and consumed in a press conference. This one burger will cost something in the region of €250,000, but is intended to alert the world to a radical potential reconfiguration of future meat production systems. Over the last two years I have been conducting interviews and observations with the scientists at the forefront of the field. In this paper I will describe the ongoing construction of promise for this emergent – but still early stage - technology. Protagonists for the field enrol a diversity of social challenges and inequalities as potential beneficiaries of In Vitro Meat research, including climate change, global food poverty, food safety, and animal suffering. Within these promissory narratives are specific constructions of risk, future imagined consumers – with specific value systems and eating preferences – and food production networks. Speaking from a Science and Technology Studies perspective, I will articulate how this emergent field presents itself as an innovative response to ecological and social crisis, and identify the mechanisms by which it plans to engender further support.

Christensen, B.J.

University of Copenhagen, Denmark

The social life of nutrients

This paper addresses the interplay between social practices and the concept of nutrients. On the basis of insights gained through ethnographic fieldwork it discusses how the scientific model of nutrients exists in multiple social forms that often involve body, sociality and discourse simultaneously. The presentation seeks to answer how obesity surgery patients and conscripts in military service make sense of properties of food and manage their eating through the concept of nutrients.

Nutrients are the scientific objectification of food; a tool to scientifically identify and quantify metabolic processes and thereby measure them. In this definition, foods are made up by nutrients as bioactive and functional components which give energy and build tissue. Consequently nutrients are conceptualized as building blocks and food acquires a 'character of causality' producing specific effects in the body.

This 'nutrition discourse' has become common knowledge with the popularization of findings within nutritional research, inter alia propagated through public educational campaigns on health. Science terms like simple sugars, vitamin B12 or omega-6 fatty acids have become household words. Although exactly what nutrients do is a mystery to many, the objective measurements acquire an ontological status. The concept of nutrients heavily influences how people think of their food and manage their eating. By translating the sensuous properties of food into physiological impact, eating is changed. Food stuffs are reduced to functional elements interchangeable with any other bereft of e.g. taste and texture. Food items are fitted into a classification system where specific qualities count and others do not.

Paper Session 3

Monday 2 July 2012 at 15:00 - 16:00

Gender and Affect Chair: Anne Murcott

Auditorium

Meah, A., Jackson, P.

University of Sheffield

Crowded Kitchens: the 'democratisation' of domesticity?

Building on previous work concerning the gendered nature of domestic space, this presentation focuses on the kitchen as a key site in which gendered roles and responsibilities are experienced and contested. As men have begun to engage more frequently in cooking and other domestic practices (albeit selectively and often on their own terms), we argue that kitchens have become 'crowded' spaces for women. Drawing on evidence from focus groups, interviews and ethnographic observation of kitchen practices in South Yorkshire, we suggest that men's entry into the kitchen has facilitated the expression of a more diverse range of masculine subjectivities, while also creating new anxieties for women. Specifically, our evidence suggests that family meals may be experienced as a site of domestic conflict as well as a celebration of family life; that convenience and shortcuts can be embraced by women without incurring feelings of guilt and imperfection; that cooking is being embraced as a lifestyle choice by increasing numbers of men who use it as an opportunity to demonstrate competence and skill, while women are more pragmatic; and that kitchens may be experienced as 'uncanny' spaces by women as men increasingly assert their presence in this domain. Our analysis confirms that while the relationship between domestic practices and gendered subjectivities is changing, this does not amount to a fundamental 'democratisation' of domesticity with significantly greater equality between men and women.

Petersen, A., Fraser, S., Tanner, C.

Monash University

Governing food anxieties: the role of emotion in mothers' food choices

The imperatives surrounding food choice and consumption reveal much about the politics of our age. They reflect prevailing views on how we should live our lives, who should assume responsibility for our health and welfare, and what we should value and enjoy and what we should fear and avoid. In relation to both the choice and consumption of food, individuals are confronted with many competing claims about 'products' 'nutritional' value and 'healthiness', reflecting the commodification of food (Clapp, 2012). As a long history of feminist scholarship has revealed (e.g. Orbach, 1989; Bordo, 1993), women tend to suffer particular anxieties around food and food choice by virtue of their ascribed roles as mothers and carers. By studying the articulation of these anxieties, one can potentially learn much about the politics of gender and food in contemporary, neo-liberal societies. The role of affect in relation to food choice and consumption has been relatively little explored to date. Drawing on the findings from our recent study on the impact of childhood obesity prevention discourse, this paper will reveal how categories of emotion, particularly 'worry' and 'guilt', figure in women's representations of their efforts to support their children's 'healthy eating'. Offering a governmentality approach, it will identify the strategies that women adopt in their endeavours to manage their anxieties surrounding their children's diets and to maintain their self-identities as 'responsible' mothers. The paper will conclude by discussing the implications for the contemporary gender politics of food.

Paper Session 3

Monday 2 July 2012 at 15:00 - 16:00

Artisans, Cultural Capital and Locality Chair: Benedeta Cappellini

Bronte Room

Thurnell-Read, T.

Coventry University

Real Ale, Consumption and Cultural Capital

The continued revival in popularity of traditional styles of beer and 'real ale' presents an interesting case through which to explore the links between alcohol consumption and consumer identity. Likewise, the recent 40th anniversary of the founding of The Campaign for Real Ale (CAMRA), membership of which now exceeds 130,000, has provided a useful moment from which to survey developments which appear to have led to an increased interest in such products as an alternative to mass-produced, globally marketed, beer brands. This paper will draw on a range of sources to explore the different frames through which the consumption of traditional beers and real ale can be understood. Drinking real ale is therefore a consumptive practice which can be related to notions of identity, nostalgia and, in particular, taste and cultural capital. As such, there is a particular emphasis on quality over quantity and an impetus for consumers to acquiring an understanding of production methods and styles of product. However, within this there are evident tensions. For instance, ale producers negotiate the potential antagonism between retaining a unique identity, through which connections with consumers are fostered and maintained, and the desire for commercial expansion which often risks being seen as antithetical to the small-scale, artisanal and locality centred values appreciated by enthusiasts and consumers. Ultimately, the case of the resurgent popularity of real ale in the UK and beyond illustrates the wider changes in the production and exchange of cultural capital which is central to consumption and consumption practice.

Tonner, A.

University of Strathclyde

Reconsidering food and friendship – collecting Michelin Stars

Friendship has become a dominant form of social relationship within postmodern society as traditional structures have been argued to diminish. Food's role in maintaining friendship has also been discussed in a range of studies which reflect upon cooking and eating as means of doing friendship. Other forms of relationships have however increasingly dominated theory development particularly those within the neo-tribal literature. This considers that groups, real or virtual, are increasingly formed around particular products, brands or activities of consumption (such as food) and it is these which provide the 'linking value', which unites the members. Within this field number of related group forms are discussed: neo-tribes, brand communities and sub-cultures. The paper explores the position of traditional friendship within a neo-tribal discourse. It is based upon of depth discussions with a friendship group who share a passion for fine dining, and who actively seek extraordinary consumption experiences within 'Michelin' starred and other suitably rated restaurants as part of their friendships. It finds that there are many bases for traditional friendship and that a shared interest or passion is well established in consumers' minds as one of these connections. While respondents rejected affiliation with established neo-tribes such as 'foodies' they were engaged in consumption activity such as pilgrimage which has been identified as important within that literature. It argues therefore that traditional friendship should be reconsidered in the light of this neo-tribal literature and its nature and position examined.

Paper Session 3

Monday 2 July 2012 at 15:00 - 16:00

Critical Interventions? Chair: Rebecca O'Connell

Eliot Room

Fletcher, I.

University of Edinburgh

A nudge towards health eating? Behaviour change and contemporary British public health policy in the area of diet and nutrition

Poor diet is seen as central to many contemporary population health problems. Increasing rates of chronic diseases, such as heart disease, cancer, diabetes and stroke are linked to diets high in processed foods and, therefore, fat, sugar and salt. However, health promotion initiatives aimed at persuading individuals to reduce their consumption of such foods and increase their consumption of fruit and vegetables appear to have little effect. An alternative approach derived from behavioural economics advocates influencing behaviour or 'nudging' individuals by means of offering financial incentives or changing the environment within which their choices are made. In this presentation, I will analyse three recent reports – published by NICE, the Department of Health and the House of Lords Science and Technology committee – in order to outline the understanding of behaviour change that they contain, including initiatives targeting specific health behaviours such as consumption of fruit and vegetables. Drawing on recent social science critiques, I will argue that such behaviour change approaches are based on studies of consumer behaviour which have been inappropriately generalised across many different contexts. They are also largely untested and their effects on health outcomes are uncertain. However, part of their appeal to policymakers is that they provide an individualised and simplistic account of behaviour and ways to change it which is a problem for sociologists trying to offer alternative and more complex accounts.

Hinds, K., Rees, R., Dickson, K., O'Mara Eves, A., Thomas, J.

Institute of Education

Communities that Cook: a systematic review

Concerns over the health implications of poor diets, and claims for links between cooking skills and social connectedness, have led to heightened interest in the UK public's ability to cook. Group courses that teach people how to cook have been championed as a way of promoting health and social outcomes.

We conducted a systematic review with two aims: to explore the range of 'home cooking' courses evaluated in the UK; and to synthesise findings about outcomes and appropriateness. This presentation describes these courses, and their varied emphasis on health and social factors.

We identified 13 relevant course evaluations. The most common course features were practical skill-training (for healthy eating, food hygiene, budgeting/shopping). Evaluators claimed that cooking courses might remedy a range of health and social concerns, though they rarely explained their course's specific approach. In terms of 'social' mechanisms, in several cases, volunteers were recruited from the community and then trained. Other approaches recruited people who were already employed as community workers or in community venues.

Only one evaluation was judged to have adequately evaluated both impact and appropriateness. This primarily measured health-related outcomes, such as nutrient intake and food safety. It reported limited success for the intervention. In qualitative interviews, however, participants emphasised the social value of taking part.

We conclude that the UK evaluation literature on home cooking courses is not well developed, but note that the level of interest in these types of interventions, and learning from evaluation strengths and limitations, can encourage further, higher quality evaluations.

Paper Session 4

Tuesday 3 July 2012 at 10:50 - 12:20

Producing Consumers Chair: Elaine Swan

Auditorium

Mahoney, C.

University of Sussex

We know where you live and we know what you eat: the role of food marketing in class-differentiated diet and health

In her 2012 address to the BSA session on the sociology of food, Anne Murcott stressed the importance for sociology of examining food from a supply and production point of view, as well as consumption. Following a critical realist methodology, my study focuses on the role of the food industry, and particularly food marketing and market research, in shaping our food consumption. By tracking food consumption both digitally and geographically, and gearing foods and marketing efforts towards target groups, these supply side activities help to shape dietary patterns by social class.

This presentation is a sociological examination of the role of social class in food consumption, comparing public policy and sociological understandings of class with those of the food industry, which uses an array of proxies for concepts of class. I will discuss the terminology and techniques it employs to assess tastes and rank consumers, food retailers and even foods themselves, siting food products where their target consumers are most likely to be found – and the consequences this has for 'bodyweights' and diet-related health.

O'Neill, C.

Erasmus University Rotterdam

A taste for morality; shaping morality through food consumption

For the largest part of human history, society's morals have been embedded in religious traditions and confirmed in religious rituals and activities. (e.g. Durkheim) In most Western societies, where religion is rapidly losing influence on the lives of individuals and where modern science, technology and capitalism dominate everyday life, traditional morality has lost much of its former plausibility. Academics and lay people have voiced their concern. (e.g. Gane) If we are no longer religious, how will we be able to construct, legitimate and share a moral system that instructs us as to what is right or wrong?

In my paper I argue that in our society, made up of individuals who organise their life around production and consumption, morality is formed in the process of consumption. Although much of the literature on this topic already asserts how consumption is a formative in the construction of personal lifestyle, self-identity and communities of like-minded people (e.g. Beaudrillard; Jameson; Giddens; Featherstone; Slater; Beck) it is hypothesised in this paper that nowadays consumption also informs ethical choices and in turn, contributes to a personal moral worldview.

Consumerism is a way of accommodating society's need for narrative, for myth and salvation (Alexander), in a place where it can easily be disguised as rationality. This is especially visible in food consumption. We have labelled foods as 'good' or 'bad', and this of course seems rational, because it relates to our health. But there is more to it. Through the consumption of food, we attempt to shape the world so it will fit what we see as morally 'good'. For instance: organic, sustainable and fair-trade foods are labelled as 'good' foods not only because they are healthy, but because of their impact on our societies. In the same way, eating meat is 'bad' because of the effect on our climate. When we eat, we eat not only for our own health, but also for the moral health of our society.

Paper Session 4

Tuesday 3 July 2012 at 10:50 - 12:20

Young People and Place Chair: Emma Upchurch

Bronte Room

Gustafsson, U.

University of Roehampton

Food and student everyday life: 'I'm trying to choose healthy options'

This paper aims to add empirical evidence about food practices at a stage of the life course when many find themselves in a transitional context by drawing on the sociology of autobiography and the sociology of everyday life. It is based on the work that undergraduate sociology students completed for an assessment during an option on 'Food & Society.' They were asked to complete a food diary for one week that they then interpreted in order to identify themes they found were of interest.

Health is a frequently mentioned theme but with varying priority. Everyday constraints such as work and study feature constantly as themes that seem to (dis)order their eating. Their experience will be explored drawing on Bourdieu's (1984) concept of habitus in order to assess its relevance to a group of people whose context might have been disrupted by leaving home. De Certeau's work on everyday life will lend further insight into the accomplishment of everyday food practices.

Tyrell, R., Lake, A.A., Hodgson, S., Adamson, A.J., Wills, W.

Newcastle University

Exploring young adults' food choices using a food environment approach

Obesity is a significant problem in young people; about one third of 16-24 years olds are overweight or obese and this figure is predicted to rise. Relative to other age groups, less is known about health related lifestyle behaviours of young people, particularly about eating habits in the important transition period from adolescence to adulthood.

Food choices are made within the food environment, which encompasses any opportunity to obtain food or influence consumption. Understanding the relationship between what we eat and the environmental context in which food choices are made is essential to the development of long term solutions for the prevention of obesity and other diet related diseases. The aim of this study is to explore and unpack the drivers of food choice using qualitative interviews as part of a mixed method study of the food environment of young adults.

Participants completed 4-day food diaries and carried Global Positioning Systems (GPS) loggers. A subsample of participants was purposefully selected to complete an hour long semi-structured interview; a topic guide was developed using data collected during a pilot study. A grounded theory approach is being used in relation to sample selection and data analysis.

This research is ongoing; in total approximately 50 participants will complete the food diary of which 10-15 will also complete interviews. Analysis is in progress and findings will be presented at the conference. The mixed method and interdisciplinary approach to this research ensures depth to the data and offer insight into the 'whys' surrounding food behaviours.

Danesi, G.

Centre Edgar Morin, EHESS

Eating practices dealing with political involvement and ethical values: the case of French, German and Spanish young adults

Ecological problems, individual freedom in food choice and capitalistic system of production and distribution are actually issues of public concerns. In a study about commensality among young adults in France, Germany and Spain, we noticed the diffusion of these issues in their discourses and we observed the influence they have in food choice and eating behaviours in this specific age group.

In this communication, the objective is to show how young adults eating practices and discourses are concerned with ideologies expressing their position face to multinational food industry, capitalistic society and ecological problems generated. Everyday eating practices among young adults display ethical values through protests of the contemporary food system, the building of alternative social networks and political mobilisation in public sphere aiming at

increasing public awareness about these issues. Special diets dealing with ecological concerns (i.e. organic food, local food....) display a voluntary choice allowing the building of a sub-culture, a community, answering to individual and personal motivations, but also to their desire of belonging to a group and express their opinion in public sphere.

In addition, we aim at highlighting how the critiques, the values and the forms through which their ideologies are performed are cultural expressions revealing socialization in specific contexts, as the national culture. Even if young adults are faced to common concerns of developed countries, national culture in which young people are socialised forms a particular relationship with food and food systems. This is why we found different sensibilities and representations of these issues among young adults in the three countries.

Paper Session 4

Tuesday 3 July 2012 at 10:50 - 12:20

Culinary Cultures Chair: Andrea Tonner

Eliot Room

Lhuissier, A., Caillavet, F., Tichit, C., Cardon, P.

Institut National de la Recherche

Agronomique / French National Institute for Agricultural Research

'Three Square Meals a Day: An enduring norm in France'

In France, unlike most other countries, the time devoted to meals remains relatively high and did not decrease at the end of the 20th century. The 'French meal model' is centred on 3 meals in very narrow timeslots. Based on the 2010 SIRS cohort study in the Paris area (N=3006 French-speaking people), our paper aims to verify whether the French norm of 3 meals a day still applies and to determine factors associated with conforming to or deviating from the norm. Results show that the norm of 3 meals a day remains strongly rooted in food habits in France and that deviating from the norm of 3 meals a day is linked less to habitus than to a series of constraints with which some households are faced. More particularly, eating 2 meals is a predominantly female characteristic mainly linked to economic restrictions; women living below the poverty line have a higher probability of eating only 2 meals than all the other income categories together. The results also highlighted that for 3 meals a day, more significant than the presence of children in the household was that of a partner. 2 meals a day emerged as an indication of vulnerability in women; vulnerability not only economic (poverty line) but also social (migrant) and marital (living alone and single parents). As a consequence the question of deviating from the norm of 3 meals a day deserves to be examined in greater detail.

Gatley, A.

University of West London

Transitions in Culinary Cultures? A Comparative Study of France & Britain

Considerable popular, academic and policy debate surrounds the alleged decline in cooking skills within contemporary society, the factors influencing domestic food practices and the impact upon diet and health. Often regarded as a global phenomenon, it appeared pertinent to undertake a cross-cultural comparative analysis and compare current domestic food practices in Britain with France. France was selected because while it shares many similarities it possesses a radically different food culture to Britain.

The research drew on a range of perspectives and disciplines and the first stage of the fieldwork involved interviewing members of the public in both countries about who cooks what, how, when and why. The second stage asked 'experts' within the policy domain to comment on the emerging narrative and discuss the implications of any 'transition' to policy development.

Both countries have witnessed changes in food supply and combined with the demands of modern life has resulted in a decline in cooking. However, food, cooking and eating remains symbolically more important to French people's cultural identity and a powerful culinary discourse was widely celebrated and frequently articulated by the State to underpin France's national identity and such attachment to a deep rooted culinary culture has acted as a bulwark against globalising tendencies within the food system.

Food related policy in France has supported French food and a 'traditional' daily model of three highly structured meals, often consumed in the company of others. In Britain, uncoordinated policies to promote healthier diets, lifestyles and occasionally cooking have occurred but with little focus on culture. The situation in Britain now demands a strategic approach supported via the state, the community and an understanding of how cultural practices, including the ability to cook, underpin how people make the choices they do from their food environment.

Glucksmann, M.

Essex University

Bake or buy? Comparative and theoretical perspectives on changes in food preparation work

The proportion of food preparation work undertaken in the home varies historically and spatially. Many countries have witnessed a secular shift in the overall division of labour of 'food work' across socio-economic domains, from household to market, and from unpaid

domestic labour to work undertaken by paid employees, whether in factories or restaurants. In the UK, for example, we have witnessed a significant decline in the time spent on meal preparation in the home, and proliferation of many kinds of ready and part-prepared meals available in supermarkets for consumption at home. This paper attempts to develop a framework for analysing the changing place of domestic food preparation in the overall division of labour of 'food work', elaborating the concept of 'consumption work' for this purpose. It draws on my ongoing European Research Council research programme on 'Consumption Work and Societal Divisions of Labour' into the changing profile of food preparation work. Three countries with distinct culinary cultures and recent histories of food preparation will be compared: France (where change has been arguably less dramatic, and culinary traditions appear more resilient to marketisation and global influence), the UK, and Taiwan (where a strong national culinary culture is maintained alongside a rapid and dramatic historical shift to food prepared by commercial outlets).

Paper Session 5

Tuesday 3 July 2012 at 13:20 - 14:50

Food and Eating over the life course Chair: Stephanie Chambers

Auditorium

Uprichard, E., Nettleton, S.

Goldsmiths, University of London

'I'm not a fussy eater, but I cannot abide liver, offal, custard or green vegetables of any kind': Narratives of 'food hates' throughout the life course

The aim of this presentation is a modest one; it will describe data from the Mass Observation Archive drawn from 1982 Winter Food Directive, which focuses on memories of childhood food 'hates'. We not only reflect on which foods are frequently said to be avoided, but also the reasons which are provided to qualify why particular foods are considered to be 'inedible'. Although data from the Mass Observation Archive is notoriously partial and idiosyncratic, we show that there are nevertheless interesting patterns to do with the form and content of this messy documentary qualitative data to do with particular food preferences. Furthermore, it is argued that when considering these individual food narratives alongside wider social change, many of these individual food avoidances can be understood at a more collective level. Hence, we reflect on the complex ways in which food hates can be enduring throughout the individual life course as well collectively across many generations. In addition, we interrogate the ways in which food 'dislikes' or 'hates' impact on notions on 'food choice' more generally. This data is being examined 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.

Chappell, P., Uprichard, E.

University of York

Inedible Foods over the Life-course: An exploratory study of food avoidances between 1986 and 2010.

There is a large body of both empirical and theoretical research investigating food choices in terms of what individuals choose to eat and why. However, there is much less work explicitly focusing on what individuals do NOT eat. By exploring three waves of the National Diet and Nutrition Survey between 1986 and 2010, this paper proposes some tentative findings about the foods that people do not eat and the reasons they give for finding some foods 'inedible'. We focus the analysis on which items of food are avoided across cohorts and over the life-course and the ways in which the reasons for food avoidance have changed over time as well. In doing so, the paper reflects on some key methodological and theoretical implications concerning the longitudinal study of food and eating.

Plessz, M., Barrey, S., Dubuisson-Quellier, S., Gojard, S.

ALISS (INRA)

How do consumption prescriptions change food practices? Assessing the role of household resources and life course events.

A number of prescriptions from public or corporate stakeholders target food practices. What is their impact on household food habits? The paper investigates the compliance with public health and environmental prescriptions in a life course perspective.

We build upon two empirical materials: statistical data gathering opinions and purchases on a representative sample of French households in 2007, and in-depth interviews collecting the biographies, shopping habits and food preparation routines of a dozen households in the south of France.

First, we show that socioeconomic status and life course position are the two main factors influencing the food habits under scrutiny (vegetable purchase, attention to quality labels, organic food consumption). Then, we show that households are more sensitive to public health and sustainability discourses at some turning points of their life course. Indeed, these biographical transitions (couple formation, birth of a child, retirement...) are privileged times of exposure to specific norms that the actors may find suitable to adopt, negotiate or reject. Moreover, those turning points change the available resources (i.e. money, time and social networks) that are necessary to implement practices in accordance with health or sustainability goals. Some barriers to healthy eating are reshaped by those life course events. In conclusion, life course events disrupt daily routines; they change the household resources and reshape sociability. Some households then tend to adopt a reflexive point of view on their own practices and to take into account health and environmental issues in their new

foodways. The incidence of prescriptions on food habits should therefore be thought of as a dynamic construct.

Paper Session 5

Tuesday 3 July 2012 at 13:20 - 14:50

Embodiment Chair: Miriam Glucksmann

Eliot Room

Swan, E., Flowers, R.

University of Technology, Sydney

Teaching people to suck eggs: A sociology of food pedagogies and the politics of race, gender and class

Drawing upon theories of adult education and empirical work with food educators in Australia, in this paper we theorise 'food pedagogies'. As is clear from food sociology, growing, buying, preparing, cooking, eating and disposing of food has become the target of intensified educational activity across a range of domains. Thus, many different groups – policy makers, churches, activist, schools, chefs - think we don't know enough about food. However, within food sociology, terms such as pedagogy and learning are invoked but with relatively little head-on theoretical or empirical exploration. But as we can see, technologies of teaching about food range from cooking programs, food labelling, grower's markets, and nutrition guides. This means that those who claim to 'educate' includes: retailers, farmers, chefs, home cooks, health practitioners, advertisers, and food writers. Sites of learning about food include families, workplaces, retail stores, farms, schools, TV and the cinema. Assertions about what constitutes the 'right' content of learning varies across these different forms of education.

In adult education, there is an expanding body of work on how people learn including a turn away from 'psychological' to more 'social' theories, and a turn to informal sites of learning and 'public pedagogy'. Drawing on these literatures, we focus on a study of food educators in Australia including farmers, health practitioners and sustainability activists and analyse how they construct learning and teaching. In this paper we discuss the inequalities and politics of who is seen as 'in need of educating' and who is set up as 'in the know'.

Throsby, K.

University of Warwick

'What do I eat, love?': Obesity surgery, food and the reproduction of gender

Obesity surgery – the surgical restriction of stomach capacity and / or intestinal length for the purpose of weight loss – is increasingly located within mainstream anti-obesity strategy. It is a controversial technology, in that while it produces higher levels of sustained weight loss than any other anti-obesity intervention, it is also expensive, irreversible (although sometimes revisable) and carries with it the risk of chronic and acute side effects and complications, as well as demanding a radical change in food consumption habits and practices. Women make up approximately 80% of all obesity surgery patients, and within the surgical community, this 'gender bias' is commonly translated as a problematic deficit of male patients. Drawing on ethnographic observation and interviews both within and outside of an obesity surgery clinic, this paper argues that this concern about the paucity of male patients obscures a more insidious gendering of obesity surgery, whose everyday practices rely on the labour of women as the normative providers of food and healthcare for the family. I argue that the prioritizing of obesity as the priority problem to be solved, and of surgery as the solution to that problem, means not only that no space is left for addressing other social problems (such as gender inequality), but that the enactment of that 'solution' actively relies upon and entrenches those inequalities in order to get the job of weight loss done.

Tamari, T.

Functional food, Probiotics and Bodily Defence

It has been argued that healthy eating is a better way to maintain one's well-being and vitality than taking medicine. Hence, food and nutrition become closely linked to the promotion of the medicalization of food. Although there is a long history of investigations into the relationship between food and health, functional food emerged in the West at the beginning of the 1990s. It refers to types of food with additional health benefits other than nutritional value. The development of functional food draws on research in bacteriology along with technical progress in the visualization of micro-organisms. The growth and commercialization of nutritional science and health food industry are also important. One of the most successful functional foods, probiotics is based on the view that food or drink contain 'good bacteria' to support the digestive and immune systems. In biomedical discourse, biological immunity has become seen as a 'self-defence' system, a metaphor taken from juridico-political and military

contexts: good bacteria 'fight' bacterial foreign invaders. The paper attempts to explore how the biomedical discourse of 'defence' is linked to probiotics in terms of marketing strategies that echo the dominant thought in neo-liberal society (e.g. individualizing health protection in a competitive society) and reinforce existing gender identities (e.g. mother's responsibility for the defence of her family). The paper focuses on the Japanese brand Yakult as a case study to show how the scientific discourse and the marketing strategy of probiotics relate to new ideas about the value of life in contemporary societies.

<p style="text-align: center;">Poster Session Monday 2 July 2012 at 17:45 – 19:00</p>
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Posters will be displayed in the **Chaucer Room** 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 Prize

Two prizes will be awarded for the poster which best communicate their aims, methods, findings and conclusions. All delegates are encouraged to cast their vote during the designated poster session at 17:45-19:00 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.

Poster Number 1: *Baum, S.*

Thomas Coram Research Unit

Men's domestic cooking careers

Food provisioning practices are strongly associated with a domestic ideology of female caregivers. The kitchen is still a female sphere, however there are men who are responsible for everyday cooking at home. This research project intends to give an insight into the stories about domestic food practices which are often not told. Thus men's' stories about their domestic food provisioning habits will be collected. A range of questions around men's' narratives will be captured, first related to their everyday practices and second to more general discourses about these practices in society. The main focus will be on how men narrate their everyday domestic provisioning practices and how they create and display their relation towards masculinity through these stories. It will be investigated how these men acquired their knowledge and experience in food provisioning practices. Finally, it will be investigated how men relate their practices to other, more dominant discourses of domestic food provisioning.

A case-study approach is used to capture food routine memories of retired men and how these routines have changed over their life course. These food life histories give insight into habitual practices of everyday lives. Small stories about routines reveal the unconscious meanings transported by a story. However, these individual narratives are always linked to current discourses in society. Looking at men's stories might also give insight into collective discourses about domestic food practices and the image of "the home cook" on a societal level.

Poster Number 2: *Bryce, C.*

The University of Warwick

Making sense of dietary information: how mothers of pre-school children use dietary information and advice.

Recent government policy has focused on the early years as a crucial period for establishing behaviour patterns. Infant feeding patterns are scrutinised by health professionals, initially focussing on breastfeeding then moving to mixed feeding, all within the context of surveillance which maps growth rates and the achievement of developmental goals. Providing information and advice on what parents should do are the cornerstones of such policies but beyond milk feeding there is little research on how mothers prioritise and make sense of the dietary information that they receive from the wide variety of sources available to them.

Drawing on a discourse analysis of qualitative interviews with mothers of children who are over one year and under school age, this paper looks at discourses around feeding young children. In particular, it considers the role of the expert and the role of family and friends in understanding their impact on decision making around feeding children; and the role of power and knowledge and how they are linked to the notion of normality in relation to child rearing (including feeding). Using the concept of governmentality, developed by Foucault, to explain the way power is exercised through a number of authorities in an attempt to govern the 'wealth, health and happiness of populations' (Rose and Miller, 1992 p174), the paper explores how mothers regard issues of feeding their children in the context of being a good parent and in the face of the many risks that parents consider when making decisions relating to their children.

Poster Number 3: *Carof, S. Ecole des Hautes Etudes en Sciences Sociales (EHESS)*

Food meanings and practices of overweight women in France and in England

Prevalence of overweight and obesity has increased significantly in the last thirty years in Europe. For many authors, this increase is mainly explainable by a change in the food practices and eating rituals. If numerous studies have analysed the relationship with food of obese persons, few studies have analysed only overweight people (BMI 25-30). The latter are nevertheless treated the same way as obese people in the discourses of public politics. The objective of this study will be to compare the meanings of food and overweight women's food practices in two countries with very different BMI distributions: France and England.

Following a qualitative and micro-sociological approach, 45 semi-structured interviews were conducted with overweight English and French women, of diverse social-economic statuses, ages and personal situations.

First, we will see what meanings women give to the food, when we analyse their general representations or their personal relationship with food. The themes of health, environment but also of guilt, control or fear of gaining weight will be revealed and compared in these two countries.

Then, to understand the link between these representations and their daily behaviour, we will compare the differences of meanings and practices of diets between the English and the French respondents. Diets can be perceived as practices allowing a new reflexivity. But their failure can also be seen as a personal weakness or failure.

Finally we will examine the various possible relationships with food of these overweight women. Do the latter depend on the nationality of respondents, on their corpulence, or rather on the stigmatization which they can undergo in the everyday life? These questions will allow to address the relevance of this category of « overweight » in order to understand the contemporary food practices.

Poster Number 4: *Chambers, S., Anderson, A., Freeman, R. University of Dundee*

Using a sociological approach to inform healthy eating programmes in Scottish schools

There is growing concern with Scottish children's diets, which are high in sugar and fat, and low in fruit, vegetables and whole grains. Poor diets are most acute in deprived communities. The importance of food and health has been enhanced in Scotland through the Curriculum for Excellence (CfE), where health and wellbeing have equal status with literacy and numeracy in the 3-18 years curriculum. The CfE provides teachers with greater freedom to plan lessons; however, there is little guidance for best practice. The National Institute for Clinical Excellence's (NICE) guidance recommends that programmes to improve dietary intake are theory based. The guidance acknowledges that interventions cannot focus solely on the individual, and must take into account cultures and contexts, and specifically reference Giddens and Bourdieu. Nevertheless, the results from a systematic review suggest that there are few interventions for children that are underpinned by sociological rather than psychological theory. The project described uses sociological theory to design a feasibility study to improve eating practices in primary school children. Using structuration theory as a guiding framework, the rules and resources associated with eating practices in primary seven children will be investigated through indepth interviews and an ethnographic study, and fed into the design of an intervention. The intervention will be carried out in areas of high and low deprivation to determine whether a sociology based educational programme can successfully improve the healthfulness of eating practices, and whether such programmes risk widening inequalities.

Poster Number 5: *Durrant, R. University of Sussex*

'Towards sustainable food: an intention to be system-changing'

Contemporary food movements, grassroots initiatives and activist groups working on or with food in the UK are united in their desire to see current food systems become more environmentally and socially sustainable. Yet, given the complexity of incumbent food systems, this is a daunting task. Whether they are starting up food co-ops, lobbying government, or educating people about planet-friendly food, activist groups encounter opportunities to both reinforce and undermine each other's and their own aims. The purpose of my research is to elucidate the conditions under which these groups' intended impacts on

food systems have been reinforced and/or undermined. Emerging lines of enquiry are around the strategic activities that they engage in; the ways that they discursively frame elements of the food system; the ways that they position themselves – both materially and discursively – with respect to regime incumbents; the nature of their relationships with sympathetic groups; and the influence of unfolding trends and events. The principle methods by which I have been generating data is through interviewing and keeping an observational diary, but I am also interrogating a range of other textual data sources, including published reports and market data, internal documents and memos, and publicly broadcasted news media. With respect to my analysis, I am adopting a realist-constructivist stance informed by contemporary methods in science and technology studies and by Adele Clarke's postmodern re-working of grounded theory.

Poster Number 6: *Healy, A.*

University of Limerick

Food expenditure patterns in Italy, France, Ireland and the UK, 1985-2005: which groups are being left (or simply staying) behind?

For the average Irish and British household, foods prepared outside of the household have become an important part of the food budget. In fact, expenditure on prepared meals and dining out has become so widespread that lack of expenditure on these types of foods indicates either a choice to eat differently from the norm or an inability to join the mainstream (social exclusion).

This study has analysed food expenditure patterns vis-a-vis convergence theory across a sample of countries in the European Union to assess the relative importance of nation state on food expenditure patterns and the impact of other socio-demographic factors such as age and employment status.

Food expenditure data have been analysed from 1985 to 2005. Data sets included were: the UK's Expenditure and Food Survey, Ireland's Household Budget Survey, Italy's Indagine sui Consumi delle famiglie and France's Enquête budget des familles. Trends were analyzed via proportionate changes in the components of food budgets, through cluster analysis and through regression analysis.

Findings indicate that while country is still a significant determinant of food expenditure patterns, the average national food budget for most of the countries studied has changed quite a bit over time. In the UK, Ireland and France, there is now a much higher reliance on prepared foods and foods eaten away from home, with the highest proportionate expenditure in households with younger heads who are male, employed and single. However, for Italian households and for households with a head who is older, less educated, retired or not working; food expenditure patterns are more similar to other groups' average household food budgets from over twenty years ago with a much lower proportionate expenditure on foods prepared outside of the home.

Poster Number 7: *Nairn, S.*

McGill University, Canada

Negotiating Food Allergy/Intolerance in Contemporary Consumer Culture

"...The peanut is such a great snack and such an American snack" (CEO of King Nut Companies 2011).

Social studies of food have examined the process and practice of eating/dining out (Warde & Martens 2000) and the practice of reflexivity in relation to the consumption of Fair Trade products/foodstuffs (Adams & Raisborough 2008) as well as genetically modified foodstuffs (Tulloch & Lupton 2002). Additionally, social studies of food also examine the emergence of movements like the 'Slow Food Movement' (Leitch 2006, Sassatelli & Davolio 2008). Despite its prevalence in the media in relation to a number of different issues including the regulation and 'banning' of particular foodstuffs from certain areas/places (e.g. schools, airlines, etc.) and recorded prevalence in a number of different Western countries, food studies and sociological studies of food have neglected exploration of the everyday experience of food allergy/intolerance. Drawing on data gathered from a pilot study involving in-depth interviews with eight individuals from a city in Canada, I suggest the everyday experience of food allergy/intolerance, like other alternative, critical or 'dangerous' practices of consumption is about the negotiation of fear, pleasure, medical and scientific discourse, and through which individuals make embodied, reflexive and situated decisions about what to consume and also about the parameters of their conditions. The experience of food allergy is also about the

negotiation of cultural scripts and public discourse that situate the consumption of particular foodstuffs as essential to the preservation of national 'identities' and those that emphasize the importance of 'letting go' and engaging in 'exciting' experiences with and of food. My poster therefore, will demonstrate that the experience of food allergy/intolerance should be considered alongside other forms of critical/alternative consumption and can offer valuable insight into contemporary practices and processes of reflexivity about one's consumption practices in contemporary consumer culture.

Poster Number 8: *Simon, D.*

Canterbury Christ Church University

How does the food TV diet, compare to the Eatwell plate and national consumption data?

There has never been more information on food in the public domain than today. Even so, obesity levels are rising since the early eighties (Haare-Bruun et al. 2011) and so are greenhouse gas emissions from food production (FAO; Popp et al 2010). The media are a major source of information and play a significant role in shaping consumption, and it therefore is of considerable social significance how food, especially food values and food image, are represented.

In recent years the role of TV in the dissemination of information on food and nutrition has been studied increasingly (Adams et al 2011), and there is some indication, that television viewing does affect buying behaviour and consumption (Arnas 2006; Cowburn & Boxer 2007), as well as positive beliefs in products (Dixon et al. 2007) and knowledge and opinion on food (Byrd-Brendbenner 2010). The largest proportion of food footage is being broadcast in form of food programs, which have become well-established on many television channels.

This poster compares the food group proportions recommended by the national health guidelines, represented by the Eatwell plate, with the food groups of the current 'TV diet' and data from official statistics on expenditure of food in Britain, to establish if and how they correlate. The food groups of the 'TV diet' are identified as part of my PhD project, through a content analysis of current food shows on British television.

Poster Number 9: *Stewart, M.*

University of Kent

Serving Suggestions: Healthy eating opportunities in young offenders' institutions in Scotland and Sweden

This paper looks comparatively at how young prisoners are fed in Scotland and Sweden.

Advice from the Scottish Government to its public bodies, including prisons, is that a healthy diet should be provided, adding that this should include five portions of fruit and vegetables per day and two portions of oily fish per week and cutting consumption of saturated fats, sugar and salt. Yet inmates in Scottish Young Offenders' Institutions receive no more than two portions of fruit and vegetables a day and no oily fish whatsoever, in a diet that is laden with saturated fat, sugar and salt.

Every Swedish public institution, including prisons, uses Tallriksmodellen, or the National Plate Method, for determining healthiness of nutrition (40% carbohydrates, 40% fruit and vegetables, 20% protein), which is why youngsters in Swedish prisons are able to eat four portions of fruit and vegetables a day and one portion of oily fish per week. They also eat communally, including breakfast; incarcerated Scottish young offenders eat alone in their cells; their breakfasts are provided the previous evening.

By spending approximately twice as much on food provision, but jailing, pro-rata, six times fewer young people than Scotland, this paper concludes that Sweden, by feeding its prisoners well, is a country in solidarity with these youngsters and wants them rehabilitated into a healthy society. Scotland, on the other hand, with its unhealthy diet, appears to believe more in punishment than rehabilitation.

Poster Number 10: *Swee, H.*

University College London

A Little More Spice: The Different Meanings of Nyonya Cuisine in Australia

This paper is concerned with the different meanings which Nyonya cuisine, originally the food of the Peranakan people in Malaysia and Singapore, has acquired in Australia. It explores how the same cuisine can be experienced in different ways and conjure very different meanings which are dependent on the person who engages with it. Two different ways of

engaging with Nyonya cuisine are examined. The first explores the meanings of Nyonya cuisine for migrants from Malaysia and Singapore in Australia, focussing particularly on sensory engagements through the example of the Ang Ku Kuih (red tortoise cake). For these migrants, engagements with the Ang Ku Kuih are filled with notions of home, memories and nostalgia. The second discusses the rise in popularity of Nyonya cuisine amongst the wider Australian population and the role of this cuisine in shaping a multicultural Australian society. I argue that Nyonya cuisine has joined a new ensemble of food which enables Australians to see themselves as members of a multicultural and cosmopolitan society. In this way, Nyonya cuisine can contain meanings for anyone who engages with it and has become a way of representing a cosmo-multicultural Australian society.

Poster Number 11: *Thompson, M. University of the West Indies, St Augustine, Trinidad and Tobago*

Mapping the Caribbean in the Global Food System

This poster attempts to broadly map and communicate the position the Caribbean in the global-local politics of food, food governance and power. The recent global financial and food price crises have brought the question of regional food and nutritional 'security' into sharp focus in the Caribbean. Regionally, the Caribbean's food system is characterised by high dependency on large food import bills, low capacity for domestic production, increases in nutritionally poor diets, rising rates of non-communicable diseases, and vulnerability to changes in international markets and climatic change.

Complex and contradictory relations in the global food system powerfully influence patterns of production, distribution and consumption across time and space. Several centuries of international market integration means that many countries of the world rely on importation of a substantial proportion of their nation's nutritional intake, whilst exporting other agricultural commodities. This creates multifaceted (and often inequitable) international relationships of interdependence between states, farmers, other food producers and agri-business. The linking of local events to global arenas in this way also creates new vulnerabilities and risks, characterised by complex and sometimes divergent webs of political significance.

Poster Number 12: *van Kemenade, J.*

Aberystwyth University

'Out of sight, out of mind: when food is no longer food'

As human beings, we have long since aligned ourselves with culture, in opposition to nature. More recently, this dichotomy has been seen as reflective of the environmental problems we must face. Sociologists have attempted to redress the society/nature dualism by demonstrating that nature itself is social. But this is yet another way of prioritising the social. We have disconnected ourselves from natural systems, and this is demonstrated by our food provision systems, where waste is integral, from the farm to the fridge and beyond.

In the UK alone, 8.3 million tonnes of food is thrown away each year. Even before food becomes food, there is waste, from inedible parts of plants and animals. And what we finally eat must also be processed; over 10 billion litres of sewage are produced each day.

The distinction between avoidable and unavoidable waste is obvious, and yet also serves to help perpetuate the nature/society dichotomy. There is no waste in nature: natural systems are cyclic, and everything is utilised. In contrast, industrialised food provision is linear. It distinguishes waste as non-food, as other, and as contaminating, something to be expelled from the social sphere.

There are many responses to industrialised food provision. Permaculture challenges the inevitability of linear systems, and argues instead for cycling. It demonstrates that food can be provided for humans by mimicking natural systems, where food waste is necessarily non-existent. In so doing, it breaks down the nature/culture dichotomy without prioritising either one.

Poster Number 13: *Wills, W., Dickinson, A., Short, F.*

University of Hertfordshire

Information sources supporting health professionals to provide healthy eating advice: Exposing the underpinning discourses.

Background: Health professionals are ideally situated to provide dietary advice. A wide range of resources are available to support them. However, there is a dearth of evidence about the

practices of community-based health professionals in delivering advice about eating a healthy, balanced diet.

Aims: The aim of this study was to explore some of the sources of information which might influence health professionals' interpretation and delivery of healthy-eating advice, particularly in relation to starchy foods and foods high in fat or sugar.

Method: A list of potential sources was compiled, including websites, journals and magazines aimed at a range of health professionals and websites/resources aimed at consumers but accessible to health professionals.

These sources were subject to discourse analysis. Materials were read and coded according to emergent discourses and ideologies. We examined texts for evidence of discourses running counter to current healthy eating advice (such as that offered by the eatwell plate).

Findings: Some material was evidence-based, clearly written, with well-defined advice, explanations and using value-free language. However, this was not the norm. Many sources contained inconsistent and confusing messages. The nutritional-science perspective dominated, with little social-science evidence. Little specific guidance was aimed at ethnic minority groups; most advice was aimed at parents, children and teenagers.

Conclusions: Few of the materials discussed choosing food that tastes good or acknowledged that health is just one aspect of choosing a varied diet. Well written articles about healthy-eating were rare. Further investigation to explore where professionals obtain information about healthy-eating is needed.

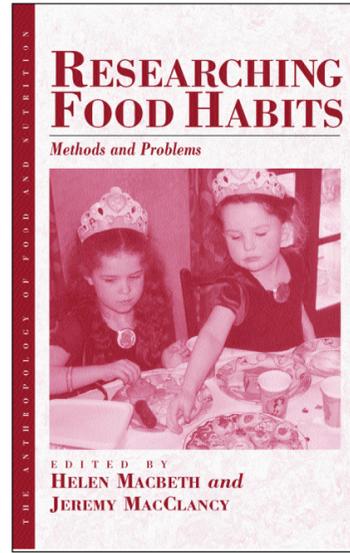
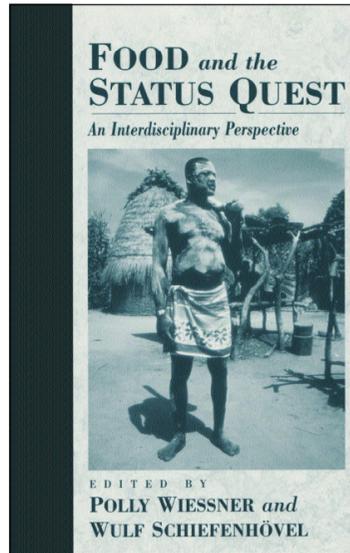
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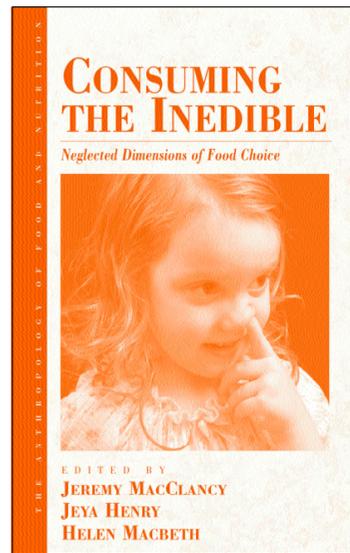
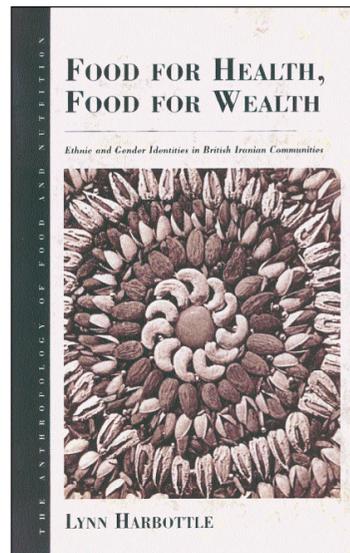
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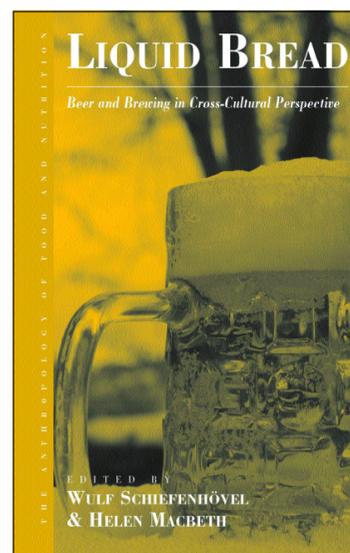
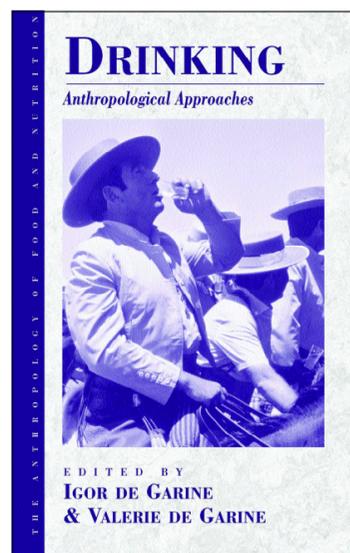
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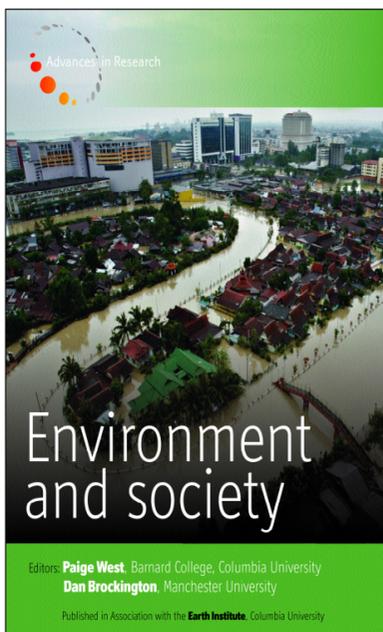
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121 Drummond Street, London, NW1 2HL Tel: 020 7387 5556
Inexpensive vegetarian South Indian food.

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
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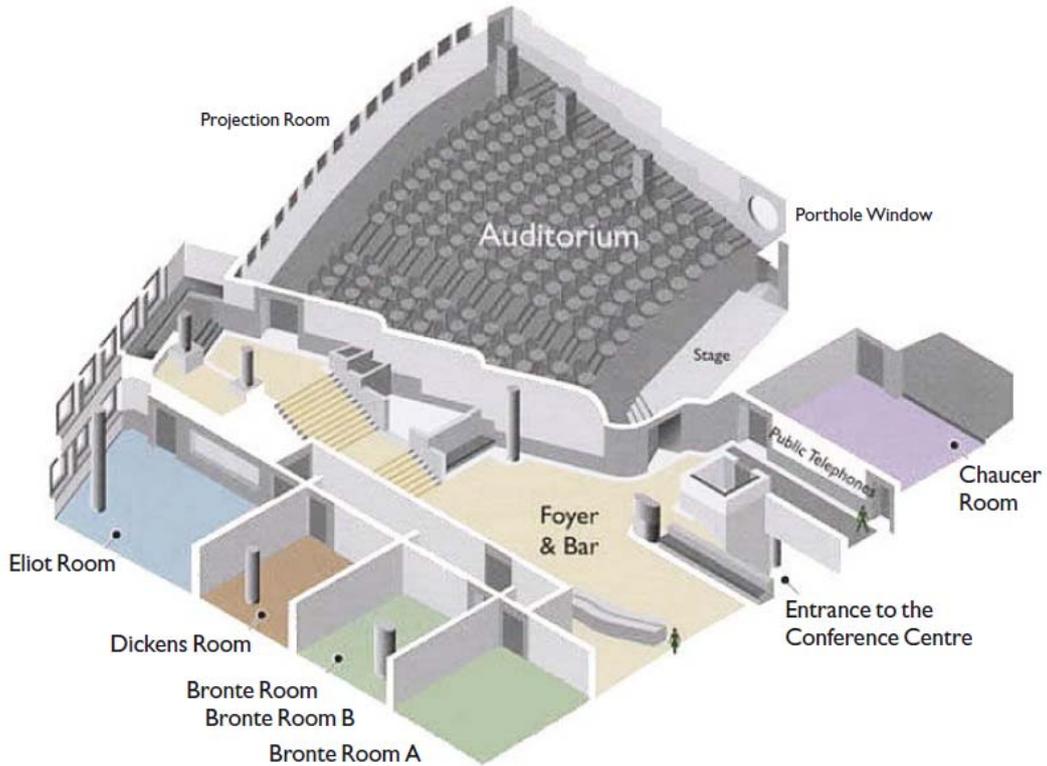
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